TACKLING INACTIVITY AND ECONOMIC DISADVANTAGE
PROSPECTUS
SEPTEMBER 2017
We want to find ways to help inactive people, who feel financially pressured, to fit activity into their lives in ways that work for them.

Crucially, we want to do this in ways that help people to feel healthier, happier, more confident and able to cope with life’s pressures, or more connected to their families and communities.

Most people want to live a healthy life and know that being physically active is good for them and their families. When we use a lot of energy getting through days full of competing priorities, we value our ‘downtime’ even more. Being active can feel like a chore – just another thing to think about and to squeeze into an already full routine. When money is a concern, and making the household budget stretch to everything that is needed is a challenge, then committing to the cost of memberships or courses just isn’t possible.

This second phase of our tackling inactivity funding will invest £3 million to support inactive people from lower socio-economic groups, and we’re looking for partners who engage with them and can help change their lives for the better.

We know sport and physical activity can be extremely powerful in supporting positive social change for communities and individuals, and we want potential partners to tell us how they’ll do this. That could mean using sport or activity to improve someone’s mental wellbeing, reduce social isolation, create stronger links between different parts of a community, or drive down crime rates in an area.

To do this, we want to work with groups or organisations who really understand the people we want to reach and support. These will be organisations who have strong relationships and track records of working with those individuals, and recognise the benefits of being active. They may provide sport now, or they may have never used sport or physical activity as a method of engagement before. To apply for this funding, you don’t have to be a sports organisation, but the understanding of lower socio-economic individuals and communities is what is important to us.
THE FACTS

WHAT WE WANT TO ACHIEVE, WHO WE WANT TO WORK WITH, AND MORE

FUND
Tackling Inactivity and Economic Disadvantage

WHAT DO WE WANT TO ACHIEVE FROM THIS INVESTMENT?
The objectives of this funding are to:

- Support inactive people from lower socio-economic groups to be more active, doing more than 30 minutes of physical activity per week
- Show how being more active can have wider benefits within people’s daily lives, for example enjoying time together with family and friends, generally feeling better, or managing stress
- Understand why individuals within lower socio-economic groups are not active and what would help them to change this.

WHAT DO WE MEAN BY INACTIVE PEOPLE?
People who do less than 30 minutes of physical activity or sport each week, which makes them feel a little out of breath or have a higher heart rate.

WHAT DO WE MEAN BY LOWER SOCIO-ECONOMIC GROUPS?
People in lower socio-economic groups are ordinary people and families who sometimes, or often, struggle to make ends meet. This includes those who are employed in ‘semi-routine’ jobs, like shop assistants, hairdressers and bus drivers; and people in ‘routine’ jobs, like waiters, cleaners and building labourers. It also includes people who are long-term unemployed or have never been employed. They typically fall within the National Statistics Socio-Economic Classification (or NS-SEC) groups 6-8 – see pages 18-19 for more details.

If your project doesn’t both focus on people who are currently inactive and target people in lower socio-economic groups, your project is not suitable for this funding.

WHO DO WE WANT TO WORK WITH?
Groups or organisations who really understand the people we want to reach and support. These will be organisations who have strong relationships and track records of working with those individuals, and recognise the benefits of being active. They may provide sport now, or they may have never used sport or physical activity as a method of engagement before. To apply for this funding, you don’t have to be a sports organisation, but the understanding of lower socio-economic individuals and communities is what is important to us.

We know sport and physical activity can be extremely powerful in supporting positive social change for lower socio-economic communities and individuals, and we want applicants to tell us if this is part of their project. You might be using sport or activity to improve someone’s mental wellbeing, help drive down crime rates in an area, or reduce social isolation.

VALUE
£3 million National Lottery funding

- Funding option A: £2m will support larger projects from £25,000 up to a maximum of £500,000. This part of the fund will support projects aimed at inactive people who are in employment. They will be ordinary people and families who sometimes, or often, struggle to make ends meet. They can find it hard to build physical activity into their lives, or feel being active isn’t for them.
- Funding option B: £1m will support projects between £25,000 and £100,000. This will focus on projects aimed at inactive people who are far less likely to have a steady income, or any income at all, and face more extreme disadvantage. They may also be facing other challenges, such as being at risk of offending or dealing with substance misuse.

APPLICATIONS
Applicants will follow a separate, more streamlined one stage process outlined in the Tackling Inactivity and Economic Disadvantage Small Award guidance document, which you can read at sportengland.org/smallawards.

DATES
Opening: 6 September 2017
Deadline for applications for smaller awards between £1,000 and £10,000.

- Funding option C: We know that sometimes small amounts of money, especially for smaller local groups, can make a big difference, so 5% of the total fund (£150,000) will be used to fund smaller awards between £1,000 and £10,000. This can be used to support either of the two groups of people described in funding options A and B.

To apply for a small award from option C, applicants will follow a separate, more streamlined one stage process outlined in the Tackling Inactivity and Economic Disadvantage Small Award guidance document, which you can read at sportengland.org/smallawards.

Applications for option A or B will follow a two stage process. Initially, organisations will need to complete an expression of interest. Following assessment, successful organisations will then be asked to provide more information. Please visit sportengland.org/economicdisadvantage to submit your expression of interest.

- Funding option A: £2m will support larger projects from £25,000 up to a maximum of £500,000. This part of the fund will support projects aimed at inactive people who are in employment. They will be ordinary people and families who sometimes, or often, struggle to make ends meet. They can find it hard to build physical activity into their lives, or feel being active isn’t for them.
- Funding option B: £1m will support projects between £25,000 and £100,000. This will focus on projects aimed at inactive people who are far less likely to have a steady income, or any income at all, and face more extreme disadvantage. They may also be facing other challenges, such as being at risk of offending or dealing with substance misuse.
The competition for funding is likely to be extremely high, and we know that applying for funding is time consuming. We’d therefore encourage you to read this prospectus carefully and run through the checklist below to really consider whether your project is right for this fund.

This fund is for you, if:

• You already work with individuals from lower socio-economic groups and recognise the benefits of being active to the people you work with. It doesn’t matter if you’ve never used sport or physical activity before, as long as you have a clear idea about what you want to offer.

• You can show how you will target individuals who are currently doing less than 30 minutes physical activity each week.

• You have ideas about how to use physical activity to improve lives and support positive change.

• You are willing to work in partnership with others where appropriate to develop and strengthen your project.

This fund is NOT for you, if:

• You work with a wide range of people, with a high proportion of individuals coming from higher socio-economic groups.

• The majority of individuals you will be reaching with this project are already doing more than 30 minutes physical activity each week.

• Your project is about providing a particular sport or activity to everyone, rather than targeting a particular audience.

• Your project is mainly about finding and supporting people with a particular talent in sport.

If you feel your project is not right for this fund, there may still be alternative sources of funding available from Sport England that can help you – please visit sportengland.org/funding or call 03458 508 508 for more information.

WHERE CAN I GET MORE HELP?

We appreciate it might be your first time applying to Sport England for funding, so you may have questions about the different funding options available for your specific project. To help you through the process, there are several ways we can support you and help you work up your ideas. This includes:

• Speaking to someone by calling our funding helpline on 03458 508 508.

• Talking to us face-to-face by booking time at one of six dedicated funding surgeries we are running together with Sported and StreetGames. The six locations have been based on our insight into lower socio-economic groups and inactivity levels. The funding surgeries are being held during September and October at the following locations:
  ▶ Middlesbrough – 27 September 2017
  ▶ Sheffield – 28 September 2017
  ▶ Wolverhampton – 3 October 2017
  ▶ Manchester – 4 October 2017
  ▶ Newcastle – 9 October 2017
  ▶ Ealing – 12 October 2017

To book onto one of these surgeries, please visit sportengland.org/economicdisadvantage.

• Emailing LSEG@sportengland.org if you have a question or query.

• Further reading from our partner, Sported: Bridging the Gap – A Blueprint for Engagement.
FURTHER GUIDANCE TO HELP WITH YOUR SUBMISSION AND KEY DATES

PROJECT AWARDS AND VALUE

All projects applying for funding need to clearly demonstrate which part of the fund they’re applying to. It will help if you can do this from the beginning of the application process.

As a reminder:

- **Funding option A**: £2m will support larger projects from £25,000 up to a maximum of £500,000. This part of the fund will support projects aimed at inactive people who are in employment. They will be ordinary people and families who sometimes, or often, struggle to make ends meet. They can find it hard to build physical activity into their lives, or feel being active isn’t for them.

- **Funding option B**: £1m will support projects between £25,000 and £100,000. This will focus on projects aimed at inactive people who are far less likely to have a steady income, or any income at all, and face more extreme disadvantage. They may also be facing other challenges, such as being at risk of offending or dealing with substance misuse.

- **Funding option C**: We know that sometimes small amounts of money, especially for smaller local groups, can make a big difference, so 5% of the total fund (£150,000) will be used to fund smaller awards between £1,000 and £10,000. This can be used to support either of the two groups of people described above.

While the application process will be highly competitive, all submissions will be considered on an equal basis, and we anticipate awards will be across the full range set out here.

APPLYING FOR FUNDING OPTION A OR B

Applications for option A or B will follow a two stage process. Initially, organisations will need to complete an expression of interest. At this stage we’re not expecting fully developed projects or plans. Don’t worry if you don’t yet have comprehensive information about the people you want to work with. What we need to know is a little about your organisation, what you intend to do, for whom and why.

To submit your expression of interest, please visit sportengland.org/economicdisadvantage.

A Word version of the form can be accessed via the above link to help you in planning your application. You can cut and paste what you’ve written into the online form.

You don’t need to submit any extra documentation at this stage of the process. When you submit your expression of interest, you’ll receive an email confirming we’ve received the submission. Please keep this for your records.

Following assessment, successful organisations will then be asked to provide more information and move into the second stage of application.

DEVELOPMENT GRANTS

You may feel that you have a good idea, but perhaps need some support to help you develop your plans and work up your project. Where plans are at an early stage but the idea has good potential to meet our objectives, we can provide a development grant to allow organisations to fully develop their project. It’s anticipated that these development projects will last between six and 12 months.

A development grant might be used to:

- Develop further understanding of lower socio-economic groups
- Provide the resources and capacity to fully develop the project (staff time etc.)
- Pilot or test approaches within your local community
- Monitor and evaluate a pilot project that is already running.

Please note that by receiving a development award, you’re not guaranteed an award for the full project delivery. You can request up to 10% of your total award amount for a development grant.

PARTNERSHIP FUNDING EXPECTATIONS

You don’t need to have secured partnership funding to submit an expression of interest. However, you’ll need to commit to work with us to develop the project and provide in-kind staff time to do so. We’d also like you to demonstrate where you could seek partnership funding from. Remember, this doesn’t have to be in the form of cash contributions, but may be non-cash or in-kind contributions from other partners. Non-cash, or in-kind contributions are goods or services provided free of charge where they would otherwise have to be paid for, for example kit or equipment donated as a gift by a supplier.

You may not be able to get partnership funding, but we will want to work with you to make sure you’ve explored any realistic options.
APPLYING FOR FUNDING
OPTION C: SMALL AWARDS

Applicants will need to clearly demonstrate how they will contribute towards the fund’s objectives explained on pages 6-7. To apply for a small award, applicants need to follow the separate, streamlined one stage process outlined in the Tackling Inactivity and Economic Disadvantage Small Award guidance document, which you can read at sportengland.org/smallawards.

There is no requirement for small award projects to have partnership funding, although if you have some that is great too.

PROJECT LENGTH

Projects where you are applying for funding from options A or B must be for a minimum of one year.

There are no restrictions on projects applying for funding from option C.

KEY DATES FOR YOUR DIARY

All expressions of interest and small award applications will need to be ready and sent to us by 5pm on 6 November 2017. All applicants will be notified of the decision in early January 2018. Small projects can then begin and successful expressions of interest will be taken through to the second, more detailed stage of the application, when further help and support will be provided to you to complete the next stage.

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<thead>
<tr>
<th>September 2017</th>
<th>October 2017</th>
<th>November 2017</th>
<th>December 2017</th>
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<tr>
<td>6 September – Tackling Inactivity and Economic Disadvantage fund opened. Partners asked to submit expression of interest for awards greater than £25k, and applications for small awards less than £10k.</td>
<td>Funding surgeries held.</td>
<td>5pm 6 November – deadline for expressions of interest and applications for small awards.</td>
<td>Assessment of expressions of interest and small awards.</td>
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<td>Late September to mid-October – funding surgeries held.</td>
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<td>12 February – first deadline for submission of stage two applications (we expect most applications to be submitted at this point).</td>
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<td>5pm 6 November – deadline for expressions of interest and applications for small awards.</td>
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<td>End of March – first decision point for stage two applications.</td>
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<tr>
<td>12 February – first deadline for submission of stage two applications</td>
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<tr>
<td>Assessment of expressions of interest and small awards.</td>
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<tr>
<td>9 April – final submission deadline for stage two applications (for organisations needing more time to develop their proposal).</td>
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<td>Mid-May – final decision point for stage two applications.</td>
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- Early January – decisions communicated for small (£1k-£10k) awards. Selected partners invited to proceed to stage two for larger (£25k+) awards.
- Mid to late January – Sport England and expert partners to give guidance and support to develop project ideas for stage two.
The details you provide in your expression of interest or application form for any of the funding options (A, B or C) will be assessed against key principles to determine their success. These are:

- The organisation has a clear understanding of the individuals from lower socio-economic groups they plan to target, and this knowledge has clearly been used to develop the project idea. For funding from option A or B, an organisation can identify what additional understanding may be needed to help shape the project (see Development Grants on page 11).

- People from lower socio-economic groups in the project’s target area have been consulted and this has helped design the project, and for option A or B they will continue to be involved through the second stage of the application in developing the plans.

- There’s a clear need for the project and delivery is additional to existing provision/activity.

- The organisation has a track record of working with the lower socio-economic groups they’re looking to reach or are supported by partners who do. There’s recognition of the wider partnerships that will be needed to successfully deliver the idea.

- Where you’re working towards the wider benefits, you can show how the proposed project will help to improve individuals’ lives and support improved wellbeing, and/or better connect individuals to their families and communities.

Note: applicants applying to funding options A or B – For applicants invited to submit a stage two application, you’ll be required to give more details. This will also be subject to assessment against these principles. The required information will be communicated and explained to successful applicants in early 2018.

REVENUE AND CAPITAL

Tackling Inactivity and Economic Disadvantage is a revenue funding programme. However, we’ll consider investing in modest purchasing of essential equipment to carry out activities. This fund will not support any structural changes to buildings, new build or major capital projects. We have other dedicated capital funding programmes, for example our Community Asset Fund, which you might want to consider.

A revenue funding programme is aimed at helping to deliver activities, in comparison to a capital programme which is used to help build or improve facilities.

EXPENDITURE NOT ELIGIBLE FOR THIS INVESTMENT

We’re not allowed to use our lottery funding to pay for certain things, so we can’t cover:

- The general running costs of your organisation, this might include rent, bills or staff salaries. However, we’ll consider contributing to costs if this project impacts on current provision, for example if additional staff time is required

- A service or project which is already running or where funding has recently been withdrawn – we’re looking for projects to be new ideas or a new extension to an existing project

- Projects we’ve funded before

- Goods or services purchased before an award is made

- The purchase of motor vehicles

- Items that can only benefit a single individual

- One-off events

- Activities that focus on promoting religious beliefs

- Endowments

- Loan repayments

- Foreign trips.

Please note this is not an exhaustive list.
Every organisation receiving investment through this fund will need to show us their project has resulted in more people from lower socio-economic groups becoming active (doing more than 30 minutes physical activity each week) and staying active. We also know sport and physical activity can be extremely powerful in supporting positive social change for communities and individuals, and we are particularly interested in projects designed to address one or more of the following issues:

- Improving mental health or wellbeing
- Improving life within a particular community, for example by tackling social isolation, or building levels of social trust
- Improving the life chances of the individuals you’ll be working with, for example by giving them a stronger sense that they’re in control of their lives, or making big changes such as tackling substance abuse
- Reducing crime or the threat of crime in particular areas.

We’ll work with all the organisations who receive funding to identify the most appropriate evaluation and measurement priorities, so the results and learning can benefit both you and us. The evaluation will need to be robust so we can determine the effectiveness of the project. We’ll be looking to develop a full evaluation framework with those we fund for all projects to use, which will aim to:

- Capture the impact of projects
- Include a thorough evaluation process to understand why things have worked (or why they haven’t) and for whom
- Give an understanding of return on investment.

More information on our monitoring and evaluation framework can be found at evaluationframework.sportengland.org.

**SUSTAINABILITY OF PROJECTS**

Where appropriate, your organisation should also consider the long-term sustainability of your project at this early stage of project development.

We’ll want to know your initial thoughts on this in your expression of interest. We encourage you to be creative in your thinking on this and to consider how what you’ll learn can be used to create a positive change in how services are delivered in the longer term.
LOWER SOCIO-ECONOMIC GROUPS EXPLAINED

We have deliberately taken a broad approach to defining what we mean by lower socio-economic groups. There are approximately 12 million people in England who fall within our definition – that’s 31% of the population aged 16 to 74.

As you can see from this definition, our investment is not limited to those who face extreme disadvantage. They’re an important part of who 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.

People in lower socio-economic groups live all over the country but there are, of course, some areas of higher deprivation. We will use the Government’s Index of Multiple Deprivation (or IMD) in England, as one way of helping prioritise investment. You’ll of course know your community well, but you might like to use IMD to check the deprivation within your local area. It’s still important to identify people in lower socio-economic groups within these places and to tailor your approach to who you are trying to help.

NATIONAL STATISTICS SOCIO-ECONOMIC CLASSIFICATION (NS-SEC)

The Office for National Statistics divides the population into nine categories based on a person’s current or former occupation for all 16 to 74 year olds. This is the main socio-economic classification used in the United Kingdom. The nine groups are:

1. HIGHER MANAGERIAL AND PROFESSIONAL OCCUPATIONS
2. LOWER MANAGERIAL AND PROFESSIONAL OCCUPATIONS
3. INTERMEDIATE OCCUPATIONS (CLERICAL, SALES, SERVICE)
4. SMALL EMPLOYERS AND OWN ACCOUNT WORKERS
5. LOWER SUPERVISORY AND TECHNICAL OCCUPATIONS
6. SEMI-ROUTINE OCCUPATIONS
7. ROUTINE OCCUPATIONS
8. NEVER WORKED OR LONG-TERM UNEMPLOYED
9. NOT CLASSIFIED (INCLUDING STUDENTS)

We’re using NS-SEC categories 6, 7 and 8 as our definition for people within lower socio-economic groups.
INACTIVITY EXPLAINED

YOU'RE MORE LIKELY TO BE INACTIVE IF YOU'RE IN A LOWER SOCIO-ECONOMIC GROUP

People who do less than 30 minutes of physical activity or sport each week, which makes them feel a little out of breath or have a higher heart rate.

The above is a simple way of defining what it means to be inactive. There is a more formal technical definition set out by the Chief Medical Officer in our Tackling Inactivity Investment Guide.

To be fully active – as defined by the Chief Medical Officer – people need to do 150 minutes of physical activity each week.

This funding is about getting inactive people over the threshold of doing at least the first 30 minutes of physical activity each week. It’s not about making them sporty people, and we’re not necessarily expecting projects to get participants close to the 150 minute goal.

Small and simple changes like going for a brisk walk, swimming or dancing can make a massive difference. Informal, easy entry activities can really work for inactive people, particularly where friends and communities come together to be active collectively. We know the greatest health benefits come from getting people over the 30-minute threshold. Of course, the more someone increases the amount of time they are physically active each week, the greater the health benefits are, but they do begin to plateau.

Don’t underestimate the impact a relatively easy thing like taking a brisk, continuous walk for just 10 minutes each day can have – it can have significant health benefits.

WHAT WE KNOW ABOUT INACTIVITY IN LOWER SOCIO-ECONOMIC GROUPS

Data from our Active Lives Survey clearly shows that people from lower socio-economic groups are much more likely to be physically inactive.

Our data also shows that for those in NS-SEC 6-7 and NS-SEC 8, the increase in inactivity is more pronounced at an earlier age than for those in NS-SEC groups 1-5, as the chart above shows.

POSITIVE MESSAGES

We know that some inactive people see being active as a challenge too big to tackle, requiring a complete lifestyle overhaul. There’s a need to break the challenge down into small steps which are more achievable and have instant benefits, rather than focusing on the longer-term health benefits for example, and recognising and rewarding progress through these small steps.

They see themselves as very different to those they regard as active people. Taking small steps and longer term change requires changes in mind-set as well as behaviour. But it’s important to note that an individual’s attitude can change as their behaviour changes. They begin to adapt their view of themselves to fit with their new behaviour. Positive messages, like the chance to socialise with friends of family, have more appeal than negatively-framed messages like weight loss or reducing health risks.