

SPORTIVATE ACTIVITIES FUND



GUIDANCE NOTES

Contents

What is Sportivate?	1
Sportivate in Kent	1
Who can apply?	1 – 2
Target group	2
What are the key criteria for a Sportivate project?	
<ul style="list-style-type: none">• Need/demand• Delivery information – including guidance for schools, colleges and Higher Education Institutes (HEI)• Exit route• Eligible costs (fully outlined in Appendix A – page 8)	2 - 4
How do I apply?	4 - 5
Application deadlines	5
Assessment panel	5
Funding release	6
Reporting – Monitoring and Evaluation information	6
Further information	6
Project application checklist	7
Appendix A – Eligible/Ineligible costs	8
Appendix B – Sportivate Safeguarding Flowchart	9
Appendix C - Application scoring criteria	10-11

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

What is Sportivate?

Sportivate is a nationwide campaign that captures the excitement of the London 2012 Games, providing opportunities for teenagers and young adults (aged 11-25) to receive 6-8 weeks of coaching in a sport of their choice and guiding them into regular participation within their community.

Sportivate launched in June 2011 as a four-year programme aimed at 14-25 year-olds but, due to its success, additional funding of £10m per year has been invested allowing the programme to run until March 2017. From September 2013, Sportivate extended its age group so that 11-13 year-olds can also take part.

Sportivate is delivered against a simple national framework but with local flexibility to produce the following outcomes:

- Providing a supply of sporting activities that will match as well as generate demand;
- Getting more 11-25 year olds regularly participating in sports activities in the community by responding to their needs and working with a range of providers to develop a menu of activities;
- Focusing on high quality sports providers all operating within robust Safeguarding Standards;
- Creating more opportunities for the growth and deployment of coaches and volunteers;
- Increasing take up in leisure centres and other facility stock; and
- Generating close links with clubs to drive more participants to take part and volunteer in National Governing Body (NGB) community sports clubs.

Sportivate in Kent

In Kent, our mission is to use the Sportivate campaign to ensure that more young people and young adults have the opportunity to find a sports activity that is attractive, affordable and accessible to them, with the ultimate aim of supporting them into life-long participation.

Kent Sport has approximately £200,000 available to distribute for the delivery of projects in Kent in 2016-17, with projects commencing from April 2016. Kent has a target of 2743 11-25 year olds to be classed as completed on Sportivate projects during 2016-17.

Who can apply?

- national governing bodies of sport
- local authorities
- sports clubs - any Clubs applying must be affiliated to the National Governing Body (NGB)
- leisure trusts
- youth clubs
- youth workers
- schools / colleges / universities
- other statutory / not for profit organisations/workplaces providing sports activities for 11-25 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.

To apply to the Kent Sport Sportivate programme, deliverers must be aware of the following and be able to justify that these points have been met. Kent Sport will assess whether deliverers have met these points through the submitted Sportivate Plan and through follow-up questions where necessary or where the submitted plan is unclear.

- Funding should not be used to replace statutory funding.
- We cannot fund projects intended primarily for private gain.
- The organisation to receive the funding needs to have a bank or building society account as payments will be made by BACS.
- Organisations must be in a position to complete safe recruitment practice and if providing activity for under 18s or vulnerable adults, have a current Child Protection Policy/Safeguarding Vulnerable Adults policy.
- Organisations must be equitable and have an Equal Opportunities Policy or Equity Statement.
- Organisations must have Public Liability Insurance cover suitable for the activity they are running.

Applications should be put forward by a lead organisation, but are encouraged to work in conjunction with at least one other partner to evidence need and demand. This strengthens the application demonstrating robust partnership

working. For example this could be a National Governing Body linking with a Leisure provider, a Sports club linking with a local HE/FE institute, or a Local Authority linking with a Youth Organisation and local sports club.

Sportivate deliverers must be advised that Sport England have the final approval on funding and projects to be delivered as they are the licensed National Lottery funding distributor. No secondary distribution of lottery funding is allowed.

Target Group

Sportivate targets 11-25 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. These participants might be described as the 'consistently inactive or irregularly active' as defined in the new [Sport England Youth Insight pack](#).

Although Sportivate is open to anyone aged 11-25, priority will be given to projects targeting the following groups;

- 19- 25
- Females – either creation of more female only projects or organisations ensuring that if targets have highlighted female engagement then the projects deliver to these targets. Please read the case study '[Women and girls in Sportivate](#)' to help shape/support your project.
- NEETS (not in education, employment, or training). Please read the case study '[Reaching out to young people who are NEET](#)' to help shape/support your project.
- Disabled people – Specific disability provision or inclusive opportunities (across whole age range). Please read the case study '[Sportivate success with disability projects](#)' to help shape/support your project.

What are the key criteria for a Sportivate project?

- Sessions must be aimed at young people aged 11-25 years. Projects that are looking to deliver across a wide age range, i.e. 14 – 21, need to think about segmenting these age groups into different sessions or blocks of sessions. Quality of experience is essential to achieving completed participants and this may be difficult with a wide age range if all are being invited to participate in one session.
- Sessions must be aimed at 'consistently inactive or irregularly active' young people who may not seek out sporting opportunities themselves or those who are doing limited sport in their own time. Consistently inactive or irregularly active = those young people who, when registering for Sportivate, state that they have taken part in sport for at least 30 minutes for 0-3 days in the previous 28 days (<1x30).
- Projects must be pre-fixed with the word Sportivate in the title e.g. "Sportivate Kent Basketball" or "Let's get Active with Sportivate". This will help to build the brand of Sportivate and link the participants to the mass participation legacy programme and London 2012, and should be used in all promotion.
- Projects must be located in Kent County Council or Medway Council administrative areas (excluding London boroughs).
- Projects must clearly demonstrate through their application form that they have used the latest research into youth participation to develop their Sportivate application/project:
 - [Sport England Youth Insight pack](#) - offers a national insight into young people's behaviour and gives useful advice on how to design activities for them. We have developed a summary document of this resource to help you shape your project – this is available at www.kentsport.org/sportivate
 - [Sport England Under the skin Understanding youth personalities to help young people get active resource](#)
- A broad range of sports can be offered (not just those recognised by Sport England). 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.

Funding can be used to contribute to a range of costs including:

- Coaches to deliver projects
- Facility hire
- Transport
- Marketing and publicity
- Training/coach education courses needed to run and/or sustain the project
- Equipment
- Incentives to encourage participants to attend all of the sessions

- Incentives to encourage participants into longer term opportunities. For example, one month's free membership at a local club or x free sessions for anyone that attends all of the Sportivate sessions
- Partnership funding is not essential but is encouraged and will be looked upon favourably.

Need/demand

- There must be an identified need for the project using National Governing Body Whole Sport plans, market segmentation (using Sport England's Active People Survey and research from their Youth Insight pack) and local knowledge from the deliverer. Applicants must demonstrate demand for the activity or how they will generate demand and recruit participants to ensure the project is a success.
- Projects should show that **young people have been involved and consulted** during the activity planning process.
- Projects must establish **new** activities, build on and extend current provision or enhance existing good quality provision, thereby creating **additional** provision for new participants. An extending project must offer additionally in at least one of a combination of the following areas; a new group of people, a new time or a new format.
- **Participants must be new to the activity** (e.g. not existing club members) and commit to attending all of the 'Sportivate' sessions in a 6-8 week block.
- 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 in order for them to be counted as 'completed'**. Try and sell the sessions as a course, rather than a just turn up when you can option so participants commit to the 6+ weeks of the project.

Delivery

- A Sportivate project is a **block of 6-8, weekly sports sessions**. Sessions will typically be one hour, but may vary depending on the activity provided.
- Sessions must be weekly as Sportivate will aim to create behavioural change in the participants. Kent Sport can take the decision to be flexible on this approach on limited occasions where it is needed and justified (e.g. a sailing project taking place on a Saturday and Sunday for 3 weekends, or a disability project running fortnightly) but the most suitable approach to create behavioural change should be used.
- The deliverer must be community focused and the sessions will have a sense of structure and should be affordable, accessible, appropriate and attractive.
- Projects may include an event, competition or personal challenge for participants, either as part of each session or as a 'finale' session.
- The person leading the sessions can be a **coach, instructor or leader**, depending on the content of the sessions and the participants. Please make sure the level of leader is reflected in coaching costs.
- Projects should demonstrate value for money (cost per completed head) and applicants should bear in mind eligible costs (see page 7).
- Delivery may take place at any time of the day, except if the activity is based at a school. This activity must take place outside of school curricular hours and must not be part of a curriculum/academic course. Activity at Colleges and Universities can occur during lunch hours as long as open to all, or delivered by a community provider

For schools, colleges and Higher Education Institutes (HEI)

- Where Sportivate projects are **ONLY** targeted at students and/or staff within an educational institution (School, College or HEI), 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, another community provider must be brought in.
- Delivery may take place at any time of the day (except if the activity is based at a school for 11-16 year olds where curriculum time activity is ineligible), 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.
- Projects taking place on school grounds should always aim to have at least one session taking place at one of the community exit routes (a Satellite Club would be counted as a community exit route) to ease transition. There may be instances where a school/college/HEI club or ongoing sessions run by the educational institution are an appropriate exit route for the participants, in terms of both the style of delivery and standard of participants. This will however, be at the discretion of the CSP.
- Colleges and HEIs can directly deliver Sportivate projects, that are run within their own facilities/by staff 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.
 - Delivery may take place at any time of the day within Colleges and HEIs facilities but not as part of educational courses.
 - A community exit route must be supplied.
- As Sportivate is a community programme, equipment purchased for Sportivate should not be owned by the school and must be available for use after the weekly coaching sessions by community providers. Other benefits such as coach development courses or other continuous professional development (CPD) opportunities must benefit community not curriculum delivery.

Exit route

- There must be a confirmed exit route for the project that has capacity to take on increased number of participants. This should either be continuation of sustainable session on a regular basis, a club or alternative sports provision. At the end of the block of weekly coaching sessions participants must be supported into these exit routes.
- Clear details should be provided on where and how participants will be sustained in the Sportivate funded sport (or another sport/opportunity) and who will be responsible for overseeing this (the 'owner'). The exit route and owner of the exit route should be named. This should be an actual person that is responsible for supporting the participants into regular participation. You may have more than one (it could be coach, College Sport Maker or chair of club, etc.).

Eligible costs - Eligible and ineligible costs are provided in Appendix A on page 8. Please make sure you carefully read through these and if any costs within your plan need elaborating on please include text explaining its need in one of the description boxes, i.e. training costs – please state how any relevant training (not coaching qualifications) support the project or exit route or specifically the participants; or perhaps incentives – what are these incentives? Are they given during the project to encourage engagement or to support transition into the exit route?

How do I apply?

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

- You must utilise the latest research into youth participation to develop your Sportivate application/project and it must be clear from your application that this has been used:
 - Sport England's Youth Insight Pack - offers a national insight into young people's behaviour and gives useful advice on how to design activities for them
- Semi-sporty – no longer a term used, we are now targeting 'irregularly active' or 'consistently inactive' young people (Inactive for short)
- The term 'retained target' is now known as 'completed target' the meaning stays the same (it is the number of participants that attend all six-eight week coaching sessions, missing no more than one session).

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 DBS and reference checks, and have a current child protection/safeguarding vulnerable adults 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 – see the [sportsCoach UK Minimum standards for Active Coaches of Children and Young People tool](#) for more information on this
- Have appropriate insurance in place to run activity.

Application deadlines

Last working day of the month with applications being reviewed and decisions communicated in the first two weeks of the following month.

Assessment Panel

Each application is reviewed against a scoring matrix (see Appendix C) to ensure that the project meets the Sportivate funding criteria and all areas of the project have been carefully considered to ensure that any young person who attends a Sportivate project gets the right experience which in turn should result in greater success in sustaining them in sport and physical activity. After this assessment a funding allocation recommendation will be made to the Kent and Medway Sports Board. The Board will review these recommendations and a final funding decision will be made. Where possible we aim to communicate funding awards within two weeks for the application deadline.

Each area on the matrix has been given a score and there is a maximum of 18 points available per project application. Any projects that score 12 or below will be rejected and asked to work with us to improve their application before resubmitting for a future deadline. Projects scoring 13+ will be reviewed and a funding decision made based on whether the amendments can be made in a realistic time, the project meets our priorities and offers the right experience for young people not only during the project but also offers them opportunities to continue to take part after the Sportivate sessions have finished.

Priority will be given to projects where:

- Sportivate criteria are clearly met
- Deliverer has discussed their projects with Kent Sport in advance of submission
- 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
- 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.

Funding release - 50% of the project costs¹ will be paid at the start of the project, the final 50%² will be released once all data has been entered into the online portal (www.sportivateportal.org), you have provided evidence of completing any training and when all exit postcards (should your project be chosen) are completed and returned to Kent Sport.

¹ This does not include training costs identified in your application.

² This will include training costs identified in your application.

Reporting - Monitoring and Evaluation information

All organisations receiving funding will be required to complete and submit Key Performance Indicator (KPI) data relating to participation and throughput during the 6-8 week block.

Sportivate will focus on the following key performance indicators (KPIs) to measure progress and Kent Sport will be measured on these by Sport England:

- KPI Participants – the number of participants registering and taking part in at least one sessions of the 6-8 week coaching sessions of sports activity (participants engaged)
- KPI Throughput – Attendance: the cumulative total number of participants taking part at the series of weekly coaching sessions.
- Inactive target - This is the number of young people who, when registering for Sportivate, state that they have taken part in sport for at least 30 minutes for 0-3 days in the previous 28 days (<1x30).
- Completed target – This target relates to the number of young people who successfully complete their 6-8 weekly coaching sessions by missing no more than one session (5 of 6, 6 of 7 or 7 of 8 weekly coaching sessions). This was previously known as the retained target.
- Sustained target – This is part of the 'tracking study' which will find out if young people have continued to take part in sport three, six and twelve months after their Sportivate coaching sessions have ended. **This target will use data from the Sportivate participant registration form and it is therefore imperative that all deliverers use these forms and get them completed and signed by all participants before they take part in a Sportivate session.**

An online portal (www.sportivateportal.org) is used for the collection of Sportivate KPIs, and therefore deliverers are required to collect the following information and input it on to the online portal as their Sportivate session happen:

- Dates of sessions
- Participant data using the Sportivate registration forms*, including essential information – DOB (must be within 11 -25), email address and postcode. There are two registration forms - one for 11-15 year old participants and one for 16-25 year old participants. Forms can be found on the Sportivate portal (www.sportivateportal.org).
- Attendance record for all of the sessions and participants. Template can be sent out upon request.

Failure to use Sportivate registration forms will mean that incorrect data is collated and providers/deliverers may be unable to enter their participant's details on to the Sportivate portal. If providers/deliverers are unable to submit the correct data we may have to reduce or withdraw the Sportivate funding.

For further information please contact:

Nicola File

Sports Projects Officer

03000 414335

nicola.file@kent.gov.uk

Project application checklist

When completing your application, along with this document please ensure you also use the guidance notes tab in the application form.

Criteria	Tick
Is your organisation eligible to apply for Sportivate funding?	
Have you read the Key Criteria to ensure your project meets the Sportivate requirements?	
Is your project in Kent or Medway ?	
Is your project focusing on young people aged between 11-25 years ?	
Is your project targeting the ' consistently inactive or irregularly active ' types and have you identified this? (See page 3 'target group' for semi sporty definition)	
Have you demonstrated a demand or a need for the activity and the age group targeted? You need to detail this on your project application in the 'Evidence of Demand / Need Description' section	
Is your project a new activity or extending provision ? In the 'Weekly Coaching Sessions Description' make sure you detail how your project is new, or attracting a new group of participants to current provision	
Have you identified a coach/instructor that is of the minimum standard to carry out the stated activity?	
Have you given as much detail as possible in the 'Weekly Coaching Sessions Description' detailing where the sessions are taking place, when (month at least), what/structure, etc. ?	
Does the project contribute to the completed KPI (participants attending 5 of 6, 6 of 7 or 7 of 8 weekly sessions)?	
Is the completed figure you have detailed in your project spread sheet realistic and achievable ?	
Does the project offer value for money in terms of the number of young people you will be retaining versus the funding requested? Is the project linking with other funding sources? Has the project got partnership funding?	
Have you ensured all your costs are eligible ?	
Is the activity sustainable /does it provide exit routes that are likely to sustain regular participation? Have you detailed and named a specific exit route and person to manage this?	
Does the project link with any other programmes/initiatives that are being run in the area? Does it fit NGB Whole Sport Plans?	
Does your organisation or named deliverer have the necessary safeguarding, equity and insurance requirements in place?	
Have you read the Guidance Notes of the project application sheet (Tab 1) (as well as these Guidance Notes) to support the completion of your project application?	

Appendix A - Eligible/Ineligible costs

Eligible Costs	Ineligible Costs
<ul style="list-style-type: none"> Staffing/coaching costs to deliver projects up to £40/hour. Exceptionally high staffing costs may affect sustainability of the project. We encourage coaching costs to be no more than £30ph for a level 2 coach/instructor. 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 – check the method you are using to ensure it is relevant to the group of young people you are looking to target. Training/Coach Education Courses – needed to run and/or sustain the project. Equipment – equipment may be purchased to support direct Sportivate delivery. Your equipment costs must not be more than 20% of your total project costs, unless you can balance a higher percentage with in-kind or cash income specifically towards equipment. Incentives – e.g. towards discounted membership to support exit route, goodies to encourage young people to attend all sessions and be retained 	<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 Kent or Medway. 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. Activities for people who are not aged 14-25.

Participant Cost - We would also encourage projects to set a participant cost, even if minimal – say £1 per session or £10 for the block (which could be for 6-8 weeks), to bring value to the project, support sustainability and ensure participants are already 'buying' in to the sessions and when paid sessions start there isn't such a financial jump.

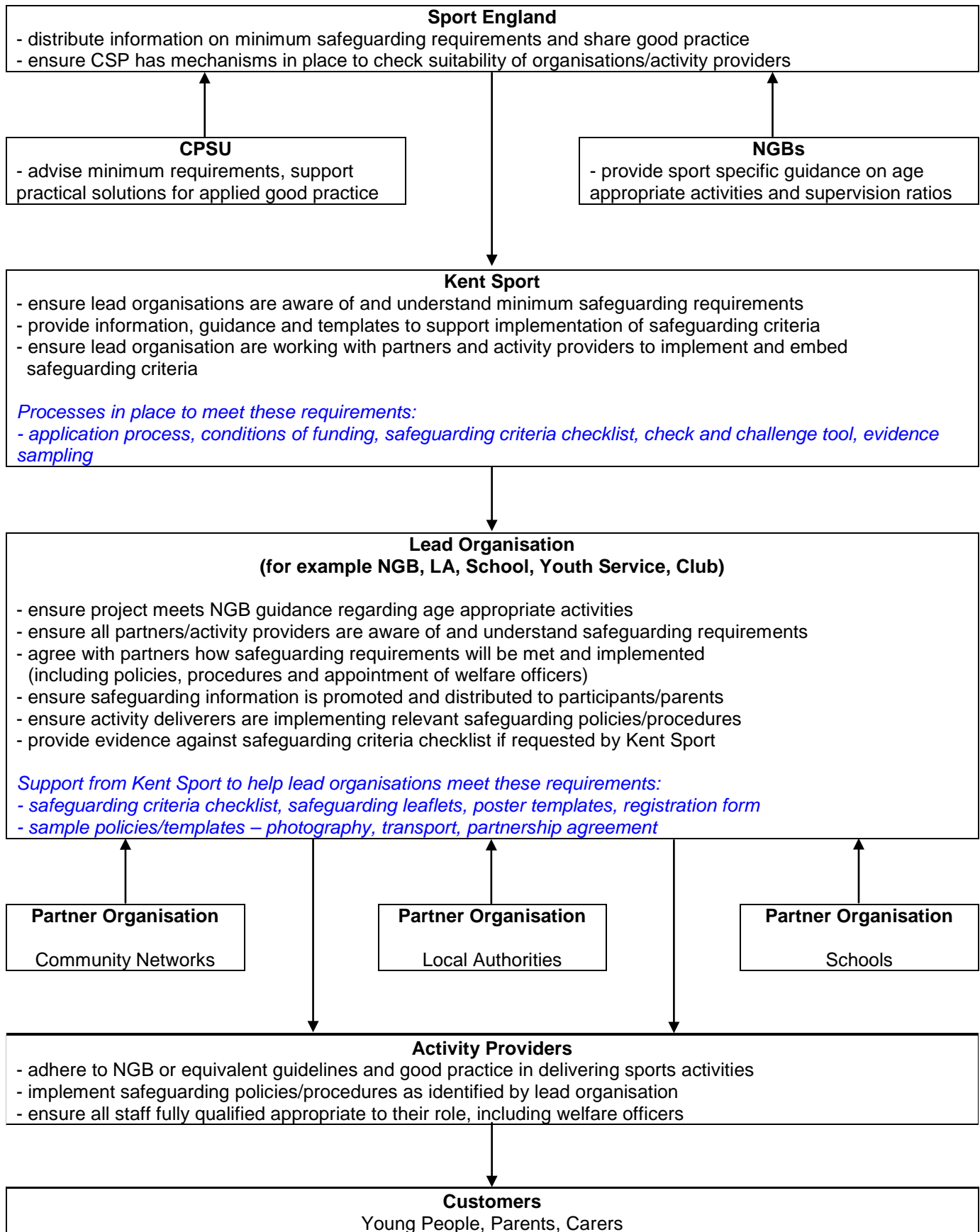
Cost per head – This is calculated in row 150 in the project application and is the Sportivate Funding Request ÷ Total Completed Participants Target.

Cost per head should be kept between £40-60 and maximum of £80 for disability projects to show value for money. However, we understand this figure may vary due to the sport, participant/coach ratio, target audience, or specifically low engagement numbers due to the nature of the project, i.e. engaging NEETS may include linked training/qualifications, working with females may require additional incentives, disability project may have high coach to participant ratio.

A higher cost per head amount than recommended above may be considered, but reasons must be given as to why, explaining value for money specifically against the project outcomes and impact.

Management/Administration fees - We don't anticipate fees being included, however if fees are necessary, organisations must clearly identify why the project requires this cost in the application. If this is not stated the cost may be automatically removed from the application. Decision to fund these costs is at the discretion of Kent Sport.

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





Appendix C - Application scoring criteria (September 2016)

Each application is reviewed against the scoring matrix below to ensure that the project meets the Sportivate funding criteria and all areas of the project have been carefully considered to ensure that any young person who attends a Sportivate project gets the right experience which in turn should result in greater success in sustaining them in sport and physical activity.

You will see below that each area has been given a score and there is a maximum of 18 points available per project application. Any projects that score 12 or below will be rejected and asked to work with us to improve their application before resubmitting for a future deadline. Projects scoring 13+ will be reviewed and a funding decision made based on whether the amendments can be made in a realistic time, the project meets our priorities and offers the right experience for young people not only during the project but also offers them opportunities to continue to take part after the Sportivate sessions have finished.

Project name	
Applicant	
Past Applicant?	
Data outstanding on portal?	
Is the project targeting inactive young people?	
Targets priority groups - 1 point for targeting any of these groups – maximum of 1 point available for this section <ul style="list-style-type: none"> • Females • People with disabilities • 19-25 year olds • BAME (Black and minority ethnic communities) • People living in areas of deprivation/low incomes, people not in education, employment or training 	1
Demonstrates a clearly identified need for the project <ul style="list-style-type: none"> - Detailed need = 2 - Some need identified (or non-local evidence) = 1 	2
Demonstrates use of SE Youth Insight Pack and Youth Personalities (Use the Youth Insight summary and the Under the skin Understanding youth personalities to help young people get active resource - both available at www.kentsport.org/sportivate) <ul style="list-style-type: none"> - Yes = 1 	1
Demonstrates awareness and also use of the This Girl Can campaign Yes or No	

Demonstrates this is in addition to current sports provision (i.e. proves that this is new provision for the target group / location not existing sessions) - Yes = 1	1
Has a clearly-defined strategy for ensuring participants are inactive or semi-inactive (defined as doing no more than one hour per week of sport / physical activity in their free time i.e. not including curriculum PE) - Clear strategy outlined that is likely to work = 4 - Strategy outlined but unsure whether this will work or not enough detail provided = 2/3 - Some ideas outlined but not clearly articulated = 1	4
Project has a clearly defined strategy for ensuring participants achieve 'completed' (attend 5 out of 6, 6 out of 7 or 7 out of 8 sessions). The Strategy should include workforce requirements for the initial delivery (named coach with appropriate skills) - Clear strategy, appropriate to the target group, outlined and budgeted for = 4, - Strategy outlined but unsure whether this will work with the entire target group, not enough detail provided or not good value for money = 2/3 - Some ideas outlined but not clearly articulated = 1	4
Project has a clearly defined strategy for ensuring participants are 'sustained' (continue to participate in sport 3 & 6 months after the activity block). The Strategy should include workforce requirements for sustainability (training for & recruitment of additional coaches where appropriate) - Clear strategy, appropriate to the target group outlined = 4, - Strategy outlined but unsure whether this will work or not enough detail provided = 2/3 - Some ideas outlined but not clearly articulated = 1	4
Offers value for money - Costs less than £40-60 per head, up to £80 per head for disability projects and those targeting harder to reach groups = 1	1
Equipment available through Maudesport?	
Funding decision	
Details of provider's past successes and their impact, any links to NGB initiatives or partner priorities	
	18