CREATED BY RUGBY LEAGUE WORLD CUP ENGLAND 2021

CAPITAL GRANTS PROGRAMME

PROGRAMME PROSPECTUS

OCTOBER 2018
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1 INTRODUCTION TO THE CREATEDBY RLWC2021 CAPITAL GRANTS PROGRAMME

In a breakthrough moment for Rugby League, the men’s, women’s and wheelchair games will come together for the first time on the sport’s biggest stage as England hosts the 2021 Rugby League World Cup. England 2021 will be One Game. Together.

As well as an amazing tournament we have been given the opportunity to do so much more, by helping to build a lasting legacy from the event in communities across England.

£10m has been made available from the Government to deliver the CreatedBy RLWC2021 Capital Grants Programme. The Programme will be dedicated to improving the environments where Rugby League takes place; giving people more and better opportunities to engage with the game and to get active. We will invest in facilities and equipment that create environments that are accessible, welcoming and build a legacy of the 2021 tournament in local communities.

We hope the 2021 World Cup and its legacy will appeal to as many people as possible. The CreatedBy RLWC2021 Programme will aim to invest in projects that offer opportunities for people from all different backgrounds to be active, across the men’s, women’s and wheelchair Rugby League games.

The RLWC2021 is working in partnership with the RFL, Sport England and the Government to deliver the Programme and, in this document you will find more information about what we are trying to achieve, how we will make decisions as well as how you can get started. This document is supported by specific guidance for small-scale or large-scale requests as well as Frequently Asked Questions.

The CreatedBy RLWC2021 Programme is just one part of the InspirationALL Legacy Programme that will help to use the momentum of the 2021 tournament to benefit and transform Rugby League in communities across the country. You can learn more about the wider InspirationALL Legacy Programme here: [FIND OUT MORE]
**KEY FACTS**

**Fund:** Created By RLWC2021 Capital Grants Programme

**What we want to achieve:**

- Encourage more people from a range of different backgrounds to engage with Rugby League, both through playing and volunteering. We want to create positive, accessible and inclusive environments and increase the opportunities to take part.

- Invest in opportunities that reach different audiences and address barriers to engaging in the sport.

- Recognise the role and value of Rugby League activity in the community and support delivery of wider benefits such as community cohesion, civic pride and social development.

- Ensure we deliver a lasting legacy that will provide opportunities for engagement in the sport now, that will continue to be deliverable in the future.

**The type of things we will fund:** The Programme is focused on funding for facilities and equipment.

**Who do we want to work with:** Any organisation that is developing Rugby League activity in their community.

**Award types:** small-scale awards up to £15,000 and large-scale over £15,000.

**Total funding that is available through the Programme:** £10 million.

**Timeframe:** Applications can be submitted at any time and decisions will be made approximately every 12 weeks.

**Fund opens for applications:** 23 October 2018.

**Fund closing for new applications:** 23 October 2021.
2 WHAT DO WE HOPE TO ACHIEVE?

The CreatedBy RLWC2021 Programme is focused on providing the equipment and facilities needed to give people more and better opportunities to be active. We think the Programme can make an enormous difference to communities and build a lasting legacy.

The Programme is one part of the InspirationALL Legacy Programme which aims to engage a wide range of communities in the excitement of the tournament and build a lasting legacy.

Please see below the objectives we are seeking to achieve from the CreatedBy RLWC2021 Programme.

CREATEDBY RLWC2021 PROGRAMME OBJECTIVES

Engagement
Encourage more people from a range of different backgrounds to engage with Rugby League, both through playing and volunteering. We want to create positive, accessible and inclusive environments and increasing the opportunities to take part.

Reach
Invest in opportunities that reach different audiences and address barriers to engaging in the sport.

Community
Recognise the role and value of Rugby League activity in the community and support delivery of wider benefits such as community cohesion, civic pride and social development.

Lasting
Ensure we deliver a lasting legacy that will provide opportunities for engagement in the sport now, that will continue to be deliverable in the future.

What else will make the Programme a success?

As well as being able to show that funding is delivering these four key objectives, there are other aspirations for the CreatedBy RLWC2021 Programme. These are based on what we know about the sport and the Government’s priorities for the investment.

We will take these aspirations into account when making funding decisions to help prioritise the allocation of our investment.

As well as the four central objectives the CreatedBy RLWC2021 Programme will aspire to:

- Deliver the ambition of a minimum of 50% of the £10m total funding being invested to benefit people living in the top 25% most deprived areas in England. [FIND OUT MORE](#)

- Double the investment in community Rugby League through working with projects that can contribute partnership funding to grow the investment in the sport and their local community.
• Aim for 80% of the £10m investment to be put into the RFL's core affinity areas.

• Make sure the £10m funding fits well with the wider RLWC2021 Legacy Programme (InspirationALL) including alignment with tournament host towns and cities activity.

• Make sure the £10m funding fits well with the RFL's National Facilities Strategy four key themes.

• Support a diverse range of projects including innovation and projects that support a number of different sports or community activities responding to local needs

You can find more information about how we will make decisions later in the document.

Why is the legacy so important?

The CreatedBy RLWC2021 Programme is a key component of the legacy delivery of the RLWC2021. Through the wider InspirationALL Programme the RLWC2021 will deliver their vision for the event.

RLWC2021 Vision

To be the biggest and best ever Rugby League World Cup

RLWC2021 Mission

To create inspirational moments that excite, engage and leave a long lasting legacy

RLWC2021 Strategic Goals

1. To be the most attended and viewed World Cup ever
2. To deliver a profitable tournament
3. To leave a long-lasting legacy
4. To increase profile and visibility for Rugby League
5. To be the most digitally connected entertainment event of 2021

The CreatedBy RLWC2021 Programme will be delivered in a partnership between RLWC2021, Government, Sport England and the RFL because we all recognise the benefits of supporting individuals and communities to be more active through Rugby League.

The Government's sport and physical activity strategy, Sporting Future, sets out 5 key outcomes that can be achieved through people playing more sport and getting active in their everyday lives: Physical Wellbeing, Mental Wellbeing, Individual Development, Social & Community Development and Economic Development.

Sport England's strategy Towards an Active Nation sets out how Sport England is going to provide funding and support to help make the country more active, healthier and happier across 2016-2021. The RFL's Strategic Plan 2015-2021 sets out its priorities for the game of rugby league.

All of these strategies are important and will help to inform our decision-making on which projects will receive funding.
3 IS THE PROGRAMME FOR YOU?

The CreatedBy RLWC2021 Programme is dedicated to enhancing environments for Rugby League. This means investing in the facilities and equipment needed for people to engage with Rugby League and have a positive experience. It could be funding post protectors and training equipment, through to building new clubhouses or pitches.

To give you an idea of the type of projects we are hoping to fund through the Programme, please see below some small-scale and large-scale examples:

**SMALL-SCALE REQUEST**
*of up to £15,000*

This could include funding for items such as;
- Branded team kit and equipment*
- Branded training equipment*
- Grounds maintenance equipment
- Goalposts and post protector
- Small improvements or repairs to existing facilities

*Supplied by CreatedBy RLWC2021

**LARGE-SCALE REQUEST**
*of over £15,000*

This could include funding for projects that;
- Improve existing or build new playing fields provision
- Improve existing or build new clubhouse facilities
- Improve existing or build new Artificial Grass Pitches
- Develop multi-sport or multi-activity environments.
- New or improved sports lighting.

If you have a project that fits, please keep reading as this section will provide a bit more information about who can apply and what an eligible project is.
Who can apply?

We want to work with clubs and organisations that really understand and respond to the people in their local community – opening up Rugby League to a wider range of people. Successful organisations will also need to be committed to building a lasting legacy for Rugby League in their area.

Most organisations that deliver Rugby League activity now can apply including; clubs, local authorities, community organisations or education establishments. We are also keen to work with new organisations that think Rugby League could really benefit their community.

Unfortunately, we can’t accept applications from individuals, a sole trader, a two-person partnership company, organisations established to make profit or organisations not established in England.

As well as considering the type of organisation you represent, because the CreatedBy RLWC2021 Programme is distributing public money organisations must meet eligibility requirements, which we will explain further.

What do we mean by eligibility?

We assess whether an organisation is eligible to give us the confidence we need to trust them with public money. It also helps to ensure we distribute the funding for the purpose it was intended.

When considering if an organisation is eligible we will ask questions and request information about your organisation and what you would like to spend the money on. Some really important questions we'll ask are:

Do you have good governance?

This is something we will assess for you. What we will require is for you to provide us with information about how your organisation is constituted, governed and how you manage money, so we can see if you meet the appropriate tier of the Code for Sports Governance. To find out more about the code you can look here. [HERE]

Do you have policies and processes that protect young people and adults at risk?

One area of eligibility we take very seriously is the protection of children, young people and adults at risk. Organisations we fund must have up to date, fit for purpose, safeguarding policies and practices in place. Simple, practical and independent advice on safeguarding is available from the Child Protection in Sport Unit [HERE]

Do you own the facility?

For any projects that involve changes to a facility you will need to show you have the appropriate Security of Tenure. Applicants will need to own the facility through freehold or leasehold for a minimum period of time. The only exception is if you are asking for funding for equipment only. In this circumstance we will consider the options on a case by case basis. As a minimum we will need to understand where the equipment will be safely stored.

We know most organisations will be eligible, however we also know a few will not be and it might be that we can help. If you are concerned that you might not be able to provide us with evidence that you are eligible, but would like to discuss your situation we would be pleased to hear from you. Please contact us at capitalgrants@rlwc2021.com
We are a Statutory Body, is there anything else we should consider?

Statutory bodies like local authorities or education establishments provide important community sports facilities for Rugby League at a local level. We are open to applications from statutory bodies that support community Rugby League. Although we'll always look objectively at each project, statutory bodies are different to clubs and community organisations and so we will reflect that when considering your application.

Statutory bodies will specifically need to:

✓ On most occasions provide a minimum of pound-for-pound partnership funding
✓ Demonstrate the strategic need for their project proportionate to the scale of investment requested.
✓ Provide evidence of community use through formal community use agreements or similar

Things we can’t fund

There are some things that we’re not able to fund through this Programme. Below is a list of some of the typical ones we get asked about – but if you’re not sure please email us at capitalgrants@rlwc2021.com.

• Revenue-only projects – e.g. facility hire, coaching costs, ongoing running costs.
• Routine maintenance resulting from wear and tear
• Children’s playgrounds and play equipment
• Projects intended for private gain
• Retrospective funding (this is paying for works you have already completed)
• Projects funded by Sport England or RFL in the past
• Projects that are for the benefit of school curriculum use only

Eligibility provides us with the confidence we need to trust organisations with public money.

If you’re worried about whether your organisation is eligible or whether your idea is something we can fund, please just get in touch.
4 HOW WE WILL MAKE DECISIONS?

We will make funding decisions for the CreatedBy RLWC2021 Programme primarily based on the extent to which applicants are able to demonstrate delivery of our Programme objectives that were set out earlier in the document.

It is our role to consider how your project can contribute to those objectives, so through our application process you just need to provide information about your real-life situation. We will ask a series of questions to understand more about; your organisation, why you need the investment, what you would like to do and are hoping to achieve as well as how you think you can make it happen.

The application process will be applied proportionately with information requests that make sense for the amount of funding being requested and the type of project. That means that if you are asking for a large-scale request (above £15,000) we will expect more information than if you are asking for a small-scale request (£1,000-£15,000). It is also why we have made the large-scale Programme a two-stage process.

You can find out more information and specific guidance for small-scale and large-scale requests respectively at the end of the document in the ‘How to get started’ section.
OUR FUNDING CRITERIA

The CreatedBy RLWC2021 Programme will assess your organisation’s eligibility as well as using our funding criteria to assess your project. This is based on the same simple structure as the application questions we ask you.

We will assess whether your project delivers the Programme objectives based on the following three criteria:

**Why is your project needed?**
This is simply why you have been motivated to apply. It will mean telling us more about your situation, the people you engage with through your organisation and who live in your community, and what they need. If you are asking for a large-scale request this should include information on the strategic need for your project.

**What will you achieve as a result of the project?**
This is about the difference your project will make. It will mean telling us more about how the project will benefit the people you want to engage and the community. You’ll describe what you want to do and how that will meet the identified needs.

**How will you make it happen?**
This will mean explaining how you will deliver the project as well as providing information on how the project will be able to keep going over the longer term, including how it will help to develop Rugby League in your community over a period of time.

If you have a project that demonstrates impact against our objectives but is not eligible, it is possible that we will not be able to provide funding. However, if there are practical problems that can be solved we will offer advice where we think you have the potential.

What if we have to prioritise?

We know we will have to make some tough choices. The interest that has been expressed since the CreatedBy RLWC2021 Programme announcement in July 2018 far exceeds the funding we have available to distribute.

In order to be fair and prioritise in a consistent way, we will firstly consider the extent to which projects deliver against the four Programme objectives that we referenced earlier. Alongside this, we will take into account the other Programme aspirations that we think will help to make the CreatedBy RLWC2021 Programme a success.

This will mean accessing other sources of information available about the geographic area, the community as well as information held by the RFL and looking across all applications that we receive to make sure that we are investing the £10m in a way that meets our objectives and aspirations as well as possible.
What can you expect from us?

The CreatedBy RLWC2021 Programme is a huge opportunity to help build a lasting legacy from the 2021 tournament in communities across England.

We are committed to delivering our objectives and the greatest legacy possible for Rugby League across England. We will always act with the best interests of the legacy and the people it is seeking to reach. That means we also need to treat the organisations that we are working with as customers and put them at the heart of how we deliver the Programme.

To help make that a reality we have tried to plan our approach to delivery with the customer in mind and we have created a commitment to customer service.

Our customer commitments are:

Inclusive
- We will welcome applications from all organisations representing different parts of the community.

Transparent
- We will be clear about how we will make decisions and apply our criteria consistently.

Authentic in our delivery
- We will be professional and keep our promises.

Clear communication and language
- We will use simple language that is easy to understand and keep in touch.

We don’t think we’ll get everything right straight away so we will be capturing feedback and making improvements to the Programme over time. If you have any ideas or concerns please don’t hesitate to contact us at capitalgrants@rlwc2021.com
**Working together**

The CreatedBy RLWC2021 Programme is being delivered in partnership with the RFL, Sport England and Government (the Department of Digital, Culture, Media and Sport). That means all organisations are working towards the same goals and are all involved in helping to deliver this Programme.

We believe working together and accessing lots of different ideas, skills and experience from the Rugby League community means we’ll be able to deliver more – offering the right support as well as maximising the reach of our investment.

We are keen to work in partnership at a local level and we see all our projects as a way of working together to deliver a lasting legacy for the RLWC2021.

If you are not seeking funding but want to understand more about the Programme and our projects please contact us at: capitalgrants@rlwc2021.com

**What help is available?**

There are lots of options for help and advice if you are developing your project or idea.

This could be through online support, contacting organisations that can help, or you might find that people within your club or local community have experience you need.

Within this document there is some tips and guidance to help you get started and we have also developed guidance bespoke for a small-scale or large-scale funding requests. These includes things you might want to think about to help put your plans together. Please see links below for ease:

[Small Scale Request Guidance](#)

[Large Scale Request Guidance](#)

The RFL have been working with RLWC2021 to further grow their guidance for clubs to help to support the CreatedBy RLWC2021 Programme.

The RFL have also appointed a new dedicated community investment team. If you need some help with next steps you can get in touch with them via capitalgrants@rlwc2021.com.
We can’t fund every project.

We know there will be lots of great projects that have been developed in good faith, backed by a group of enthusiastic people that have identified a need in their community. Unfortunately, we can’t fund every project, but we would like to fund as many as we can and create the greatest legacy possible from the Rugby League World Cup 2021 that we can.

We hope that we can double the £10m funding that is available through the Programme through projects bringing forward funding that they have themselves generated or brought together through other means. This means that when you are considering making an application for funding, it is really important that you have tried to secure other funds or finance first.

We call this Partnership funding, as it involves getting local partners and people in the community onboard to support a project financially. While we would prefer all projects to have some partnership funding or value in kind, it isn’t a requirement. We recognise that for some it may not be possible to secure. If you are unable to do so, we will not rule out your application.

Where can we access other funding?

There are many ways to raise funding for your organisation now. From cake sales to boot fairs and crowdfunding to social sector investment, fundraising could be a good way to get started.

We have developed some guidance to help you understand your options and help you get started. Please see some ideas and links to further information below:

Fundraising  [FIND OUT MORE](#)

These are the simple things you can start doing right away that can help raise funds for your organisation. This could be anything from arranging a crowdfunding page to looking at generating more regular income through new users or activities.

Social investment  [FIND OUT MORE](#)

This is investment from the social sector that uses repayable finance to achieve social impact as well as delivering a financial return to the investor.

Other grant funding  [FIND OUT MORE](#)

You could make an application to other organisations that might be interested in your project. This could be national organisations like Big Lottery Fund or more local bodies like Biffa Award who give grants to projects that benefit communities living near landfill sites.
What happens if you’re successful?

We are really excited about supporting projects and together creating a lasting community legacy from the RLWC2021.

If you are successful we will work with you to support the delivery of your project. But it doesn’t stop there... for us the most important thing is seeing the benefit. So, we will also be really keen to understand the legacy and what it means to you, your organisation and your community.

To help share with you what this might look like, we’ve broken down into a few steps:

(Please note, these steps provide information about what’s next after you receive a funding decision. For large-scale requests this will be after a two-stage process.)

STEP 1: YOU JUST HEARD THE GOOD NEWS...

If it is good news, like you, we will be really keen to let people know so we will quickly provide information you can share. We will also help promote the news straightaway on social media.

At this stage you will receive the formal agreement for the funding or equipment. This will contain all the information about the agreed project, how you can access the funding or equipment as well as the terms and conditions that we need to have in place to distribute public funding.

This can feel like a lot of information, but it is important you read through the detail to understand your commitment. We will provide a named point of contact, so if you do have any queries or questions you will have someone you can call directly for help.

Depending on the type of project we will also agree with you a timeframe for delivery. We ideally want this as soon as possible, but we know some larger projects can take time. We expect no project to take more than 18 months to be finished and up and running.
STEP 2: YOU ARE GETTING READY...

Your plan is starting to come together as you get ready to deliver your project. This might involve getting equipment delivered and organising coaches to set up new sessions, or it could be undertaking a procurement process and appointing professionals for a new build facility.

Throughout the application process we will have worked with you to ensure that together, we think that your organisation has what it needs to deliver.

If there are any gaps, we might include within the formal agreement something called conditions of award. These are things we think need to be done to give us both confidence that the project can happen. At this point, you will also be seeking to access the resource – all details of how to do this will be within the agreement.

Remember you will have a named point of contact, so help is at hand if you have any queries. If needed we will also access professional experts that can help us both if there are more specific areas of support.

STEP 3: YOU ARE DELIVERING THE LEGACY...!

This is the most exciting part as you start to see the result of all your hard work.

We are keen to spread the message early about the funding and the impact, so we will ask that you promote your investment in the local press and/or on social media. We’ll provide a template for this to help.

In addition, we will want to more formally monitor how your project is being delivered. This will be proportionate to the amount of funding that has been committed. So, at the smaller-scale end it could be speaking to one of our team about your experience, and at the larger-scale end it could be collecting more regular data about how people use the facility/equipment over time. We will be clear about what information we need and where we can, we will offer systems and advice on how to collect information.

We also hope the information will be important to your organisation, to show what you’ve achieved. For us, it helps our understanding of what projects really work, it gives us information that we can pull together to share to celebrate the benefits more widely and importantly it allows us to recognise your success or offer some help if things aren’t going quite as planned.
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How to get started?

If you think the CreatedBy RLWC2021 Programme would be able to help your organisation then please see our links below that provide more information about how to make an application.

The Programme is open between now and the Rugby League World Cup tournament in 2021. The £10m funding will be distributed over a 3-year period, so if you’re not quite ready, you can come back in the future. In the meantime, you can keep up to speed with any updates by visiting the Rugby League World Cup 2021 website here.

[HERE]

SMALL SCALE GRANTS
LARGE SCALE GRANTS