



Press Release

Embargo: 09 May 2018

Major new funding injections to help people stay active when they go through a life change

- 18 organisations given a share of more than £5 million of National Lottery funding from Sport England.
- Funded projects include a Tinder-style app (Buump), that helps new mums find like-minded exercise buddies, and a project (Silverfit) – set up by Eddie Brocklesby, the oldest British woman to complete an Ironman Triathlon – that helps make activity an attractive, fun option for people who are retiring.
- Carers, pregnant women, people with mental health problems, ex-service personnel, women graduating from university, and people newly diagnosed with a disability among groups set to benefit.

Sport England has announced the 18 recipients of new National Lottery funding which will help support people who are regularly active to stay active when major changes happen in their lives.

Sport England's Taking Part survey shows that there are nearly 15 million people who are regularly active in England, which means they have a resilient habit of sport and physical activity and are enjoying benefits such as enhanced quality of life, confidence, and improved physical and mental wellbeing.

But even people with the strongest habits are at risk of dropping out when they go through a major life change, whether that's a serious injury or illness, having a baby, children starting school, a new job, moving house or retiring.

Some people find their way back into the routine but many find it tough to get active again in a way that fits their new circumstances. People from lower socio-economic groups, women, people with a limiting disability and those aged 55+ are more prone to drop out. Helping these groups get active is a priority for this work and Sport England's overall strategy, Towards An Active Nation.

Tracey Crouch, Minister for Sport and Civil Society, said:

"We know that being active boosts mental as well as physical wellbeing so the benefits of it to our busy lives are huge. This National Lottery funding will bring sport to local communities by funding projects that make it easier for people to stay active, following a major change in their life."

Sport England's Director of Sport Phil Smith said:

"We know that when life changes, activity habits can change too. Leaving school or college, starting a family, retiring from work, or becoming ill - all big challenges for even the most committed to sport and fitness. We want to find out what would make it easier for people to stay active during these times, so they can keep enjoying the mental and physical health benefits of exercise – which are arguably more important than ever during big life changes.

“Thanks to money raised by National Lottery players, these 18 organisations will explore how to help people keep their activity habits or find new ones. Sport England will support this work and share what works – and what doesn't – more widely among the sport and health sector so that more can be done to help support people to stay active whatever happens in their lives.”

-Ends-

Spotlight on five projects:

Buump

Buump Active is a combined Tinder-style social media and activity app which allows new mums to connect with each other on their mobile devices and regain their physical activity habits as soon as they feel ready after giving birth. Live and on-demand HIIT classes are available and real-time heart rate technology enables Buump Active users to compete against each other, bringing excitement to their at home physical activity and addressing social isolation in new mums. Funding from Sport England will mean the Buump app can be developed and marketed to the hundreds of thousands of women in England who become a mum each year. As well as the online experience, users can arrange to meet socially and Buump 'champions' will organise active get togethers in their locality.

Silverfit

Silverfit is run by older people for older people – it was founded by Eddie Brocklesby who took up running in later life and, at the age of 72, became the oldest British woman to complete an Ironman Triathlon. With Sport England funding, they will develop projects to make physical activity an attractive, fun option for people who are retiring. Silverfit currently offer activities at 18 venues across London. Participants have an average age of 67, and many are from areas of socio-economic deprivation and high ethnic diversity.

They will launch new 'Silver Saturdays' for retirees that will include walking football or tag rugby, Silver Cheerleading and pilates.

Cystic Fibrosis Trust

Funding from Sport England will enable the Cystic Fibrosis Trust to work in partnership with researchers from the University of Exeter's Children's Health and Exercise Research Centre to deliver a three-year randomised controlled trial, testing whether an Australian online intervention is more effective than current services at maintaining regular physical activity amongst adolescents with cystic fibrosis following a respiratory related admission to hospital.

The Cystic Fibrosis Trust's Head of Principal Involvement, Paul Rymer, said: “Participating in regular physical activity can have a really positive impact on young people with cystic fibrosis, helping to keep their lungs healthier for longer and improving their overall physical and mental wellbeing. However, we know that many young people with cystic fibrosis find it hard to stay active as they grow up, and that this decline in physical activity can be even greater following an admission to hospital. We are delighted to be working with Sport England to test a new approach to keeping young people with cystic fibrosis active into adulthood, helping to improve their health and supporting them to live their lives unlimited by their condition.”

London Borough of Lambeth

Lambeth will work in partnership with Carers4Carers to deliver Inspirational Us – Active; a programme of physical activity for people becoming a carer. Lack of time, money and energy, and poor health impact on carers' ability to remain active. They also experience feelings of isolation and not being supported. Lambeth and Carers4Carers will provide an affordable, varied, flexible programme of physical activity, complimentary therapy and wellbeing support, with opportunities for volunteering and training, encouraging of an ethos of mutual support and self-help.

Councillor Lib Peck, Leader of Lambeth Council, said: “We’re delighted to have received this Lottery funded grant from Sport England that, along with council funding, will help Lambeth’s unpaid carers, who are going through life changing experiences, to stay active and well. When there is so much else going on in your life, it can be difficult to keep fit and physically active, this programme will help combat that, helping maintain people’s physical and mental wellbeing, offering new opportunities and providing a support network.”

Sport in Mind

Sport in Mind is an independent Berkshire charity (unaffiliated to Mind) that works in partnership with the NHS to deliver innovative sports programmes to help improve the lives of people experiencing mental health problems. Sport in Mind’s work is co-designed by people with lived experience of mental health problems and has to date helped over 10,000 people, more than any other UK organisation. The charity will use the funding to deliver a project across the South East in partnership with the NHS trusts that provide mental health services in the region. It will cover over 100 areas in the top 10% of the most deprived in England.

The project will deliver supported and accessible sport and physical activity services in the community and in hospital settings, ensuring that anyone experiencing mental illness will have the opportunity to stay active irrespective of how unwell they are. The programme will be shaped by local people with lived experience of mental illness and will explore two key transition points – the onset of mental illness and hospitalisation. Activities will be delivered by professional sports instructors and supported by peer champions.

The programme will be delivered in a supported environment, helping to address the barriers associated to physical activity engagement for people experiencing mental health problems such as anxiety, mental health stigma and body concerns. The programme will help improve participants’ mental and physical health, combat social isolation, rebuild self-esteem, learn new skills and empower individuals to move their lives forward in a positive direction.

In total, Sport England has invested £5,150,297 of National Lottery funding in the projects. The full list of funded organisations is below.

Organisation	Location	Who will be helped?	Award
London Borough of Lambeth	Lambeth	New carers, who were previously active, will be offered activities, complimentary therapy, wellbeing support, volunteering and training.	£182,609
Cotman Housing Association Ltd	Norwich	Carers of people with dementia who will be helped to become active again.	£105,800
Buump Ltd	National	New mums who will use a combined Tinder-style social media and activity app which allows them to connect with each other and regain their physical activity habits.	£346,990
Nouveau Wellbeing CIC	North East	Women who stop being active during pregnancy or early motherhood will be offered activities tailored to their needs.	£189,739
Living Sport Cambridgeshire And Peterborough Sports Partnership Ltd.	Cambridgeshire and Peterborough	People who move home into an area they don’t know well will be helped to ensure they don’t break the habit of being active. The project will focus on women and girls, particularly new mothers, and single young men.	£500,000

Cotman Housing Association Ltd	East of England	People living in social housing who move home and will be given support to remain active in the new area where they live.	£452,385
Active Norfolk	Norfolk.	People who would like to stay active when they retire. This project will explore the best ways to help them achieve this.	£247,000
Silverfit Ltd	London (mainly Southwark & Lambeth)	People retiring, who will enjoy 'Silver Saturdays' including walking football or tag rugby, Silver Cheerleading and pilates.	£126,936
Greater Sport	Tameside later extending to Manchester and Greater Manchester.	Ex-service personnel who will be helped to stay active as they transition to civilian life.	£319,500
Sport in Mind	Oxon, Bucks, Berks, Surrey, Dorset, Hants, Sussex and Kent	People with serious mental illness will be helped to become active, overcoming their fears such as mental health stigma and body concerns.	£833,750
Age UK North Tyneside	North Tyneside	People aged over 55 who have led an active life before a recent change in their physical health.	£167,868
Leonard Cheshire Disability	London	Previously active people who have been diagnosed with a disability.	£365,420
Neuro Therapy Centre Limited	West Cheshire	People who have a long-term neurological condition such as MS, Motor Neurone Disease or Parkinson's, that is now starting to affect their activity levels.	£137,924
Cystic Fibrosis Trust	Royal Devon and Exeter Hospital and Great Ormond Street Hospital and others.	Young people with cystic fibrosis. This project will test whether an online programme, ActivOnline, developed in Australia, is more effective than existing ways of maintaining activity following admission to hospital.	£169,103
Active Norfolk	Norfolk	Young people with a disability, who will be helped to remain active as they move on from education into adult life.	£289,900
The Good Gym	National Likely to be initially targeting: <ul style="list-style-type: none"> ● London, ● Manchester ● Birmingham ● Bristol ● Newcastle ● Liverpool 	Women graduating from university – where they participated in sport regularly – whose focus changes to finding employment.	£499,540
Foresight (North East Lincolnshire) Limited	North East Lincolnshire	Single disabled people, particularly those with a learning disability, who are affected by their independent living support being withdrawn, decreased or not being available.	£39,833
Leeds City Council	Leeds	People who face unpredictable life changes, such as bereavement and the breakdown of a relationship.	£176,000

For further information and interview opportunities please contact:

media.team@sportengland.org

020 7273 1593 / 020 7273 1800

About Sport England

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.