

# University Sport Activation Fund

## Prospectus



## **What is the University Sport Activation Fund?**

Sport England recognises that Higher Education Institutions play a significant role in maintaining and growing student interest in sport. Sport in HE can encourage students to continue playing sport upon leaving school or college, as well as engage students who do not play sport regularly to take up a new sport that appeals to them. The Active People Survey demonstrates that individuals who went to university and played sport are more likely to continue playing sport throughout their lives.

In the 2012-17 Sport England Youth and Community Strategy, Sport England showed its commitment to working in partnership with the HE sector and set itself an objective of three quarters of **university students** aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.

The Active People Survey 2012/13 highlighted that 50% of HE students participate in sport once a week with 67% of students doing some sport. This demonstrates that there is still a wealth of opportunity to increase the number of students playing sport.

The University Sport Activation Fund is a £15m revenue fund which has been developed to build upon the current 'Active Universities' investment (2011-14), to challenge universities further to continue to build their sport offer for students and demonstrate the value that sport plays within wider university objectives.

We have used the learning and insight from the successful 'Active Universities' programme to understand what differences further funding could make. This investment has already shown after year two that it is making an impact on participation with the number of students participating in sport once a week rising by 2% (HESPSS 2011-13). We have consulted with the HE Stakeholder Group in order to challenge our thinking and make sure our proposals will resonate with the sector.

This prospectus provides you with information and guidance about the fund and how to apply. Please read it carefully, as well as looking at the Frequently Asked Questions (FAQs), before developing your application.

## **What is our vision for the fund?**

University Sport Activation Fund seeks to build upon the current 'Active Universities' investment (2011-2014) into Higher Education to challenge HE institutions further to develop their sport offer for students, building a 'sporting habit for life'.

Its primary aim is to benefit students in Higher Education Institutions in England. It will be complementary to other focused funding streams and does not seek to duplicate.

The fund aims are:

- increase regular participation (at least 1x30 minutes per week) in sport by HE students in higher education establishments
- keep students in sport when they transition from school or college as well as throughout their university time
- raise the profile of sport within HE and its contribution towards university objectives, demonstrating how sport can contribute to university objectives, specifically employability, student experience and health and well being
- encourage and support the development and maintenance of relationships that deliver and sustain participation increases between sport delivery, senior management and other internal partners in HEIs, as well as local community sport partners.
- invest in projects that can demonstrate and deliver **sustainable** participation increases

We have designed this prospectus so that it provides guidance and not prescription recognising that student sport will vary depending on the university and the demographics of the students. To get more students 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.

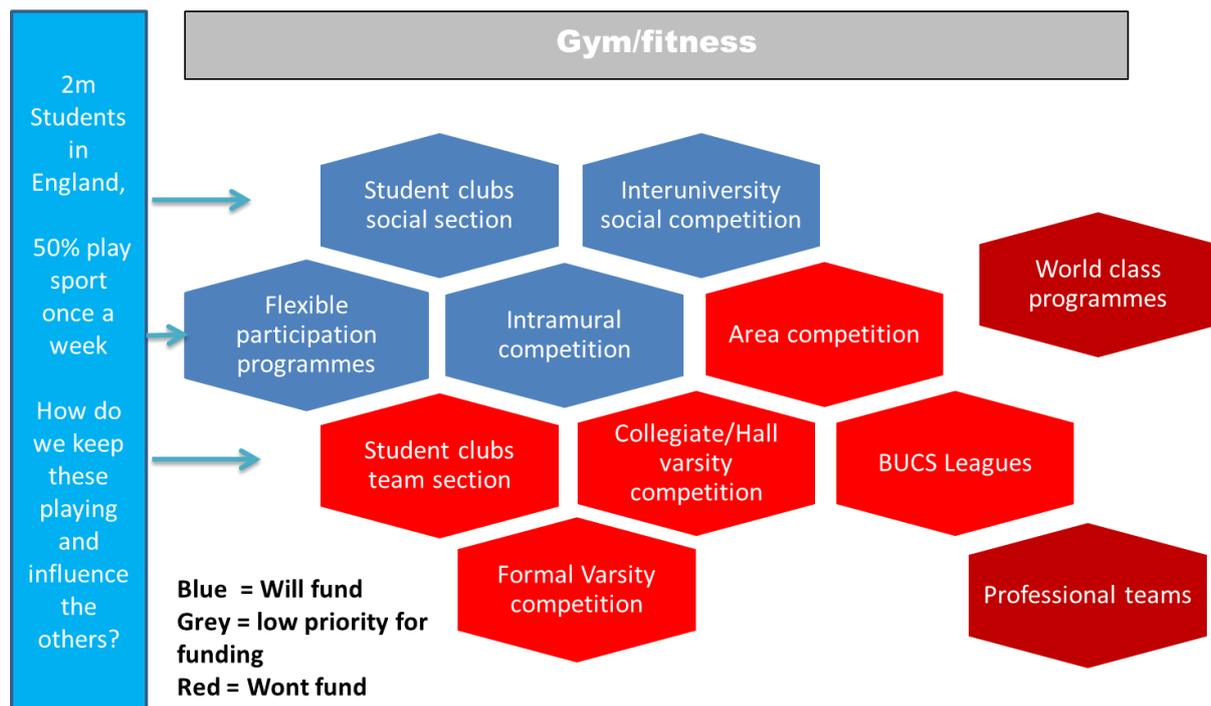
### **What makes a good project?**

We are looking for projects that provide more opportunities for HE students to participate in regular sporting activity that is relevant to their needs and preferences. We are looking for applicants to design and develop projects that are **tailored to the sporting needs and motivations of the students they are targeting**. Therefore there is plenty of scope for what a potential project could look like.

We would like applicants to demonstrate their current sport pathway and also articulate their vision for their long term sport pathway which offers more opportunities for all students to participate in sport. The diagram below demonstrates the opportunities that could be available to students within a sport pathway. It is recognised that this will not be the same for every university and not all universities will have the same aspirations and vision for sport. The purpose of this diagram is to demonstrate what areas of the sport pathway we would wish to fund through the University Activation Fund, to assist with building a comprehensive

sport pathway for students. We recognise that students won't fit neatly into an area of the pathway and are likely to move in and out of different types of activity. This fund will concentrate on funding 'social' sport. It is felt that this will offer more opportunities in less formal settings that will appeal to more students. Further information on the definitions of these areas can be found in the Frequently Asked Questions.

## University Sport Pathway



When considering your student sport pathway; applicants should be able to show how they have considered the following and demonstrate this clearly within the application:

1. **Student Need:** projects should be based on the findings from consultation with a range of students. These findings should enable universities to understand their whole student population and their differing sporting needs and preferences. Based on this insight, projects should be able to articulate the challenges and barriers to regular participation faced by students in HE and demonstrate how they will offer inclusive opportunities that act on their motivations. Projects should demonstrate how they will continue to consult with students to ensure that the project continues to meet student need over its lifetime, as well as outline how students could be involved within the management of the project.

It is acknowledged that there may be other beneficiaries of your project but at least 80% of participants must be HE students.

2. **The right offer for more students:** projects should provide an attractive and accessible programme of activities that are available to all students enrolled at a university. Projects should be able to articulate their pathway for students to participate in sport, as well as the profile of their university both geographically and demographically. A project should meet a gap in that pathway provision which has been identified by students and fits the profile of the university. This is about providing the right offer for students:

- who are not inherently sporty and where the offer is not right for them, they may drop out
- who have not made it into existing teams and are at risk of dropping out
- who do not study sport courses and those who are participating in some sport but not regularly
- traditionally underrepresented in terms of sport participation such as female, BME and disabled learners
- who are new to the university and need opportunities that resonate with sport experiences at school or college to allow for a smooth transition

3. **University buy in:** applicants should be able to demonstrate how they have worked across different departments as well as at a senior level to develop the project. An application should:

- define the contributions by colleagues, other departments and where possible senior management that will be made during project delivery to ensure that the project is a success
- articulate how the project plays a part in delivering university outcomes for example; student experience, health and well being and employability. Demonstrate a track record in delivering a project across the university
- be able to demonstrate how the university and partners will continue the project activities beyond the award period to continue to benefit students and university outcomes.

4. **Sustaining the activities for students:** applicants should be able to demonstrate how their activities will become self-sustainable post funding to ensure that there is long term gain to Sport England investment for students and the university.

## How does the University Sport Activation Fund work?

Prior to undertaking any detailed work on an application we strongly recommend that you read the remainder of this prospectus, The FAQs and the pre-application checklist. This is to ensure your project is both eligible for funding and something we are likely to fund.

## Who can apply?

To be eligible for funding, applications must demonstrate that projects will raise sport participation through addressing specific barriers to participation faced by students enrolled on higher education (HE) courses at universities in England. The term 'universities' includes only the 129 Higher Education Institutions (HEIs) who are recognised by the Higher Education Funding Council for England.

We are specifically seeking applications from:

- Higher Education Institutions– a maximum of one individual application can be made per HEI
- A lead partner on behalf of a group of universities which provides a collaborative approach to increasing student participation, Sport England would particularly expect this approach where universities are located within the same proximity

A university can apply:

- once as an individual institution
- once as a lead applicant or a partner in a group application

Please note that universities involved in more than one application must ensure that there is no duplication between the different applications.

National Governing Bodies not in receipt of Sport England Whole Sport Plan funding 2013-17 are encouraged to apply in collaboration with the 129 HE institutions defined above. Single sport applications will be considered a low priority for funding.

If your application is not appropriate to this fund, it may be better suited for one of Sport England's other funding programmes, information can be found [here](#).

Demand can often outstrip the availability of funds and therefore this will be a competitive process. We have up to £15 million through National Lottery Funding, so unfortunately we may not be able to fund every application.

It is therefore vital that applications are designed specifically in line with the assessment criteria outlined below, as we would prefer not to waste your time, effort and money in creating and submitting applications that are unlikely to be supported.

### **When can I apply?**

There is only one round of funding within this programme. It opens on 6 January 2014 and closes on 24 March 2014.

### **What funding can I apply for?**

Funding is available for revenue only projects. There is a minimum limit of £30,000 but no upper limit but the projects must offer value for money. We are seeking to fund projects over a three year period. Successful projects will be expected to begin delivery **no later than November 2014**.

### **Do I need partnership funding?**

Partnership funding is required. We would expect that any project will provide at least 1/3 of the total project cost in partnership funding. At least half of this should be cash. We are looking to fund projects so that Sport England's contribution can be greater in the first year with more partnership funding playing a part in the second and third year of funding. Partnership funding can be sought from other university departments as well as external partners. It must be sought from all partners where there is more than one university in the application. As part of the application, universities will not be expected to solicit partnership funding either in cash or in kind from Sport England's 46 20013-17 funded sports.

### **What will we fund?**

All projects must fit into at least one of these categories:

- **NEW** projects which use knowledge and insight to provide appropriate opportunities to meet existing unmet demand or develop additional demand for sport for HE students in a specific area or university. **These projects must identify new and additional opportunities for student sport to demonstrate the need for investment.**
- **EXISTING** projects that have received funding from Sport England and can demonstrate they have previously had a significant impact on participation and the value of sport in HE within their area or university. **Using insight and knowledge these projects must identify new and additional opportunities for student sport, to demonstrate the need for additional investment.**

Active Universities investment has provided significant insight and learning. This has highlighted the following 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 on [here](#)

We are seeking to fund projects which are looking to:

- **Widen the sporting offer:** to provide opportunities to encourage students to play sport and keep students in sport as their motivation and confidence grows. By defining a pathway, a project should be able to identify the gaps and understand from its students, how to fill the gaps through for example; an increased, flexible range of sport activities, for students to dip into on different days, intramural activity, social/informal opportunities, hybrid versions of sports, multi-sport opportunities, new social clubs or sections of clubs, or activities and inclusive opportunities.
- **Make use of spare capacity:** utilising outdoor and indoor spaces within university estates that are not traditionally for sport but appeal to students. This could also include developing student clubs to cater for more social opportunities, improving community club links, developing community clubs to cater for student players where there is excess demand (extra coaches/development of student sections), or enhancing links with local sports partners.
- **Develop a workforce:** to drive, promote and deliver student sport and increase student participation, for example; volunteers, sports coaches, officials or activator/coordinator type roles. We will consider funding the following roles:
  - sport development roles (i.e. co-ordination, management of student activators, partnership development, planning – to the benefit of the project and demonstrating the value of sport)
  - apprenticeships / interns (Sport England will only fund salary cost - all training costs must be covered by the university)
  - full or part time multi sport activator type roles (sports activity delivery role)
- **Improve facility access:** the hire of additional facilities or purchase of equipment which will improve access to sporting provision and improve utilisation of external facilities where spare capacity exists. Funding for costs for the use of internal facilities will only be considered if offered at a discounted student, not a corporate, rate. Equipment costs can be no greater than £10,000 of your total project costs. In addition, applications including costs for transport must set out how these activities will lead to long term participation if transport cannot be sustained long term.

- **Promotion and marketing of opportunities:** developing a variety of regular communication methods to ensure sporting activities are brought to the attention of students throughout the year. This should reflect how your students like to be communicated to and can include a range of formats such as print, social media and online. Funding for these opportunities must demonstrate a partnership and contribution to the project delivery from relevant departments who market and communicate with students. E.G Student Union and Marketing/Communications departments.

### **What we can't fund**

This fund is not designed to support major capital developments and new builds. For capital projects, please see guidance available on the Sport England website.

Applications from an individual, sole trader or partnership are not eligible for funding. Please note that in this context “partnership” means an organisation that is legally constituted as a partnership, not an organisation which simply happens to use that term in its name, for example a county sports partnership.

This fund is not designed to support students who already participate in sport at least once a week therefore, we will not support applications who wish to have existing or ‘red’ areas on the university sport pathway as part of their project.

A list of ineligible items that we will not fund has been provided within the Frequently Asked Questions document.

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

- Can clearly demonstrate a sport pathway for their students and where Sport England investment could improve this to meet student need.

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

- Single sport
- Substantially focused on gym, dance and fitness exercise classes.

## **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.

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.

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 evidence is there to prove this need?**

In your application please tell us:

- The profile of your university (universities), both geographically and demographically and how this has informed your project
- A summary of the level of strategic need for your project as evidenced through relevant plans or strategies e.g. sport development plan for the university, how sport contributes to the wider university outcomes and / or how this project will contribute to demonstrating the value of sport to your university outcomes
- A summary of the methodology and findings of any consultation or discussions you have had with students who are current participants and/or potential participants
- The insight you have about current student participants and/or potential student participants and how you have used this to inform what you want to do and with which cohort(s) of students
- A summary of the findings of any consultation or discussions you have had with internal partners, such as senior management, academic departments, student

unions, marketing and communications, estates and evidence they are sufficiently engaged with the project and its subsequent delivery.

- What is your university sport pathway and what gaps your project will address?

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

**A strong project** will demonstrate an excellent understanding of its university / student 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 internal partners.

Please note that we will use Higher Education Statistics Agency data for as part of the assessment.

## **2. Delivery and Impact**

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, as long as it contains the information we need to see. Use the narrative 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; please be specific for year one and for further years please provide indicative sports / activities and location outlining how you will consult students for year 2 and 3 of the project
- 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
- The workforce that you are looking to employ, what is their role towards achieving the project outcomes and demonstrating the value of sport at university. Please demonstrate how they fit into the current structure

- How you will reach and communicate with your potential student participants on a year on year basis
- 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 beyond the required reporting; (including how you will collect user feedback to improve delivery)
- The number of participants you will attract; how this relates to the student population size and demographic as well as the projected number of attendances of each participant
- Identification of any risks and how you will manage them
- How your project represents value for money

If you are creating a 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. In most cases these should also have evidence that these have already be agreed with your HR department.

This section will contribute **40%** towards your total assessment rating.

**A strong project** will be able to demonstrate a detailed delivery plan, including all costs, 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.

**Please note that we will use HESA data for individual universities as part of the assessment.**

### **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 are the other partners involved in this project and what their role is. Individual applications should note their internal and external partners; joint applications should note their other partners and demonstrate how each of

these is committed to the project as well as the buy-in they have gained internally at their institution

- How you intend to ensure the project gains profile within the university and demonstrates its value to university objectives
- What partnership funding is being provided
- A demonstration that the university or organisation has a successful track record of delivering project outcomes and targets to the benefit of students, if possible in sport.

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

**A strong project** will be able to demonstrate that key partners within a university are taking responsibility for the delivery of the project. Joint applications should demonstrate all partners are willing to take responsibility for the project and are directly investing into 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 the workforce as well as some, or all, of the activities or going beyond the life of our funding; to help create a sporting habit for life
- Any wider HE 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 university or universities

This section will contribute **20%** 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 university as well as any wider added benefits.

Please Note: During the assessment process, Sport England reserves the right to ask any applicant to attend an interview to describe their project and answer any queries that have arisen during the assessment of the project. Not every applicant will be invited and an invitation should not be viewed as an early judgement being made on their project.

### 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](mailto: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 Universities or local authorities do not need to supply items one to three. A Student Union applying on behalf of a university must supply all of the above documents.

Please can all applicants use their official legal name not a trading name when completing the application form.

### **Project specific documents**

You must submit:

1. Written details of your partnership arrangements (e.g. partnership agreement, governing document or a single letter jointly signed by all partners)
2. 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
3. A Delivery Plan for your project (a suggested template is available from the webpage)
4. A completed Budget Breakdown and Financial Information sheet (the blank template can be downloaded from the webpage)
5. 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. Ideally these should also have evidence that these have been agreed with your HR department (please also include a staff structure document)
  - your project involves the creation of student volunteer roles such as activators
6. Clear diagram illustrating a university sport pathway both current and future
7. Sign off from the senior management group at the university (and partner universities if applicable)

You must submit all documents electronically at the end of the application form on the My Applications website.

### **What happens after Ive applied?**

Your application will only be assessed after the closing date of the fund 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 than we have funding for. We will endeavour to ensure the full amount of funding 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.

### **Will I be contacted during the assessment period?**

You might be contacted by phone or email if your application is missing documents or there minor clarifications required.

During the assessment process, Sport England reserves the right to ask any applicant to attend an interview to describe their project and answer any queries that have arisen during the assessment of the project. Not every applicant will be invited and an invitation should not be viewed as an early judgement being made on their project. These interviews are likely to be held between 26 May and 5 June 2014

### **When will I know the decision on my application?**

We will aim to give you a decision in July 2014. If we receive a large number 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 call you and 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. Number of attendances

The baselines for these measures must be included as part of the application. You will be required to provide targets for expected numbers of participants and attendances for each year of your project. More information on how to complete

this is available on the application form and in the separate guidance. 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.

**All successful projects will be required to report actual participant and attendance figures achieved to Sport England every six months via the online portal.**

Projects will be required to sign up to deliver the Higher Education Sport Participation and Satisfaction Survey if they are successful. The information on this survey can be found [here](#).

Participation habits in the successful universities will be tracked using the survey. Sport England will work with each university to agree targets for the survey measured for the lifetime of the project (e.g an increase in 1x30 measure or a decrease on 0x30 measure). Universities who are already part of this survey will have a baseline and target set from year one. Universities new to the survey will have a baseline and targets set from the end of the first year of delivery.

Please note; projects will be performance managed based on participant numbers and the HE Survey targets. We are asking projects to collect attendances as a proxy measure and as a way of benchmarking across all Sport England funded programmes.

### **Can I get further assistance with my application?**

Please read this prospectus thoroughly before considering an application.

An FAQ sheet has been provided; please ensure that you have read this

An insight pack to assist you with understanding student participation and their behaviours has been provided and can be found [here](#).

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 application 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 increasing participation of HE students
- 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 gained sign off from the senior management group at the university (and partner universities if applicable) and can evidence this.
- 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
- I have submitted a detailed delivery plan
- I have calculated my participation and attendance measures using the guidance and ensured my targets are cumulative
- I have completed the Budget Breakdown and Financial Information sheet for the whole life of the project
- I have provided a clear diagram illustrating the university sport pathway both current and future
- I have completed a Staff structure for project delivery and a Job Description, person specification and advert (if applicable)
- I have submitted any other necessary documents listed in the 'Essential Documents' section