

**Frequently Asked Questions**

**Core Market Fund**

**Helping the active stay active when life changes**

**March 2017**

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Eligibility and partnerships

1. **What kind of organisations do Sport England want to work with?**

We’re interested in working with a range of partners who have the ability to engage with active people at different life changes and help under-represented groups stay active. We’re looking inside and outside the sport industry and would welcome applications from those who are new to working with us, in addition to existing partners.

Please visit page 12 of the Core Market Investment Guide to find out about the kind of partners we want to work with.

1. **Is my organisation eligible to apply for National Lottery funding?**

You will need to be eligible to receive Lottery funding, so please visit [“the who can apply” Funding FAQ](https://www.sportengland.org/funding/funding-faqs/) on our website for more details if you are unsure.

All partners that we invest in will need to meet the appropriate tier of our [Code for Sports Governance](https://www.sportengland.org/about-us/governance/a-code-for-sports-governance/) by the time an award is made. Support can be given to organisations who we wish to fund who don’t meet these at the time of submitting an expression of interest. The necessary changes will need to be made by successful applicants within agreed timescales.

If you are not a sports organisation, you will probably recognise a number of aspects of our Code already, as many of the principles set out in this Code are widely accepted as being elements of good practice in corporate governance.

If you have any specific questions on eligibility and the Governance Standards, please contact our funding team on 0345 8508 508.

Definitions and Audience

1. **What do you mean by Core Market?**

Our research shows that a third of the adult population already has a sport and physical activity habit. These people are the sector’s most loyal customers and being active is a big part of their lives and identity. This is what we call sport’s ‘core market’.

1. **How long does someone need to have had an active habit to be classed as core market?**

We expect applicants to be able to demonstrate that their target audience has an active habit. We have not defined a timeframe of how long someone will need to be active for to be classed as core market, this fund is about keeping active people active so as long as you can demonstrate your target audience is active then we would be interested in hearing about your project. In an application we would want you to demonstrate that you have an understanding of the lives of your target audience and the behaviours they exhibit, for example, being involved in a broad range of physical activities, being active is part of their identity, positive emotional connection with physical activity.  A simple way in which you can do this could be by asking your audience about their sport and physical activity habits over the last month and if that is a typical month for them.

1. **What do you mean by under-represented groups?**

Our research tells us that those from lower socio-economic groups, women, people with a limiting disability and those aged 55 and over are less likely to have a regular habit and be a core market customer. Those who do have the habit are also more likely to drop out of the core market. These are the people we are referring to.

1. **What do you mean by lower socio economic groups?**

Socio-economic group, or SEG, is a classification that aims to bring together people with similar social and economic circumstances.

When we refer to lower socio economic groups we are not limiting it to people who face extreme disadvantage. They are an important part of the group that we want to support, but so are people who work, have qualifications and own their homes. These are ordinary people and families who sometimes, or often, struggle to make ends meet.

In this fund we are seeking to support people who fall into at least one of three situations.

1. **Employment** – People who are employed in semi-routine occupations, like shop assistants, hairdressers and bus drivers; people in routine occupations, like waiters, cleaners and building labourers and people who are long term unemployed or have never been employed.
2. **Education** - People whose highest qualification is GSCE level. This ranges from people who have left education with no qualifications, through to someone with any number of GCSEs (or the equivalent vocational qualification). This includes someone with an apprenticeship.
3. **Income** - People living in households that, after tax and national insurance, have less than the average amount of take-home pay each month to cover all their bills (including rent or mortgage payments), living expenses, savings and discretionary spending (like going to the cinema or out for dinner). This will typically be around £2,100 a month or less. Anyone who receives income-related benefits, like housing benefit, is also included here.
4. **What do you mean by life change?**

We know that even when people have built a strong habit, we cannot take their activity for granted. Even for the most committed, big moments in life can get in the way. Serious injury or illness, children starting school, starting college or university, moving house, a new baby, changing jobs and retirement are all major practical and emotional parts of people’s lives that can affect their habits. This is what we mean by life changes. Please note that this list is not exhaustive and is an illustration.

1. **Can we focus on more than one audience?**

Due to the diverse characteristics, perceptions, experience, motivations and capabilities of people in sport’s core market, we know that any one intervention or approach is unlikely to work for everyone. We therefore recommend that you are as targeted as possible in your approaches.

We recommend that you use the Sport England insight into the core market (see pages 8-11 of the Investment Guide) alongside your own to determine which audience you want to target with your project.

1. **What timescale is likely to be needed for an intervention to change someone's behaviour?**

The time it takes to change the behaviour of an individual is different for different people and the behaviour(s) you are trying to change. What we do know is that sustained behaviour change takes time and effort. Research suggests that it can take anything from 18 days to 254 days to form a habit.

1. **Do you have further insight into the specific demographics that make up the core market, i.e. women, disability etc.?**

Sport England has conducted various detailed pieces of research on different audiences. All of Sport England’s research is available for public access on our website, [www.sportengland.org/research](http://www.sportengland.org/research). Specific core market data is available on page 8 of the Investment Guide.

1. **What are the typical sports and activities that core market customers do?**

Our research shows us that core market customers will get involved in a mix of sport, fitness and physical activity. This is explained in more detail on page 9 of the Investment Guide.

The Process

1. **How will projects be assessed?**

The details you provide in your expression of interest form will be assessed against published criteria to determine which organisations are invited to progress to Stage 2.

These are set out on page 19 of the Investment Guide. We advise that you read these carefully and take them into consideration as you develop your proposals.

1. **We believe that we are ready to apply for a full application and do not need a time to develop the project. What should we do?**

The process for making an award starts with completing the expression of interest form. Please make it clear through your responses to the questions, if you feel you are ready to be fast tracked to an early decision as you have a project that you consider to be ready for full delivery. This is only likely to occur where an organisation has a high level of insight or piloting work already completed and can provide some evidence of the impact that can be expected.

1. **When will we know whether or not our expression of interest has been successful?**

We will notify you of a decision on whether your expression of interest application has been successful or not by the end of July 2017. Those who are successful at this stage will be invited to move forward to Stage 2. We aim to make a decision on who will be offered an award by October 2017.

We will provide feedback to those organisations who are unsuccessful at this stage.

1. **Can one organisation submit more than one idea or expression of interest (EOI)?**

We would prefer organisations to be as targeted as possible in their approach and therefore only submit one idea in their EOI. If you feel that you have more than one strong idea that meets the objectives of the fund, please get in touch ahead of the submission of your EOI.

1. **What are our chances of receiving funding/investment?**

We anticipate receiving many more applications for project funding than we are able to support. It is important that you read the investment guide for the fund thoroughly and respond to the guidance it contains as you develop your project ideas to increase your likelihood of success.

Investment and Partnership funding

1. **My organisation isn’t able to receive National Lottery funding. Can I still apply and receive investment from a different Sport England source?**

If you may not accept National Lottery funding for religious reasons, we do have some very limited to scope to fund some smaller projects from other sources. Given the extremely limited availability, large scale projects are very unlikely to be funded without Lottery funds.

You should apply using our normal application material and include a letter stating why you may not accept National Lottery funds. We will assess your application in the same way that we assess all applications. If we decide to offer you a grant, and provided an alternative source of funds is available, your grant will not come from our National Lottery income

1. **Can we distribute the award to other organisations through a grant application process?**

No. You can, however, commission and procure partners and deliverers to provide services and activities

1. **How much money can I apply for?**

In order to make an impact on the target audience, we anticipate the awards we make will be in the range of £50,000 to £500,000. However, we would welcome applications for less than £50,000 if you’re confident your project can make a significant measurable contribution in keeping active people active.

In exceptional circumstances, awards of up to £1 million may be considered where insight and evidence suggests this is appropriate. We would welcome (although don’t insist on) a conversation with you in the early stages of your project development if you intend to apply for more than £500,000 of investment from us.

1. **Is partnership funding required?**

Partnership funding is an important way applicants can demonstrate both their and other partners’ commitment to the project. We encourage applicants to explore opportunities for partnership funding support in addition to Sport England’s funding. Whilst some of this may be in kind, we’d like to see a level of financial partnership funding which is appropriate to your organisation and any partners who may be supporting the project.

1. **Some of my partnership funding has come from an organisation that receives regular investment from Sport England e.g. a County Sport Partnership. Can this count towards my partnership funding total?**

We will not accept as partnership funding any investment which has been awarded by Sport England to other organisations, i.e. matching our own money.

You can, however, use funds that they have been awarded or received from other organisations. The onus is on the applicant to demonstrate where funding comes from.

1. **How is an in-kind contribution defined?**

In-kind funding is considered any contribution of goods, commodities, or services instead of money. To be eligible, the in-kind contribution must relate to project costs, which have to meet the relevant eligibility rules set out below:

* Costs must be ‘additional’ i.e. above and beyond any existing provision;
* All in-kind contributions must demonstrate they are part of the co-ordinated action plan and must be directly related to interventions and activity within the action plan;
* All in-kind contributions must be a direct contribution towards eligible project costs.

An example would be the provision of a facility for physical activity by a partner to the project for free or at a discount from the normal market rate. The difference between the normal market rate and the actual amount charged would be an in-kind contribution.

What can and cannot be funded

1. **What activities can be funded?**

Our Towards an Active Nation strategy clearly sets out what is included in the extension of our remit to cover more physical activity. In addition to the sporting activities we have historically recognised (please see [www.sportengland.org/our-work/national-governing-bodies/sports-that-we-recognise/](http://www.sportengland.org/our-work/national-governing-bodies/sports-that-we-recognise/)), the table below sets out new activities that are now eligible for investment:



1. **What costs are eligible?**

We will ask you for an estimated project cost at the expression of interest stage to help us understand the size of the project that you want to deliver. You will not need to provide a budget for your whole project unless you are invited to Stage 2.

The following costs are frequent examples included in revenue awards:

* Employing staff to work on the project. This could include project or volunteer co-ordinators, activators, coaches, mentors, peer support workers, administration etc.
* Insight, research and consultation
* Production of resources to support behaviour change
* Venue hire
* Equipment costs
* Evaluation costs
* Training for staff, volunteers, coaches and partners
* Marketing and promotion costs for the project (not the organisation as a whole)
* VAT costs, where they are not recoverable.

You will need to show how any of these elements of your application are essential to the delivery of the outcomes you have selected.

Management costs can be included but they must be for the **additional costs** that the project has created and can be **clearly evidenced**. Acceptable examples include the employment of extra staff capacity to backfill any loss caused by a staff member managing your project, or the extension of hours to an existing contract in order to provide management capacity.

The recruitment of staff and purchase of IT equipment can be funded if they are essential to the delivery of the programme.

You must ensure that costs are kept to a minimum and provide strong evidence as to how these items will lead to the successful delivery of your outcomes.

If you have a specific query, please contact the funding helpline team on 0345 8508 508.

1. **What are considered to be ineligible costs?**

Please note we will not provide lottery funding towards any of the following revenue costs:

* General running costs, e.g. ongoing staff costs, council tax, gas, electricity or water bills
* A service or project which is already running or where funding has recently been withdrawn
* Items that only benefit an individual, e.g. prizes, scholarships, bursaries, personal clothing or equipment or the purchase of tickets for events
* Events unless they are part of an overall participation programme
* Activities promoting religious beliefs
* Endowments
* Loan repayments
* Foreign trips
* Goods or services bought or ordered prior to an award being confirmed
* Email and internet access
* General office and administrative service costs
* Contingency costs.

This list is not exhaustive.

We cannot fund any indirect or unaccountable management costs. To be eligible, management costs must be **additional costs** that can be **clearly evidenced**.

If you have a specific query, please contact the funding helpline team on 0345 8508 508.

1. **If my organisation is applying for the other Sport England funds, i.e. Inactivity, can we also apply to the Core Market Fund?**

Yes. Each fund has specific aims and so you should read the individual Investment Guide before applying to make sure your project is right for the fund.

1. **Would Sport England consider a pilot phase to a project, i.e. testing a way of working in year 1-2, with the potential to scale up in year 3-4 if successful?**

Yes, if pilot is successful and helps us learn. You can explain how this would work for your project when you describe your project in the expression of interest.

Expectations on Successful Applicants

1. **Will we be required to display Sport England branding as a condition of the award?**

If you receive investment, you will be required to use our joint "Lottery Funded" Sport England logo. Your Award Agreement will contain the terms and conditions for use for the logo with branding guidelines on how to use the various formats. For example, you must include the logo on all publicity and marketing materials including websites, brochures, posters and leaflets. We will also provide guidance on how we want you to promote your award.

1. **How will we have to monitor and evaluate the project?**

We want to learn what approaches work and why, but also what is less effective or doesn’t work.

We would like to work with all organisations who receive funding to identify the most appropriate evaluation and measurement priorities and type and level of evaluation, so the results and learning can be of benefit to both parties.

More details on monitoring and evaluation can be found on page 17 of the Investment Guide.

1. **What is the expectation around the sustainability of the project?**

Where appropriate, partners should consider the long-term sustainability of their project at the expression of interest stage. More details on sustainability can be found on page 17 of the Investment Guide.

Advice and Support

1. **Is there further support available?**

You should review the Core Market Investment Guide and refer to the information provided as you develop your project.

If you have any questions, you can contact Sport England on 0345 8508 508 or email us at info-core-market@sportengland.org for any further guidance.