

LMCT Facilities Grants Programme – Business Planning Guidance

Your business plan should focus on the issues that the project is addressing and why the proposed solution is appropriate, as well as the steps you are taking to ensure the long term sustainability of the facilities you want to develop, in terms of usage, management and maintenance. There is no set template for business plans that we encourage applicants to use, but we would expect most business plans to cover the following key areas:

Project Overview

- What are you trying to achieve through the project and why is the business case sound?

Needs Assessment

- How will the project help to address local needs and meet demand?
- What research and consultation have you undertaken to assess needs and identify demand?

Market Demand Analysis

- How does the project fit into the wider picture of physical activity and sport within the catchment area?
- Why is there a need for the proposed facilities in this particular location?

Strategic Context

- How will the project address the strategic priorities of your organisation and partners?

Project Targets

- What impact do you expect the project to have and what outcomes will it help your organisation and partners to achieve? What are your targets for the project?
- Who is the project intended to benefit (target audiences) and how will you measure its success in doing so?

Revenue Projections

- How much will it cost to operate the facilities, how much income are you expecting the facilities to generate and how will you cover any shortfall?
- How are you planning to cover the cost of long term major facility upgrades/replacement?

Governance Overview

- What governance arrangements are in place to ensure that the project is delivered successfully?
- Who will be responsible for overseeing delivery of the project and reporting on progress and impact?

Operational Management Plan

- How will you manage the facilities on a daily basis and who will be responsible for different tasks?

Maintenance Plans / Schedule

- How will you maintain the facilities on a daily basis and who will be responsible for different tasks?

Marketing Plan

- How will you market and promote the improved facilities once the project has been completed in order to maximise usage, and to encourage and support people to become and remain physically active at the site?

Fundraising Strategy (Capital and Revenue)

- How are you going to secure the funding required to deliver the capital project, deliver the accompanying revenue programmes and ensure the long term sustainability of the facilities in question and your organisation as a whole?

Risk Management Plan

- What are the risks associated with the project and what steps are you taking to mitigate these?
- How do you rate different risks in terms of likelihood and their potential impact?