

# **FREQUENTLY ASKED QUESTIONS**

## **FAMILIES FUND**

### **SUPPORTING FAMILIES TO BE ACTIVE TOGETHER**

**JULY 2017**

# **CONTENTS**

<b>Eligibility and governance</b>	<b>3</b>
<b>Definitions and audience</b>	<b>3</b>
<b>The process</b>	<b>4</b>
<b>Investment and partnership funding</b>	<b>6</b>
<b>What can and cannot be funded</b>	<b>7</b>
<b>Expectations on successful applicants</b>	<b>10</b>
<b>Advice and support</b>	<b>11</b>

## ELIGIBILITY AND GOVERNANCE

### 1. Is my organisation eligible to apply and what kind of organisations do Sport England want to work with?

We are looking to fund a wide range of partners and welcome applications from those who are new to working with us in addition to existing partners. National and local organisations can apply to the Families Fund.

We're interested in working with organisations who have a proven track record of working with families from lower socio-economic groups. The first question on the Expression of Interest (EOI) asks applicants about track record and the experience they have of working with families from lower socio-economic groups.

### 2. Is my organisation eligible to apply for National Lottery funding?

You will need to be eligible to receive Lottery funding, so please visit [Who Can Apply](#) Funding FAQ on our website for more details if you are unsure.

All organisations we invest in will need to meet the appropriate tier of the [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 EOI. The necessary changes will need to be made by successful applicants within an agreed timescale and no funding will be released until this has been agreed.

If you are not a sports organisation, you will probably recognise a number of aspects of the 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 Code for Sports Governance, please contact our funding team on 0345 8508 508.

## DEFINITIONS AND AUDIENCE

### 3. What age is the target audience for this funding?

Our responsibilities in relation to children's physical activity and sport habits covers those aged 5 to 15. Our research tells us that taking part with their family is likely to be most of interest to children aged 5 to 10. This is why the intended target age range for the funding is 5 to 15, with a specific focus on 5 to 10.

We recognise that families may well have siblings under the age of 5 or over the age of 15. We are not excluding them; however, we would expect the families reached through this funding to have at least one child between the ages of 5 and 15 to be involved in the project.

We are also interested in projects which are about families taking part in sport and activity together. For the definition of what we mean by 'family' please see page 6 of the [Families Fund Prospectus](#).

#### **4. What do you mean by families in lower socio-economic groups?**

Please read pages 8 and 9 of the prospectus to find out what we mean by lower socio-economic groups.

Our definition involves considering families' levels of education, income and employment. We appreciate it can be difficult to find out some of this sensitive information, particularly if you're not already working with the families you want to reach. One option to consider is identifying places of higher deprivation. In the first instance, you could provide us with information about where the families you want to reach live or the places you intend to work in. Postcodes can be linked to the Indices of Deprivation (IMD) and using IMD is one way of helping us to understand whether your project will reach families in lower socio-economic groups. We believe the areas within the top 5 most deprived deciles are the most relevant to focus on. Further in the application process, we'll expect more information about how you will ensure you are reaching people in lower socio-economic groups within these places, although if you already know how you plan to do that, please do include this in your EOI.

#### **5. Are there specific geographic areas you are focusing on?**

We expect our investment will be spread across England, reaching rural and urban areas and different regions. As outlined above, areas of higher deprivation may be a useful indicator for places where there are higher numbers of families in lower socio-economic groups but we also welcome applications from other places where organisations can evidence that they are working with or could reach families in lower socio-economic groups.

#### **6. Can investment focus on just parents or just children?**

We want our Families Fund to give families the inspiration and confidence to get active and take part in sport and/or physical activity together thus enabling quality family time.

Many of the current opportunities are aimed at children taking part with other children, adults or they focus solely on children and leave adults on the sidelines. There are not enough opportunities for children and their parents/families to take part as a family unit.

## **THE PROCESS**

#### **7. How will projects be assessed?**

The [details you provide in your EOI](#) will be assessed against the published criteria to determine which organisations are invited to progress to Stage 2.

These are set out on page 22 of the prospectus. We advise that you read these carefully and take them into consideration as you develop your proposals.

Whilst there is no set weighting to the questions in the EOI, if organisations are not able to demonstrate a clear and proven track record of working with families from lower socio economic groups they will not progress to Stage 2.

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

The process for making an award starts with completing the EOI. 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.

**9. When will we know whether our EOI 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 October 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 December 2017 – January 2018.

We are anticipating this fund to be heavily oversubscribed with a high number of EOIs so unfortunately will not be able to provide feedback to organisations who are unsuccessful at this stage.

**10. Can one organisation submit more than one idea or EOI?**

We would prefer organisations to be as targeted as possible in their approach and therefore only submit one idea in their EOI. However, we accept that some larger organisations who, for example, have regional offices who may want to submit a separate EOI with an idea that is applicable to that region.

If you fall into this category or 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.

**11. 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 prospectus thoroughly and respond to the guidance it contains as you develop your project ideas to increase your likelihood of success.

We may also not be able to fund your idea for four years and if your project, after receiving Sport England funding is failing and cannot be rescued we will stop our investment.

## **INVESTMENT AND PARTNERSHIP FUNDING**

### **12. 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 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

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

No. For legal reasons Sport England is unable to permit a 'Community Chest' approach whereby Lottery money is provided to an Award Recipient who then undertakes their own application process with a secondary funding decision to ours.

You can, however, commission and procure partners and deliverers to provide services and activities.

Please ensure that you take into account any VAT costs which may incur when you procure or commission partners and deliverers for their services in your budget.

### **14. 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 to supporting families to be active together.

We would welcome 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.

### **15. 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.

**16. 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.

**17. 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 must 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

**18. 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](#), the table below sets out new activities that are now eligible for investment. Please remember that additionality is a key rule for our investment and as such we are unable to invest into any activity which is already up and running.

ACTIVITY	MEASURE	INFLUENCE	DIRECTLY FUNDED
WALKING FOR LEISURE	✓	✓	✓
WALKING TO WORK	✓	✓	✗
CYCLING TO WORK	✓	✓	✗
DANCE	✓	✓	✓

## **19. Will activities such as play be funded?**

Our Families Fund focuses on physical activity and sport and we want to focus on families in lower socio-economic groups whose children are not doing 60 minutes a day of sport or physical activity.

We recognise that wider physical activity and play can help to encourage some children to be more physically active.

Projects can include wider physical activity and play etc. if:

1. Your target audience and insight indicates that this is a way to engage children who are not doing 60 mins a day of sport or physical activity
2. If you are considering including wider physical activity and/or play, please contact us prior to your submission.

## **20. Can I request capital funding e.g. equipment or changes to buildings or the environment as part of my EOI?**

We will consider investing modest capital funding where appropriate. For example, we could fund the purchase of equipment designed for adults and children. We will also consider projects which have a mix of both revenue and capital.

You will need to ensure that the ideas you have for capital investment clearly meet the criteria for the Families Fund as set out in the prospectus.

## **21. What costs are eligible?**

We will ask you for an estimated project cost at the EOI 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.

## **22. 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

**23. 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 OF SUCCESSFUL APPLICANTS**

**24. 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.

**25. 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 25 of the Prospectus.

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

Where appropriate, partners should consider the long-term sustainability of their project at the EOI stage. More details on sustainability can be found on page 25 of the Prospectus

## **ADVICE AND SUPPORT**

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

You should review the [Families Fund Prospectus](#) and refer to the information provided on the website as you develop your project.

If you have any questions, you can contact Sport England on 0345 8508 508 or email us at [info-CYP@sportengland.org](mailto:info-CYP@sportengland.org) for any further guidance.