Around one in two women and a third of all men in England are damaging their health through a lack of sport and wider physical activity. It is an unsustainable situation, and one that is costing our nation estimated £7.4bn a year. If current trends continue, the burden of health and social care will destabilise public services, and take a real toll on quality of life for individuals and communities. We know from the experience of other similar countries, like Finland, the Netherlands and Germany, that this situation can be changed. The solution is clear: Everybody needs to become active, every day.

Everybody Active, Every day sets out the case for change, the evidence base for implementation and the options for action. Four key domains for action at national and local level have been identified:

- Active society: creating a social movement
- Moving professionals: activating networks of expertise
- Active lives: creating the right environments
- Moving at scale: scaling up interventions that make us active

In March 2013 Sport England awarded £6.3m of Lottery funding to 15 pilot projects which tested a range of different approaches encouraging Inactive people to become more physically active through sport. Our investment was matched by £5.2m in funding from Local Authorities, Charities and Clinical Commissioning Groups. The projects run for up to three years and are showing positive results after a substantial development period of partnership building, training and development. More information on the projects and what we’ve learnt can be found here.
We are now able to invest a further £5m into projects which get Inactive people aged 14 plus into weekly sports participation.

This prospectus provides you with information and guidance about the fund and how to apply. Please read it carefully and in full, as well as looking at the Frequently Asked Questions (FAQs), before developing your application. We would also strongly encourage you to review and be familiar with the ‘Before you apply’ section in this prospectus.

**What is our vision for the Fund?**

Alongside Public Health England we want to drive a step change in the public’s health. Tackling inactivity is a key part of making this step change to reduce the burden of preventable death, disease and disability, and support people and their communities to achieve their potential.

Aligned to our aspiration of getting more people participating in sport once a week Get Healthy, Get Active is focused on those who are the least active as this is where we can make a significant contribution to reducing health inequalities and produce the greatest potential health benefit.

The Get Healthy, Get Active fund aims to:

- get more inactive people playing sport once a week for at least 30 minutes;
- achieve a better understanding of sports contribution to improving public health and the prevention, treatment and management of long term conditions;
- enable sport and physical activity to be regularly commissioned to meet a wider range of agendas but particularly focusing on reducing health and social care costs;
- achieve a reduction in health inequalities

We are also interested in what needs to be done to ensure the recommendations of the Inactivity and Sport report are met as well as building upon the early learning documented in Get Healthy, Get Active – what we’ve learnt so far.

We know that the demographics of people who are inactive are very wide. To support this we are seeking applications that support tackling inactivity from a range of diverse groups. We are keen that applications discuss barriers that might support participation across the following characteristics: faith, disability, race and sexual orientation. This list is not exclusive.

**How does the Get Healthy, Get Active fund work?**

**Before you apply**

Prior to undertaking any detailed work on an application we strongly recommend that you read through the remainder of this prospectus, the FAQs and the key documents
we suggest you become familiar with. This is to ensure that your project is both eligible for funding and is something we are likely to fund. We don’t want you to waste your time developing an application that stands little or no chance of success.

When can I apply and when will I know if my application is successful?

The following table sets out the proposed timeline.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday October 23rd</td>
<td>Get Healthy, Get Active goes live via Sport England website</td>
</tr>
<tr>
<td></td>
<td>- Organisations to complete eligibility checklist before submitting an online application</td>
</tr>
<tr>
<td></td>
<td>- Organisations will have until January 26th 2015 to complete their application form</td>
</tr>
<tr>
<td>November/December 2014</td>
<td>Early learning from Round One and pre-application workshops for Round Two.</td>
</tr>
<tr>
<td></td>
<td>- We will be hosting two workshops alongside existing events.</td>
</tr>
<tr>
<td></td>
<td>- We will be at the UK Active Summit on November 13th. Please register here <a href="http://www.ukactive.com/events/forthcoming-events/summit-2014">http://www.ukactive.com/events/forthcoming-events/summit-2014</a></td>
</tr>
<tr>
<td></td>
<td>- And a satellite workshop at the BHFNC conference <em>Physical Activity by Stealth</em> from 4.30pm to 6pm. Please contact <a href="mailto:bhfnc@inspiredexchange.co.uk">bhfnc@inspiredexchange.co.uk</a> if you would like to attend</td>
</tr>
<tr>
<td></td>
<td>- We will also run bespoke workshops in the Northwest and Southwest. Further details of these to be available on our website soon or contact us on <a href="mailto:Get.Healthy@sportnengland.org">Get.Healthy@sportnengland.org</a>.</td>
</tr>
<tr>
<td>Monday 26th January 2015</td>
<td>Deadline for submitting applications</td>
</tr>
<tr>
<td></td>
<td>- Applications assessed against project criteria</td>
</tr>
<tr>
<td>March 17th &amp; 18th 2015</td>
<td>Possible invitation to interview</td>
</tr>
<tr>
<td></td>
<td>- We may invite some applicants to interview if we require additional information on your application.</td>
</tr>
<tr>
<td></td>
<td>- Applicants must be able to attend on these days. No other dates will be given.</td>
</tr>
</tbody>
</table>
What funding can I apply for?

You can apply for grants worth between £100,000 and £500,000. In exceptional circumstances we may give grants in excess of £500,000 where a project can deliver significant increases in participation. You may only apply for amounts in excess of £500,000 if we have given you written permission to do so.

We will normally fund projects for a minimum of two years but usually up to three years. We will consider applications that require funding for a longer period of up to five years if an exceptionally strong case can be made.

Do I need partnership funding?

A key feature of this fund is working in partnership at a local level to deliver health and sporting outcomes. One of the ways applicants and their partners can demonstrate their commitment is by investing an appropriate amount of their own funding. Our expectation is that projects should be able to contribute partnership funding that is at least one third (1/3) of the total project costs. In round one our investment was matched by £5.2m in funding from Local Authorities, Charities and Clinical Commissioning Groups.

At least half of your partnership funding must be financial; the other half may be contributed as in-kind. Please see our detailed FAQ on what counts as eligible partnership funding.

We recognise that the economic climate remains very challenging. This can sometimes means that strong projects are not submitted because the applicant and partners have not been able to secure partnership funding.

Please note that we would like ALL applicants to try and secure some partnership funding. However, where it proves impossible to find partner funding we may still be able to fund the project. However, you will be required as part of the application to set out the steps you have taken to try and source partnership funding. Please provide evidence in your application to support your efforts such as relevant letters or emails.

If you apply without partnership funding your application will be still be assessed against the assessment criteria so you must make it as robust and well developed as possible. In particular, you should offer good value for money for any investment
based on the number of participants. Weak or under-developed applications are unlikely to be successful.

**Who can apply?**

You need to ensure that your organisation is eligible to receive Lottery funding. To be eligible for Lottery funding your project must:

- Be submitted by an organisation that is able to receive public funding such as a voluntary or community organisation or local authority (see FAQs for full list).
- Be the only application form your organisation or partnership in this round.

As part of the partnership approach we will look for economies of scale from joined up bids and we will insist on all key partners being signed up to the approach taken.

**What will we fund?**

Your project must use local knowledge and insight to provide appropriate opportunities to improve health and participation for inactive people.

Funded projects from Round One focused on:

- Let’s Get Moving Pathway/Physical Activity Care Pathway through sport.
- Community Asset Based Sports programmes targeting the inactive.
- Exercise Referral Schemes with Sport as a delivery mechanism.
- Universal Free offer programme targeted to people who are inactive.
- Workplace Health through Sport.
- Community Sport delivery with a focus on the inactive.

You can find out more about these projects on the health section of our website.

**Similar to Round One we are interested in projects that focus on reducing inactivity and meet the following objectives:**

- get more inactive people playing sport once a week for at least 30 minutes;
- help us to achieve a better understanding of sports contribution to improving public health and the prevention, treatment and management of long term conditions;
- enable sport and physical activity to be regularly commissioned to meet a wider range of agendas but particularly focusing on reducing health and social care costs;
- achieve a reduction in health inequalities

**We will fund projects that focus on the following:**

- Brief Interventions
- Long Term Conditions – Primary and Secondary prevention focused (including exercise referral approaches through sport where they adhere to the latest NICE Guidance)
- Community Asset based approaches
- Family and Intergenerational approaches to sport
- Other, this list is not exhaustive

We will not fund the following:

- Facility development applications (see Sport England’s funding website for capital funding opportunities)
- Equipment only (capital) applications, or those with a substantial equipment element to them
- Walking-only applications; (although projects which contain walking elements that are funded by other partners will be acceptable – see FAQs for further details)
- The general running costs of your organisation; (see FAQs for further details)
- Any shortfall in funding for an existing service or project where another funder has withdrawn funding;
- Goods or services purchased before an award is made
- The purchase of motor vehicles
- Items that can only benefit an individual
- One-off events
- Activities that focus on promoting religious beliefs
- Endowments
- Loan repayments
- Foreign trips.

Please note that this is not an exhaustive list.

A higher priority will be given to projects that:

- Are linked to clearly identified priorities in local plans – for example Health and Wellbeing strategies and Clinical Commissioning Group plans.
• Have been identified by local commissioners as a future priority area for funding or is identified as a project that will meet their strategic aims

• Utilise non-traditional locations and venues for their activity

• Have a significantly higher level of confirmed partnership funding and/or the partnership funding confirmed in writing for the whole life of the project rather than just one year.

A lower priority will be given to projects that:

- Are single sports projects

- Are universal (not purely focused on inactive participants)

- Are substantially focused on schools (see FAQs for what we mean by this)

- Could have applied to other Sport England funding steams which are available at some point between October 2014 and January 2015 (see FAQ for further information).

A lower priority does not mean that we won’t fund projects with these characteristics. If a project makes a really strong case against all five assessment criteria then it stands a good chance of being funded. However, with substantial competition for our funding we are realistic about the likely chances of success for these types of projects. The choice of lower priorities is based on the fact that other Sport England funding has been made available for these types of project and these options should be fully explored.

We would expect you to be familiar with the following documents if preparing an application

• Everybody Active, Everyday

• Get Healthy, Get Active – What We’ve Learnt

• Inactivity & Sport – a review of the evidence. Learning from the research highlighted specific areas as key to creating projects that engage and sustain inactive people. To view the key findings of this report click here

• Start Active, Stay Active, CMO Guidelines for Physical Activity and Health

• Your own local Health and Wellbeing strategies and Clinical Commissioning Group priorities

• Youth Insight Pack

• You might also like to review the Cradle to the Grave documents produced by Black Country Be Active Partnership. Although a lot of the modelling is Black Country-specific, the chronic condition specific and intervention information might be helpful

• We have provided case studies and examples of how other projects have developed as well as the processes they followed target setting and return on investment. Please be familiar with these and understand the processes they have followed as they will be important in assessing your application.
We have learnt a lot from Round One. We recommend that you consider the following when developing your application and delivery plan.

- Understand the timelines and resources required for ethics clearance.
- Utilise tools such as Views and Upshot where appropriate.
- Take into account the Lottery rules when choosing delivery partners as well as understanding VAT requirements.
- Thinks about the involvement of Deliverers, Mentors, Activators and Community champions within your project.
- Think about your project management capacity.
- If working in primary care, consider the use of a GP champion or champions to enhance and support delivery.
- Incorporate an appropriate lead in time for your projects.
- Consider up front whether you will require data sharing protocols.
- Include the use of a pilot phase of the data collection process.
- Provide training on how to use and code your evaluation questions.

ASSESSMENT CRITERIA

Work out the detail of your project

Once you have checked you are eligible and your project is something that meets our assessment criteria, you will then need to develop the project idea with your partners and work out the detail. Please take your time doing this and in completing your application.

Remember, your application will be judged in competition with all other applicants, so it’s worth spending time reading all the guidance and FAQs and presenting us with the strongest case for investing in your project. This is likely to be a highly competitive process. All projects – whether applying with partnership funding or without – will be assessed on their merits against the four criteria and then against each other.

There are five key questions in the application form where you can tell us about the detail of your project. These relate to the programme’s five assessment criteria that applications will be judged against. We also ask you to complete a delivery plan, a financial forecast and some other project specific documents which you can upload into your online application.

Please use the guidance below to respond to each question.
1. Needs and evidence base for the project

Why is the project needed and what local evidence is there to prove this need?

In your application please tell us:

- The local geographical area and community that your project will focus on and the reasons for this choice;
- The insight you have about current participants and/or potential participants and how you have used this to inform what you want to do;
- A summary of the findings of any consultation or discussions you have had with current and/or potential participants;
- The sporting need your project will address and why it is a need in the geographical area and community you have selected;
- A summary of the findings of any consultation or discussions you have had with local organisations or with strategic partners (where applicable) such as NGBs, CSPs or your local authority, and evidence they are sufficiently engaged with the project.

This section will contribute 20% towards your total assessment rating.

A strong project will demonstrate an excellent understanding of its area and its needs and opportunities for participation. It will be driven by consultation and insight from its potential participants and stakeholders and show a strong strategic context with relevant key partners.

2. Quality and strength of the delivery plan

Is there a strong and high quality plan which shows how you will deliver your project and address the need you have identified? What impact will you have and how will you measure what you have described?

Your application must include a detailed delivery plan for the first year of your project and also an outline delivery plan for subsequent years. We have provided simple templates for your delivery plan and project budget forecast that we expect every project to use. Use the text box to explain the reasoning behind the detail of your delivery plan and budget.

In your application please tell us:

- What sporting activities you will deliver and in what location;
- When you will deliver them;
- Who will be responsible for delivering each activity and how;
- An explanation of how the delivery plan will support and address the needs you have identified;
• How you will reach and communicate with your future participants;

• A breakdown of your project costs for each element of delivery over the length of the project (including an income and expenditure forecast);

• The scale of impact you expect to achieve and how you will measure this;

• How you will select participants and in which settings you will find and communicate with them.

• The number of participants you will attract;

• Identification of any risks and how you will manage them;

• How your project represents value for money.

If you are creating a substantive position of employment as part of your project you will also need to upload a Job Description and Person Specification for the role you are creating.

This section will contribute 30% towards your total assessment rating.

A strong project will be able to demonstrate a detailed and costed delivery plan which will clearly show how the project will address identified need. It will give robust confidence in the ability of the partnership to achieve realistic but ambitious numbers for increasing participation, whilst successfully managing any associated risks.

3. Project partnerships

Does the project have a strong partnership approach where each partner has a clear role and is committed to the success of the project?

In your application please tell us:

• How the project will be led and managed;

• Who the partners involved in this project are and what their role is;

• How long you have worked together (if applicable) and what your track record of performance is;

• Whether you have successfully delivered similar projects with other partners, what you learnt and how you are applying it to this project;

• What partnership funding is being provided (or the steps taken to try and secure partner funding for those projects eligible for the exception).

This section will contribute 15% towards your total assessment rating.

A strong project will be able to demonstrate that key local partners with a track record of delivery are working together, taking responsibility for delivery of the project and directly investing in it.
4. Sustainability

How will the project continue beyond the term of our funding and help sustain a sporting habit for life?

In your application please tell us:

- The methods you will use to ensure participants will continue to take part in sport once the project has ended;
- How you intend to keep some, or all, of the activities going beyond the life of our funding;
- Any wider social, economic or cultural outcomes that your project will deliver against, and how you will measure these and evidence impact to attract future funding;
- How your project fits into longer term visions, plans or strategies for your geographical area and community.
- If your project can move at scale – will it help industrialise sport and wider physical activity.

A strong project will be able to demonstrate a robust plan for sustaining participation beyond the life of the project including strong financial planning to enable continued delivery of activities in line with the long term strategic vision for the area as well as any wider added benefits.

This section will contribute 15% towards your total assessment rating.

5. Evaluation

How will you evaluate your programme? What is the research question you are trying to address?

In your application please tell us:

- What is you research question/evaluation aim?
- The methods you will use to collect data from your participants
- How you will ensure adequate follow-up for participants
- The time you will take to build in evaluation processes and the piloting of appropriate questions and data protection
- How will you disseminate your findings?

This section will contribute 20% towards your total assessment rating.
A **strong project** will be able to demonstrate how they will embed the Standard Evaluation Framework within their research methodology alongside a clear and supported process for data collection and reporting.

**HOW DO I APPLY?**

You apply online via Sport England’s [My Applications website](#). If you haven’t applied for a Sport England grant before you will have to register first, otherwise you can use your existing username and password.

The application form has a series of pages for you to complete. Please save as you go along. Help and guidance are provided on every page to help you understand what you need to tell us so that we can assess your project fairly and objectively. We can also answer your queries over the phone. Simply call our funding helpline on 08458 508 508 or email us at funding@sportengland.org.

Remember your application will be judged in competition against other applicants, so it’s worth spending time reading all the guidance and presenting us with the strongest argument as to why we should invest in your project. We also need to see some documents relating to the governance and ownership of your organisation and, more specifically, your project.

**Essential documents**

To help us check your organisation’s eligibility, management structure and financial health, you must submit photocopies of a number of documents that you should already have:

1. Your governing document e.g. your constitution, memorandum and articles of association, or trust deed*;

2. Your most recently audited or accountant-verified accounts*;

3. At least three bank statements*;

4. A child protection policy (if your project involves children under the age of 16) and a Vulnerable Adults protection policy (if your project involves vulnerable adults).

*Statutory bodies such as local authorities, parish or town councils do not need to supply items 1 to 3.

**Project specific documents**

You must submit:
5. Evidence of confirmed partnership funding that meets our minimum requirements by means of a headed letter or partner funding agreement signed by an authorised person within the organisation that is contributing the funding;

6. Evidence that you have sought partnership funding when applying under the exception rule;

7. A Delivery Plan for your project (template provided);

8. A completed Budget and Financial Plan (template provided);

9. A Job Description and Person Specification for the role(s) you are creating if your project involves the creation of a substantive position of employment.

10. Evidence of any conversations, or meeting minutes where your proposed delivery plan/proposal has been agreed with local commissioners.

You can also submit any other documents or evidence that you wish us to consider as part of your application. All documents must be submitted either electronically via the My Applications website or by post to:

Sport England
Sport Park
3 Oakwood Drive
Loughborough
LE11 3QF

We must have all documents before we can start to assess your application and you have five working days, following submission of the application, to ensure they are with us.

DON’T FORGET to quote the Unique Reference Number (URN) that you will be given for your application on each document you send in and on any future correspondence with Sport England.

WHAT HAPPENS AFTER I’VE APPLIED?

Your application will only be assessed after the closing date (January 26th 2015). So there is no advantage in rushing to send it in early. Take your time and make the best case for your project but don’t leave it until the last minute to submit.
All eligible applications will be assessed against the criteria listed earlier. We will fund those that make the strongest case against our four criteria and the priorities we listed.

It is highly likely that we will get more applications in than we have funding for. However, we will only fund those projects that in our view have a good chance of success, even if this means not all available funding is awarded.

**When will I know the decision on my application?**

Due to the anticipated increase in the number of projects applying, we will aim to give you a decision during the last week of March. If the assessment period has to be extended to make sure everyone is treated fairly, we will let you know as soon as possible. This will mean that projects will be expected to commence delivery between 1st May 2015 to 31st July 2015.

**What happens if your application is unsuccessful?**

We expect to receive a lot of applications so a significant number won’t be successful. If your application is unsuccessful we will write to you and explain why.

**What happens if your application is successful?**

If your application is successful, you will be given a conditional award. We will work with you to ensure you understand any award conditions and that they are completed prior to your project starting.

**Can I get further assistance with my application?**

Please read this prospectus thoroughly before considering an application.

For further information and help please contact Sport England on 08458 508 508.

Further details will appear on the Sport England website.

If you are unable to complete an online applications then please call our Funding Helpline on 08458 508 508.