

MAYOR OF LONDON

---

# The Mayor of London UEFA EURO 2020 Grants Programme

PROSPECTUS



## **COPYRIGHT**

**Greater London Authority  
November 2019**

Published by  
Greater London Authority  
City Hall  
The Queen's Walk  
More London  
London SE1 2AA

**[www.london.gov.uk](http://www.london.gov.uk)**

enquiries 020 7983 4000

minicom 020 7983 4458

ISBN

Photographs ©

Copies of this report are available  
from [www.london.gov.uk](http://www.london.gov.uk)

---

## **CONTENTS**

<b>What is The Mayor of London UEFA EURO 2020 Grants Programme?</b>	<b>2</b>
<b>The different funds and their priorities</b>	<b>2</b>
<b>Celebrate as One Fund</b>	<b>2</b>
<b>Free Kicks Fund</b>	<b>3</b>
<b>Community Fund</b>	<b>3</b>
<b>How much funding is available?</b>	<b>4</b>
<b>How much can I get?</b>	<b>4</b>
<b>What types of projects will this programme fund?</b>	<b>4</b>
<b>Celebrate as One Fund</b>	<b>4</b>
<b>Free Kicks Fund:</b>	<b>5</b>
<b>Community Fund</b>	<b>6</b>
<b>What will the grant pay for?</b>	<b>6</b>
<b>What won't the grant pay for?</b>	<b>7</b>
<b>Who can apply?</b>	<b>7</b>
<b>Celebrate as One Fund</b>	<b>7</b>
<b>Free Kicks Fund</b>	<b>8</b>
<b>Community Fund</b>	<b>8</b>
<b>Who can't apply?</b>	<b>8</b>
<b>How can I apply?</b>	<b>8</b>
<b>When can I apply?</b>	<b>9</b>
<b>How many applications can I submit?</b>	<b>9</b>
<b>How will you decide which projects to fund?</b>	<b>9</b>
<b>What will I need to do if my application is successful?</b>	<b>10</b>
<b>What happens if my application is not successful?</b>	<b>12</b>

---

## What is The Mayor of London UEFA EURO 2020 Grants Programme?

In 2020, London will host seven matches of the men's UEFA European Championship (EURO 2020). As outlined in the [Mayor's draft Strategy for Sport in London](#), the Mayor recognises that major sports events are an important way to engage communities in London. That means giving Londoners the opportunity to participate meaningfully in such events, using tournaments like EURO 2020 as an opportunity to bring people of all backgrounds together.

The Mayor is therefore investing £525,000 into The Mayor of London UEFA EURO 2020 Grants Programme. The fund will provide Londoners with the opportunity to run local activity to ensure that as many Londoners as possible are able to be a part of this once in a generation event.

The Mayor will also deliver a variety of other community, sporting and cultural programmes during the summer of 2020 to bring Londoners together and celebrate EURO 2020 in our city.

We want to tap into the celebratory spirit that surrounds the tournament and make Londoners feel like they want to take part in what's going on. Our aim is for all Londoners to have the opportunity to participate in EURO 2020-related activities, and for every Londoner to feel proud of their diverse and creative city.

## The different funds and their priorities

The Mayor of London UEFA EURO 2020 Grants Programme will fund networks and groups in local communities to bring Londoners together.

There are three strands of funding available, and you may apply to more than one of the strands. But please be aware that the focus and criteria for the strands are different.

### **Celebrate as One Fund**

This strand will fund grants of £500 - £1,000 out of a total pot of up to £100,000.

The aims of this fund are to:

- Bring together and connect Londoners through one-off events.
- Create spaces for Londoners to engage with and celebrate EURO 2020.

The Celebrate as One fund will give opportunities for all Londoners to engage with and celebrate the tournament in their local communities. This fund will invest in one-off

---



community events that celebrate EURO 2020, incorporate some physical activity, and that address one of two key social integration issues: social isolation and social mixing. This fund is open to local individuals and groups as well as registered charities, CICs, and other 3rd sector organisations.

Groups such as disabled people, older people, some BAME and religious groups and some groups of women are on average less likely to be physically active or integrated in their local community when compared to other Londoners. This fund promotes equality and uses EURO 2020 to celebrate and provide more opportunities to integrate these groups with others.

This means that within your application you could:

- Apply for a grant to bring together different population groups from within your local community.
- Showcase how your event will use EURO 2020 to celebrate diversity.

### Free Kicks Fund

This strand will fund grants of £1,000 - £4,000 out of a total pot of up to £275,000.

The aims of this fund are to:

- Improve physical health and wellbeing within London.
- Use EURO 2020 to engage Londoners who are not sufficiently active.



The 'Free Kicks Fund' will give grants for organisations to run football-focused activity. The fund will use EURO 2020 to improve physical activity for Londoners by investing in projects that address the key issues of Sport Unites, as outlined in the [Mayor's draft Strategy for Sport in London](#).

We want to use football to target and engage Londoners who are not sufficiently active. We are particularly interested in projects that with a women and girls focus.

This means that within your application you could:

- Apply for a grant to deliver football-focussed sessions to Londoners.
- Showcase how your project will use EURO 2020 to engage with groups of Londoners who are less active or inactive.

### Community Fund

This strand will fund grants of £4,000 - £10,000 out of a total pot of up to £150,000.

The aims of this fund are to:

- Bring together and connect Londoners during a project.

- Help Londoners feel a part of EURO 2020 or to celebrate Europe in London.

We will fund a variety of projects ranging from European cooking classes to teaching languages through football; from befriending projects to extending a current community football training programme so that people with additional needs can attend. Projects do not have to include football-related activity but should demonstrate a thematic link to EURO 2020 or Europe while bringing people together to celebrate the tournament, their communities and London.

This fund will invest in projects that are community-led, connecting people who might not normally interact or bringing opportunities to a wider audience. We are keen to fund projects that build capacity in local groups and charities in order to become sustainable longer term. This means that within your application you could:

- Apply for a grant to try out an innovative idea you have for a new project.
- Extend an existing successful project to a new group of people.

## How much funding is available?

We will fund a total of up to £525,000 across the three funds. Funding will be distributed in March 2020, to begin delivering in May 2020.

## How much can I get?

- The Celebrate as One Fund offers grants between £500 - £1,000.
- The Free Kicks Fund offers grants between £1,000 - £4,000.
- The Community Fund offers grants between £4,000 - £10,000.

## What types of projects will this programme fund?

Depending on your focus, different projects will be more suited to different fund strands of this programme. Please read through the three respective descriptions below – this will help you to choose the most appropriate fund to apply for.

### **Celebrate as One Fund**

Sport has particularly high engagement from a diverse range of social groups. This means there is great potential for Londoners from different backgrounds to meet through sport, break down barriers and tackle prejudices. We want Londoners from all backgrounds to come together in celebration of EURO 2020 and their local community.

The Celebrate as One grant will support projects that pair sport with other activities as one day events, for example:

- Create spaces of celebration that focus on both EURO 2020, and London's diversity (for example through its history, geography, fashion, food, music) and by doing so, bring together Londoners from all walks of life.
- Address the issues of social isolation and/or social mixing. This fund will use EURO 2020 to bring Londoners from different communities together or will target Londoners who are isolated or lonely. This will contribute to improving social integration, reduce prejudice and help isolated Londoners feel better connected and supported.
- Run a community event which incorporates some form of physical activity. The physical activity does not have to be football.
- Some examples of what you could deliver:
- Pair sport with another activity for example informal football and a celebration of European cuisine. For some people social life revolves around music, while for others it may be cultural events or activism. Combining sport with other activities that people enjoy – and already take part in – will be a catalyst for people with different interests to come together when they might not have done so otherwise.
  - A community festival celebrating local cultures and incorporates a dance session as part of the day.

### **Free Kicks Fund:**

- Provide grant funding for organisations to run 12 informal, football-focused physical activity sessions.
- Use the power of EURO 2020 to inspire local communities and provide opportunities for participation.
- Target Londoners who are not sufficiently active. There are a variety of groups in London who are on average less likely to be physically active and we want to support projects that focus on improving physical activity for these groups. Women and girls have been identified as one of these key groups.
- Ensure the legacy of your project by signposting those who are interested to other relevant opportunities.
- Be inclusive so that all Londoners can access.
- Some examples of what you could deliver:
  - Sessions that provide more affordable, local participation opportunities for Londoners
  - Activity that uses EURO 2020 to improve social integration through sport with a focus on Londoners who are less likely to be physically active.

## Community Fund

For this strand, we will fund projects or activities that bring people together who might not normally interact and extend existing projects to a wider audience. We are looking to fund activities that use EURO 2020 as an opportunity for social integration and celebrating London.

All projects should be free to attend and accessible for a wide range of people. Please indicate how you will go about this in your planning and application.



Here are some ideas of activities and projects that could be funded within this strand. This list is not exhaustive, and we look forward to seeing what other ideas you come up with:

### Culture

Bringing dance and football together; a European music event; storytelling using European sport stars or memorabilia; sport photography sessions.

### Health and fitness

Guided walks or bike rides about the sporting history of an area; hosting a football tournament in an unusual setting; using football to reduce isolation and mental health issues.

### Skills

Cooking lessons that share European traditions between neighbours; teaching new languages through football; creating a community shed where people can learn traditional carpentry skills and socialise.

### Education

Using sport as a tool to educate communities on racism and discrimination, LGBT issues, inclusion for people with disabilities; mentoring through sport; setting up a local newspaper that young people can write and report on EURO 2020.

### Wider participation

Enabling people who may not find mainstream football training sessions accessible - such as refugees or people with learning difficulties - to attend them; befriending people at risk of loneliness and watching EURO 2020 games with them; bringing together two European community groups to develop a joint programme.

## What will the grant pay for?

For all three strands, you can apply for project costs including (but not limited to):

- Coaching costs
- Hiring of space or facilities for performance, exhibitions, meetings or classes



- Artist fees and materials
- Coordination costs
- Marketing costs – printing and distribution
- Training costs
- Volunteer expenses
- Travel costs
- Staff costs
- Purchasing or hiring equipment
- Running costs
- Translators
- Incentives for participants, including refreshments

## What won't the grant pay for?

- Activities that have already happened
- Activities that happen outside of the 1 May to 31 August 2020 window
- General overheads not related to the delivery of your project
- Activities that take place outside of a London borough.
- Profit-making activities or projects
- Expeditions or overseas travel
- Fundraising activities or challenges (like costs for a skydive etc)
- Activities which collect funds for other charities or people
- Support for tuition fees or activity linked to an individual's formal studies such as a degree or apprenticeship
- Programmes that do not create any meaningful links with EURO 2020
- Proposals that focus on elite or competitive sport
- Activities that the government has a legal obligation to fund, for example, sport sessions which take place in school during curriculum time
- Projects involving construction or refurbishment of property
- Fixed items of equipment (e.g. goals and nets that cannot be easily removed). We also cannot fund fixed equipment which may require planning permission or may impact on any lease
- Contingency costs and VAT you can recover
- Sponsorship, endowments or loan repayments

## Who can apply?

### Celebrate as One Fund

Individuals and groups, registered charities, CICs, and other 3<sup>rd</sup> sector organisations based and delivering in a London borough. We want to fund local people and groups that are at the heart of their community; applicants do not have to be a formally constituted or registered organisation. However, if this is the case you must nominate a sponsor

organisation that can accept a grant on your behalf. You must also provide a reference letter from your sponsor organisation that vouches for your work in the local community. Ideally sponsorship will come from your local authority, but other examples include local schools, charities, or community organisations.

### **Free Kicks Fund**

Organisations, registered charities, CICs, and other 3<sup>rd</sup> sector organisations based and delivering in a London borough. We will support smaller organisations who are embedded within their community and understand local need; however, we will also support larger organisations who can demonstrate local knowledge and clearly evidence how their project will help local communities.

### **Community Fund**

Organisations, registered charities, CICs, and other 3<sup>rd</sup> sector organisations based and delivering in a London borough. Applicants must have an annual turnover of less than £500K - this is a way we can ensure we fund projects that are led by the local community and we will look to reward local knowledge and connections in the application form.

## **Who can't apply?**

There are some groups and people we will not fund, including:

- 'For profit' organisations
- People under the age of 18
- We will accept match funding as part of applications; however, these grants are intended for local level organisations and projects. As such, we expect the GLA to be the main contributor of funds to any project.

## **How can I apply?**

You can apply for a grant using our online application form.

- We will ask a few questions about you, your organisation, your project and the people involved.
- You will need to be able to tell us about your regular or previous activities.
- You must provide your UK bank account details (if you are an individual or non-constituted group applying for the Celebrate as One fund you must nominate another sponsor organisation to accept funds on your behalf and provide a reference letter).
- You will be responsible for all financial and legal aspects of your project. By time of project delivery all successful applicants (including individuals and non-constituted groups) must have relevant insurance, risk assessments, and an up-to-date Safeguarding Policy if you are working with Children, Young People and Vulnerable Adults. You should tell us how you will meet these requirements.

For an informal discussion on the grants available, please get in touch.

Phone: 0207 239 1292

Email: [euro2020grants@groundwork.org.uk](mailto:euro2020grants@groundwork.org.uk)

We'll also be hosting workshops around London to offer advice and guidance on applying, as well as attending outreach events. Please check our website for information on these.

## When can I apply?

The grants programme will be open for applications from early November 2019 until mid-January 2020.

Awardees will be contacted in March 2020 and you may start delivery from 1 May 2020. All projects will need to conclude by 31 August 2020.

Applications open	Early November 2019
Applications close	Mid-January 2020
Successful awardees notified	March 2020
Delivery can begin	1 May 2020
Delivery must end	31 August 2020

## How many applications can I submit?

You may apply to more than one of the strands but please be aware that the focus and criteria for the fund are different.

Due to a predicted high level of demand and a desire to work with as many local organisations as possible across London; it is anticipated that a maximum of one project per applicant will be eligible to receive funding within each fund (maximum three separate projects across the three grant funds).

## How will you decide which projects to fund?

We will consider several factors, including:

### **Aims**

How well your project meets the aims of each strand.

### **Your idea**

We'll assess your idea and how it aims to bring people together and incorporate celebrating EURO 2020 in London.

### **Who you are targeting and how you will reach them**

We will assess how you have come up with your idea and how you have considered needs and interests of your community. We want to fund activity in a range of communities, and we will examine how effective your plans to reach your target group are.

### **How you will manage the project**

We will judge your application on the quality of the proposed project. We will consider how well planned the activity and the budgets are, as well as the evidence that the project is in line with the programme aims.

### **Where your activity happens**

We want to fund activity fairly across London and ensure that all Londoners have the opportunity to benefit from EURO 2020.

We will also need to carry out due diligence checks. These are tests to check that you are who you say you are and that you are active within your local community. There are also some financial checks. We will use the information given in the application form to do these checks. Please make sure your information is correct as otherwise it could delay your application or payment.

## **What will I need to do if my application is successful?**

We may ask you for further information before we release any funds to you. This might include:

- Copies of insurance documents
- Copies of Safeguarding Policies for Children, Young People and Vulnerable Adults
- Licenses and risk assessments





You will be given access to a grant awardee toolkit which will detail how reporting and monitoring will work, and how to contact us if you need any support. You will be given a logo that you will need to use on any marketing and we will encourage you to mention that the Mayor of London UEFA EURO 2020 Grants Programme has funded you if you are talking about your project.

You must use your grant for the project/activities set out in your application. If you need to make changes to your project, you must contact us and get our approval first. If you do not, you may have to give up the grant and repay any money already paid out to you.

You must tell us of any changes to you/your organisation that would affect your ability to complete your project.

We would like to collect some information from you at the end of the project. This information will be used in any decisions on whether to run a similar grants programme in the future and to assess how EURO 2020 impacted on Londoners.

We will check in with you halfway through the delivery period to see how things are progressing with your project, whether we can support you and whether we can highlight the good work your project is doing in any marketing materials during the tournament. This may include a visit to record a video.

At the end of your project, you will need to tell us what happened during your project by filling out a final report form. To do this, you'll need to monitor:

- Your income and expenditure
- Your outputs – such as how many sessions you ran and how many people attended
- Some monitoring information on your participants.
- Case studies and testimonials with photos of your projects – we want to know what worked well or not so well and what the project achieved. These will help us to understand how beneficial the grants programme was and inform any further decisions on running a similar programme again.
- We'll ask you to tell us about what happened during your project. For example, was it a success, what worked well and what worked less well, what did you achieve, will you continue the project?

For some projects, we'll arrange to talk face-to-face with the people involved in your project during the evaluation stage.

## **What happens if my application is not successful?**

Unsuccessful applicants will be notified of the decision and we will endeavour to give feedback across all three funds.

The GLA has other grant schemes and we will direct you to a summary of these to see if any are applicable for your project.

**Other formats**

For a large print version of this document, please contact  
Groundwork:

Telephone **020 7239 1292**