



HBLB Non-Fixture Related Grants

Guidance Notes for Grant Applications 2023/2024 (for projects to start between 1 April 2023 and 31 March 2024)

Introduction

The Horserace Betting Levy Board (HBLB), operating in accordance with the Betting, Gaming and Lotteries Act 1963 (as amended), is required to assess and collect monetary contributions from bookmakers and betting exchange providers and to apply them for the purposes conducive to any one or more of:

- The improvement of breeds of horses
- The advancement or encouragement of veterinary science or veterinary education
- The improvement of horseracing.

Proposals for grants for the period 1 April 2023 to 31 March 2024 are now invited. This process **excludes** racing fixture-related items such as prize money, raceday services grants or items falling within HBLB's veterinary science and education budget, which have their own processes.

This document provides guidance as to how to make a grant application and how those applications will be assessed by HBLB, with final decisions taken by the HBLB Board.

The HBLB strives to achieve good practice in grant management including reference, where appropriate, to the Government Functional Standards for Grants.

Eligibility Criteria

HBLB requires information on the applicant's governance structure, financial and operational history and geographical location. HBLB grants are only available for projects which can demonstrate an impact on **Great British** racing.

Grants are typically for a period of 12 months, although shorter or longer periods may be considered.

HBLB typically funds organisations. If you are an individual considering applying for funding, please contact the Grant Team for an initial discussion about your project at grants.admin@hblb.org.uk.

Timeline for 2023/24 Applications

The 2023/24 grant application, evaluation and decision process will run as follows, although the decision date remains subject to amendment and is at the discretion of the HBLB Board:

Grant application window	1 December 2022 – 5pm, 31 January 2023
Assessment of grant applications*	1 December 2022 – 13 February 2023
HBLB Board decisions	7 March 2023
Notification to grant applicants by	By 31 March 2023

*It is HBLB's intention to work with applicants during the application process. The HBLB Executive will carry out an initial assessment as soon as practically possible after submission. If applications are incomplete and/or appear to have significant areas of weakness, applicants will be provided with feedback and encouraged to re-submit their applications. All applications/re-submissions **must** be received by no later than 5pm on 31 January 2023.

We would therefore recommend that you submit your application as soon as possible, even if not fully complete, and **at least 10 days before the closing date** (21 January 2023) to allow for any resubmission, should that be necessary, to be made by the deadline.

HBLB Funding Priorities

HBLB has developed a three-year business plan focused on a set of Racing Outcomes. The Board supports the advancement of these through its grant funding. How the grant application contributes towards these Outcomes in a tangible way will form a significant part of the assessment process. They are grouped into four themes and are:

- Generate interest in Racing: by an increase in:
 - Horserace betting turnover from UK regulated bookmakers
 - Crowd numbers at racecourses & TV viewing numbers
 - Number of owners
 - Number of horses in training
- Sustain valued employment in Racing: by an increase in:
 - Number of British-bred foals
 - Number of vacancies filled in Racing's key roles
 - Racing's diversity & inclusion
 - People wellbeing
- Drive high quality care and support for the horse in Racing: by an increase in:
 - Horse welfare perception rating
 - Impact of investment in research
- Continually enhance the reputation of Racing by an increase in:
 - Racing's integrity perception rating
 - Racing's contribution to reduced negative environmental impacts
 - Racing's favourability perception rating

Format and Content of Grant Applications

Grant applications must be in writing and made on the three part (A, B and C) application form, available from the website at <https://www.hblb.org.uk/>, and submitted by email to grants.admin@hblb.org.uk.

All sections on all parts of the application form must be completed. Please refer to the following notes when completing the application form. Numbering below corresponds to numbering on the application form. Where the form is self-explanatory, no notes are given.

Applicants should have regard to the fact that a grant application will be evaluated on the evidence provided and must specifically address the following points

Part A section A.3: HBLB Funding Priorities

Applications must highlight whether the project/activity funded will make a High/Medium/Low/Zero contribution to each of the 13 HBLB Racing Outcomes. There is no minimum number of Racing Outcomes to which a project must contribute in order to be eligible to apply and it is not necessarily the case that the more Racing Outcomes to which a project contributes, the more likely it is that it will be funded. It is the quality, not quantity, of the impact that will be assessed during the evaluation process. HBLB will assess the applicant's view on these on the following basis:

- High Major contribution to the Racing Outcome leading to high impact
- Medium Considerable contribution to the Racing Outcome leading to some measurable impact
- Low Minor contribution to the Racing Outcome but with little impact
- Zero Zero contribution to the Racing Outcome.

Applicants must also indicate the approximate percentage of the total expenditure budget allocated to activities which will impact on each of the Racing Outcomes.

Part A section A.4 Previous/Other Funding

Applications must include details of any previous HBLB funding over the past three years and whether for the same or new activities as the current application. Applications are also asked to provide details of any funding received or applied for from other funding sources for the same or similar activities.

Should a grant application be successful, the applicant will be asked to make a declaration that the same project work is **NOT**, in part or fully, being double funded by HBLB and any other entity.

Part A section A.5 Project Summary

Applications must include a brief (500 words maximum) explanation of the project as a whole. A more detailed breakdown of the project is required in Part B of the application form.

Part A section A.5 Project Term

Applications must include the proposed start and end dates of the project/activity.

Part A section A.5 and Part B section B.1 Detailed Project Description

Applications must provide a detailed explanation of all activities that will be carried out under the funded application. Applicants must complete **at least one** Part B form and where a project

consists of a number of substantial *strands* of activity – for example a series of activities each relating to a single objective, or a series of activities relating to a sub-heading within the project description, a separate Part B form must be completed for **each** strand. Each Part B form should not be more than 3 pages of A4 (excluding annexes in which any relevant charts, graphs, images can be included) in a font size no smaller than 12 point.

For each strand, the Part B application should include the following:

- What the objective or goal of the strand/activities is.
- What the KPIs (Key Performance Indicators) are for the strand/activities.
- What impact the strand/activities will have in relation to the HBLB Racing Outcomes and how it will be measured – ie what will change as a result of the project/activity and how that change will be measured.

KPIs should contain:

- The expected outputs and outcomes of the activity, with milestone dates for expected achievement of each.
An outcome is what the project/activity wants to achieve. Outputs are the activities or products/items that contribute to achieving the outcome – the steps on the way.
- How progress will be measured.

All KPIs and objectives/goals should be SMART. **SMART** means:

- Specific (clear, well defined)
- Measurable
- Achievable
- Realistic
- Timebound (ie within a clearly defined timeline).

KPIs provided in the application may be subject to further discussion with HBLB should funding be granted. In providing KPIs, the applicant must consider:

- the specific points during the activities that lend themselves to assessment;
- the key milestones that will clearly define ongoing success;
- the likely data and results that will be available at those points of assessment; and
- the points at which the applicant may be required to make payments for the activities.

The number of KPIs in total should be adequate to measure progress and impact but not excessive.

There are a number of useful guides to setting KPIs and SMART objectives/targets on the internet, for example:

[Key performance indicators \(KPIs\): What they are and how to use them \(microsoft.com\)](#)

[What is a KPI? Definition, Best Practices, and Examples | Klipfolio](#)

[How to Set SMART Objectives – SMART Goals and Targets \(revolutionlearning.co.uk\)](#)

[What are SMART objectives and how do I apply them? \(professionalacademy.com\)](#)

There is also guidance on how to define and measure impact, for example:

[3 examples of brilliant impact reporting | The Fundraiser \(charitychoice.co.uk\)](#)

[How To Measure Impact \(mulagofoundation.org\)](http://mulagofoundation.org)

Part A section A.6 Project Management

Applications must provide details of who (individuals and/or organisations) will be responsible for the management and delivery of the specified activities, including any partner organisations.

Part A section A.7 Project Risks

A risk assessment must be carried out and a list of the key strategic and operational risks to the successful implementation of the project must be provided along with proposed mitigation measures.

Part A section A.8 Financial Management

Applications must provide details of who (individuals) and how (policies/processes) will be put into place to ensure good financial management of the project and the grant funding.

Part A section A.9 Financial Information

Applications must provide details of the total cost of the project, the amount requested from HBLB and details of how any shortfall will be funded ie amount to be found from reserves and/or other funding bids both received and/or applied for.

Part A section A.9 and Part C – Budget and Payment Schedule

Applicants must complete Part C of the application form providing a detailed expenditure breakdown. A budget for the whole project must be provided, broken down by month/quarter and by expenditure type. For projects with a number of substantial *strands* of activity, separate budget sheets must be provided for each strand, broken down by month or quarter and by expenditure type.

Part C must also contain a proposed schedule for the drawdown of HBLB grant funding. HBLB wishes to link payment of funding to the achievement of project milestones. Using the milestones and KPIs set out in sections A.5 and B.1 please provide a proposed payment schedule with dates and amounts. A small amount of the funding (usually not exceeding 10% of the total requested) can be requested on signature of the grant agreement to provide funds to initiate the project. The final grant payment (usually not exceeding 10% of the total requested) will not be payable until HBLB are in receipt of the final grant report and any other required documentation. The payment schedule will be agreed on an individual project by project basis.

Note: HBLB is not registered for VAT. HBLB expects that all grants issued will be outside the scope of VAT as the amounts granted are given freely and HBLB neither derives any benefit from the grant nor receives any services as part of the arrangement. If you are unsure if VAT applies it is recommended you consult your tax adviser. Please provide all financials net of VAT, or gross if applicable.

Part A section A.11 Evaluation

Applications must provide details of how the project/activity will be evaluated in terms of impact and achievement of project outcomes/KPIs. A final evaluation report is required by HBLB at the end of the grant period. This report can be produced internally by the organisation applying for the grant or by external parties. Any costs for an external evaluation must be met by the applying organisation or included within the project budget.

Part A section A.12 References and Declaration

Applications must include details of two referees that **may** be approached by HBLB to evaluate the applicants' ability to deliver the outcomes and outputs set out in the application.

Applicants are required to sign the declaration at the end of the application form. Email signatures are accepted.

Submission of applications

Grant applications should be submitted to HBLB at the following email address:
grants.admin@hblb.org.uk.

Any questions about the application process should also be sent to this address.

Assessment of Grant Applications

HBLB is committed to ensuring that the assessment process is carried out in an evidenced-based, non-discriminatory and timely manner. Grant applications will be assessed by the HBLB Executive and, where appropriate, relevant bodies and interested parties may be consulted with copies of an application provided to them as necessary. A set of recommendations will be made to the HBLB Board for decision.

HBLB may examine recent published and audited accounts of any applicant organisation whilst assessing eligibility.

Awarding of Grant Funding

If the application is approved for funding, an offer letter and Grant Letter Agreement will be issued by HBLB. Funding is subject to the acceptance of the terms of the Grant Letter Agreement including the grant terms and conditions and also to the following general terms:

- That the project continues to make satisfactory progress
- That the applicant provides quarterly update reports (including financial updates) in a timely manner

Performance Reporting

All approved grants are required to provide quarterly update reports. A template will be provided by HBLB for the grantee to complete and return. Reports will focus on progress made against stated objectives with specific reference to targets and milestone dates; identification of any new issues or risks as the work progresses; and a financial reconciliation of expenditure for the reporting period and expenditure against budget/forecast for the grant term. Quarterly reports are required to be submitted to HBLB by the 15th day of the month following the quarterly period ie by 15 July for the period 1 April to 30 June.

A final report is required at the completion of the funded activities. A template will be provided by HBLB for the grantee to complete and return. The final report will focus on the extent to which objectives were met, the impact achieved by the activities and a financial reconciliation. More details will be provided to grantees within the Grant Letter Agreement and Terms and Conditions.