**COMMUNITY SPORT ACTIVATION FUND – DETAILED DELIVERY PLAN Year 1**

For Year 1 we require a detailed delivery plan which shows the types of activities you will deliver and further information about them. For Year 2 and beyond we only require outline detail of your plans.

If you are focusing on young people aged 14 to 25 or girls/women primarily then please read and use our Insight documents.

**URN:**

**Project Title:**

**Applicant:**

Use the text box on the application form to provide any necessary explanation of your delivery plan.

| **What** | **Who are you targeting?** | **How** | **Where** | **When** | **Targets** |
| --- | --- | --- | --- | --- | --- |
| Overview of the activities you will deliver for the specific audience you are after.  What does this activity look and feel like? | Who is the audience for this activity? E.g. age, gender, market segmentation.  Try to describe their current sporting behaviour, their attitudes to taking part in sport and their motivations to want to play sport.  Please consider Sport England’s insight work. | How are you going to engage and communicate with the target audience? How will you promote the activity?  What is your route to market?  Who will deliver or lead the activity?  Which key partners are involved?  What is the experience you are trying to create?  How will you help create a habit of regular once a week sports participation?  Please consider Sport England’s insight work.  Likely total cost of this activity in Year 1. | Where will the activity take place?  Geographical locations (please list specific sites).  Type of venue e.g. community hall, school, leisure centre, MUGA etc. | Start date.  How often will you deliver? E.g. every week, every month.  Timing of sessions e.g. Friday evening from 19:00-20:00.  Length of sessions?  End date (if applicable). | How many individuals (Participants) will this activity engage?  How many visits (Throughput) will this activity result in?  The participant and throughput targets for these activities should inform your overall cumulative targets set out in your application form. |
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**COMMUNITY SPORT ACTIVATION FUND – OUTLINE DELIVERY PLAN Year 2**

| **What** | **Who are you targeting?** | **How** | **Where** | **When** | **Targets** |
| --- | --- | --- | --- | --- | --- |
| Overview of the activities you will deliver for the specific audience you are after.  What does this activity look and feel like? | Who is the audience for this activity? E.g. age, gender, market segmentation.  Try to describe their current sporting behaviour, their attitudes to taking part in sport and their motivations to want to play sport.  Please consider Sport England’s insight work. | How are you going to engage and communicate with the target audience? How will you promote the activity?  What is your route to market?  Who will deliver or lead the activity?  Which key partners are involved?  What is the experience you are trying to create?  How will you help create a habit of regular once a week sports participation?  Please consider Sport England’s insight work.  Likely total cost of this activity in Year 2. | Where will the activity take place?  Geographical locations (please list specific sites).  Type of venue e.g. community hall, school, leisure centre, MUGA etc. | Start date.  How often will you deliver? E.g. every week, every month.  Timing of sessions e.g. Friday evening from 19:00-20:00.  Length of sessions?  End date (if applicable). | How many individuals (Participants) will this activity engage?  How many visits (Throughput) will this activity result in?  The participant and throughput targets for these activities should inform your overall cumulative targets set out in your application form. |
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**COMMUNITY SPORT ACTIVATION FUND – OUTLINE DELIVERY PLAN Year 3**

| **What** | **Who are you targeting?** | **How** | **Where** | **When** | **Targets** |
| --- | --- | --- | --- | --- | --- |
| Overview of the activities you will deliver for the specific audience you are after.  What does this activity look and feel like? | Who is the audience for this activity? E.g. age, gender, market segmentation.  Try to describe their current sporting behaviour, their attitudes to taking part in sport and their motivations to want to play sport.  Please consider Sport England’s insight work. | How are you going to engage and communicate with the target audience? How will you promote the activity?  What is your route to market?  Who will deliver or lead the activity?  Which key partners are involved?  What is the experience you are trying to create?  How will you help create a habit of regular once a week sports participation?  Please consider Sport England’s insight work.  Likely total cost of this activity in Year 3. | Where will the activity take place?  Geographical locations (please list specific sites).  Type of venue e.g. community hall, school, leisure centre, MUGA etc. | Start date.  How often will you deliver? E.g. every week, every month.  Timing of sessions e.g. Friday evening from 19:00-20:00.  Length of sessions?  End date (if applicable). | How many individuals (Participants) will this activity engage?  How many visits (Throughput) will this activity result in?  The participant and throughput targets for these activities should inform your overall cumulative targets set out in your application form. |
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