Major Events Engagement Fund

Introduction
Sport England and UK Sport are fully committed to ensuring a long term legacy to the hosting of major international sporting events. As a result in a unique collaborative project the organisations are looking to ensure engagement benefits from major events that are hosted in England are maximised.

Up to 2019, £27m of National Lottery funding will be invested in bidding for and staging major sporting events via UK Sport’s Gold Event Series. London 2012 has demonstrated that the inspiration of World Class events hosted in England can have a positive impact on both perceptions and participation in sport. Despite one of the worst winters on record, currently over 15.3 million people play sport once a week, every week. That is over 1.4 million more than when London won the bid to host the 2012 Games.

In response to this, Sport England launched the £2m lottery Major Events Engagement Fund in 2013. It is designed to invest in projects to strengthen and ultimately increase participation in sports by enhancing the engagement NGBs have with local communities when hosting major international sporting events in England.

We are looking for high quality projects that will demonstrate how major events can increase regular local participation in sport.

Investment Criteria
1. **Increasing the number of people regularly doing sport (30%)**
   Sport England will be looking for Engagement Plans that convince us that the project will utilise the major event to increase the number of people in the local area doing sport. We will be looking for the applicant to demonstrate how its project will increase participation and how it will measure this increase.

2. **Sustainable activity (30%)**
   We will be looking for projects that contribute to our core vision of creating a sporting habit for life. The lifecycle of proposed projects should go beyond the duration of the event and need to be self-sustainable. We will be looking for the applicant to establish a dedicated Engagement Group for each event to oversee implementation of the Engagement Plan. As a minimum, this group will consist of the NGB, Sport England and the host local authority(s).

3. **Projects based on insight and local need (20%)**
   Projects must demonstrate additionality to the NGB’s Whole Sport Plan, and should be based on insight and evidenced local need.
4. Clearly demonstrate financial need, value for money and partnership funding where activity is complementary to the Whole Sport Plan (20%)

Sport England will be looking for the applicant to clearly demonstrate its need for additional financial investment into its sport. Projects will be assessed for value for money (e.g. how many additional participants will it attract into the sport) and how it adds value to Sport England’s investment in the Whole Sport Plan. Applicants should also contribute partnership funding to projects.

Eligibility Criteria

To be eligible to apply to the Major Events Engagement Fund you must adhere to the criteria below:

1. Be a national governing body in receipt of 2013-17 Whole Sport Plan funding from Sport England.
   Or;
   Be the Local Authority for the area in which the event is being held. If there is more than one Local Authority for this area, they can work in partnership but we will expect one to take responsibility for any award and be accountable for project delivery
   And;

   Or;
   Be a non-Olympic or non-Paralympic national governing body in receipt of 2013-17 Whole Sport Plan funding from Sport England that is bidding for a World Championships, European Championships and premium World Circuit event being held in England between April 2014 and March 2017.


   Sport England acknowledges that already around 20 Gold Event Series bids have been secured or are part of a live bidding process for the 2014-17 period. NGBs interested in applying to the Major Events Engagement Fund in relation to these events should first contact their Relationship Manager or Katie Legg (NGB Relationship Manager) to discuss further.

4. In addition if you are bidding for a World Championship event beyond March 2017, Sport England will consider on a case-by-case basis whether the NGB can apply for financial support.

Any organisation applying to this fund will be expected to establish an engagement group consisting of the NGB, Local Authority and Sport England as a minimum. Therefore any application from a Local Authority will require written confirmation from the NGB that they are in support of the application and that it will deliver against the NGBs Strategic Outcomes.
What we are looking to fund

- Projects that deliver straight to the heart of the community in which the major event is being held.
- Projects that will result in a sustained increase in participation and which will have a measurable impact on the NGB’s strategic outcomes in relation to participation.
- Projects that will increase engagement with the NGBs sport before, during and after the event. This needs to be insight led and the outcomes measurable.
- We would expect projects to include but not be restricted to the following areas of activity:
  - Increase the local capacity of the sport e.g. more coaches, pitch hours etc.
  - Increase the visibility of the sport and access to it in the local area.
  - Better signposting and promotion of local opportunities to take part in the sport.
  - Measures to unlock other local funding for sport.
  - Improve the image and profile of the sport to increase its commercial viability.

What we are not looking to fund

- Engagement activity of Olympic, Paralympic and Commonwealth events that have not been supported by UK Sport unless the NGB can in advance provide a clear business case for engagement activity around the event.
- Engagement activity for sports other than featured in the event.
- Activity to support events beyond March 2017. An exception to this may be considered where an NGB is bidding to host the World Championships. If you are looking to bid for a World Championships beyond March 2017 then please contact Katie Legg to discuss.
- Any activity that should have been considered as part of the Whole Sport Plan submission process.
- Any activity or costs associated with bidding for, hosting or staging the event itself.
- The creation of funding ‘pots’ accessible to individuals or community organisations by way of an open bidding process.
- Predominantly national activity. This investment has been put into place to specifically test and promote sporting opportunities in the local area to the event.
- We are not able to fund activity that has already started.
- Capital awards/facility development or improvement. If you are seeking investment for a capital project please see if you may be eligible for one of our facility funding streams such as Inspired Facilities.
- General running costs or overheads e.g. on-going staff costs or activity that is not directly related to the event.
- Engagement activity for major events being hosted outside of England.
- Engagement activity taking place outside of England.

The upper threshold for funding is £150,000. NGBs or local authorities who are considering making an application above £150,000 must discuss this first with their NGB Relationship Manager.

Assessment Framework and Methodology

Your Engagement Plan will be scored against each of the stated five Investment Criteria. A raw score of between 1 and 10 based on the scale set out below will be awarded to each
criterion and weighted accordingly. This will give one overall score for your project. The weighting assigned to each of the Investment Criteria is given in the section above.

<table>
<thead>
<tr>
<th>Score</th>
<th>Description of information received</th>
</tr>
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<tbody>
<tr>
<td>0</td>
<td>No information provided; meets none of Sport England's basic expectations; the applicant has not demonstrated any evidence to meet the Investment Criteria.</td>
</tr>
<tr>
<td>1-2</td>
<td>Unsatisfactory - meets few of Sport England's basic expectations; the applicant has not demonstrated any evidence to meet the Investment Criteria.</td>
</tr>
<tr>
<td>3-4</td>
<td>Poor with identifiable shortcomings - shows areas of weakness and/or limited information has been provided; meets Sport England's basic expectations but there is limited evidence to meet the Investment Criteria.</td>
</tr>
<tr>
<td>5-6</td>
<td>Adequate/satisfactory - information submitted is acceptable; meets Sport England's basic expectations without offering any great advantages; evidence provided adequately meets the Investment Criteria.</td>
</tr>
<tr>
<td>7-8</td>
<td>Good - demonstrates a sound and complete approach which has the potential to fully accord with Sport England's requirements and/or wholly meets expectations with no appreciable concerns; evidence provided fully meets the Investment Criteria.</td>
</tr>
<tr>
<td>9-10</td>
<td>Excellent - demonstrates a sound and complete approach which will have the potential to surpass Sport England's requirements in all respects; evidence provided exceeds the requirements of the Investment Criteria.</td>
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**Timelines**

Sport England is working in partnership with UK Sport to make the process of submission as seamless as possible. Therefore for many sports the process will be quite familiar as it aligns to that used for the Gold Event Series.
## Sports Applying to UK Sports Gold Event Series

### Event Identification
**Strategic prioritisation of events**
UK Sport assesses the strategic advantage of hosting forthcoming events in the UK twice a year. NGBs will be advised if your event has been prioritised.

### Submission of Engagement Plan
NGBs submit their Event Business Plan and Budget to UK Sport, the engagement plan is integrated into this application. Your UK Sport Consultant will provide feedback to ensure that all the relevant information and detail has been included and that it is robust as possible.

The Engagement Plan will be sent to Sport England for the same purpose. During this time you may be contacted by the assessor for further information.

### Assessment: UK Sport Major Events Panel
Sport England conducts a formal assessment and peer review of the Engagement Plan and decides if it meets the Investment Criteria. This decision will be communicated to UK Sport ahead of the Major Events Panel. Funding would be conditional on the NGB securing the event and UK Sport backing the bid.

The UK Sport Major Events Panel consider each funding application. NGBs representatives attend the Panel to address any questions and queries directly. The Panel then makes a recommendation to the UK Sport Board.

Further information on the Major Events Panel is available on the UK Sport Gold Event Series toolkit.

### Decision: The UK Sport Board
The UK Sport Board will make the final funding decision and the NGB will be notified of the outcome.

## Sports not applying to UK Sports Gold Event Series

### Event Identification
If you are interested in bidding for an eligible event then please contact your Relationship Manager to discuss whether a local engagement project associated with the event would be suitable. You will be advised of when the next assessment process will take place.

### Submission of Engagement Plan
NGBs submit a completed Engagement Plan alongside an overview of the major event they are bidding for.

Sport England will review the Engagement Plan, during which time you may be contacted by the assessor for further clarification.

### Assessment: Formal Assessment and Peer Review
Sport England will conduct a formal assessment and peer review and will make a decision as to whether the Engagement Plan meets the Investment Criteria. The NGB will then be notified of the decision. Funding will be conditional on the NGB securing the event.

## When (provisional 2014 dates)

<table>
<thead>
<tr>
<th>Sports Applying to UK Sports Gold Event Series</th>
<th>Sports not applying to UK Sports Gold Event Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twice a year for Olympic and Paralympic sports. On-going for other sports.</td>
<td>Event Identification</td>
</tr>
<tr>
<td>14th Jan 19th Feb 17th Apr 8th Jul 22nd Sept</td>
<td>If you are interested in bidding for an eligible event then please contact your Relationship Manager to discuss whether a local engagement project associated with the event would be suitable. You will be advised of when the next assessment process will take place.</td>
</tr>
<tr>
<td>27th Feb 3rd Apr 29th May 19th Aug 4th Nov</td>
<td>Submission of Engagement Plan</td>
</tr>
<tr>
<td>19th Mar 05th May 26th Jun 17th Sep 3rd Dec</td>
<td>NGBs submit a completed Engagement Plan alongside an overview of the major event they are bidding for.</td>
</tr>
<tr>
<td></td>
<td>Sport England will review the Engagement Plan, during which time you may be contacted by the assessor for further clarification.</td>
</tr>
</tbody>
</table>
NGBs looking to add an engagement element to a major event that they have already secured or are already in the process of bidding for will follow the process outlined for non-Olympic and non-Paralympic sports. As part of the review of any such Engagement Plan, Sport England will be considering whether the event should (and could) have been included in the NGB’s Whole Sport Plan submission and the residual lead-in time to the event and the likely impact this will have on the project’s success.

**Submission**

Working in partnership with UK Sport we are looking to make the process as seamless as possible. For UK Sport funded sports you will find that the Engagement Plan forms part of your overarching Gold Event Series Business Plan.

For non-UK Sport funded sports we are looking to keep the process as simple and straightforward as possible. The Engagement Plan will be the same however we will need to ask for some additional information on the context of the event you are applying for.

Our expectation is that the Engagement Plan will be a short, concise overarching narrative which succinctly gives us a clear understanding of what, why, when, where and how you will utilise the event to maximise engagement in the local area.

Engagement Plans must directly address the Investment Criteria so please ensure the information you provide is sufficient for us to assess your Plan against the Investment Criteria.

**How to submit your Engagement Plan**

Olympic and Paralympic sports will submit their Engagement Plan as part of their Business Plan and Budget to UK Sport in the usual way. Non-Olympic and Paralympic sports must email their Engagement Plan to ngbinvestment@sportengland.org. The Engagement Plan template can be requested from the same email address.

**Further information**

For more information on the Major Events Engagement Fund and how to apply please contact your Relationship Manager or Katie Legg (NGB Relationship Manager) at Katie.Legg@sportengland.org