

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
- 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 **runningsports** 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 March 2011.