



# Sustainability Workshop Q&A

Answers to questions raised during the two workshops that followed the Rocking the Boat Conference, October 2021.

## Is there a place where we can find out about funding opportunities?

In short, no, there is currently no central resource that holds this information. Each foundation will publicise its own funding criteria, for example, Sport England funds extracurricular activities:

<https://www.sportengland.org/how-we-can-help/our-funds/other-ways-to-generate-funding>

The Directory of Social Change publishes a directory of grant-making trusts:

<https://www.dsc.org.uk/publication/the-directory-of-grant-making-trusts-2022-23/>

## What advice have you got for schools that want to get the ball rolling?

Depending on the model, find a local club that might be interested and try to join up with other local schools to gain momentum. For example, the WYR model needs 8 - 10 schools in order to get a hub going. Find the headteacher who is chair of the local Association of Heads and talk to the Heads as a group. The key is to get the headteacher on board. Get a group going with indoor rowing to give them a head start. Offer teacher training to get teachers familiar with taking indoor sessions using Concept 2 rowing machines, and consider options to offer further training, including support to take on Level 2 coaching and power boat courses to support on-water rowing.

## Pupil Premium

Ofsted is keen to know how the Pupil Premium is being spent. Demonstrate how rowing is having an impact, social benefit, with wider key skills, physically, how large is the cohort involved (indoor rowing helps with the numbers)

School-level Pupil Premium Grant allocations are available here

<https://www.gov.uk/government/publications/pupil-premium-allocations-and-conditions-of-grant-2021-to-2022>

## How can we access CSR funds from businesses?

Listen to the business and understand what they want to get out of it - the chances are they haven't thought about starting a rowing programme! Is there any natural affinity, i.e. with ecology, waterways? Ensure that your aims align with theirs, show them what the benefits are. What is their wishlist? Do they want to raise awareness of their industry in areas/schools where they haven't traditionally been involved, perhaps cultivating a partnership with a secondary school or sixth form where they can give talks, offer work experience or apprenticeships?

Retention has been pretty good, although some businesses change their charity every year. Invest the time to build a partnership with the business. Invite them to see the project and meet the young people involved; ask for volunteer help, make sure the person who signs off the budget is present.

## How can we improve the retention of Juniors into Senior rowing once they have left school?

It's true there is less money and less interest in keeping Seniors rowing once they have left school. Keep Seniors involved by overseeing Junior rowing. Look at scholarships for Senior rowing. Help fund Seniors through coaching or launch driving courses.

Ask for funding from GLL ([www.gll.org](http://www.gll.org)), Sports Aid ([www.sportsaid.org.uk](http://www.sportsaid.org.uk)) or sponsorship from local companies.

## Any advice on how to create a policy for funding club membership or training for those who cannot afford it?

Try to access Pupil Premium registers - schools can help with this.

Refer people to the Treasurer for a private conversation but do not advertise it widely for fear of being overwhelmed!

## Who could review a proposal before it is submitted?

Help and advice can be sought from London Youth Rowing ([info@londonyouthrowing.com](mailto:info@londonyouthrowing.com) addressed to David Tinnion and Matt Rostron) and Warrington Youth Rowing ([info@warringtonyouthrowing.org.uk](mailto:info@warringtonyouthrowing.org.uk) addressed to Ben Dunne and Richard Sinnott) to gain different perspectives on successful approaches.

Consider the following points:

- How will you measure impact?
- Have you talked to people about how the project will become sustainable?
- How do you engage with school leadership teams?
- Who will the project work with and why are they the right group to be working with?
- Have you consulted with the group/groups you are targeting to understand what they would like to get out of a programme?
- What partnerships are in place / what other groups are helping to make the programme happen?
- What could go wrong and how will you manage those risks?
- Are you asking the funder for the full cost of the project or are others involved, providing either cash funding or a value in kind contribution?

## What does “good” look like for a sustainable youth project?

Don't strive for perfection! Present a realistic plan for years 1, 2 and 3 but be prepared to review and revise.

Have confidence that your programme will look very different from others; keep it specific to you, your community, your aims, your individual situation.

## Is there any funding available for the 18-25 age group?

The mandate of the HRRCT is to support young people while they are in education.

## When planning to move from a volunteer-based organisation to an employment model, what are the issues which we need to consider and how do we make sure this transition is sustainable?

In a schools project, start small with the schools and increase when the school knows the value they are getting and will be more willing to pay to cover increased costs of employed coaches rather than volunteers / using school staff. Become the attendance hub for school

groups with very low attendance issues by taking a group out rowing when they would otherwise not be in school anyway.

Strike up a relationship with a nearby university where students can provide expertise in related fields such as nutrition, sports science, psychology, strength and conditioning etc, in return for work experience. Similarly, use sixth formers to help coach the more junior rowers, perhaps where they are committed to volunteering through the Duke of Edinburgh award.

Once some funding has been secured, consider using 70% on delivery/coaching and investing the other 30% in securing professional services to tell your success story, or finding someone to secure the next pot of funding.

To alleviate any tension between having some volunteers and some paid coaches, consider if it is possible to channel the funding through the schools rather than through the club, so any paid staff are actually on contract to the school.

## How can we gain more publicity (and ultimately, funding) for what we are doing?

Put your success story on the front page of your website, don't hide it.  
Consider which audiences you want to influence; what are their priorities and how can you target them?