

# **UNIVERSITY SPORT ACTIVATION FUND**

## **FREQUENTLY ASKED QUESTIONS**

**January 2014 Updated March 2014**

**Please note any additional FAQs added post 6 January 2014 can be found at the back of this document.**

### **Eligibility**

#### **Does my proposed activity count as a recognised sport?**

We encourage all applicants to refer to the University Sport Activation Fund eligible sports document [here](#) which highlights which activities eligible for this funding. There are some activities which are deemed as a low priority and these will require further justification for delivery should the applicant include them within their project delivery plan. All activities must be moderate intensity and we would encourage applicants to focus on sports that are part of a Sport England recognised national governing body of sport. Please make it clear on your delivery plan, all the sports you intend to deliver at least in the first year and indicative for the following years.

#### **What do you mean by single sport projects? Why are these low priority?**

These are projects which propose to only use one sport. We believe that the most successful projects will offer a range of sports which appeal to a wide variety of potential participants. This does not mean single sport projects are unable to apply to University Sport Activation Fund but they will be prioritised below similar projects offering delivery of multiple sports.

#### **Why are gym based, dance and fitness activities deemed as lower priority?**

From our research there is already a large student market utilising gyms, dance/ fitness and gym based activity therefore Sport England's funding in this area is not deemed necessary. This does not mean these activities would not be funded but they would be prioritised below activities which are sport based.

If a University can demonstrate that this activity is needed for an under represented group as a stepping stone towards other sport and that these sports are readily accessible to these new participants, then this could be considered for funding.

#### **How do I show additionality if I already have received funding from Sport England?**

If you are applying for more funding from Sport England, we would need to see added value in terms of activity. An application to the University Sport Activation Fund should

be a new project or an expansion of an existing project. Some ways that Universities could potentially demonstrate this are:

- Workforce to enhance delivery
- New activities
- Same activities but on different sites or open to more students

This list is not exhaustive

### **Can the University Sport Activation Fund be used to continue existing sessions or activities once NGB or other partner funded sessions have stopped?**

No. University Sport Activation Fund cannot be used to continue existing activity. All activities within the delivery plan should be sustainable or have clear exit routes. If you are unable to sustain activities that were delivered by an NGB, please speak to the NGB about how they might assist you in sustaining the activity.

### **I have a really popular activity happening at my University; can I use the University Sport Activation Fund to expand the number of times this session is run?**

Yes. You can increase the range and frequency of existing opportunities/activities as long as the additional provision allows more students to take part rather than providing for those students already taking part. We will be seeking a clear marketing and targeting strategies and actions within the application to demonstrate this approach.

## **Application queries**

### **Does my project have to focus on adults?**

Yes. Projects must be targeted at increasing participation of students enrolled at a Higher Education Institution, as identified within the HEFCE definition. At least 80% must be HE Students studying at the University or Universities involved. Any additional participants, 20% can be made up of anyone who is 16 years and above.

### **What is the definition of regular sports participation?**

Sport England's definition of regular sports participation is 1 x 30 minutes of moderate intensity sport a week, throughout the year. Therefore, this will include both term time and non-term time participation for HE students. This does not mean that University Sport Activation Fund projects need to deliver for 52 weeks of the year, but Universities must consider how students can access sporting opportunities throughout the year. Community partners could play a key role here.

### **What is meant by consultation with students and understanding student need?**

Applicants must be able to demonstrate that the target audience -students has been consulted to understand what they see as their barriers to motivating participation and what would encourage students to participate in sport. This does not need to involve expensive survey methods or research. Please refer to the insight pack available on the website [here](#) for further guidance.

### **Will there be an 'expert advisory panel' reviewing applications?**

Yes, we intend to recruit an independent panel from the sector. Their purpose is to advise and not to act as decision makers. Their role will be to review and challenge the decisions we intend to make on which projects we fund. Any decisions taken will be agreed and approved by Sport England only.

### **Costs**

#### **How many years can I apply for funding for?**

Applicants can apply for up to three years' worth of funding.

#### **What are considered to be eligible revenue costs?**

- Education and training opportunities. This could involve providing groups with the opportunity to increase skills and become more self-sufficient in providing sporting opportunities. Localised mentoring schemes could be appropriate, as could access to accredited training opportunities
- Salary and on-costs
- Start-up costs; advertising costs
- Recruitment and interview costs
- Travel and subsistence costs for project workers, coaches, volunteers etc
- Development costs including marketing, e.g. promotional leaflets, flyers, banners, costs of establishing a website etc
- Training and capacity building e.g. costs for training staff / volunteers, course fees and the costs of bringing in trainers
- Partnerships and activity development. This might involve costs for running activities and coaching courses e.g. transport, equipment hire / purchase, staff costs etc
- Extensions in the size of existing revenue projects.

This list is not exhaustive and is in addition to the prospectus.

#### **What are considered to be ineligible revenue costs?**

We will not fund or progress:

- Incomplete applications, including those where the documents are not uploaded.
- Projects with no element of confirmed partnership funding (in cash or in-kind).
- On-going initiatives and sports programmes – projects must have not yet started and be additional either by being new projects or expanding the capacity of existing successful programmes. Sports programmes which have ceased to be funded from other sources, including existing teams and university sport structures are considered as existing.
- Recreational activity, such as walking – the outcome of projects must be participation in at least moderate intensity. See our frequently asked questions for a list of eligible activities.
- Activity that would only appeal to students who are already likely to be participating more than twice a week or who participate in a sport at BUCS competitions and above.
- Regional strategic posts or sport specific development roles.
- Projects solely benefiting the local community with no impact on student participation
- Affiliation to BUCS and BUCS competitions or re-branding of existing sports programmes.
- One off events or weeks, which cannot demonstrate sustained participation post event.
- Sports activities relating to academic course content and requirements.
- Activities which follow a model of Sportivate or Satellite Clubs programmes – please see information provided.
- General running costs, e.g. on-going staff costs, council tax, gas, electricity or water bills.
- Routine maintenance, repairs and renewals.
- Items that only benefit an individual, e.g. prizes, scholarships, bursaries, personal clothing or equipment or the purchase of tickets for events.
- Purchasing or leasing of vehicles.
- Gym Equipment or Equipment only applications.

- Goods or services purchased before an award is made.
- Research activity which includes audits, mapping and development tools

This list is not exhaustive and may be added to.

Please check with Sport England on 08458 508 508 if you are in any doubt as to whether your projects revenue costs are eligible.

### **Is the purchase of sports equipment eligible?**

The purchase of sports equipment is eligible for funding support from Sport England where all the following criteria apply:

- The equipment is an integral part of the development of a new project
- The equipment will be sited / based permanently in one location

Equipment costs can be no greater than £10,000 of your total project costs.

Sport England will also consider applications for:

- 'Pools' of equipment as part of a structured development programme (for example, campus halls equipment packs to enable students to run informal activities)
- Funding for equipment is restricted to essential initial items only, and on no account will replacements be funded.

### **What items can be used as partnership funding contributions?**

All partnership funding (cash and in kind) must be 'additional' (*i.e.* above and beyond any existing provision) and must demonstrate that they are directly related to interventions and activity within the delivery plan. Partnership funding must contribute towards eligible project costs. If you are in doubt over any of your partnership funding as well as being able to meet one third of total project costs with 50% of that being in cash, please call our funding helpline on 08458 508 508 or email us at [funding@sportengland.org](mailto:funding@sportengland.org).

In-kind partnership funding contributions must have some form of value that can be clearly costed.

Some examples of eligible in kind funding contributions could be:

- Free or discounted facility hire from a local leisure provider (if discounted, the discount will be the 'in kind value');
- Free or discounted coaching from a community provider, not a university employee;

- Costs associated with the production of marketing material;
- Free or discounted costs for students to access community provision;
- Free or discounted costs for the use of college facilities, during hours where the facility is normally open for hire to external partners.

### **Can I apply for minibus training costs?**

Yes, if minibus transport is needed to successfully deliver elements of the project. However, we would expect this to be a one off cost during the project duration and only a small percentage of the total cost of the project.

### **How can my project demonstrate good value for money?**

Sport England's overall strategy requires it to invest its resources in a way which will ensure there is the strong increase in sport participation in people aged 14+. Projects are required to deliver new participants through their activities so we often examine the overall cost per new participant by dividing the total number of new participants against the amount of grant requested from Sport England.

In order to ensure resources are maximised we are highly unlikely to fund projects that cost many hundreds of pounds per new participant.

### **Other**

#### **The prospectus refers to Active Universities investment- what is this?**

Active Universities investment themed funding round 2011-2014 has provided significant insight and learning. This has highlighted key areas as important to creating opportunities for students to play sport and be a part of sustaining that activity. Insight and information to assist you with preparing your application can be found [here](#)

#### **If there is £15 million available in this round, how many HEI's will that fund?**

There is no set formula or an expected number of applications which will be successful through this round and the amount available. The number of applications awarded will entirely depend upon the strength of the applications received and how each application meets the award criteria. It is important that Sport England seeks to fund high quality, and value for money projects to meet lottery requirements.

#### **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 of our 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.

## **How are you defining the University Sport Pathway?**

Sporting pathway is the sport progression a student can travel through at your University should they choose to do so. We would expect the applicant to demonstrate where a student who is new to sport could start their journey as well as provide details of opportunities available for other varying levels of students in your University Sport programme, highlighting any gaps your application is proposing for funding. An example of a sports pathway is available in the prospectus on page 3.

## **What do you mean by ‘inter university social competition’?**

We have used the term inter university social competition to define competitive opportunities offered against other universities or community clubs which are not weekly, do not require signing up to a league and offer a competitive opportunity to play sport outside of the university, to assist with keeping a student playing sport. For example a beach sports tournament against a neighbouring university, and could be a multi-sport event. We have learnt from our current programme universities that some students would like more informal competitive opportunities outside of the university which don’t require weekly commitment.

## **How does this differ to Area Competition?**

Sport England recognises that this is currently an area that is not as developed as other areas of the pathway. We see this as being similar to BUCS leagues but played at a more local level. For example the London Universities Sports League. This is not something that we would wish to fund.

## **What is the difference between ‘Intramural competition’ and ‘Collegiate/Hall varsity competition’?**

For the purpose of this funding Sport England has made the following distinction:

Intramural competition has been defined as sport teams that may play against each other that are made up of friendship groups, societies, academic departments, and halls of residences. This may not be every week and should not currently be in existence. Any application must demonstrate that this type of competition meets the needs of university students as part of the pathway. Whilst they may be formal matches, we would not expect these contributing towards an existing end of year internal league system. Please remember that we want to fund opportunities for students who are not already inherently sporty and have a number of competitive

outlets already, we want to ensure we reduce drop out of students as well as encourage new students to play sport.

Sport England see Collegiate/Hall varsity competition as long standing traditional sport competition held within universities which provides an opportunity for sporty students to be part of teams to win on behalf of their hall / collegiate. This may be a yearlong league or a one off annual event.

### **What is the Higher Education Sport Participation and Satisfaction Survey?**

The survey is a unique measurement tool which surveys student's participation levels within your institution and partner institutions (if applicable). The survey provides unique data around levels of participation, popular sport and satisfaction of sports delivery. If successful, participation in this survey is a condition of award. Further information can be found within the insight pack [here](#)

### **What is Satellite Clubs?**

Satellite Clubs is one of Sport England's youth programmes which aim to make the transition from school group to community club easier. Many of these are based on school or college sites and aim to reduce the drop out of young people leaving sport at this age. For more information, click [here](#).

### **What is Sportivate?**

Sportivate is another Sport England Youth Programme aimed at 11-25 years. Sportivate will fund 6 -8 week taster sessions in a selection of sports. For more information click [here](#)

### **I need to start my project early without a decision. What do I do?**

- Applicants should first submit their application. Without Prejudice Permission cannot be granted until a full application is received.
- A written request for 'Without Prejudice Permission' should be submitted to the Program Director, clearly stating the reasons for making an immediate start to the project and highlighting those elements of the project which must be started.

Contact Details for the Programme Director:

Suzanne Glavin  
Strategic Lead Youth  
Sport England  
The Abbey  
Bisham Abbey National Sports Centre  
Marlow Road  
Bisham  
Marlow  
SL7 1RR

At this point, a decision on your ‘Without Prejudice Permission’ request will be considered. Applicants will receive a letter detailing the decision reached and should note that Without Prejudice Permission does not in any way commit Sport England to award any financial assistance.

Where an applicant has committed itself and Without Prejudice Permission has not been given, the rule will be strictly applied and the application made ineligible.

### **Time Frames**

#### **Start dates: If successful, why is a project expected to start its delivery no later than November 2014?**

Sport England is expected to manage a large number of awards across the organisation on a daily basis. For consistency, evaluation and learning it is important we manage those awards and aim to ensure projects are delivering at similar timescales. By coordinating with academic timetables, monitoring and evaluation of the funding can be used more effectively.

If applying projects do not feel they would be in a position to launch their project by this time period we would strongly advise speaking to Sport England first to review its reasons before submitting an application.

#### **When will I know if I will be called for an interview about my application?**

If projects are called for interview, it is likely to be held between **26 May and 5 June 2014**. We will endeavour to provide a weeks notice to any projects that may be required to attend an interview.

### **New!**

**NEW!** Can we continue with our same University branding or do we need to produce something new?

If your project already has existing branding in place which works for your University and your students Sport England would not expect applications to create new brands for the purpose of this funding. Any existing branding can be used, providing your application demonstrates new or additional activity which will be delivered under this banner.

**NEW!** What if we are unable to gain HR sign off for our job description/ person specification before submitting our application?

As part of the additional document checklist, please submit the documents that are requested. If these haven't yet been fully processed through your HR department

please identify this within your application where you are in the process and an outline timescale for final sign off.

### **NEW! Is cheerleading an eligible activity to include within my application?**

Whilst cheerleading isn't a recognised sport, Sport England would accept cheerleading as part of an application to University Sport Activation Fund as it is deemed moderate intensity activity.

We would recommend that universities work alongside British gymnastics or a local club(s) to deliver the BG cheerleading programme.

British Gymnastics have identified what they would expect in terms of coaching, and indeed their future aspirations for making it more available with regards to coaching and coaches training.

British Gymnastics (BG) would like to advise that any university wishing to develop a BG cheerleading programme can do so through the Spirit Awards resource pack, [click here for details](#). The resource contains a variety of skills for a wide range of abilities, including both pom dance and stunts. The minimum coaching requirement for delivering Spirit Awards 1-6 is a current BG qualified L2 coach. The minimum coaching requirement for delivering Spirit Awards Bronze, Silver and Gold is a current BG qualified L2 Acro coach. Please note, this is a short term option for universities keen to get started with cheerleading delivery as soon as possible. However, further developments are in progress and the below opportunities will be available in 2014 for those universities looking to offer a more comprehensive cheerleading programme.

### **NEW! Sport England have asked for universities to consider joint applications where they are sharing a close geographical proximity, but not all our activity will be the same – how should I and my neighbouring university apply?**

It is recognised that delivery will differ between universities as the student need will vary. This shouldn't however prohibit some joint activity. Possible ways of applying could be:

1. A single, joint application between two universities which has separate delivery elements to recognise there are differences in delivery required for the two organisations, as well as joint activity; or
2. Universities each put in an application which demonstrates the other as a partner within the application, describing the joint elements for each application. Please note not to duplicate costs between the two applications.
3. Each University submits individual applications; however one University takes **responsibility** for the joint elements within their application with the other being a partner within that application. It maybe advisable to have

some form of agreement between the partners involved within the application.

For any of the options, a clear management structure for the joint activity would need to be evidenced.

**NEW! What do you mean by personal gain?**

Personal gain means anything of monetary value, for example personal sports equipment, is given or bought for an individual.

NOTE: If your University wished to buy equipment which stayed within the University setting and was owned by the University not an individual then this would be fine.

**NEW! Can I include incentives in my project?**

Projects need to clearly demonstrate how any incentive or reward included within the project costs, is not being used solely for personal gain. By personal gain we mean the motive behind the participation. We are seeking to change behaviour to encourage a sporting habit for life. If a student takes part in an activity solely for the benefit of a prize or reward then this is not meeting the aims and objectives of the funding. Sport England will consider costs for incentives on a case by case basis where projects can clearly demonstrate how incentives will contribute to the overall aims of the funding. The applicant needs to ensure that the incentives do not have an adverse effect on value for money.

**NEW! Are we able to buy uniform for volunteers/ activator?**

Yes uniform is an eligible cost as the benefits of this for example, brand promotion and a visible presence around the University setting is evident. Providing costs are clearly evidenced for minor incentives and can be justified within your project application, Sport England will consider these on a case by case basis. The applicant needs to ensure that the incentives do not have an adverse effect on value for money.

**NEW! Existing projects and partnership funding for staff posts**

Any existing Active University project and new application to the University Sport Activation Fund must be distinctively different with clear differences documented between the two projects.

Applicants must demonstrate how project costs will be **new** or **additional** to the current offer through what has previously taken place through the Active Universities funding.

As part of the conditions of grant award through Active Universities funding, applicants were expected to implement sustainability plans. Lottery funding cannot be used to re-fund an existing project or be matched with existing Lottery funding.

Example: In the scenario of a University making **new** investment into sustaining the current Active University staff post. The University may use this **new** investment as partnership funding towards their University Sport Activation Fund application This only applies if

- the new activity will be delivered through the current post. If new activity will be 100% of the current post, then 100% could act as partnership funding. If the post is sharing the delivery of old and new activity, then only the % of the role that is delivering new activity would could as partnership funding.
- The applicant would need to demonstrate how the Active University delivery was still being sustained if new activity was being picked up through the current post.

## **NEW! HESPSS (Higher Education Sport Participation Satisfaction Survey)**

### **NEW! What is HESPSS?**

HESPSS is a valuable measurement tool Sport England uses to gather insight around institutional:

- Sport participation rates across the full University population
- Satisfaction rates of students participating in Sport
- Popular sports played within each University
- Sports Volunteering rates
- An opportunity for students to feedback on sport within their own institutions.

It is similar to Active People Survey only specifically undertaken within Higher Educational establishments.

If Universities are successful in securing funding through the University Sport Activation Funding, HESPSS is mandatory requirement of this funding round.

An independent research company will host the survey, support the sample management and data collection processes, analyse the data and produce survey results.

Sport England will work with each funded HEI to agree targets for the survey measures for the lifetime of the project

### **NEW! Why is HESPSS relevant for my institution?**

- To track the impact of the university sport fund on student sport participation and satisfaction

- To provide a rich understanding of how much students in each institution are participating, what sports they are doing, where they are doing sport and how these things change over time.

**NEW! What are the timescales?**

There are two waves to the survey taking place in November and May each year. If a project is successful their first wave will take place in November 2014.

**NEW! Funded HEIs will have two options:**

- To provide student email addresses to the independent research company to manage the distribution of the survey
- To distribute the survey themselves (more onerous on the University)

Specific responsibilities will include the following:

- Getting agreement to use student email addresses for the survey
- Uploading a complete list of email addresses to the survey website
- Providing the logo of your HEI to include in the survey invitation email
- Doing a small amount of sample management while the survey is live, including answering any student queries
- Conducting some promotional work to ensure a good response
- Providing a few details about your student population e.g. the numbers of males and females, under and post graduates and full or part time students.

Please click [here](#) for access to our Year 2 HESPSS National report.

**NEW! Some of my partnership funding has come from an organisation that receives regular funding from Sport England such as an NGB. Can this count towards my partnership funding total?**

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

We cannot accept money for partnership funding that has originated from Sport England.

**NEW!** I have surveyed my students and identified that the gap in the university sports pathway is an intramural league which has a points system – can I include this within an application?

It is up to an applicant to listen to their students, assess the feedback and devise the best model that fits your university and your students. Please consider that this is not about offering more sport to students who are already playing at least once a week and have a number of competitive outlets already but those who play less than once a week and are at risk of dropping out of sport. Within the application, the inclusion of any delivery, including this type of intramural competition should be justified by student need and gaps in your current participation pathway. We will assess the application on its merits against the published criteria therefore it is for you to articulate what you are doing and why.

We would not expect intramural opportunities to contribute towards an existing end of year internal league system which can encourage the best teams to be fielded each week and appeal to students who already take part at least once a week. Learning from Active Universities, intramural competition has been successful where there are flexible opportunities for students to take part and compete.