Sport England Funding Update

1st February 2017
Welcome

Presentation will be available on

www.cornwallsportspartnership.co.uk/funding

Chance for Questions

Follow Up Forms
Vision - The vision is a future where everybody in Cornwall and the Isles of Scilly is active as part of daily life, regardless of age, gender, culture or circumstance.

2020 Target - 50,000 more people in Cornwall and the Isles of Scilly will be more physically active as part of daily life by 2020.

i) a decrease in the numbers of children, young people and adults who are inactive

ii) an increase in the numbers of children, young people and adults meeting the CMO guidelines

http://www.cornwallsportspartnership.co.uk/physical-activity/physical-activity-strategy
Do you need to raise funds? We can help!

Create a UNIQUE Crowd Funding Campaign with us.

Cornwall Sports Partnership with Podium Partners has launched a new and innovative service for the benefit of those playing, and involved in sport and physical activity in Cornwall.

If you are an organisation or developing an initiative to engage with young people or those with a disability then why not work with us to ask the crowd to support your project!

Claim Gift Aid on all the eligible donations your project receives, so every £100 a supporter gives is worth £125 to you!

Want to raise funds for your campaign? Visit...

http://www.cornwallsportspartnership.co.uk/funding/crowd-funding

For more information...
01872 323344
info@cornwallsportspartnership.co.uk

http://www.cornwallsportspartnership.co.uk/funding/crowd-funding

MAKING SPORT AND PHYSICAL ACTIVITY A PART OF EVERYDAY LIFE
Sportivate Year 7 is launching in Cornwall on Wednesday 11th January

http://www.cornwallsportspartnership.co.uk/sportivate
What is Bags of Help?

Bags of Help is our exciting local community grant scheme funded by the 5p bag charge. Supported by environmental improvement charity Groundwork, Bags of Help is funding thousands of outdoor community projects across the UK. The projects must improve or encourage the use of outdoor spaces for the benefit of local communities.

How can I apply?

You can do this any time by visiting www.tesco.com/bagsofhelp and completing an application. Projects will be shortlisted by Tesco and then voted on in Tesco stores.

Want to know more?

Call our dedicated helpline on 0121 237 5780 or visit tesco.com/bagsofhelp.
Whilst putting your funding application together, you may find the below documents helpful for guidance.

- CSP Small Grants Guide (125k)
- Writing a Funding Application (80k)
- Gaining Support from Key Partners (159k)
- Setting out a Business Plan (162k)
- Example Answers for Sustainability (149k)
- Are You Fit For Funding? (85k)
- Producing a Club Development Plan (186k)
- Proving Evidence of Need (165k)
- Sports Facilities Development (183k)
- Example Answers for Need (152k)
Implementing an Active Nation:

Sport England’s Strategy and Funding

Nick Lockwood
Sport England

January 2017
Aims of presentation

• Good understanding of Government and Sport England strategies and Key themes
• Better awareness of Behaviour Change and Customer focus
• Overview of Sport England’s funding programmes
• Community Asset Fund – What you need to know
• Tools and resources which can help
  – Community fundraising
  – Code of Governance
  – Club Matters
  – Community asset transfer
  – Use our school
Government Strategy: Sporting Future

Outcomes:
- Physical Wellbeing
  - Increase in % pop meeting CMO guidelines
  - Decrease in % pop inactive (5-18s, 19-64s and 65+)
- Mental Wellbeing
  - Improved subjective wellbeing
- Individual Development
  - Levels of perceived self-efficacy
- Social and Community Development
  - Levels of social trust
- Economic Development
  - Gross Value Added by sport sector

Outcome measures:
- More people from every background regularly and meaningfully taking part in sport and physical activity
- A more productive, sustainable and responsible sport sector
Sport England Strategy: Towards An Active Nation

Outcomes:
- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social and Community Development
- Economic Development

How we think:
- Customer Focus

How we decide:
- Seven investment principles

What we invest in:
- Tackling inactivity
- Children and young people
- Mass market
- Core market
- Volunteering
- Facilities
- Local delivery

Underpinned by:
- Workforce
- Coaching
- Active Lives

Sport England: Towards an Active Nation 2016-21
SPORT ENGLAND’S VISION

We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young fit and talented, but most will be not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.
Key themes

• Investing for a purpose, not sport for sport’s sake
• Behaviour change
• Customer focus
• Under-represented groups
• Children and young people
• Wider partnerships
• Governance and efficiency
• A new approach to measurement and evaluation
We are all somewhere on a behavioural journey...
We now know what the realities of an ‘active life’ are:

I’m active most of the time (more often than not!)

I do the activities that make the most sense for me at a particular point in time — and that mix can change over time

I’m sometimes doing some sort of sport but as part of a wider active lifestyle (walking or cycling to work etc.)

Things get in the way sometimes — but I get back into it as soon as I can

Sport England: Towards an Active Nation 2016-21
But there are some major behavioural challenges that get in the way:
Challenge ONE

The gap between intention and action
Challenge TWO

Building a sport or physical activity habit is really hard!

Sport England: Towards an Active Nation 2016-21
Challenge THREE

Even with a strong habit - life gets in the way

To do list:
1) Very very important stuff
2) Very important stuff
3) Other important items
4) Don't forget to eat
5) Sleep would be good.
Creating a lifelong sporting habit

Recap - 3 major challenges and ‘markets’:

- **Mass market**: Creating regular activity habits is really hard.

- **Core market**: Even for those with strong habits, life gets in the way.

- **Tackling inactivity**: Not thinking about it or think about it (for ages!)

Diagram:

- **Pre-contemplation**
  - Not on my radar
- **Contemplation**
  - Thinking about it
- **Preparation**
  - Planning to do something soon
- **Action**
  - Getting started
- **Maintenance**
  - Sticking with it

Sport England: Towards an Active Nation 2016-21
Investment principles

1. Clear line of sight to outcomes and KPIs
2. Targeting under-representation
3. Using behaviour change
4. More than a bank
5. Balanced portfolio – bankers and innovators
6. Flexible investment and regular reviews
7. Greater efficiency
In 2012-16, Sport England’s strategy allocated investment directly through organisations and a large number of individual programmes. Our strategy will see our 2017-2021 funding allocated through seven investment programmes based on the types of customers they will help us reach.

Note 1: Inactivity
This represents projects totally dedicated to inactivity; some investment from other programmes will also target this group, notably local delivery and facilities. Total investment in activity over the period will amount to at least 25 per cent; this will be tracked and recorded in Sport England’s Annual Reports.

Note 2: Local pilots
This represents the funding for the 10 local pilots only. Local delivery will be relevant to all seven programmes.

Note 3: Facilities
This represents only the capital funds described in the Facilities section. We anticipate other programmes will include an element of capital investment, especially the local pilots.

Note 4: Volunteering
Additional funds will be invested in volunteering through the core market programme.

Sport England: Towards an Active Nation 2016-21
7 Investment programmes

1. Tackling inactivity
https://www.sportengland.org/funding/active-ageing-fund/

2. Children and young people (February 2017)

3. Volunteering
7 Investment programmes

4. Identifying mass market opportunities (March 2017)

5. Supporting core market


6. Local delivery

https://www.sportengland.org/our-work/local-delivery

7. Facilities
Community Asset Fund – Key Facts

Value: £15 million annual budget

What for Capital-led facility developments which we may provide pre or post-revenue support

Anticipated size of bids: £1,000 to £150,000
  • Small scale grants for emergency or immediate projects £1,000 to £15,000
  • Medium scale “typical awards” £15,000 to £50,000
  • Local authority/education can apply up to £150,000 but will require minimum £1:1 partnership funding

Bids: From January 30th 2017 (no closing date)

Awards: February 2017 onwards

Who for: All organisations welcome
Community Asset Fund

Why we need to change the way we invest

• We need to do **more** with less money
• We need to fund the **best projects** which aren’t necessarily the best applications
• We need to offer a much better **customer** experience
• We need to ensure we are delivering against our outcomes – we need a clear **line of sight**.
• We need to **reduce** grant dependency and increase impact
• We need to build a **sustainable and resilient** sport sector
• We need to reach **new audiences**
Community Asset Fund - Aims

• Improve and protect existing sports facilities that support the needs of local communities

• Invest in new and different places that meet the needs of local communities, which include our target audiences

• Ensure our capital investment reaches organisations who have not accessed our funding before

• Create a more resilient, sustainable, less grant dependent sport sector

• Undertake small scale pilots to inform the future delivery of the fund, through process learning and filling gaps in our knowledge
Community Asset Fund - Key Features

• Open all the time
• Regular and quick decision making
• Short and simple application
• No supporting information initially
• It's just about your project
• More flexibility
• More developmental
• Continuous improvement
Community Asset Fund

THINGS WE CAN’T FUND

• Revenue-only projects
• Routine maintenance and repairs resulting from wear and tear
• Children’s playgrounds and play equipment
• Projects intended for private gain
• Retrospective funding (this is paying for works you have already completed)
• Projects we’ve funded in the past
• Football-only projects
• Small-scale cricket projects
Community Asset Fund

• Who we want to work with
• Its what you can do, not who you are
• Eligibility comes later
• Organisations that have not received funding over £10k from us before
• At award stage
  • Security of tenure
  • Code of governance
  • Constituted
  • Safeguarding policies
CAF Core criteria

Applications will be considered which offer an opportunity to invest in the spaces people need to be active in their community.

Applications will be assessed on the extent to which they deliver Sport England strategy outcomes.

We will apply our investment principles to make our decisions.

This will include ensuring we deliver our programme objectives.

Applicants will also need to demonstrate financial need.
How to apply

https://www.sportengland.org/funding/community-asset-fund

Who you are including contact details

What your project is, where it is located and why it is needed

Who will benefit and details of activities involved

How you will make it happen and how much funding you are requesting
Small Grants

Small Grants uses Lottery funding to make awards of between £300 and £10,000 to not-for-profit organisations to help more people play sport.

If you are considering applying for a grant we would encourage you to complete our pre-application checklist as a first step. To find out more about the fund and how to apply click on the boxes below.

Documents

- File size: 415KB
  Small Grants Guide
  Download

- File size: 20KB
  Small Grants Pre Application Checklist
  Download

- File size: 434KB
  Small Grants annual report 2012/13
  Download
Community fundraising

https://www.sportengland.org/funding/other-funding-available/
“It is vital that our domestic sports bodies and organisations uphold the very highest standards of governance and lead the world in this area”

Tracey Crouch, Minister for Sport

https://www.sportengland.org/about-us/governance/a-code-for-sports-governance/
Club Matters

www.sportenglandclubmatters.com

- Access to one stop shop framework for wider support - Clubmark accreditation, volunteering, mentoring, etc.
- Support retention, transition and increased participation in sports clubs.
- Better equipped to become economically sustainable
- Placing the “customer” at the centre of club development.
Community Asset Transfer toolkit

This toolkit provides information, resources and case studies that will be of use for anyone contemplating asset transfer in sport.

Find out more

About the toolkit
This toolkit is intended to be the first point of information on community asset transfer from a sports perspective.

Read more

Frequently asked questions
Find responses you need to the most commonly asked questions regarding community asset transfer.

Read more

Resources
There are a range of online guidance, tools and resources for organisations related to community asset transfer.

Read more
Use Our School
A one-stop shop on community access

For help and advice visit
www.sportengland.org/useourschool
Contact us

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