

Sportivate Guidance notes for Year 6 applications - (April 2016 – March 2017)

INTRODUCTION

This document has been designed to support potential partners of Lincolnshire Sport to apply for and deliver a successful Sportivate project. Please read through the guidance and information carefully to ensure that your funding bid has the best opportunity of being accepted.

BACKGROUND

Sportivate is a nationwide campaign that aims to capture the enjoyment of sport, providing opportunities for teenagers and young adults (including disability sport) to receive 6 weeks of coaching or led sessions.

Sportivate is a £32 million National Lottery funded programme and is part of the Play strand of Sport England's London 2012 mass participation legacy programme 'Places People Play'. The overall aim of this project is for 300,000 participants aged 11-25 years to complete weekly coaching sessions over four years with 120,000 (2 in 5), carrying on playing sport regularly. Sportivate will try to change habits and get more young people doing activity regularly.

Sportivate will run between April 2011 and run until March 2017.

TARGETS

To align Sportivate programme with the National Active People Survey the Sportivate targets have changed from the original retained target (the number of young people attending 5 Sportivate sessions in 6 weeks/7 Sportivate sessions in 8 weeks) to three new targets; the completed target (the old retained target), the inactive target and the sustained target.

There are three main targets are as follows:

The "completed" target - The national target attending all of the six-to-eight weekly coaching sessions (missing no more than one session). The County targets are determined by the number of 11-25s living in that area.

The 'inactive' target - relates to the proportion of young people reached by Sportivate who when completing their participant registration form state that they have taken part in sport for at least 30 minutes for 0 to 3 days over the last 28 days.

The 'sustained target' uses the information provided by young people on their Sportivate registration form to track if they have increased their engagement in sport/physical activity as a result of engaging in the Sportivate programme when contacted by Sport England to complete a tracking survey.

WHO SHOULD APPLY FOR SPORTIVATE FUNDING?

- National Governing Bodies
- Sport Clubs
- Youth Clubs
- Secondary Schools/Colleges/Universities*
- Groups/Workplaces representing 11-25 year olds

PROJECT CRITERIA

Applicants applying for funding should ensure that their projects meet the following criteria and **detail this within their applications.**

- Activity must target 11 - 25 year olds
- Key target participants include those with a disability, both genders and those from BME groups
- Activity must run for a block of 6-8 weeks
- Sessions can take place at anytime during the day (excluding curriculum time for projects targeting participation in education establishments)
- The timing of weekly sessions can vary from 45 min to 2 hrs
- Activity should meet, as well as generate demand
- Sessions must be qualified coach/instructor led
- Activity must have a sustainable exit route
- Activity must be a new initiative, or demonstrate additionally over current provision
- Activity must not target gifted and talented participants
- Robust safeguarding standards must be in place for children and vulnerable adults
- Delivery partners must apply Sports Coach UK Minimum Standards for deployment of Sports Coaches
- Delivery partners must offer high-quality and compelling activities
- Activity must be driven by local and strategic intelligence of participants aged 11-25 year old.
- Subsidised coaching sessions with locally determined participant charges
- Activities must be delivered by community providers
- Activity must target inactive young people
- Emphasis on the raising of local partnership funding
- A Service Level Agreement (SLA) between Lincolnshire Sport and each provider will be established to confirm all arrangements for delivery, funding and collection and submission of participation data.

- Be aware that this programme requires providers to regularly update the online Sportivate Portal prior to, during and after delivery. This controls the data management of activities.
- Prior to the activity commencing - Confirmed venue(s), dates and times must be entered onto the Sportivate Portal.
- During the activity delivery - It is compulsory for all delivery partners to collect and submit participant data for all activities using the Sportivate Portal on a continuous basis. It is therefore essential that a suitable Participant Registration Form is used by every participant to capture the appropriate data.
- Post activity delivery - Once the block of sessions has been completed and the Sportivate Portal has been updated delivery providers are required to formally sign off and feedback to Lincolnshire Sport.

SAFEGUARDING

Projects that receive funding will be required to ensure that sufficient safeguarding measures are in place and assist with safeguarding and high quality assurance reviews. Guidance will be available from Lincolnshire Sport.

TARGETING SEMI SPORTY YOUNG PEOPLE

As outlined under the project criteria, Sportivate is aimed at those young people who are not participating regularly in sport in their own time. They may not seek out opportunities themselves and would not prioritise doing sport in their own time or who are doing sport for a very limited amount of time.

In your application, you will be asked to show how you intend to target this group of young people and attract them to your activity.

Some tips.....

These young people will almost certainly be in a transitory period of their lives, in one of the following groups:

- In school and about to take major mock and real examinations in higher or further education having recently changed environment and also likely to be taking examinations in the near future
- Recently started work or apprenticeships for the first time
- Not in education, employment or training having recently finished full time education

Spreading the word on projects will need to be achieved by targeting the places where people of the right age and levels of participation are. These may include:

- Schools, colleges and HEIs and their facilities
- Large businesses with a predominantly young workforce (supermarkets, fast food outlets, call centres etc)
- Youth and community groups
- Third sector (charity/voluntary sector) organisations that support young people
- Institutions with natural links to NEETs (**Not in Education, Employment or Training**) such as Job Centres, the police, social services etc

Potentially these young people face many barriers to participation in sport including self-consciousness, body issues and lack of fitness. Lead organisations should attempt to counteract these barriers in the way activities are presented to young people and by emphasising the 'taster', social and fun aspects of projects.

MARKETING – REACHING THESE YOUNG PEOPLE

Whilst Lincolnshire Sport will endeavour to assist with the marketing of Sportivate projects, the lead organisation should consider how they will attract semi sporty young people to their activities. Lincolnshire Sport will be happy to help you shape your marketing approach in the lead up to your activity.

FUNDING AVAILABLE

We are trying to get away from the 'cost per head' analysis of the project application although this will be considered by the Lincolnshire Sport review board in their final assessment. Instead we propose that each project is judged on it's own merits **but with the following restrictions:**

Coaching: The agreed cost of coaching for each project needs to reflect the current market rate. In most instances this will be up to £30 per hour but may well be more in the instance of specialist sports coaches / instructors (who might also provide equipment).

Facilities: Maximum £40 per hour unless there are justifiable and extenuating reasons.

Equipment: up to 10% of the total project cost.

Other Eligible Items: Transport: to get participants to project.

Marketing / Publicity
Training / Coach Education

There are no restrictions to the amount of funding, number of projects that any one applicant can make.

Each project will be assessed against the project criteria as set out on page 2 of this document.

Please review the following guidance before submitting your application:

Following project approval, providers will be asked to sign a **Service Level Agreement (SLA)** and agree to comply with **Lincolnshire Sport safeguarding criteria**. Funding will only be released on the return of complete and accurate monitoring data (on the provided Sportivate KPI spreadsheet)*.

* Unless agreed with Lincolnshire Sport, prior to any commitment of funds.

PARTNERSHIP FUNDING

Wherever possible partnership funding is encouraged and applications that show partnership funding (in-kind or cash) will be looked on favourably during the funding allocation process.

CHARGING PARTICIPANTS

A charge **should** be made to the participants, either as an upfront cost or on a pay as you go basis, to increase the perceived value and improve retention.

Any income generated through charging should be used to sustain the project or the young people in the activity e.g. you could charge £5+ a week and if they attend all six sessions they receive discounted or free membership to a club, discounted lessons. Please make reference to any charges in the delivery template.

ELIGIBLE AND INELIGIBLE COSTS

- Eligible costs include:
 - Staffing to deliver projects i.e. coaches, leaders etc
 - Hire of facilities used to deliver projects
 - Marketing / Publicity of Sportivate activities including text messaging, website pages, design time, printing
 - Providing expenses for volunteers who help to run activities
 - Transport - to get participants young people and staff / coaches to activities
 - Training / Coaching Courses to develop a workforce needed to run / sustain the activity
 - Equipment *
- Ineligible costs include:
 - Overheads (storage of equipment, insurance and asset register maintenance)
 - Retrospective activities (activities that have already started)
 - Items purchased before funding is offered
 - Statutory items – e.g. booster seats
 - Buildings or refurbishment costs
 - Contingency costs – replacing damaged equipment etc
 - Projects that have no clear community/sustainable exit route
 - Purchase of vehicles
 - Projects that are insufficiently targeted
 - Projects for gifted and talented participants

* All project applications that require an equipment purchase should make a significant effort to loan this where appropriate or seek partnership funding to purchase. Sportivate funding can be awarded for equipment purchase only in exceptional circumstances and at the discretion of Lincolnshire Sport in agreement with Sport England (up to a maximum of £30).



DELIVERY PERIODS IN THE YEAR (April 2016 – March 2017)

Block 1 - April – June

Block 2 - July – September

Block 3 - October – December

Block 4 - January – March

APPLICATION DEADLINES FOR YEAR 6

Friday 29th January 2016 – Block 1 applications (priority given to Sportivate projects focussing on women and girls)

Friday 29th April 2016 – Block 2 applications (priority given to Sportivate projects focussing on disabled young people)

Friday 29th July 2016 – Blocks 3 and 4 applications (priority given to Sportivate projects focussing on the 17 – 25 age group)

Please email all applications to lucy.blakey@lincolnshiresport.com

Download the application form here www.lincolnshiresport.com/sportivate

MONITORING AND EVALUATION

To assist Sport England to evaluate the success of the project, each lead organisation will be asked to collect through their deliverer(s) some basic information about participants.

A short registration form will be provided by Lincolnshire Sport and handed out by the project provider which all young people participating in Sportivate activities should complete during their first session. Deliverers will be required to make a note of attendance during the project and following the end of the six weeks, the information obtained from both the registration forms and attendance record will need to be returned to Lincolnshire Sport using a simple to use toolkit which is web based. Assistance will be on hand to anybody who requires it to complete this document.

WHAT HAPPENS NEXT....?

Following the submission deadlines, a review panel will assess the applications and applicants will be made aware if their projects have been successful or unsuccessful.

If successful, Lincolnshire Sport will produce a **Service Level Agreement** and welcome pack which must be signed before the project commences. Further documentation including participant registration forms will also be issued for use during the projects.

You will then be able to begin marketing your activity in preparation for delivery during the designated delivery period.



CONTACT DETAILS

If you require any further assistance in completing the Sportivate application form, please do not hesitate to contact Lucy Blakey.

Email – Lucy.blakey@lincolnshiresport.com

Phone – 01522 730 325

Webpage – www.lincolnshiresport.com/sportivate

Like 'Sportivate Lincolnshire' on Facebook.

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COMPLETING THE SPORTIVATE APPLICATION FORM

Please read the briefing document in full and the notes below prior to completing the Sportivate application form to minimise errors and to ensure the required detail is included in submitted application forms.

The Sportivate Plan is a Microsoft Excel spreadsheet containing Project sheets for every project. **You will need to complete all of the light blue cells and when you have completed them they will turn grey.** The only time this will not happen is if you do not complete (or put zero) in the light blue cells in the Retained Participants Targets or Project Expenditure and Income sections (which is OK). Consequently, when you have finished the Project sheet, check for any remaining grey cells and ensure they're completed (or are correctly blank in the Retained Participant Targets or Project Expenditure and Income sections).

1. **Project name** – Please give your project a memorable name so that you can easily identify it. Prefix your project's name with 'Sportivate' to build brand awareness across the country i.e. Sportivate Anywhere Multi-sport.
2. **Provider name** – Please list the lead organisation responsible for delivery, accountable for spending the funding, delivering the target and who will be signing the service level agreement with Lincolnshire Sports Partnership if the application is successful.

The following three sections must be completed in the below order

3. **Region (Drop Down)** – Please select East Midlands
4. **CSP (Drop Down)** – Please select Lincolnshire Sports Partnership
5. **Local Authority (Drop Down)** – Please select the relevant Local Authority for your project
6. **Deliverer type (Drop Down)** – Please select the most appropriate deliverer type.
7. **No. of Sessions** - Please select the number of weekly coaching sessions you will be running (This should always be 6 unless otherwise discussed with Lincolnshire Sports Partnership).
8. **No. of Blocks per delivery quarter** - Enter the number of blocks running in each quarter of the year. A block is a set of 6 sessions (6 weeks). A project can be made up of one or many blocks of sessions. e.g. if you are delivering a hockey project for 5 different groups of participants in 5 different leisure centres this is one Project sheet and 5 blocks. However, if another deliverer was delivering a climbing project and a water polo project for 2 different groups of participants in 1 leisure centre, this is two Projects featuring 1 block each. If multiple blocks are being delivered across the year please indicate how many blocks are occurring in each quarter of the year e.g. if two blocks are occurring in October and one block in January, enter '2' in 'Quarter 3' (cell M101) and '1' in Quarter 4 (cell P101).
9. **Provider Email** – Please enter the email address of the lead contact within the organisation responsible for delivery.
10. **Provider Tel No.** – Please enter the telephone number of the lead contact within the organisation responsible for delivery.
11. **Setting type (Drop Down)** – Please select the most appropriate setting type for where the project is being delivered.
12. **Sport (Drop Down)** – Please select one of the sports listed or one of the wider categories if the sport does not feature.
13. **HE/FE Project? (Drop Down)** - 'Select 'HE', 'FE', or 'Both HE and FE' to state if one or more further education colleges and/or higher education institutions are involved in the project. Their involvement could be anything from simply signposting students to the project or being the provider who is managing the finances/KPIs of the project. For further education please only include further education colleges or standalone sixth form colleges (i.e. not school sixth forms or schools that call themselves colleges). Select 'No' if further education colleges and higher education institutions are not involved in the project.
14. **Name of HE/FEI** - Enter the name of the Higher Education Institution and/or Further Education College if applicable.

- 15. Sporting Champion Request (Drop Down)** - There are a limited number of 'Sporting Champions' visits available to attend Sportivate sessions throughout the country. The Champions are all successful athletes in their own fields but their support is not limited to sessions within their sport. For further information on the scheme please visit www.sportingchampions.org.uk . If you feel that your project would benefit from this support, please choose 'Yes' from the drop down menu. If your project is successful, a member of Lincolnshire Sport will contact you to process your request for a Sporting Champion.
- 16. Disability Focus (Drop Down)** - If your project is specifically aimed at participants with a disability focus please select 'Yes'. If there is no disability focus select 'No'. If your project will include both able bodied and disabled participants, please reference this by using the word 'inclusive' in the 'weekly coaching session's box'.
- 17. Evidence of Demand/Need Description** – Describe the demand for this project from the semi sporty participants (or the need for this project from the National Governing Body/sport involved). This demand or need can be established either local or strategically.
- 18. Weekly Coaching Sessions Description** – Describe the content of the sessions. You must include the following:
- What the sessions will involve
 - How project will be targeted at semi sporty young people
 - Confirmation that activity is extra-curricular if taking place within a high school environment for young people aged 14-16
 - How this is an additional/new project for these participants
 - Length of sessions
 - Locations and ideally time and day that activity will be taking place
 - Delivery method
 - If coached activity, please detail coach qualifications.
 - If lead activity, please detail any qualifications and experience that equips this person to lead these sessions.
- 19. Sustainability/Exit Route Description** – Describe the predominant setting in which these participants will continue to take part in sport. Also, describe the person or people (and their roles(s) in sport) who will take responsibility for ensuring that opportunities for continuing to take part in sport are open to all participants (the owner(s) of the exit route).
If the project has a multiple number of predominant settings and these descriptions do not fit into the 'Name of Exit route(s), Contact(s), Contact(s) Role(s) cells then put 'Multiple' in these cells and provide these descriptions in the cell below.
Describe how the project will work to ensure these participants continue to take part in sport and any incentives the project has created to help. Please do not write more than 150 words.
Please detail in this section if you plan to charge young people to take part in this activity and how this may assist with sustainability.
- 20. Retained Participants Targets** – Please **insert your retained participants** targets for the project i.e. those doing 5 of 6 sessions in the weekly coaching sessions (not simply the number of participants).
Insert the breakdown by age groups and gender. For a project running two or more blocks of sessions, please insert the total retained participants target and the breakdown by age groups and gender for all blocks of sessions.
- 21. Project Expenditure and Income**
Please insert expenditure and income amounts **for the total project cost** and not just Sport England's Sportivate contribution.
Ensure all of the expenditure and income details are inserted (e.g. an hourly coaching rate).
Please note that entering basic descriptions such as 'coaching' or 'facilities' under 'expenditure details' is not sufficient.
The income section is split into two sections which are 'In Kind' and 'Cash'.



If the project secures 'Income (In Kind)' from more than 3 partners and 'Income (Cash)' from more than 2 partners use: 'Other'. It's essential that the income amounts are inserted accurately for every project, even if they're deliberately blank/zero so that Sport England can check the income from partners/participants and meet the requirements of National Lottery funding.

It is expected that the Total Project Income will be lower than the Total Project Expenditure and the difference is the Sportivate Funding request.

The Sportivate Funding Request, Sportivate Expenditure/Retain Participant and Total Project Expenditure/Retained Participant will all automatically update.

How to reference income through charging young people

If your project falls within the cost per head parameters without the need to charge participants, you do not need to include details of these charges in the income 'cash' section. However, please make a note in the sustainability section of what you intend to charge young people. Any money made through charging should be used to assist sustainability of the activity or to support additional activity.

Please detail the charges to young people in the cash section under 'Income Details' (e.g. £1 per week x 6 weeks x no of **young people in retain target**).

Please be aware that if you do not meet the retain target, it will be your responsibility to meet the shortfall of the cost of the activity.