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Our strategy, *Towards an Active Nation*, puts tackling inactivity at the heart of what we do, and we are going to triple the amount we invest in helping people to become active.

As a first step, we are inviting partners to help us learn about how we support inactive older people (those aged 55 or over) to get active by investing up to £10 million into projects which will be selected through a competitive process.

This prospectus provides guidance about what we seek to achieve through this investment, the kind of projects we are particularly interested in and how to apply.

Please read this prospectus carefully and in full. We would also strongly encourage you to review and use the following documents before you submit your expression of interest:

- **Tackling Inactivity – A guide to Sport England’s approach and investment** which explains how we will contribute towards tackling inactivity over the next five years and invest in this work.
- **Tackling Inactivity Resources** including learning and key insights from our previous investments to tackle inactivity.

### The facts:
- **Fund:** Active Ageing (those aged 55 or over)
- **What do we want to achieve from this investment?**
  - Support inactive older people to achieve at least 30 minutes of moderate intensity physical activity per week
  - Build the evidence base about this diverse group in terms of their behaviours and attitudes, how they should be targeted and what approaches do and don’t work
- **Who do we want to work with?** We would welcome the opportunity to work with partners (new and old) who seek to achieve the above
- **Value:** £10 million National Lottery funding
- **Opening:** December 2016
- **Anticipated size of bids:** £50,000 to £500,000
- **Deadline for expressions of interest:** noon 13 February 2017
- **Awards made:** June 2017

Please visit sportengland.org/activeageing to submit your expression of interest form.
The Chief Medical Officer defines an inactive person as someone who, over the course of a week, does not achieve a total of 30 moderate intensity equivalent (MIE) minutes of physical activity. Breaking that down further:

- **Moderate equivalent minutes.** That means each ‘moderate’ minute – where you raise your heart rate and feel a little out of breath – counts as one minute. Any vigorous activity, where you’re breathing hard and fast and your heart rate has increased significantly (you won’t be able to say more than a few words without pausing for breath) counts for double. So each vigorous minute counts as two moderate minutes.

- The 30 MIE minutes can be achieved in one go or in chunks of at least 10 minutes across different days through a combination of physical activities.

As you get older, you’re far more likely to become inactive: 42 per cent of people aged 55 and over are inactive compared to 29 per cent of the adult population (Active People Survey 10, Q2, 2015-16).

This can be for a range of reasons, not necessarily directly connected to age and physical ability. It can be work, greater family and caring commitments and even social attitudes about the ‘right time’ to start getting active.

This audience is also growing in numbers as people are living longer. For example, the number of people aged 60 or over is expected to pass the 20 million mark by 2030 (Office for National Statistics, 2015).

It’s for these reasons that we will prioritise tackling inactivity in older people.

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It’s for these reasons that we will prioritise tackling inactivity in older people.

This is quite simple. In each of the projects we invest in, we want to see the number of people who are inactive go down.

This means that partners who receive investment will ultimately need to show us that their project has resulted in more older people crossing the 30 minute threshold, and staying above it.

We also want projects to be specifically designed to achieve some or all of the Government’s outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development (Sporting Future).

The section on monitoring and evaluation expectations on p26 provides more detail.

Over the next five years, we also want to learn and understand more about how we should support inactive older adults into activity. An important outcome of this investment is to build a strong evidence base about this diverse group and how to effectively change their behaviour and sustain this change. We need to learn what approaches work and why, but also, importantly, what is less effective or doesn’t work.

By learning and testing different ideas we will use this to help inform what needs to be done on a bigger scale for Active Ageing to become normal. We want to find out what can be scaled-up or replicated across the country to make a significant difference to many more people’s lives.
GET HEALTHY GET ACTIVE LEARNING

We have learnt a great deal about tackling inactivity through our initial investment of £14 million into more than 30 Get Healthy Get Active projects.

We have recently published our tackling inactivity resources which include a full learning report and an insight pack containing 10 principles to support partners in reviewing and developing services and projects that want to tackle inactivity.

We strongly recommend you read and use these resources alongside your own insight to aid you in developing your ideas.

The ten principles for tackling inactivity from our learning to date are:

1. Understand the complex nature of inactivity
2. Use behaviour change theories
3. Use audience insight
4. Reframe the message
5. Work in quality partnerships
6. Make sport and activity the norm
7. Design the offer to suit the audience
8. Provide support for behaviour change
9. Measure behaviour change and impact
10. Scale up what works and make it sustainable

We know that there is much more to learn, particularly about the nuances of working with the diverse audience of inactive older adults.

UNDERSTANDING THE AUDIENCE

Inactive people over the age of 55 is a large and diverse group (roughly 6.4 million people). There are big differences across the age group. A 55 year-old might not have much in common with a 75 year-old, let alone a 95 year-old. There are also big differences in perceptions, experiences, motivations and capabilities among people of the same age. Any intervention designed for older people should therefore avoid using chronological age alone when targeting or segmenting.

Time should be taken to really understand the target audience and to also talk to them to make sure their views are reflected in the project design.

Aside from age, several other factors should be considered when working with this audience. Examples include physical activity-related attitudes and behaviours, socio-economic status, living with long term health conditions or disability.

Through our research we have been able to split different attitudes and behavioural challenges into five unique groups. These challenges go beyond the stereotype of ‘older’ people. Each challenge involves several significant barriers that individuals face on a daily basis. These need to be considered and addressed sensitively.

The diagram overleaf provides a detailed overview of the five groups and their relationship with the behaviour change model that we reference in our strategy.
The five groups have been developed from the findings of a face-to-face and online survey of 2,300 people in England aged 50 and over. We hope that they provide useful insight for you to consider as you shape your project ideas.

<table>
<thead>
<tr>
<th>Attitudinal and Behavioural Challenges</th>
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<th>2</th>
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<th>4</th>
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<tbody>
<tr>
<td><strong>My Active Days Are in the Past</strong></td>
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<td></td>
<td>Some older people feel like their days of being physically active are over. It is no longer for them. They are too old, too unfit and it could be bad for their health. They are health conscious but don’t feel being active helps them look after their health. These people tend to be older, with long-term health conditions.</td>
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<tr>
<td><strong>Just Not Interested</strong></td>
<td></td>
<td>Some inactive older people are not interested in being more active and many never have been. There’s no sense of wishing for days gone by and they are more likely to identify with a variety of reasons for not being active.</td>
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<tr>
<td><strong>My Life Keeps Me Active Enough</strong></td>
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<td>Some older people feel they’re active enough in the course of their life. They are more likely to be doing something and don’t see a need to do anything differently, but are not reaching the 30-minutes physical activity threshold.</td>
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<tr>
<td><strong>Ongoing Attempts to be Active</strong></td>
<td></td>
<td>Older people are interested in being more active, but despite being aware of the health benefits they can’t get a habit to stick. They lack confidence, are unsure of what to do and worry about their ability and feeling out of place.</td>
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<tr>
<td><strong>Positive About Activity and Trying to Hang On</strong></td>
<td></td>
<td>Older people have a mismatch between their attitudes and behaviours. They have stronger positive associations with physical activity than other inactive older people and are less likely to face some of the emotional and practical barriers that are more common among other groups.</td>
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Source: Face-to-face and online survey of over 2,300 people in England aged 50 and over.
Some inactive older people are facing a ‘relevance gap’, feeling like their days of being physically active are over. They sit in ‘post-contemplation’. They are health conscious, feeling like they look after their health. But being active is no longer for them; they believe they are too old, too unfit and it could have negative consequences on their health. These people are the more obvious stereotype: they tend to be older, with long-term health conditions and are more likely to be doing no activity (compared to other inactive older people).

### MY ACTIVE DAYS ARE IN THE PAST

Some older people are facing a ‘relevance gap’, feeling like their days of being physically active are over. They sit in ‘post-contemplation’. They are health conscious, feeling like they look after their health. But being active is no longer for them; they believe they are too old, too unfit and it could have negative consequences on their health. These people are the more obvious stereotype: they tend to be older, with long-term health conditions and are more likely to be doing no activity (compared to other inactive older people).

### JUST NOT INTERESTED

Some inactive older people are in ‘pre-contemplation’. They are not interested in being more active and potentially never really have been. They are less likely to see value in being active or have reasons that would motivate them to take part. There’s no sense of wishing for days gone by and they are more likely to identify with a variety of reasons for not being active. The light intensity activity some do is likely to be incidental rather than deliberately being physically active.

### BEHAVIOURS

- **Doing Nothing** (no activity at all in the last week)
- **Not Doing Enough** (some moderate activity but less than 30 minutes)
- **Missing the Intensity** (only light intensity activity in the last week)

### DEMOGRAPHICS

#### Most distinct demographic profile:

- **72% are over 70**
- **72% most likely to have a long term health condition/illness**
- **64% or limiting health condition/illness**

### ATTITUDES

More likely than other inactive older people to say:

- **I used to be good at physical activity/sport**
- **I think physical activity might make my health conditions worse**
- **I worry about injuring myself**
- **It’s too late for me to get fit**

Less likely than other inactive older people to say:

- **I am good at physical activity/sport**
- **I am too old**
- **I am too unfit**

### BARRIERS

- **2+ days muscle strength**
- **2+ days balance and co-ordination**

### BEHAVIOURS

- **31% doing nothing**
- **6% not doing enough**
- **63% missing the intensity**

### DEMOGRAPHICS

- **55% are over 70**
- **53% have a long term health condition/illness**
- **39% or limiting health condition/illness**

### ATTITUDES

More likely than other inactive older people to say:

- **I used to be good at physical activity/sport**
- **I am too old**
- **I think physical activity isn’t for people like me**

Less likely than other inactive older people to say:

- **I am good at physical activity/sport**
- **I worry about injuring myself**
- **It’s too late for me to get fit**

### BARRIERS

- **I am not motivated**
- **I am too old**
- **I find it boring**

### TERMS EXPLAINED HERE

- ABC1
- C2DE
- ABCI
- CDSE
Some older people feel they’re active enough in the course of their life. There is a ‘perception gap’ between their behaviour and how active they think they are. They are more likely to be doing something and don’t see a need to do anything differently, but are not reaching the 30 minute threshold. Changing their behaviour will involve addressing a mindset that doesn’t see a need for change and views the activity they do as distinct from ‘other’ physical activity.

**Ongoing Attempts to be Active**

Some older people are interested in being more active, and despite being aware they aren’t active enough to get the health benefits, they can’t get a habit to stick. This challenge in bridging a gap between action and intention doesn’t seem to be anything new. They face a number of emotional and practical barriers — lacking confidence, unsure of what to do, worrying about their ability and feeling out of place.
Tackling Inactivity – Active Ageing Prospectus

There are also several things to consider when thinking about the specific audience you are trying to reach. Where do they spend their time? Who do they trust? The answers to these types of questions will be different depending on factors such as location and life-stage. Here are some points to consider:

- Don’t assume older people have lots of free time. Many have responsibilities and demands on their time, such as caring for a partner, or children, volunteering or employment. With retirement age extending, more older people are working. A third of the UK workforce will be over 50 by 2020 (Office of National Statistics Labour market projections 2006-2020).
- Older people will experience big life changing events or transitions, like retiring from full-time work or having grandchildren for the first time. These are potential intervention points.
- People are living for longer but we are not necessarily healthier. It is not just how many years you live for that matter but how many healthy years. Our ageing population has an increasing amount of illness and disabilities such as diabetes, arthritis and back pain. There are also significant inequalities in terms of healthy life expectancy – those living in the least deprived parts of England can expect to live in good health for more than 19 years longer than those in the most deprived areas (Office of National Statistics Healthy Life Expectancy 2012-2014).
- Over half of the inactive people in our survey had long term illnesses or conditions. Experiencing serious illness or injury has strong links to inactivity and is a potential intervention point for a project. It can be reassuring to hear messages about physical activity from sources trusted to understand an individual's current situation such as health professionals, disability and condition specific charities/advocacy groups or other organisations who have an understanding of specific conditions.

1  Face to face and online survey of over 2,300 people in England aged 50 and over

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**BEHaviours**

- 22% DOING NOTHING (no activity at all in the last week)
- 10% NOT DOING ENOUGH (some moderate activity but less than 30 minutes)
- 68% MISSING THE INTENSITY (only light intensity activity in the last week)

**DEMOGRAPHICS**

Balanced age profile:

- 51% AGED 50-70
- 49% ARE OVER 70

**ATTITUDES**

More likely than other inactive older people to say:

- I WOULD LIKE TO BE FITTER THAN I AM
- BEING PHYSICALLY ACTIVE MAKES ME FEEL GOOD ABOUT MYSELF
- I AM SOMEONE THAT GENERALLY AVOIDS TAKING RISKS
- I AM GOOD AT SPORT / PHYSICAL ACTIVITY

Less likely than other inactive older people to say:

- PHYSICAL ACTIVITY ISN'T FOR PEOPLE LIKE ME
- I AM AN OPTIMIST RATHER THAN A PESSIMIST

**BARRIERS**

Lower proportions identify with any of the reasons that stop or limit people from being active

- I WOULD LIKE TO BE FITTER THAN I AM
- BEING PHYSICALLY ACTIVE MAKES ME FEEL GOOD ABOUT MYSELF
- I AM SOMEONE THAT GENERALLY AVOIDS TAKING RISKS
- I AM GOOD AT SPORT / PHYSICAL ACTIVITY

**THINGS TO CONSIDER**

There are also several things to consider when thinking about the specific audience you are trying to reach. Where do they spend their time? Who do they trust? The answers to these types of questions will be different depending on factors such as location and life-stage. Here are some points to consider:

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1  Face to face and online survey of over 2,300 people in England aged 50 and over
BEFORE YOU BEGIN

Our insight into this audience should only be considered as a starting point. There are often further differences within specific audiences (e.g. cultural or generational variances). Partners wanting to focus on inactive older people should use this alongside their own insight to develop project ideas. Before you start developing your project idea it’s important to:

- Identify who your target audience is (targeting beyond age)
- Be clear what attitude or behaviour you are seeking to change
- Continue to seek further insight on the chosen audience – keep asking, listening to and observing the audience to understand their specific challenges, needs and wants.

Who delivers the message and the frequency and quality of the interaction with the chosen audience should be carefully considered. For example different audiences will frequently visit different local places like faith centres, hairdressers, supermarkets or the workplace.

Convenience is important and connecting to places people already use and are familiar with will help to make opportunities feel more accessible and targeted at them.

Many people we’re trying to reach aren’t going to think of themselves as “old”, nor identify with the extremes of active older people – such as the achievement of the oldest person running the marathon. Peer-led messaging, an age appropriate workforce and making use of ‘people like me’ could help to create more of a norm around active older people in society.

Compared to the rest of the population, a higher proportion of older people live alone (Age UK, 2014) and are at risk of isolation. In our survey, around half of inactive older people socialised face to face with friends or family on average around twice a week, but for a third their face to face interactions were less than once a week. Family members can play a strong influencing role and, for some, intergenerational support or activities could be appropriate.

Taking the first steps to getting more active is difficult and can be intimidating. It takes courage and effort to get involved and taking part a few times doesn’t guarantee that people will stick with it. Lapsing and re-lapsing is common and adapting to your target audience’s continued changing circumstances will help them to sustain their involvement.

Here are some areas of interest prompted through our understanding of inactivity amongst older people. This list is not exhaustive and we would encourage you to think creatively as you develop your own ideas.

**TIMING**

- Testing the most appropriate points in older people’s lives to change behaviour. For example just before or just after retirement, becoming a grandparent, being diagnosed with an illness or health condition or moving from independent to supported living.

**AUDIENCES**

- Understanding how to support older adults who previously played and enjoyed sport, but stopped some time ago, to start playing again, for example through adapted versions of the sport such as walking football.

**DELIVERY METHODS**

- Understanding what approaches are cost effective in supporting behaviour change for older people. This could range from testing how changing an environment might increase physical activity levels or understanding the value of goal-setting such as having step-goals monitored with a pedometer.

- Testing the role that technology and digital approaches can play in changing behaviour and supporting inactive older adults into activity. For example online support, apps, video content, online incentive programmes and web platforms.

- Exploring how to use sport and physical activity for the prevention and management of health conditions to reduce the pressure on health and social care organisations.

- Testing the role of intergenerational approaches to support behaviour change in older people. For example, activities where the whole family joins in.

- Understanding more about how we can decrease isolation and loneliness through sport and physical activity.

- Exploring how to create active habits with inactive older adults who are still working. For example, through workplaces.

- Learning how to influence inactive older people who have no interest in sport and physical activity and don’t want to change their behaviour.

- Understanding how to motivate and help those who believe that they are active enough to change their behaviour (so they do enough for health benefits). For example those who lead busy lives but do less than 30 MIE minutes of physical activity.

- Investigating how to address barriers to activity which stop people with injuries, illnesses or health conditions feeling capable of changing their activity levels. This may include barriers such as individual perceptions, fear of change, lack of confidence etc.

**AREAS OF INTEREST**

- Investigating how to address barriers to activity which stop people with injuries, illnesses or health conditions feeling capable of changing their activity levels. This may include barriers such as individual perceptions, fear of change, lack of confidence etc.

[Footnote: 2 Face to face and online survey of over 2,000 people in England aged 50 and over]
Tackling Inactivity – Active Ageing Prospectus

• Understanding how to make physical activity a normal part of ageing and how this differs depending on the audience e.g. certain ethnic minority groups.

• Investigating how to address health inequalities for older people and reach those who tend to be less active for example those living in areas of deprivation, certain ethnic groups and those with multiple health conditions.

INFLUENCES

• Understanding who influences the activity levels of older people to determine who the most effective people are to deliver physical activity messages. This could range from a GP or religious leader through to employers or people that work in the local shop.

• Exploring different messages and opportunities which might influence a chosen audience to get active e.g. some messages might relate to the health benefits of activity whereas others might make no reference to sport and physical or its benefits or be focused on overcoming long-standing emotional barriers for example “I hated PE when I was at school and it is not for me now”.

• Exploring how coaches, volunteers or peer-led physical activity delivery can impact on previously inactive older people.

REPLICATING AND SCALING

• Understanding how to take a project which has been successful in helping inactive older adults to get active in one area and replicating it in multiple areas. This could be increasing the number of locations a project is delivered in or transferring the learning and testing it in new settings e.g. workplaces or housing associations.

• Understanding what needs to be done on a bigger scale to make Active Ageing ‘normal’ across England. This could include making changes within organisations or communities.

WHO DO WE WANT TO WORK WITH?

Within ‘Towards an Active Nation’ we are clear that we want to work very differently. We want to find partners who are willing to co-design innovative, different and in some cases experimental approaches that put the customer at the heart of delivery.

We are looking for partners who:

• Already reach older people or have a successful track record in changing behaviour with this audience (not necessarily related to sport or physical activity delivery).

• Have insight into specific older people audiences and know what further insight they need to fully develop their ideas.

• Have insight driven solutions to tackling inactivity in specific older adult audiences which puts the customer at the centre of the approach. Solutions will take into account the reasons why people are inactive, both emotional and practical, and the different habits that people have at different points in their lives.

• Are ready to replicate an approach which has been proven to reach and effectively change behaviour.

• Has regular interaction or quality interaction with older people. This may include retail, health, leisure time, housing and care partners, although this is not an exhaustive list.

• Can think innovatively and differently about delivery.

• Are willing to work in partnership with others to strengthen the likelihood of the project’s success.

To find innovative and effective ways to tackle inactivity, we will be willing to take reasonable risks.

We may look to broker partnerships between organisations submitting Expressions of Interest where appropriate.

All partners that we invest in will need to meet the appropriate tier of our Code for Sports Governance by the time that an initial development award is made. Support can be given by our Grants team to organisations who we wish to fund who do not meet these at the time of submitting an Expression of Interest. The necessary changes will need to be made by partners within agreed timescales.
**Process and Timescales for Our Investments**

The following diagram provides an overview of the two stage selection process we will follow in determining which partners we will award funding to. At the first stage, you won’t need a fully worked up project. We’ll need to know a little about your organisation, your understanding of the audience you want to work with and your initial thoughts and ideas on how you might tackle inactivity. This needs to be ready to share with us by noon on 13 February 2017.

The partnerships we decide to enter into can, if needed, be offered a small development grant to work up their projects – for example gathering more insight, securing the right partners or piloting ideas before being awarded a project delivery grant. We aim to make funding awards in June 2017, unless we find great ideas that are ready to go sooner.

### Development Award:

Where project ideas are in their infancy, but we can see value in them, we may provide a development grant to allow organisations to fully develop their project in partnership with Sport England. It is anticipated that this phase will last between six and twelve months. A development grant might be used to:

- Develop further insight into your specific audience.
- Provide the resources and capacity to fully develop the project (staff time etc.).
- Pilot or test approaches with your chosen audience.
- Monitor and evaluate a pilot.

Once the project is fully developed and we are satisfied with the plans, we will look to move organisations forward to the full application stage. We shall assume that projects will follow this two phased approach unless there is justification for a full award. Please note that by receiving a development award, you are not guaranteed an award for the full project delivery.

You can request up to 10% of the predicted costs for your full project delivery (should you be taken through to that stage of the process).

### Full Project Awards:

Where a project is fully worked up and ready to start, the application can be fast-tracked to a full project award. This is likely to occur where an organisation has a high level of insight and piloting work already completed and some evidence of the impact that can be expected. We expect that the awards made at the full application stage will be for projects costing from £50,000 to £500,000. In exceptional circumstances awards of up to £1 million may be invested where insight and evidence suggests this is appropriate.

### Project Length

Projects must be a minimum of one-year but we are not imposing a maximum project length.

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<thead>
<tr>
<th>Process and Timescales for Our Investments</th>
<th>Guidance</th>
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<tbody>
<tr>
<td><strong>December 2016</strong></td>
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</tbody>
</table>
| • Active Ageing fund launched - organisations asked to submit expression of interest (EOI) - Stage one.  
• Tackling Inactivity - A Guide to Sport England’s Approach and Investment |
| **February 2017** |
| • Noon 13th February - deadline for EOI.  
• Assessment of EOI. |
| **March 2017** |
| • Assessment of EOI.  
• Unsuccessful organisations informed of decision.  
• Selected organisations invited to enter Stage two of the selection process. |
| **April 2017** |
| • Workshop hosted by Sport England and expert partners to provide additional insight and support to develop your project ideas. |
| **May 2017** |
| • Organisations invited to present project to panel of experts.  
• Assessments completed by the end of May. |
| **June 2017** |
| • Unsuccessful organisations informed of decision (with feedback).  
• Selected organisations informed and development grant or full grant awarded depending on readiness to deliver.  
• Please note that any development grant awarded does not guarantee full award success - it will be subject to a full assessment. |

Tackling Inactivity – Active Ageing Prospectus
3. REVENUE AND CAPITAL

We anticipate that most requests for investment from the Active Ageing fund will be for revenue funding. However, we will consider investing modest capital funding where appropriate. For example, we could fund the purchase of equipment or modest structural changes to a building to increase accessibility. We will also consider projects which have a mix of both revenue and capital spend.

You will need to ensure that the ideas you have for capital investment clearly meet the criteria for the Active Ageing fund, as set out in this prospectus and that there is a clear contribution to what we are trying to achieve. This fund will not support new build or major capital projects. We have other dedicated funding programmes for example our Strategic Fund and the new Community Asset Fund which you might want to consider.

4. EXPENDITURE THAT IS NOT ELIGIBLE

We will not invest in the following:
- The general running costs of your organisation;
- A service or project which is already running or where funding has recently been withdrawn;
- Projects which we have funded before;
- 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.

5. PARTNERSHIP FUNDING EXPECTATIONS

Development award stage:
You do not need to have partnership funding available for the development award stage. However, you will need to be able to offer a commitment to work with us to develop the project and provide in-kind staff time to do so.

Full award stage:
One of the ways you and your partners can demonstrate your commitment is by investing your own funding. 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 unless a very strong case can be made.

At least half of your partnership funding must be financial; the other half may be contributed as in-kind.

We recognise that the economic climate remains very challenging. This can sometimes mean that strong projects are not submitted because the applicant and partners have not been able to secure partnership funding.

Please note that we would like ALL applicants to try and secure some partnership funding. However, where it proves impossible to find partner funding we may still be able to fund the project. However, you will be required as part of the full application to set out the steps you have taken to try and source partnership funding.

If you apply without partnership funding your application will still be assessed against the assessment criteria.
6. MONITORING AND EVALUATION EXPECTATIONS

As set out in Towards an Active Nation we will ensure that there is a clear line of sight between each investment we make and the contribution that it makes to our overarching outcomes and the key performance indicators that we are seeking to deliver.

Where we invest in an area or in a particular project, we want to see the number of people who are inactive go down. Government shares that aspiration, and has set this as one of its key measures of success in its strategy Sporting Future:

‘KPI 2: Decrease in the percentage of people who are physically inactive’.

Partners who receive investment through this fund will ultimately need to show us that the project has resulted in more inactive older people becoming active (crossing the 30 MIE minute threshold) and staying active.

Projects that receive our investment need to contribute to some or all of the Government’s outcomes (as outlined in their Sporting Future strategy).

To achieve this, you’ll need to consider:

**Rationale:** Your plan should demonstrate how the project / intervention will help deliver some or all of the Government’s outcomes. It’s not enough to just expect to contribute to outcomes through your project – you need to show you’ve considered how each aspect of the programme will satisfy these goals.

A long-term plan: Develop a plan that shows the project’s outcomes will last. So not just short-term benefits, but lasting changes in behaviour. See our investment guide for more information.

If you do receive funding from us, we’ll work with you to develop the best way of measuring its success (both for your project goals and Sport England’s wider outcomes). That evaluation needs to be thorough and robust so that we can really learn about the project’s effectiveness and take that forward in real-world settings.

We’ll help you create a comprehensive ‘evaluation framework’ so that we can:

- Understand the impact projects are having
- Understand why some aspects have worked or not worked so well
- Grasp the return on investment

If your organisation is successful, you’ll need to develop partnerships with companies who specialise in measuring and evaluating outcomes. You won’t need to have put this in place at the ‘expression of interest’ phase, but it will need to be established before further development, or prior to full funding is awarded.

We expect that validated tools will be used to collect the agreed metrics and we are currently consulting on what these should be for the audience concerned. We may develop our own data collection tools where necessary to ensure that appropriate data can be collected without being overly burdensome on projects.

Further information on the selected tools will be provided at the point of the development or full award to successful applicants. We will also provide support and training for project managers and academic partners in the administration, coding and reporting on the metrics to aid the consistency of reporting. You will also be required to submit a six monthly monitoring report to us, on a template that you will receive with your award letter if you are successful in your application. This will enable you to provide a commentary of the progress you are making against the targets you have set out in your application and learning from the approaches you are taking.

We are investing in these projects to:

- Learn about what works (and what doesn’t) to support inactive older adults into activity
- Find successful approaches which can be scaled up in future years.

Where appropriate, partners should also consider the long-term sustainability of their projects at this early stage of project development.

We will want to know your initial thoughts on this at the expression of interest stage. We encourage you to be creative in your thinking and to consider how what you will learn can be used to create positive change in service delivery in the longer term.

7. SCALABILITY AND SUSTAINABILITY
SUBMITTING YOUR EXPRESSION OF INTEREST FORM

You will need to complete and submit your expression of interest form via our website by noon on the 13th of February 2017.

The online form can be accessed [here]. You do not need a password to complete or submit it. You will need to complete all of the fields, adhering to the word count limits, prior to submitting your ideas for assessment.

A word version of the form can be accessed [here] to help you in planning your application. You can cut and paste this into the online form.

Please remember that at this stage we are not expecting fully worked up project ideas but we will expect you to explain what you intend to do, with whom and why.

You do not need to submit any supplementary documentation at this stage of the process.

When you submit your form you will receive an email confirming that we have received the documentation at this stage of the process.

You do not need a password to complete or submit any expression of interest form. You can cut and paste this into the online form.

Assessment Criteria and Weighting for the Expression of Interest Form

The details you provide in your expression of interest form will be assessed against the key principles shown on page 29, to determine which partners are invited to present their project idea to the expert panel to understand the impact the project would deliver.

The information in your expression of interest form and your presentation to the panel will be used as your application for a development award, should you be successful at this stage.

Questions you may have

Please take the time to read our Frequently Asked Questions document [here]. If the answer you are looking for is not included then please contact us at activeageing@sportengland.org and a member of the team will be in touch to answer your question.

<table>
<thead>
<tr>
<th>Principle</th>
<th>Weighting</th>
<th>What a strong EOI will contain</th>
</tr>
</thead>
<tbody>
<tr>
<td>The organisation has clear insight into the audience they plan to target and this has clearly been used to develop the project idea. There is clarity in what additional insight is needed (if at all).</td>
<td>20%</td>
<td>A strong EOI will demonstrate an excellent understanding of the target audience, their needs and what additional insight is needed to shape the project design. It should include details of initial consultation and insight from its target audience and stakeholders.</td>
</tr>
<tr>
<td>There is a clear need for the project and the award. Delivery is additional to existing provision/activity. There is clarity on what is needed at the development award stage and it is clear how this will inform the development of future delivery.</td>
<td>10%</td>
<td>A strong EOI will show a strong strategic context for the proposed project idea explaining why it is needed and how it would add value to what is already being delivered. The plans for the development award stage will clearly inform the development of future delivery stages and the proposed expenditure is eligible and relevant.</td>
</tr>
<tr>
<td>Older adults aged 55+ have been involved in the co-design of the project idea and will continue to be involved through the development award stage</td>
<td>10%</td>
<td>A strong EOI will take a clear customer focused approach to project development. The EOI will highlight how older adults from the target audience have been and will continue to be involved in co-designing the project during the development and design phase.</td>
</tr>
<tr>
<td>The organisation has a good track record of working with the audience they are looking to reach or are supported by partners who do. There is recognition of the wider partnerships that will be needed to successfully deliver the idea.</td>
<td>20%</td>
<td>A strong EOI will clearly set out the reach that the applicant and/or its partners have with the target audience, the services that they have experience in delivering and detail of how this has informed their ideas. There will be clarity on which partners they want to support their delivery and who is already signed up as a partner.</td>
</tr>
<tr>
<td>The proposed project will clearly deliver against KPI2 and will be designed around achieving some or all of Government’s outcomes.</td>
<td>20%</td>
<td>A strong EOI will clearly set out how the project will tackle inactivity amongst this audience and contribute towards shared mutual outcomes. It will clearly describe what success will look like and will highlight the impact and outcomes that will be driven by the project. The applicant will have confirmed that it is willing to adhere to our evaluation framework and will work with a research partner or have in-house expertise to understand the impact created by the project.</td>
</tr>
<tr>
<td>The project will support us in learning how to support this audience into activity in the long-term.</td>
<td>20%</td>
<td>A strong EOI will clearly set out how the project idea will support us in learning about reaching, engaging and supporting this audience for long-term behaviour change (particularly where there are gaps in the evidence base). Longer term sustainability of the beyond the lifetime of the project has been considered at this initial stage. Partners will have considered how their approach/project can be sustained in the long-term and where applicable, how it might be scaled or replicated.</td>
</tr>
</tbody>
</table>
USEFUL DOCUMENTS AND RESOURCES

Please find below a list of useful documents and resources to aid you in developing your proposals, along with the links of where you can access them.

STRATEGIC CONTEXT

Sport England Towards an Active Nation Strategy
Sporting Futures: A new strategy for an active nation
Public Health England: Everybody Active, Every Day
Tackling Inactivity - ‘A Guide to Sport England’s Approach and Investment’

LEARNING AND INSIGHT

Tackling Inactivity: Key learning from our GHGA projects report
Tackling Inactivity: Design Principles
Tackling Inactivity: Design Principles Checklist