

## Promoting the CASC scheme

Local authorities are a vital source of information for grassroots sports clubs. However, research by Deloitte has shown that there is a lack of awareness of the CASC scheme within LAs.

There are numerous reasons why LAs should promote clubs in their area to register with the scheme, including:

- Local authorities can save money as business rates relief for CASCs has a greater central contribution
- Unregistered clubs continue to miss out on millions of pounds worth of benefits
- Mandatory business rates relief forms an annual source of funds for clubs, generating a sustainable income stream allowing greater investment in the future of the club
- CASC registered clubs, by definition, have to be open to all with reasonable membership fees, ensuring greater opportunities for participation

### What your local authority can do to promote the CASC scheme:

- Provide a hyperlink on your website to the CASC dedicated website [www.cascinfo.co.uk](http://www.cascinfo.co.uk)
- Provide an explanation of mandatory rates relief on your website
- Promote the scheme to your local authority sports development officers
- Include articles in your publications to highlight the scheme to residents (see link below)
- Run a series of running **sports** seminars for clubs in your area on the CASC scheme
- Ensure all clubs in your area are aware of the scheme and have explored it as an option for their club.

### LA documents



**[Local Authority Business Rates Briefing](#)** Document prepared by Richard Baldwin, Chair of the CASC Development Forum, outlining the potential financial savings to LAs through encouraging sports clubs to register as CASCs.



**[Draft article for local authority publications](#)** The article was also prepared by Richard Baldwin. The figures are correct as of 1 April 2007.