



Introduction

Every event is different and actions that can be taken to engage communities will vary each time. This template is simply a prompt to help flag up some potential costs and resources involved in taking action to maximise the social impacts from an event that need to be incorporated into your financial planning.

There is great value in working collaboratively early on in the event planning process to produce a Gameplan Budget Checklist. It helps facilitate a specific focus on the additional costs required to facilitate greater social impact on the ground, and the potential opportunities to work together with this objective in mind.

Steps to Budget Checklist success

1. Identify a dedicated social impacts budget

All too often there is endorsement of the principle of maximising community benefits from an event without a sufficient budget to back it up in practice. Identify a dedicated budget and resources for social impact activities as a separate component to the financial planning for the delivery of the event itself. This can be supported through carrying out a **Gameplan Community Engagement Planning Hand** to help plan the social impact activities in more detail.

2. Consider pre, during and post event social impact costs

Remember to allocate a budget for social impact costs that are likely to occur before, during and after the event. The Budget Checklist on page 2 can act as a reminder as to some of the different things that might need funding at different stages of an event under the headings of: staffing, volunteers, physical activity projects, community events and social buzz, microgrant scheme, community projects and impact monitoring and evaluation.

3. Consider new sources of funding

Committing to delivering local social impact might open opportunities for new sources of funding from grants, different partners, local government etc. When you develop your dedicated social impact budget try to think differently about the funding sources and resources available.



Gameplan Budget Checklist Template

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Check	Item	Estimated Cost	Comments
✓	Staffing		
	Salaries		<i>e.g. payment of x new staff posts employed by x required to engage target communities before, during & after the event</i>
	Expenses		
	Office Costs		
	Transport		
	Training		
	Volunteers		
	Incentives		<i>e.g. financial contribution to x community club/organisation, or travel expenses and life experiences for incentivising x volunteers</i>
	Expenses		
	Running costs		
	Training		
	Proper thank yous		
	Physical Activity Projects		
	Capital costs		<i>e.g. improvement of x community sports facilities to deliver sport taster zones</i>
	Equipment costs		
	Running costs		
	Marketing & promotion		
	Insurances and health & safety		
	Community Events & Social Buzz		
	Venue		<i>e.g. hiring marquees for local sports clubs to increase their capacity for hosting 'home' events</i>
	Activities		
	Marketing & promotion		
	Food & catering		





Gameplan Budget Checklist Template

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	Insurances and health & safety		
	Road closures		
	Prizes		
	Decoration & landscaping		
	Microgrant Scheme		
	Marketing & promotion		<i>e.g. payment of local community-based organisation to actively promote the microgrant scheme</i>
	Grant funding		
	Running costs		
	Targeted Community Projects		
	Capital costs		<i>e.g. investment in making event venues accessible</i>
	Running costs		
	Training costs		
	Activities		
	Insurances and health & safety		
	Marketing & promotion		
	Impact Monitoring & Evaluation		
	Salaries		<i>e.g. payment of Community Explorers to collect data before, during & after the event</i>
	Data collection		
	Sharing findings		

