



Active Gloucestershire

Guidance notes for the Sport England Helping the Active Stay Active When Life Changes fund

About the fund:

Sport England's research shows that a third of the adult population already have a genuine sport and physical activity habit. For these people, being active is a big part of their lives and identity. This is what they call sport's 'core market.'

This habit enhances quality of life, giving confidence, improving wellbeing and helping to connect them to other people. Yet we know that even when people have built a strong habit, we cannot take their activity for granted. Even for the most committed, big moments in life can get in the way of sport and activity habits.

This fund, Helping the Active Stay Active When Life Changes, is looking for innovative and bold ideas that reduce the number of regularly active people who stop doing sport and physical activity.

Key Facts

- Fund opens: 24 March 2017
- Anticipated size of bids: £50,000 - £500,000
- Anticipated length of project: up to four years
- Expression of interest deadline: 5pm on 22 May 2017
- Initial decisions: from July 2017

Under-representation:

A serious injury or illness, children starting school, starting college or university, moving house, a new baby, changing jobs and retirement are all major practical and emotional parts of people's lives that can affect their habits.

Some people find their way back into the routine, but many find it tough to get active again in a way that fits their new circumstances.

There is under-representation in the core market – research tells us those who are from lower socio-economic groups, women, people with a limiting disability and those aged 55 and over are less likely to have a regular habit and be in the core market. We also know these people tend to drop out more.

In short, the sector isn't meeting the needs of certain people.

Three Main aims:

- **Keep active people active – the 'core market'**
- **Focus on life changes** – supporting people to find the next activity that meets their new needs. This may mean an organisation that regularly supports people through major changes (e.g. GPs or student unions) can build this support into their service or advice, or those providing the activity are able to meet the changing needs of the individual.
- **Help support those who are more prone to drop out** – targeting individuals who are in lower socio-economic groups, women, people with a limiting disability and people aged 55 and over. Under-representation in the sector is a priority for Sport England. Tackling under-representation in the sector is a key priority for Sport England



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Who should apply?

- ✓ Sport England is looking inside and outside the sport industry – they are not looking to just fund sports bodies or activity providers.
- ✓ Partners who have the ability to work with under-represented groups will be of a particular interest, especially those working with people from lower socio-economic groups.
- ✓ They are encouraging collaborative bids, where organisations want to work together to help support people find the next opportunity.
- ✓ They are looking to reach those people within the core market who are outside the reach of sport's [national governing bodies](#).
- ✓ They want to support people who have a clear understanding of the lives of their customers
- ✓ You will need to demonstrate how your project will maintain an individual's active lifestyle when they're heading towards, or going through, a major life change
- ✓ They are not looking to fund more of the same existing activities, or interfere where something is already successful and thriving.

Examples of potential partners could include:

- Health professionals supporting people who have an injury or illness to find an activity that fits their current situation
- Colleges and universities supporting people who are starting a new phase of education
- Housing associations supporting those moving house find new activities in their local area.

Submitting your expression of Interest: <https://www.sportengland.org/coremarketeo/>

- At the expression of interest stage, you won't need a fully worked-up project.
- You will need to tell them a little about your organisation and your understanding of the audience you want to work with. You will need to describe your initial ideas on how you might support people when their lives change.
- You will need to do this using the online Expression of Interest Form and submitted to us by 5pm on 22 May 2017
- The details you provide in your expression of interest form will be assessed against the criteria outlined in the Sport England Investment guide:
<https://www.sportengland.org/media/11634/core-market-investment-guide.pdf>
- The partnerships they decide to progress can, if needed, be offered a small development grant to develop your project – for example gathering more insight, securing the right partners or piloting ideas before being awarded a project delivery grant.

PLEASE GET IN TOUCH IF YOU INTEND TO MAKE AN APPLICATION

Email Louisa on louisahancox@activegloucestershire.org or call 01452 393 600