

Sportivate

 **LOTTERY
FUNDED**

 **SPORT
ENGLAND**

SPORTIVATE ACTIVITIES FUND



GUIDANCE NOTES


KentSport

Please also read the Guidance Notes provided on the first sheet of the Sportivate Delivery Plan template.

What is Sportivate?

Sportivate forms part of Places People Play, the £135 million mass participation legacy plans unveiled by the Government in November 2010. Sportivate will capture the excitement of sport and London 2012 to provide attractive and sustainable community sports opportunities.

The National Target

Nationally, Sportivate aims to get 300,000 young people aged 14 to 25 involved in lifelong sports and activity with an investment of £32 million.

Sportivate in Kent

Over £200,000 is available for the delivery of projects in Kent in 2012-13, with projects commencing from April 2012. Further funding will be available between 2013-2015. Kent has a target of 9064 14-25 year olds to be retained on Sportivate projects.

Who can apply?

- national governing bodies of sport
- local authorities
- sports clubs
- leisure trusts
- youth clubs
- youth workers
- schools / colleges / universities
- other statutory / not for profit organisations/workplaces providing sports activities for 14-25 year olds.

Private coaching / activity providers cannot apply directly, but can work in partnership with any of the above to submit an application. The lead organisation must be from the above list.

What are the key criteria for a Sportivate project?

- a Sportivate project is a **block of 6-8, weekly sports sessions** targeting **14-25** year olds who may not seek out sporting opportunities themselves and would not prioritise doing sport in their own time or those who are doing sport for a very limited amount of time. Sessions will typically be one hour, but may vary depending on the activity provided.
- projects must establish **new** activities, build on and extend current provision or enhance existing good quality provision, thereby creating **additional** provision.
- a broad range of sports can be offered. Importantly it must be possible to demonstrate that participants want to take part in the sport, that it can be provided locally and that there are suitable exit routes for participants to continue taking part.
- projects should show that **young people have been involved and consulted** during the activity planning process.
- the deliverer must be community focused and the sessions should be affordable, accessible, appropriate and attractive. They may include an event, competition or personal challenge for participants, either as part of each session or as a 'finale' session.
- projects must focus on motivating **each participant to attend regularly and take part in at least 5 out of 6, 6 out of 7 or 7 out of 8 sessions.**

- **at the end of the block of weekly coaching sessions participants must be supported into a local club or alternative sports provision.** Clear details should be provided on where and how participants will be sustained in the Sportivate funded sport (or another sport) and who will be responsible for overseeing this (the 'owner').
- any Clubs applying must be affiliated to the National Governing Body (NGB).
- the project must be located in Kent County Council or Medway Council administrative areas (excluding London boroughs).
- partnership funding is not essential but is encouraged and will be looked upon favourably.
- all successful applicants must:
 - sign and adhere to Conditions of Funding
 - be aware of the key safeguarding roles and responsibilities of organisations involved in Sportivate (see Appendix B)
 - be in a position to complete safe recruitment practice, including CRB and reference checks, and have a current child protection policy and procedures. Sportivate safeguarding criteria must be met. Full details will be provided with the Conditions of Funding
 - ensure projects will be run by instructors/coaches with a qualification relevant to the proposed activity, e.g. appropriate governing body qualification
 - have appropriate insurance in place to run activity.

For schools, colleges and Higher Education Institutes (HEI)

- where Sportivate projects are only targeted at students and/or staff within an educational institution, the project must be delivered by another community provider brought in to run it and a community exit route must be supplied.
 - it is ineligible for the 'institution' to run the sessions.
 - delivery may take place at any time of the day but must not be part of a curriculum/academic course.
 - the project must not be something that the institution is already providing; there must be added value.
 - this is the case whether the project takes place at the institutions' own facilities or at other local facilities.
- schools, colleges and HEIs can directly deliver Sportivate projects, but only if these projects are open to the wider community and not just its own students and/or staff.
 - in this instance colleges and HEIs can be considered as a community provider but projects need to be based on community demand. There will need to be timings, logistics and communications for the community to access them.
 - a community exit route must be supplied.

Eligible costs

Eligible and ineligible costs are provided in Appendix A.

How do I apply?

To apply for funding you must complete a **Delivery Plan** and return it to andrea.murphy@kent.gov.uk. This is available at www.kentsport.org/sportivate.

Application deadlines

The next deadline is **1 May 2012**. Subject to the availability of funding there will be two further funding rounds with the following deadlines:

Round 3 – 27 July 2012

Round 4 - 26 October 2012

Assessment Panel

All bids will go to a Kent Sport Assessment Panel at which plans will be assessed against the criteria and a funding allocation decision will be made.

In particular priority will be given to projects where:

- Sportivate criteria are clearly met
- the deliverer has discussed their projects with Kent Sport in advance of submission
- the need and demand for the project has been clearly identified
- they reflect the local/County demography
- there is partnership funding / the deliverer is charging an appropriate fee to participants
- the plan clearly sets out how retention of young people will be achieved
- there is a clear, high quality exit route and clear plan for the transition of young people
- the project is open to the wider community (not just a specific school)
- the plans show innovation eg a project may target workplaces where there are high numbers of the focus age group, projects that target those Not in Education, Employment or Training (NEETs)
- projects are budgeted realistically, with realistic retain targets
- partners have demonstrated successful delivery of Sport Unlimited, delivering targets and meeting deadlines
- the deliverer is in a position to complete safe recruitment practice
- the project engages potential participants in the organisation and design of activities
- a Club has Clubmark or the national governing body equivalent.

Please note: Allocation of Sportivate funding will be subject to Sport England final approval.

Monitoring information

All organisations receiving funding will be required to complete and submit Key Performance Indicator (KPI) data. The **success of the project is measured by the number of young people retained.**

The KPIs to be submitted are:

- **KPI 'Participants'** – The number of young people registering and taking part in at least one session in a term-time series lasting a minimum of 6 and maximum of 8 weekly coaching sessions of sports activity.
- **KPI 'Throughput'** – Attendance, the cumulative total number of participants taking part at the series of sessions.
- **KPI 'Retain' – The number of participants who attend 5 of 6, 6 of 7 or 7 of 8 weekly coaching sessions**

Templates will be provided to assist and data will need to be entered into an online monitoring portal.

- **KPI Sustain** – a sample of projects will be asked to be involved in an 'intention study' to find out if the young people intend to continue doing sport after their Sportivate sessions. There will also be a 'tracking study' which will find out if young people have continued to take part in sport three months after they have completed the Sportivate sessions.

For further information please contact:

Andrea Murphy Business Development Manager 01622 605064 andrea.murphy@kent.gov.uk

Governing Bodies to contact:

Sheena Pitchford Governing Body Support Manager 01622 605069 sheena.pitchford@kent.gov.uk

Appendix A – Eligible/ineligible costs

Eligible Costs	Ineligible Costs
<ul style="list-style-type: none"> • Staffing to deliver projects up to £40/hour. • Volunteers to help run projects – up to £50 in kind/volunteer. • Resources and materials – items to be used in projects. • Hire of facilities used to deliver projects. • Transport - to get participants and staff / coaches to projects. • Marketing/Publicity of Sportivate projects. • Training/Coach Education Courses – needed to run and/or sustain the project. • Equipment – equipment may be purchased to support direct Sportivate delivery (up to 20% of annual grant). 	<ul style="list-style-type: none"> • Overheads – storage of equipment, insurance and asset register maintenance. • Statutory items. • Contingency costs – replacing damaged equipment, etc. • Purchase of vehicles. • Buildings and refurbishment – capital building works/no bike sheds, pavilions, etc. • Items with poor value for money. • Items purchased before funding is offered. • Items for projects that take place outside the UK. • Retrospective projects – no funding can go to a project that has already started or equipment that has already been purchased. • Projects that have no clear community/sustainable exit route. • Projects that are insufficiently targeted. • Projects for gifted and talented participants.

Appendix B - Sportivate Safeguarding Flowchart – overview of key safeguarding roles and responsibilities of organisations involved in Sportivate projects

