



COMMUNITY SPORT ACTIVATION FUND PROSPECTUS November 2013

What is the Community Sport Activation fund?

Ahead of launching our 2012-17 Youth and Community Strategy which seeks to create a sporting habit for life, we asked how we could help to stimulate local sports delivery. People told us there was a need for flexible investment at a very local level.

So a cornerstone of the 2012-17 strategy is making sure funding gets down to a local level where it is most needed and can make a real difference. Our new Community Sport Activation Fund is one of the ways we are doing this and will help increase and sustain once a week participation in sport for those people aged 14 and above.

This £40m revenue fund has been developed in direct response to this need. We have worked with local partners to understand the difference that very localised funding could make, and how we can maximise local opportunities to increase participation.

The vast majority of the fund will be awarded through five open funding rounds. This is Round 3. When we launched the fund in January 2013 our plan was to award up to £7.5million in Round 3. The Community Sport Activation Fund has proved very popular across the first two rounds with many more good applications being submitted than we were able to fund. As a result of this strong demand we have decided to double the awards budget for Round 3 and are delighted to be able to invest up to £15million in this round (subject to sufficient high quality applications being submitted).

This prospectus provides you with information and guidance about the fund and how to apply. Please read it carefully and in full, as well as looking at the Frequently Asked Questions (FAQs), before developing your application. We would also strongly encourage you to read the CSAF Pre-application Checklist; this will help you decide whether this is the right funding stream for your project.

What is our vision for the Fund?

Building on the fantastic success of the Olympic and Paralympic Games in 2012 we want to work with local partners to capitalise on this inspiration and get even more people doing sport. This fund provides an opportunity to improve current participation levels, despite the tough

economic climate.

The Community Sport Activation Fund aims to do the following:

- Increase once a week participation in sport by those aged 14 and above;
- Encourage and support local partners to work together to develop new approaches to delivery;
- Invest in projects that will deliver sustainable participation increases;
- Support communities across England to help ensure sport becomes a regular part of the majority of people's lives.

The Fund is designed to unlock local potential and resources. We will not prescribe what projects should do or how they are delivered but will invest in what our evidence suggests will work best in different geographical areas. To get more people playing sport, it is important to offer an appropriate range of activities which are delivered in the right way, in the right place, at the right time.

Below are some of the kind of projects we expect to fund:

- Activities that encompass our wide definition of sport;
- Informal, "come and try it" opportunities which will build regular sustained, once a week, participation;
- Multi-sport activities that provide people with a range of choices and opportunities;
- Family orientated opportunities, where our funding is focused on the 14+ age group;
- Local activator roles that focus on directly organising and delivering new local sports opportunities for participation.

For more guidance on what we will and won't fund please see page 6.

What makes a good project?

We know from our research and experience that the best projects for this type of fund demonstrate the following key characteristics:

- A focus on a clearly defined geographical area and community (so for example maybe a

town or a district);

- An excellent understanding of that area and its needs and opportunities for participation;
- Good evidence of what potential participants say they want or need in order to take part in sport once a week;
- Local partners working together, taking responsibility for the delivery of the project and directly investing in it;
- A clear and robust plan; and
- Realistic, but ambitious, targets for increasing and sustaining once a week participation.

HOW DOES THE COMMUNITY SPORT ACTIVATION FUND WORK?

Before I apply

Prior to undertaking any detailed work on an application we **strongly recommend** that you read through the remainder of this prospectus, the FAQs and the pre-application checklist. This is to ensure that your project is both eligible for funding and it is something that we are likely to fund. We don't want you to waste your time developing an application that stands little or no chance of success.

When can I apply?

There are **FIVE** opportunities to apply for this Fund so please do not rush your application. Only apply when your project idea is well developed and you can submit a strong application that stands the best possible chance of success. Grants will be awarded to projects that make the best case and we do anticipate that this will be a highly competitive process.

Round 1: Opened 7th January 2013 and closed on 4th February 2013

Round 2: Opened on 7th May 2013 and closed on 1st July 2013

Round 3: Opens on 15th November 2013 and closes on 27th January 2014

Round 4: Opens in May 2014 and closes in June 2014*

Round 5: Opens in April 2015 and closes in June 2015*

**Exact dates to be confirmed*

What funding can I apply for?

You can apply for grants worth between £50,000 and £250,000. In exceptional circumstances we may give grants in excess of £250,000 where a project can deliver significant increases in participation. You may only apply for amounts in excess of £250,000 if we have given you

written permission (see FAQs for further details).

We will normally fund projects for up to three years but we will consider applications that require funding for a longer period of up to five years if an exceptionally strong case can be made.

There is extra funding for Round 3 so we are prepared to award up to £15million for projects that will meet our outcomes. This extra funding is in addition to the previously announced £40 million so the budget for Rounds 4 and 5 will remain the same.

Do I need partnership funding?

A key feature of this fund is working in partnership at a local level to deliver sporting outcomes. One of the ways applicants and their partners can demonstrate their commitment to the success of the project is by investing an appropriate amount of their own resources. Our expectation is that projects should be able to contribute partnership funding **that is at least one third (1/3) of the total project costs**. This has resulted in some £14million being added to our funding in the first two rounds.

At least **half** of your partnership funding **must be financial**; the other half may be contributed as 'in-kind'. Please see our detailed FAQ on what counts as eligible in-kind partnership funding.

Example: Your total project cost is £150,000. You can apply for £100,000 from the Community Sport Activation Fund provided you and your partners provide at least £50,000 in partnership funding of which £25,000 (minimum) must be financial and £25,000 can be in-kind.

Exception to the Partnership Funding requirements for Round 3

We recognise that the economic climate remains very challenging. This has sometimes meant that strong projects have not been submitted because the applicants and partners have not been able to secure partnership funding even at the minimum levels we require. So for Round 3 we have relaxed the requirement for partnership funding for projects which will directly benefit the most deprived communities in England based on the English Indices of Deprivation (IMD).

If the substantial majority (80% or more) of the targeted participants for your project live in local authority ward areas with an IMD score of 25 or higher then you may apply without partnership funding.

To check if this applies to your project please see the **PDF document on the Community Sport Activation Fund webpage** for the list of eligible wards. Information on how to look up which wards cover your project area is available in the FAQs.

Please note that we would like **ALL** applicants to try and secure some partnership funding. Where it proves impossible to find partner funding we will be able to fund the entire project costs of successful applications. However you will be required as part of the application to set out the steps you have taken to try and source partnership funding.

If you apply without partnership funding under this exception your application will still be assessed against the four assessment criteria so you must make it as robust and well developed as possible. In particular you should offer good value for money for any investment based on the number of participants. Weak or under-developed applications are unlikely to be successful.

How do I allocate an award across the life of my project?

In most cases our award to you will be spread equally across the period of the project. However, this does not have to be the case. You can decide the best way for our award to be allocated across the life of your project. We can give you more of the grant in the first 1 or 2 years and less in the final year if this would help you build the sustainability of your project and attract further investment from new partners.

For projects which do require partner funding the profile of your funding across each year must ensure that **one third of each year’s total project costs** are funded by you or your partners and that at least half of that partnership funding is **financial**.

Example profile that is acceptable

	Total Costs	CSAF	Partner Funding
Year 1	£120,000	£80,000	£40,000 (£20k financial)
Year 2	£100,000	£60,000	£40,000 (£20k financial)
Year 3	£100,000	£40,000	£60,000 (£40k financial)

WHERE DO I START?

Check your project is eligible

1: Ensure your organisation is eligible to receive Lottery funding

To be eligible for Lottery funding your project must:

- Be submitted by an organisation that is able to receive public funding such as a voluntary or community organisation, sports club or local authority (see FAQs for full list)
- Be the only application from your organisation or partnership in this round

2: Select a clear local geographical area for your project

Your project must be focused on a particular local geographical area within England. To be eligible applicants must:

- Identify a specific community, neighbourhood or area within which the project will deliver; and
- Clearly explain why you have chosen the community, neighbourhood or area selected.

3: Work with partners

To be eligible you must:

- Be working in partnership with at least one other organisation
- Submit written evidence with your application form which details the relationship of the different partners to each other (e.g. partnership agreement, governing document or a single letter jointly signed by all partners)
- Ensure that your application contains at least the minimum level of confirmed partnership funding and this is confirmed in writing when you submit your application (Not applicable to some projects - see section 'Do I need partnership funding?')
- Have funding that is confirmed in writing for at least Year 1 of your project and that can be evidenced with your application (see FAQs for further details)

4: Confirm that your application will deliver additional sporting outcomes

Your application must:

- Demonstrate that your project will increase and/or sustain participation in recognised sporting activities for those aged 14 and above (see FAQs for requirements)

What will we fund?

All projects must fit into at least **ONE** of these categories:

- **New projects** which use local knowledge and insight to provide appropriate opportunities

to meet existing unmet demand or develop additional demand for sport in a local geographical area. The project will use local activation and leadership to build a sustainable increase in participation; or

- **Existing projects** that can demonstrate that they have previously had a significant impact on participation in a local geographical area and can deliver new and additional opportunities if we invest further funding in them.

We will **not** fund the following:

- Facility development applications (see Sport England's funding website for capital funding opportunities)
- Equipment only (capital) applications, or those with a substantial equipment element to them
- Walking-only applications; (although projects which contain walking elements that are funded by other partners will be acceptable – see FAQs for further details)
- The general running costs of your organisation; (see FAQs for further details)
- Any shortfall in funding for an existing service or project where another funder has withdrawn funding;
- Goods or services purchased before an award is made
- The purchase of motor vehicles
- Items that can only benefit an individual
- One off events
- Activities that focus on promoting religious beliefs
- Endowments
- Loan repayments
- Foreign trips

Please note that this is not an exhaustive list.

A **higher priority** will be given to projects that:

- Are linked to clearly identified priorities in local plans – for example plans drawn up by the relevant local authority for the area – or strategies such as the relevant local authority Sports Strategy, the Health and Well Being Strategy or Community Strategy.

- Utilise non-traditional locations and venues for their activity
- Have a significantly higher level of confirmed partnership funding and/or the partnership funding confirmed in writing for the whole life of the project rather than just one year.

A **lower priority** will be given to projects that:

- Are single sport projects
- Are substantially focused on schools (see FAQs for what we mean by this)
- Could have applied to other Sport England funding streams which are available at some point between August 2013 and January 2014 (see FAQ for further information)

A lower priority does not mean that we won't fund projects with these characteristics. If a project makes a really strong case against all four assessment criteria then it stands a good chance of being funded. However, with substantial competition for our funding we are being realistic about the likely chances of success for these types of projects. The choice of lower priorities is based solely on the fact that other Sport England funding has been made available for these types of project and these options should be fully explored.

ASSESSMENT CRITERIA

Work out the detail of your project

Once you have checked you are eligible and your project is something that meets our assessment criteria, you will then need to develop the project idea with your partners and work out the detail. Please take your time doing this and in completing your application. There are five funding rounds so please only submit your application when you are ready.

Remember your application will be judged in competition with all other applicants, so it's worth spending time reading all the guidance and FAQs and presenting us with the strongest case for investing in your project. This is likely to be a highly competitive process. All projects – whether applying with partnership funding or without – will be assessed on their merits against the four criteria and then against each other.

There are four key questions in the application form where you can tell us about the detail of your project. These relate to the programme's four assessment criteria that applications will be judged against. We also ask you to complete a delivery plan, a financial forecast and some other project specific documents which you can upload into your online application.

Please use the guidance below to respond to each question.

1. Needs and evidence base for the project

Why is the project needed and what local evidence is there to prove this need?

In your application please tell us:

- The local geographical area and community that your project will focus on and the reasons for this choice;
- The insight you have about current participants and/or potential participants and how you have used this to inform what you want to do;
- A summary of the findings of any consultation or discussions you have had with current and/or potential participants;
- The sporting need your project will address and why it is a need in the geographical area and community you have selected;
- The level of strategic need for your project as evidenced through relevant plans or strategies e.g. from your local authority, County Sports Partnership (CSP) or the relevant National Governing Bodies of Sport (NGBs);
- A summary of the findings of any consultation or discussions you have had with local organisations or with strategic partners (where applicable) such as NGBs, CSPs or your local authority, and evidence they are sufficiently engaged with the project.
- For projects applying under the deprivation exemption for partnership funding – demonstrate that 80% of the targeted participants are in eligible wards as detailed in the IMD list provided

This section will contribute **25%** towards your total assessment rating.

A strong project will demonstrate an excellent understanding of its area and its needs and opportunities for participation. It will be driven by consultation and insight from its potential participants and stakeholders and show a strong strategic context with relevant key partners.

2. Quality and strength of the delivery plan

Is there a strong and high quality plan which shows how you will deliver your project and address the need you have identified? What impact will you have and how will you measure what you have described?

Your application must include a detailed delivery plan for the first year of your project and also an outline delivery plan for subsequent years. We have provided simple templates for your delivery plan and project budget but you can also use your own format. Use the text box to explain the reasoning behind the detail of your delivery plan and budget.

In your application please tell us:

- What sporting activities you will deliver and in what location;
- When you will deliver them;
- Who will be responsible for delivering each activity and how;
- An explanation of how the delivery plan will support and address the needs you have identified;
- How you will reach and communicate with your future participants;
- A breakdown of your project costs for each element of delivery over the length of the project (including an income and expenditure forecast);
- The scale of impact you expect to achieve and how you will measure this; (including how you will collect user feedback to improve delivery)
- The number of participants you will attract;
- The overall number of visits (throughput) to the project;
- Identification of any risks and how you will manage them;
- How your project represents value for money.

If you are creating a substantive position of employment as part of your project you will also need to upload a Job Description and Person Specification for the role you are creating.

This section will contribute **30%** towards your total assessment rating.

A strong project will be able to demonstrate a detailed and costed delivery plan which will clearly show how the project will address identified need. It will give robust confidence in the ability of the partnership to achieve realistic but ambitious numbers for increasing participation, whilst successfully managing any associated risks.

3. Project partnership

Does the project have a strong partnership approach where each partner has a clear role and is committed to the success of the project?

In your application please tell us:

- How the project will be led and managed;
- Who the partners involved in this project are and what their role is;
- How long you have worked together (if applicable) and what your track record of performance is;
- Whether you have successfully delivered similar projects with other partners, what you learnt and how you are applying it to this project;
- What partnership funding is being provided (or the steps taken to try and secure partner funding for those projects eligible for the exception)

This section will contribute **30%** towards your total assessment rating.

A strong project will be able to demonstrate that key local partners with a track record of delivery are working together, taking responsibility for delivery of the project and directly investing in it.

4. Sustainability

How will the project continue beyond the term of our funding and help sustain a sporting habit for life?

In your application please tell us:

- The methods you will use to ensure participants will continue to take part in sport once the project has ended;
- How you intend to keep some, or all, of the activities going beyond the life of our funding;
- Any wider social, economic or cultural outcomes that your project will deliver against, and how you will measure these and evidence impact to attract future funding;
- How your project fits into longer term visions, plans or strategies for your geographical area and community.

This section will contribute **15%** towards your total assessment rating.

A strong project will be able to demonstrate a robust plan for sustaining participation beyond the life of the project including strong financial planning to enable continued delivery of activities in line with the long term strategic vision for the area as well as any wider added benefits.

HOW DO I APPLY?

You apply online via Sport England's [My Applications website](#). If you haven't applied for a Sport England grant before you will have to register first, otherwise you can use your existing username and password.

The application form has a series of pages for you to complete. Please don't forget to save as you go along. Help and guidance are provided on every page to help you understand what you need to tell us so that we can assess your project fairly and objectively. We can also answer your queries over the phone. Simply call our funding helpline on 08458 508 508 or email us at funding@sportengland.org.

Remember your application will be judged in competition against other applicants, so it's worth spending time reading all the guidance and presenting us with the strongest argument as to why we should invest in your project. We also need to see some documents relating to the governance and ownership of your organisation and, more specifically, your project.

Essential documents

To help us check your organisation's eligibility, management structure and financial health, you must submit photocopies of a number of documents that you should already have:

1. Your governing document e.g. your constitution, memorandum and articles of association, or trust deed*;
2. Your most recently audited or accountant-verified accounts*;
3. At least three bank statements*;
4. A child protection policy (if your project involves children under the age of 16) and a Vulnerable Adults protection policy (if your project involves vulnerable adults).

*Statutory bodies such as local authorities, parish or town councils do not need to supply items 1 to 3.

Project specific documents

You must submit:

5. Written details of your partnership arrangements (e.g. partnership agreement, governing document or a single letter jointly signed by all partners);
6. Evidence of confirmed partnership funding that meets our minimum requirements by means of a headed letter or partner funding agreement signed by an authorised person within the organisation that is contributing the funding;
7. A Delivery Plan for your project (a suggested template is available from the webpage);

8. A completed Budget and Financial Plan (the blank template can be downloaded from the webpage);
9. A Job Description and Person Specification for the role(s) you are creating **if** your project involves the creation of a substantive position of employment.

You can also submit any other documents or evidence that you wish us to consider as part of your application. All documents must be submitted either electronically via the My Applications website or by post to:

Sport England
Sport Park
3 Oakwood Drive
Loughborough
LE11 3QF

We must have all documents before we can start to assess your application and you have five working days, following submission of the application, to ensure they are with us.

DON'T FORGET to quote the Unique Reference Number (URN) that you will be given for your application on each document you send in.

WHAT HAPPENS AFTER I'VE APPLIED?

Your application will only be assessed after the closing date of the round you are entering so there is no advantage in rushing to send it in early. Take your time and make the best case for your project but don't leave it until the last minute to submit.

All eligible applications will be assessed against the criteria listed earlier. We will fund those that make the strongest case against our four criteria and the priorities we listed.

It is highly likely that we will get more applications in each round than we have funding for. We will endeavour to ensure the full amount of funding for each round is awarded. However, we will only fund those projects that in our view have a good chance of success, even if this means not all available funding is awarded in any particular round.

When will I know the decision on my application?

We will aim to give you a decision within ten weeks of the deadline for Round 3 applications. If we receive a lot of applications we may have to extend the assessment period to make sure everyone is treated fairly. If this is the case, we'll let you know as soon as possible.

What happens if your application is unsuccessful?

We expect to receive a lot of applications so a significant number won't be successful. If your

application is unsuccessful we will write to you and explain why.

What happens if your application is successful?

If your application is successful, you will be given a conditional award. We will work with you to ensure you understand any conditions and that they are completed prior to your project starting.

How will the successful projects measure their progress and how will Sport England know about overall success?

All projects will collect data on two core measures:

1. Number of participants
2. Throughput

The data needs to be reported to Sport England every six months. We use the online application portal to do this.

The baselines for these measures must be included as part of the application, even if this is zero. You will be required to provide targets for expected numbers of participants and throughout for each year of your project. More information on how to complete this is available on the application form. Please read this guidance carefully. If you are unsure how you should complete this part of the application please call our Funding Helpline on 08458 508 508.

We will also select a sample of projects to participate in some more in-depth qualitative and quantitative monitoring and evaluation. All successful projects must participate in this in-depth work if selected as part of the terms and conditions of the award. We will notify those applicants selected at least one month before commencement of any work in this area. There will be no financial cost to the applicant for this work.

Can I get further assistance with my application?

Please read this prospectus thoroughly before considering an application.

For further information and help please contact Sport England on 08458 508 508.

Further details will appear on the Sport England website.

If you are unable to complete an online applications then please call our Funding Helpline on 08458 508 508

Pre-Submission Checklist

This checklist is to ensure you haven't forgotten any essential details which may lessen your chances of success. Use the tick boxes to ensure you have completed all of the essential items

- I have checked my organisation is eligible to apply for Lottery funding
- My project involves developing a recognised sport in a particular geographical location
- I am aware of what Sport England will not fund and have ensured that my application does not request lottery funding for any of these items
- I have identified my project partners and obtained some form of written evidence of our relationship to each other
- My organisation and/or my partners are contributing funding to the project which meets the minimum requirements for partnership funding (not applicable to projects eligible for the exception)
- I have submitted a detailed delivery plan
- I have calculated my participation and throughput measures using the guidance and ensured my targets are cumulative
- I have completed the Budget and Financial Plan for the whole life of the project
- I have submitted any other necessary documents listed in the 'Essential Documents' section