



# **FREQUENTLY ASKED QUESTIONS**

## **TACKLING INACTIVITY ACTIVE AGEING INVESTMENT DECEMBER 2016**

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## **A) ELIGIBILITY AND PARTNERSHIPS**

### **1. Is my organisation eligible to apply and what kind of partners are Sport England wanting to work with?**

We are looking to fund a wide and diverse range of partners and would welcome applications from those who are new to working with us in addition to existing partners. National and local organisations can apply to the Active Ageing Fund. Please visit page 21 of the Active Ageing Fund prospectus to find out about the kind of partners we want to work with.

You will need to be eligible to receive Lottery funding (please see [“the who can apply” Funding FAQ](#) on our website for more details) and be able to demonstrate an appropriate level of governance (please see our [Code for Sports Governance](#)). Support can be given by our Grants team to organisations who we wish to fund who do not meet the Governance Standards at the time of submitting an expression of interest. You will need to be willing to make any necessary changes to your governance within agreed timescales.

If you have any specific questions on eligibility and the Governance Standards please contact our funding team on 0345 8508 508.

## **B) DEFINITIONS AND AUDIENCE**

### **2. What do you mean by inactive older adults aged 55 years and over?**

42 per cent of people aged 55 and over are inactive compared to 29 per cent of the adult population. These are people who:

Over the course of a week, do not achieve a total of 30 moderate intensity equivalent (MIE) minutes of physical activity.

- Moderate equivalent minutes. That’s each ‘moderate’ minute where you raise your heart rate and feel a little out of breath – that counts as one minute. Any vigorous activity, where you’re breathing hard and fast and your heart rate has increased significantly (you won’t be able to say more than a few words without pausing for breath) counts as 2 moderate minutes. Therefore 15 minutes of vigorous intensity activity is the equivalent of 30 minutes of moderate intensity activity.

The 30 MIE minutes can be achieved in one go or through a combination of physical activities, each of which must last for a minimum of 10 minutes.

### **3. What does getting an inactive older person into activity mean?**

This means that we are supporting them to take part in 30 or more MIE minutes of physical activity per week, so they are no longer considered to be inactive. We are

seeking long-term change in behaviour so we would expect to see evidence of changes in this behaviour sustained for at least one-year.

**4. Can we include a focus on delivering against the Chief Medical Officers (CMO) guidelines for strength, balance and co-ordination for this audience?**

We are not specifically targeting these areas of the CMO guidelines through this investment, but we would welcome their consideration. Our focus is to support inactive older people (aged 55 years and over) to undertake at least 30 MIE minutes of physical activity per week.

In particular, if your insight shows that lack of strength, balance or co-ordination is a practical barrier to the people you want to work with being able to undertake physical activity at the levels mentioned above, we would welcome its inclusion in your project.

**5. Should we focus on all inactive older people aged 55 years and over or should we focus on a specific audience, setting or transition point?**

Due to the diverse characteristics, perceptions, experience, motivations and capabilities of people in this age group, we know that any one intervention or approach is unlikely to appeal to this broad audience. We therefore recommend that you are targeted in your approaches.

We recommend that you use the Sport England insight into older people (see pages 9 – 18 of the prospectus) alongside your own to determine which audience you want to target with your project and which behaviours you want to change.

**C) THE PROCESS**

**6. What information will I need to provide at each stage of the application process?**

|   |  |
|---|--|
| <p>Expression of Interest Stage (EOI)</p> | <p>Information you will need to provide</p> <ul style="list-style-type: none"> <li>• Organisation details</li> <li>• Who your specific older person audience is; what you currently know about them; what experience you and partners have in working with them and why your project is needed.</li> <li>• An idea for what your project might be and how you will support your specific older adult audience to get active.</li> <li>• Details of which Sport England outcomes your project will contribute to and the outcomes you want to drive for your organisation and partners.</li> <li>• How your audience have been involved in the co-design of your project idea and will continue to be involved in shaping the project delivery.</li> <li>• If applicable, details of what you would use your development award for and how you would test and pilot your approaches.</li> </ul> |
|---|--|

|   |  |
|---|--|
|   | <ul style="list-style-type: none"> <li>• Details of what we will learn from your project</li> </ul>  |
| <b>Presentation to panel</b>  | <p><b>If you are selected to move to this stage, you will be given the opportunity to:</b> come and present and talk through your project idea in more detail, to an expert panel.</p> <ul style="list-style-type: none"> <li>• This will provide you with an opportunity to bring your insight and ideas to life and help us to understand how you intend to develop, deliver and evaluate the project building upon your expression of interest form</li> </ul> <p><b>Process information to be aware of</b><br/>The EOI and presentation will form the application for a development award or for determining whether fast tracking to a full application is appropriate.</p>   |
| <b>Development Award stage</b>  | <p><b>Process information to be aware of</b><br/>The partnerships that we enter into can, if needed, receive a development award to work up their projects. During this stage the successful organisations will work with us to design and test their delivery ideas. The timescales for this will differ between projects but is expected to last up to twelve months.</p> <p>This time can also be used to co-design your project with the audience your project is designed to support.</p> <p>Once we are satisfied that the project has been fully developed, we will look to move organisations forward to the full application stage.</p> <p>There might be some instances, where we will not move the project to a full award.</p>   |
| <b>Solicited Full Application Stage</b><br><br>(Receiving a development award does not guarantee you will move this to this stage). | <p><b>Information you will need to provide</b></p> <ul style="list-style-type: none"> <li>• Develop a full delivery plan and associated budget with full details of what and how you will deliver your project to your specific older adult audience. This will be based on the insight and evidence you have from previous delivery or the development award stage.</li> <li>• Full details of the behaviour change approaches that will be used.</li> <li>• Workforce development plans.</li> <li>• Targets for the project.</li> <li>• A full evaluation plan that meets Sport England Evaluation guidance for the programme.</li> <li>• Show how sustainability is being built into the approaches.</li> <li>• Letters of support from partners.</li> <li>• Match funding aligned as agreed with Sport England.</li> </ul> |

## 7. How will projects be assessed?

The details you provide in your expression of interest form will be assessed against six key principles to determine which partners are invited to present their project idea to the expert panel.

These are set out on page 29 of the prospectus. We advise that you read these carefully and take them into consideration as you develop your proposals.

**8. We believe that we are ready to apply for a full application and do not need a development award. What should we do?**

The process for receiving an initial development award or a full award all starts with completing the expression of interest form for this initial stage of the application.

Please make it clear through your responses to the questions, if you feel you do not require a development award and have a project that you consider to be ready for full delivery. We will then assess and determine whether to offer you a full award. This is likely to occur where an organisation has a high level of insight and piloting work already completed and some evidence of the impact that can be expected.

**9. When will we know whether or not our expression of interest has been successful?**

We will notify you of a decision on whether your expression of interest application has been successful or not before the end of March 2017.

*Those who are successful at this stage* will be invited to move forward to stage two of the selection process and attend a workshop hosted by Sport England and expert partners to provide additional support and insight to support you in developing your project ideas further in April 2017. You will then be given the opportunity to present your project in more detail to us and our partners in May 2017.

We aim to make a decision on who has been selected for development awards and who will move forward to full awards by June 2017.

We will provide feedback to those organisations who are unsuccessful at this stage.

**10. What are our chances of receiving funding?**

We anticipate receiving many more applications for project funding than we are able to support. It is important that you read the prospectus for the fund thoroughly and respond to the guidance it contains as you develop your project ideas to increase your likelihood of success.

Your expression of interest will be assessed and prioritised against the criteria set out on page 29 of the prospectus.

## **D) INVESTMENT AND PARTNERSHIP FUNDING**

### **11. My organisation isn't able to receive National Lottery Funding. Can I still apply and receive investment from a different Sport England source?**

The source of this investment is National Lottery Funding. We appreciate that some organisations are not able to receive lottery funding, for example for cultural reasons. We have limited flexibility on substituting lottery funding for exchequer funding so if this applies to you, please come and speak to us as you develop your project ideas so that we can provide you with the best advice.

### **12. Can we distribute the award to other organisations through a grant application process?**

No, for legal reasons Sport England is unable to permit a "Community Chest" approach whereby lottery money is provided to an Award Recipient who then undertakes their own application process with a secondary funding decision to ours.

You can however commission and procure partners and deliverers to provide services and activities.

Please ensure that you take into account any VAT costs which may occur when you procure or commission partners and deliverers for their services in your budget.

### **13. We would like to apply for an award of less than £50,000 or more than £500,000 to deliver our project. Can I apply for this?**

#### **Under £50,000**

Whilst we anticipate that most projects will request over £50,000 we do welcome and will accept applications for under £50,000.

#### **Over £500,000**

We would welcome (although don't insist on) a conversation with you in the early stages of your project development if you intend to apply for more than £500,000 of investment from us.

Please note that you do not have to make this decision at the EOI stage i.e. the full award value that is requested can be discussed at stage 2 of the selection process and/ or again in the development phase (if you are successful). It is helpful however to have an estimate in order for us to understand the size of the project you are planning and the potential level of any development award that may be needed. This have been set at a maximum of 10% of the total project value to support the development of your project ideas.

If you are successful in moving to a full award, you will require written permission from us to apply for a grant in excess of £500,000.

Projects that do receive written permission to develop a full application for projects costing more than £500,000 are not guaranteed to receive funding from us at the full application stage.

#### **14. Is partnership funding required?**

The specific expectations for partnership funding and the assessment of it can be found on page 25 of the prospectus.

#### **15. Some of my partnership funding has come from an organisation that receives regular funding from Sport England such as a National Governing Body of Sport or County Sport Partnership. Can this count towards my partnership funding total?**

The basic principle is that we will not accept as partnership funding any investment which has been awarded by Sport England to other organisations.

For example, we will not accept as eligible partner funding any contributions from National Governing Bodies of sport or County Sport Partnerships where that funding forms part of the NGB's or CSP's core award from Sport England. You can use funds that they have been awarded or received from other organisations though. The onus is on the applicant to demonstrate where funding comes from.

#### **16. How is an in-kind contribution defined?**

In-kind funding is considered any contribution of goods, commodities, or services instead of money. To be eligible, the in-kind contribution must relate to project costs, which have to meet the relevant eligibility rules set out below:

- costs must be 'additional' i.e. above and beyond any existing provision
- all in-kind contributions must demonstrate they are part of the co-ordinated action plan and must be directly related to interventions and activity within the action plan
- all in-kind contributions must be a direct contribution towards eligible project costs
- partnership funding must be demonstrated up-front and cannot be done retrospectively.

An example would be the provision of a facility for physical activity by a partner to the project for free or at a discount from the normal market rate. The difference between the normal market rate and the actual amount charged would be an in-kind contribution.



## E) WHAT CAN AND CANNOT BE FUNDED

### 17. What activities can be funded?

Our Towards an Active Nation Strategy, clearly sets out what is included in the extension of our remit to cover more physical activity. The new activities now eligible for investment, alongside the sporting activities we have historically recognised and funded, are set out below.

| ACTIVITY            | MEASURE | INFLUENCE | DIRECTLY FUNDED |
|---------------------|---------|-----------|-----------------|
| WALKING FOR LEISURE | ✓       | ✓         | ✓               |
| WALKING FOR WORK    | ✓       | ✓         | ✗               |
| CYCLING FOR WORK    | ✓       | ✓         | ✗               |
| DANCE               | ✓       | ✓         | ✓               |

Please remember that additionality is a key rule for our investment and as such we are unable to invest into any activity which is already up and running.

### 18. Will activities such as gardening be funded?

Our Active Ageing investment focuses on physical activity and sport that will move inactive older people into 30 minutes or more of moderate intensity equivalent activity per week.

We recognise the role that wider physical activity, such as gardening, DIY and cycling or walking to work can play in encouraging some inactive older people to be active or to take their first steps into activity, however these activities are not eligible for Sport England funding.

Active Ageing projects can include wider physical activities such as gardening etc. if:

- 1) Your audience insight indicates that this will be a useful first step into physical activity and sport i.e. part of a pathway. It should be made clear in your expression of interest form how you will support people to move from the initial activity (such as gardening) into the physical activity and sport being offered. AND
- 2) Partnership funding is secured to cover all of the costs of the wider physical activities that are not eligible for funding by Sport England.”

### 19. What costs are eligible?

You will need to provide a budget for any costs associated with a development award at the expression of interest stage.

We will ask you for an estimated project cost for your full project at the EOI stage to help us understand the size of the project that you want to deliver. You will not need to provide a budget for your whole project until asked to go forward for a full application.

The following costs are examples of what are often included in revenue awards:

- Employing staff to work on the project. This could include project or volunteer co-ordinators, activators, coaches, mentors, peer support workers, administration etc.
- Insight and consultation
- Production of resources to support behaviour change
- Venue hire
- Equipment costs
- Evaluation costs
- Training for staff, volunteers, coaches and partners (e.g. to support referrals and signposting to services).
- Marketing and promotion costs for the project (not the organisation as a whole)
- VAT costs where they are not recoverable

You will need to show how any of these elements of your application are essential to the delivery of the outcomes you have selected.

Management costs can be included but they must be for the **additional costs** that the project has created and can be **clearly evidenced**. Acceptable examples include the employment of extra staff capacity to backfill any loss caused by a staff member managing your project or the extension of hours to an existing contract in order to provide management capacity.

The recruitment of staff and purchase of IT equipment can be funded if they are essential to the delivery of the programme.

You must ensure that costs are kept to a minimum and provide strong evidence as to how these items will lead to the successful delivery of your outcomes. Any expenditure under these headings will be subject to a value for money assessment so applicants are advised to show how they have calculated their costs.

If you have a specific query please contact the funding helpline team on 0345 8508 508.

## 20. What are considered to be ineligible costs?

Please note we will not provide lottery funding towards any of the following revenue costs:

- General running costs e.g. on-going staff costs, council tax, gas, electricity or water bills;
- A service or project which is already running or where funding has recently been withdrawn;
- Items that only benefit an individual, e.g. prizes, scholarships, bursaries, personal clothing or equipment or the purchase of tickets for events;
- Events unless they are part of an overall participation programme;
- Activities promoting religious beliefs;
- Endowments;

- Loan repayments;
- Foreign trips;
- Goods or services bought or ordered prior to an award being confirmed;
- Email and internet access;
- General office and administrative service costs.
- Contingency costs

This list is not exhaustive.

We cannot fund any indirect or unaccountable management costs. To be eligible, management costs must create **additional costs** that can be **clearly evidenced**.

Acceptable examples include the employment of extra staff capacity to backfill any loss caused by a staff member managing your project or the extension of hours to an existing contract in order to provide management capacity.

Please note we are not able to cover the costs of delivering wider well-being activities for older adults such as nutritional advice, smoking cessation sessions, and holistic condition specific advice. You can however use your partnership funding to deliver these aspects of a holistic package to meet the needs of your audience.

If you have a specific query please contact the funding helpline team on 0345 8508 508.

#### **21. Can I request capital funding e.g. for equipment or changes to buildings or the environment as part of my application to the Active Ageing Fund?**

We will consider investing modest capital funding where appropriate. For example we could fund the purchase of equipment or modest structural changes to a building to increase accessibility. We will also consider projects which have a mix of both revenue and capital spend.

You will need to ensure that the ideas you have for capital investment clearly meet the criteria for the Active Ageing fund, as set out in this prospectus and that there is a clear contribution to what we are trying to achieve.

We recommend that you consider the following;

- What the strategic vision for this approach would be and how the facility or community asset development offers a solution to supporting inactive older people into activity.
- What activities you would require revenue funding for at the facility or community asset to help inactive older people to get active.
- What the plans would be for longer term sustainability.
- How this investment could be used to test and explore how capital investments can be best used to tackle inactivity in older people.

## **F) EXPECTATIONS ON SUCCESSFUL APPLICANTS**

### **22. Will we be required to display Sport England branding as a condition of the award?**

If you receive funding, you will be required to use our joint "Lottery Funded" Sport England logo. Your Award Agreement will contain the terms and conditions for use for the logo with branding guidelines on how to use the various formats. For example, you must include the logo on all publicity and marketing materials including websites, brochures, posters and leaflets. We will also provide guidance on how we want you to promote your award.

### **23. How will we have to monitor and evaluate the project?**

We want to learn and understand more about how we should support inactive older adults into activity. We want to learn what approaches work and why, but also what is less effective or doesn't work.

We would like to work with all organisations who receive funding to identify the most appropriate evaluation and measurement priorities and type and level of evaluation so the results and learning can be of benefit to both parties.

More details on monitoring and evaluation can be found on page 26 of the prospectus. We recommend that you read this and take it into account as you develop your project ideas.

## **G) ADVICE AND SUPPORT**

### **24. Can I discuss my project idea with someone?**

Yes, you can contact Sport England on 0345 8508 508 or email us at [active.ageing@sportengland.org](mailto:active.ageing@sportengland.org) for any further guidance.