

Active Women (Sport England Themed Funding)



Sport England's themed rounds of National Lottery funding tackle gaps in sporting participation, to complement their other funding programmes. Projects which meet the criteria within a given themed round will receive grants of over £10,000 to grow and sustain participation in community sport. There will be up to three themed rounds in each year.

Active women is the 2nd of Sport England's themed rounds following the previous Rural Communities round. This theme was heavily over subscribed with over 520 applications. Of these only 30 were encouraged to stage 2 (2 of these are located in the North West and only 1 in Cheshire & Warrington). In short each themed round will be a highly competitive process.

Cheshire & Warrington Sports Partnership has collated this guidance to hopefully assist in encouraging more quality applications being submitted from Cheshire & Warrington.

Cheshire & Warrington Sports Partnership will not be leading a Partnership wide bid on this particular themed funding round. However, we will be encouraging, facilitating and supporting partner bids. This support could be by directly providing assistance with the bid through advisory meetings or conversations. Alternatively we could help by providing the research and intelligence to support the consultation process.

To be eligible for funding under this theme, applications must demonstrate that projects will address the specific barriers to participation in sport faced by either:

- ★ **Women in disadvantaged communities (the 20% most deprived lower super output areas in the country)**
- ★ **Women caring for children under 16.**

The selection of this theme (Why Women?)

Women participate in less sport than men. Only 13% of women take part in 30 minutes of sport three times a week compared to 20% of men. The data also reveals that 30% of women take part in sport once a week whilst 37% do sport once a month, many of whom would like to participate more but face real barriers in doing so.



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The challenge involved in raising participation is different for each of the two groups:

Women in disadvantaged communities

For women in disadvantaged communities, regular participation in sport is lower than the average with over seven out of ten currently playing no sport at all. In addition less than half would currently like to play sport. The challenge is therefore to stimulate local demand for sport amongst these women.

Women caring for children under 16

Seven out of ten women caring for children under 16 would like to play more sport. However, research suggests that other competing priorities take preference over sport. The challenge is therefore to identify and provide an appropriate and accessible supply of sporting opportunities to meet demand.

Projects must address the most prominent barriers to participation in sport faced by women in disadvantaged communities or women caring for children under 16.

Research from the [Women's Sport and Fitness Foundation](#) indicates that there are significant emotional barriers to sporting participation for women in both target groups, notably low levels of body confidence. One of the main motivations for existing participants in both groups is a stated desire to lose weight.

In addition research suggests that the practical barriers for **women in disadvantaged communities** include:

- ❌ The cost of admission
- ❌ The length of facility opening hours
- ❌ The lack of someone to go with

The barriers faced by **women caring for children under 16** include:

- ❌ The need to find support with childcare. For many existing participants one of the main motivations is taking their children
- ❌ Difficulty in finding the time, with competing priorities and interests meaning that sport is not the most important
- ❌ The quality of ancillary facilities – e.g. café, changing rooms, childcare;
- ❌ The length of facility opening hours

Local circumstances will also dictate what sporting activities will be most appropriate to a particular community. Applications should reflect an understanding of the barriers relevant to the project's local area. This can be achieved by carrying out consultations with potential participants.



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Components of a successful project

A successful project will address the barriers to participation, for example, by offering childcare solutions, being affordable, taking place at an appropriate time and in a suitable location and ensuring that participants feel comfortable in their environment.

A successful project will grow participation in sport amongst either women in disadvantaged communities or women caring for children under 16. There will be a clear plan for how sporting participation will be sustained and the projects will be replicable.

A successful project for this themed round will:

- ❑ Involve consultation with the targeted participants about what they want. For example, whether women caring for children under 16 want activities that they can participate in with their children and families or in a group on their own
- ❑ Involve a range of strong local partnerships, with both sporting and non-sporting organisations
- ❑ Be marketed appropriately to stimulate interest and engagement from the target groups
- ❑ Provide a social and supportive environment, for example through mentoring and group and ancillary activities
- ❑ Provide a welcoming environment which encourages repeat attendance
- ❑ Be affordable for prospective participants. Subsidised admission should be part of a clear sustainable business plan
- ❑ Be innovative – adapting existing approaches to meet the particular needs of these groups as much as completely new ideas.

A successful project for this themed round may also:

- ❑ Involve adjusting the traditional format of a sport to ensure it appeals to the particular target groups
- ❑ Provide opportunities for training to empower participants to lead activities and sustain participation.

Who can apply?

- ✓ All bona fide and legitimate organisations with a written constitution (such as a Memorandum and Articles of Association) or statutory powers can apply for this funding.
- ✓ This includes sports clubs, voluntary or community organisations, local authorities, education establishments (such as schools, colleges and universities) and national governing bodies of sport.
- ✓ Private sector organisations are also eligible to receive funding, provided they can demonstrate that the project is for the public good or a charitable purpose and that neither the company nor its shareholders will receive any financial gain.
- ✓ If the applicant is an unincorporated body, Sport England will need to see its constitution to ensure that it does not contain unnecessary restrictions on membership and representation.
- ✓ Applications from an individual, sole trader, or partnership are not eligible for funding.
- ✓ Please note that in this context “partnership” means an organisation that is legally constituted as a partnership, not an organisation which simply happens to use that term in its name, for example a county sports partnership.



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Examples of projects for this theme

In developing your project it might be helpful to refer to past sports participation projects that have been successful in appealing to women.

Young mums

A Southampton City Council project focusing on 18-25 year old mothers, providing entry-level sporting activities through tapping into pre-existing networks for young mums. A workshop was devised which covered many areas including creating a balanced diet and completing gentle exercise. A key aim was to give these new mums the opportunity to try out basic exercises in a non-competitive environment.

Mum off the sideline (Return to Netball)

Return to Sport projects, such as the one that developed around Turves Green Little League Netball, use the sports participation of children to enthuse mothers into returning to a familiar sporting activity that they might once have participated in, for example at school. The Turves Green project was initiated by the participants themselves;

Jogging networks

Joggingbuddies, the Paisley jogging network, runs a scheme called Mams'n'Prms focused on entry level activity for mums but designed to enable them to bring their baby along with them. The social aspects of this project are as important as getting fit.

Sport Action Zones

The Sport Action Zone in Barrow in Furness successfully increased participation amongst women and those from lower socio-economic groups. Key factors included consultation with potential participants, the variety of activities available and the sense of ownership that participants had over the programme.



Sport England will not fund or progress:

- ❌ Incomplete applications, including those where the Additional Questions document is not uploaded
- ❌ Ongoing initiatives – projects must have not yet started and be additional either by being new projects or expanding the capacity of existing successful programmes
- ❌ Recreational activity – the outcome of projects must be participation in at least moderate intensity of a recognised sporting activity that contributes to Sport England’s grow outcome – see the FAQ’s for [a list of eligible activities](#)
- ❌ Capital expenditure in isolation - research suggests that people rather than facilities are key to raising participation amongst our target groups. Any applications involving facility development must demonstrate that the project plays any important role and contributes towards the strategies of local, regional or national partners, including national governing bodies of sport.
- ❌ Projects with a capital element will be considered only if there is an element of partnership funding and it is part of the local facilities strategy
- ❌ Child-centred activity, including activities in curriculum time - we acknowledge that activities for families may be successful for at least one of our target groups but the projects must be focused on the women involved rather than the children;
- ❌ Projects with no element of confirmed partnership funding (in cash or in-kind)
- ❌ Awards of £10,001 and under - if your project requires a small amount of funding please consider the [Small Grants Fund](#) instead
- ❌ Projects that do not provide evidence of sustainability, for example appropriate exit strategies to sustain the participation of participants or, where appropriate, sources of funding for the project once Sport England support ends
- ❌ One-off events
- ❌ Provision of children’s playgrounds and equipment
- ❌ General running costs, e.g. ongoing staff costs, council tax, gas, electricity or water bills
- ❌ Routine maintenance, repairs and renewals
- ❌ Items that only benefit an individual, e.g. prizes, scholarships, bursaries, personal clothing or equipment or the purchase of tickets for events
- ❌ Vehicles or transport costs.



What makes a good Application?

There is a standard application form for all of Sport England's funding streams. To capture the additional information of particular relevance to the Active Women Themed round there are also Additional Questions. The [additional questions document](#) must be completed and returned as part of an application for it to be assessed.

Applications that score poorly against the Relevance, Evidence, Value For Money, Ability to Deliver and Impact criteria are likely to be rejected.

1. Relevance to the theme

- ★ Applications must fully engage with the needs of either women in disadvantaged communities and / or women caring for children under 16. Projects should address the [barriers to participation](#) for the target group and include the components suggested under "Components of a successful project"
- ★ In detailing the where, what and how of projects, applications must present the rationale to explain how the project will attract women from one of the two groups to participate in sport or become more regular participants.
- ★ Where the project will involve participants from outside the two groups, for example activities for mothers and their children, it must be clear that the project is designed around the needs of the target women.
- ★ In addition, applications must provide the location of the project and where the participants will come from. Projects targeting women in disadvantaged communities must benefit participants from one of the top 20% most deprived areas in the country (*See CWSP Document of SOA areas in the Additional Documents section of this document*)

2. Evidence

- ★ Applications must provide a sound evidence base and rationale for why a project has been designed in a particular way and the impact you anticipate it will have. This might include use of the tools on the Sport England website. In particular the [market segmentation tool](#) can be used to demonstrate how participants within the two target groups will be the main beneficiaries of your project.
- ★ Strong applications will demonstrate how they have solicited the views and wishes of those women who will benefit from the proposed activity, and how that information has been used to inform the design of the project.
- ★ Any applications involving facility development must demonstrate that the project is part of a broader facilities strategy.



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3. Value for money

- ★ Projects will be assessed on the basis of value for money in terms of the number of people who will benefit. Sport England will take into account both the cost of the project as a whole, and the size of the grant you are requesting. In your application you should include an estimate of the number of people who will benefit from your project

4. Ability to deliver

- ★ Applications must demonstrate that a project is actually able to deliver what it has outlined. It should be clear how applicants will address any resource requirements that the implementation of the project could create. For example, applications should express how they will attract participants into the project's activities.

Applications must also include robust business planning, including:

- ★ Showing that the tasks and activities to deliver the outcomes have been carefully thought through;
- ★ Setting realistic timescales and budgets;
- ★ Having regular, measurable milestones and deliverables in place in order to track progress;
- ★ Identifying key risks and having plans in place to manage them;
- ★ Good financial health and governance, evidenced through the track record of the organisation and its referees.

5. Impact on Sport England's outcomes

- ★ Applications should demonstrate how the project will deliver opportunities to increase the sporting participation of women in the two target groups and so contribute to Sport England's strategic grow outcome.
- ★ Applications must be for awards of £10,001 and over but Sport England will be looking to prioritise larger projects that can have a more significant impact on our outcomes.
- ★ Projects will need to be clear as to both the nature of their impact on the targeted groups and the size of that impact. This includes demonstrating what data will be collected about participation from the project and how this will demonstrate that its outcomes have been met.
- ★ The impact must be additional to what has already been included within NGB Whole Sport Plans.



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6. Sustainability

- ★ Applications should demonstrate how participation will be sustained once the project ends or Sport England funding is exhausted. The outcome of projects should be an increased number of regular participants in sport amongst women in disadvantage communities or women caring for children under 16.
- ★ Applications are also expected to show how learning from projects will be shared to ensure that successful approaches can be replicated.

7. Partnership

- ★ Other organisations are already in regular contact with women in the two target groups, providing advice and services. These networks are an important resource for sport to use. Applications should therefore demonstrate consultation and involvement with local partners who can contribute to the project. Partners should provide both strategic support and financial backing, in the form of at least some degree of partner funding in cash or in kind.
- ★ All applications should demonstrate at least consultation with any relevant national governing body, local sports clubs, county sport partnership and local authority.
- ★ Strong applications will involve partnership with local non-sport partners, for example Primary Care Trusts, SureStart, adult social care, housing associations and third sector organisations.
- ★ Exceptional applications will show awareness and be linked into local priorities as expressed through, for example, PCT Health Investment Plans, volunteering strategies and Local Strategic Partnership priorities.



How & when to apply

Action (You are strongly advised to submit any application in advance of the actual deadline date)	Timeline
Opening of Women's Participation Challenge Fund for initial applications	11 November 2009
Deadline for initial applications	5pm on 3 February 2010
Completion of initial assessment by Sport England	April 2010
Applicants develop full bids	April –16 July 2010
Deadline for receipt of full bids	5pm on 16 July 2010
Notification of decisions	September 2010

The application process for all Sport England Themed Rounds of funding will be two-stage and competitive.

Stage one

This first stage of applications will close at 5pm on 3 February 2010. Applications will be assessed, and classified as one of the following:

1. Progression to development of full bid
2. Rejection
3. Conditional offer made (for small and/or exceptional bids).*

*This will be the exception, and will be confined to small projects which are already fully developed. Certain conditions may be attached to any offer of funding, for example confirmation of funding from partners.

- ❑ If you are asked to develop a full bid, it means that, on the basis of the information you have supplied, you have demonstrated the project meets the basic eligibility criteria, and is likely to score well against the assessment criteria. However, it does not mean that you are guaranteed funding, and final bids are developed at the applicant's own risk.
- ❑ If your application is rejected, you will receive formal notification of this decision, together with an explanation. Applicants are entitled to appeal the decision made. The criteria and details of the appeals process are available from Sport England on request.



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Stage 2

Final bids must be received by Sport England by 5pm on 16 July 2010. Bids received after this deadline will not be assessed. Guidance and support is available from Sport England on the development of a final bid.

The documentation required at this stage will depend on the nature of your project, but is likely to include:

- ❑ A detailed sports development plan outlining how the sporting opportunities will be delivered and how the project will deliver against Sport England's strategic outcomes
- ❑ A detailed business plan including projected income and expenditure plans. It should be appropriate to the size of your project, and demonstrate the financial viability and sustainability of the project
- ❑ A marketing plan outlining how the proposed project will be publicised
- ❑ A schedule of milestones and deliverables to enable us to track the progress of your project. Confirmation, where appropriate, that the design complies with Sport England's Design Guidance Notes is also required
- ❑ A description of how the project fits with the local authority's sports strategies, if appropriate
- ❑ A risk register identifying the main risks your project will face and how you will deal with them.
- ❑ Projects will be assessed against the criteria for the programme, and successful bids will be those with the highest overall aggregate score.
- ❑ Interviews may also be used as part of this stage of the assessment process.



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[Additional documents & links \(Click on links to view\)](#)

Frequently Asked Questions	http://www.sportengland.org/funding/active_women/frequently_asked_questions.aspx
Active Women Themed Round – Dummy Application	http://www.sportengland.org/funding/active_women/how_to_apply.aspx
Additional Questions for Active Women Themed Round	http://www.sportengland.org/funding/active_women/how_to_apply/additional_questions.aspx
Guidance on locating 20% most deprived areas	http://www.sportengland.org/funding/active_women/assessment_criteria/indices_of_deprivation.aspx
Cheshire & Warrington Indices of Deprivation (Super Output Areas)	http://www.cwsportspartnership.org/files/super_output_areas_in_cwsp.xls
Women & Girls Participation in Sport Data (Cheshire & Warrington - WSFF)	http://www.cwsportspartnership.org/files/wg_participation_in_cwsp.pdf
Sport England list of recognised Activities	http://www.sportengland.org/about_us/recognised_sports.aspx
List of ineligible Activities	http://www.sportengland.org/funding/active_women/frequently_asked_questions/is_activity_a_recognised_sport.aspx
Sport England Market Segmentation section (Website)	http://www.sportengland.org/research/market_segmentation.aspx



Examples of segments (Pen Portraits) that may be relevant to this theme of funding
The following "Pen Portraits" can be downloaded from the Sport England website and may assist in providing consultation information for your area

Segment 03 - Chloe	http://www.sportengland.org/research/market_segmentation/our_market_segments.aspx?sortBy=alpha&pageNum=2
Segment 04 - Leanne	
Segment 05 - Helena	
Segment 07 - Alison	
Segment 08 - Jackie	
Segment 10 - Paula	http://www.sportengland.org/research/market_segmentation/our_market_segments.aspx?sortBy=alpha&pageNum=1
Segment 12 - Elaine	
Segment 14 - Brenda	
Segment 16 - Norma	