

Active Londoners Fund

Guidance Notes

January 2019



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Introduction to the fund

The Mayor wants London to be **the most active and socially integrated city in the world**. To achieve this goal, the Mayor launched [Sport Unites](#), his multi-million pound flagship community sports programme in March 2018.

As part of Sport Unites, he has created the **Active Londoners Fund**. This will make funding available to people and organisations who use sport and other kinds of physical activity to get Londoners up and about and moving more, leading to happier, healthier lives, either on their own, or with other people.

These Guidance Notes provide answers to some frequently asked questions about the Mayor's community sport programme in London, and about this fund, to help you decide if applying for a grant from Active Londoners is right for you. If we don't cover what you need to know here, you're welcome to contact us directly for more information on/at sports@london.gov.uk.

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Background to Sport Unites and Active Londoners

What is Sport Unites?

[Sport Unites](#) is the name of the Mayor's community sport programme for London. It supports his long-term vision to make London the most active and socially-integrated city in the world.

Under the Sport Unites programme he is providing millions of pounds' worth of funding and other kinds of support for those involved in community sport and physical activity across the capital. Sport Unites will harnesses the power of sport to bring people from different backgrounds together – strengthening our communities whilst improving the physical and mental health of all Londoners

What does 'socially integrated' mean?

This refers to the positive ways in which Londoners come together, connect with each other and build better relationships – regardless of their situations, backgrounds or beliefs.

The Mayor describes social integration as 'the extent to which people positively interact and connect with others who are different to themselves. It is determined by the level of equality between people, the nature of their relationships, and their degree of participation in the communities in which they live.' Improving social integration is an important part of all his work, from sport to travel to housing, business and education.

What do you mean by community sport?

We mean 'grassroots' sport and recreation: in other words, any kind of sport or physical activity that doesn't just focus on competition, talent and performance (although of course there are lots of great examples of those happening within community sport!).

From school sport and local club activities through to big participation schemes like Parkrun, community sport provides a mix of opportunities for people of all ages, backgrounds and abilities to take part for pleasure, for a great social life, and for a wide range health benefits – both physical and mental. It can also help people learn new skills to support them both personally and professionally throughout their lives.

How does Active Londoners fit in with Sport Unites?

Active Londoners is one of the main 'themes' of Sport Unites, and one of the programme's major funds.

The main aim of the Active Londoners fund is to get more people in London participating, more often, in a wider range of sport and physical activity.

Active Londoners has a particular focus on supporting projects that will benefit 'inactive' people, improving their physical health and mental wellbeing by encouraging and enabling them simply to get active.

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We recognise that all sorts of barriers may prevent Londoners from being active. It may be cost or time; or it could be something a bit less easy to define, like worrying about whether they'll feel welcome and included or suffering from anxiety about what to expect when they turn up. We want to help overcome all these kinds of challenges, so we're looking to support programmes and projects that help people get out and about and enjoying their active experiences in London.

Why are you focused on inactive Londoners?

Taking part in sport and physical activity is key to good mental and physical health. Here are a few statistics to back this up:

- Being more active reduces the risk of contracting more than 20 illnesses, including heart disease and some cancers.
- Active people are 14% more likely to report good physical health than those who are inactive.
- Physical activity is associated with improved mental wellbeing. Inactive people have a 45% greater risk of developing anxiety or depression.

Public Health England recommends that adults take part in at least 150 minutes of 'moderate intensity' physical activity each week, in bouts of ten minutes or more (also see below). In London, fewer than 60 per cent of adults meet this recommendation!

For lots of different reasons, some of us are less likely than others to be active. This includes women, some BAME adults, older people, disabled people and people on lower incomes. Active Londoners will support organisations and initiatives that are great at increasing physical activity for those individuals and groups who are least likely to take part, and who would benefit the most.

The Mayor also believes that by being more active, we can meet more and different people. We can support and understand each other better and take advantage of lots more opportunities to enjoy the places, spaces and social life London has to offer. And by doing all of this, we can help ourselves, and each other, be happier as a result.

How do you define 'inactive'?

We use Sport England's definition of 'inactive'.

An inactive adult is defined as someone who does less than 30 minutes of moderate intensity exercise per week. This can be achieved in one go, or in 10-minute bursts across different days through a combination of activities.

An inactive child is defined as someone 16 years and under who, on average, does less than 30 minutes of moderate intensity exercise per day (outside of statutory PE lessons) or less than 210 minutes over a week.

Moderate intensity – this is exercise that raises your heart rate and makes you feel a little bit out of breath, like fast walking.

For more information, you can read Sport England's 'Tackling Inactivity' document here: <https://www.sportengland.org/media/11411/tackling-inactivity-approach-and-investment-guide.pdf>

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About the Active Londoners Fund

What is the Active Londoners Fund?

The Active Londoners Fund will award small and medium-sized grants to people and organisations to run localised sport and physical activity sessions across London, to improve the physical and mental health of Londoners.

How much money is available?

The money will be awarded as 2 different grants of different sizes, and you can apply for either or both, depending on the nature of your organisation, the scale of your project and how long it will run for.

- You can apply for a grant of **up to £5,000** for a small local project or event that will take up to 12 weeks to complete
- or*
- You can apply for **between £25,000 and £75,000** for a larger project that will take up to 12 months to complete.

You can submit a maximum of:

- one application to small grants *and*
- one application to medium grants

What types of projects are you looking for?

Active Londoners will support both individuals and organisations. We are looking for initiatives that:

- Provide convenient, affordable, local participation opportunities for Londoners
- Help specific groups of Londoners who are inactive – for example, women and girls, people with disability, and certain BAME groups – and specifically address the barriers they face to being active
- Support Londoners with mental health difficulties, using sport and physical activity to help people deal with, overcome or have a greater understanding of mental health difficulties, such as depression, bipolar disorder, anxiety or issues caused by addiction and/or substance abuse. (We'll also help those projects understand how best to measure their success, because the 'usual' types of measurement, like how regularly people attend, aren't always relevant here)

Active Londoners will consider projects that use a 'Sport WITH' model – ideas that combine sport with non-sporting activity, for example a Book Club that goes for a walk afterwards, or a cooking course that begins with a yoga session. Or you could run a pilot project or event, something you'd like to test on a smaller scale to see if it works.

What are the conditions for applying?

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Depending on how much money you need for your project, you can apply as an individual or an organisation – as long as you work on a not-for-profit basis and use either traditional sport (such as football, cricket, netball) or another kind of physical activity (think cheerleading, juggling, quidditch!) to get Londoners up, out and mixing it up for better physical and/or mental health. Individuals can apply for up to £5,000 funding and groups for between £25,000 and £75,000.

Examples of not-for-profit organisations include:

- charities
- local councils
- schools and colleges
- social enterprises/CICs
- sports clubs

There are a few other conditions to applying, so before you go any further, check the table below and make sure you can say ‘yes’ to all the statements.

To apply for <u>any</u> Active Londoners grant	
<p>You must be able to say ‘yes’ to all the following:</p> <ul style="list-style-type: none"> • I work/my organisation works on a not-for-profit basis • My project will happen within the Greater London Boundary • My project will help Londoners (rather than tourists or short-term visitors) • The main focus of my project delivery will be sport or physical activity • At least 51% of the people who come to my project will be ‘inactive’ before they join, according to your definition of ‘inactive’ given in these Guidance Notes • Upon project delivery, I will have the necessary safeguarding policies and procedures in place • The grant will be used for revenue items and not for capital costs, like building works or big, fixed items of equipment 	
Additionally, for a <u>small</u> grant:	Additionally, for a <u>medium</u> grant:
<ul style="list-style-type: none"> • I will complete my project within 12 weeks • I am applying for no more than £5,000 <p>Please note: <i>If you are applying as an unconstituted group or individual, you must have a letter of support from an organisation that can accept the funds on your behalf.</i></p>	<ul style="list-style-type: none"> • We will complete my project within 12 months • We are applying for between £25,000 and £75,000 • We will show some kind of partnership working¹ to achieve my project • My organisation is fully incorporated and constituted, with its own bank account

How long does my project have to run for?

¹ See page 9 of these guidance notes for more information on partnership working

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We are open to lots of different types of delivery models, which will be evaluated on a case by case basis.

For small grants there is no minimum project length, we ask that your project will complete within 12 weeks.

For medium grants, however, we are looking for larger scale projects that are rolled out over a period of time, up to 12 months. We would look favourably upon projects that have sustained delivery throughout the 12-month delivery phase, rather than shorter term projects.

I'm just one person, not a company – can I apply?

Yes, you can apply for a small grant. You don't have to be legally set up as a company, or even have your own bank account.

However, you will need a letter from a formal organisation such as the council, a registered charity, or a company that can 'vouch' for you and receive the money on your behalf. We are not able to pay money into any individual's bank account.

What do you mean by constituted?

The first stage in becoming a formal organisation is often to adopt a 'constitution'.

A constitution is a simple set of rules which help make it clear to everyone involved what you intend to do, and how you intend to operate. If you want some good examples of a constituted group, take a look at this website:

<https://mycommunity.org.uk/resources/types-of-organisational-structure/>

What do you mean by fully incorporated?

An incorporated group is when an organisation is formally set up as a company. This usually happens when an organisation begins to trade, manage significant amounts of money, employs staff and enters into contracts. There are four types of incorporated legal structure most commonly adopted by community organisations and community enterprises:

- Company Ltd by Guarantee with charitable status (CLG)
- Community Interest Company (CIC)
- Community Benefit Society
- Charitable Incorporated Organisation (CIO)

More advice on this is available at <http://www.nicva.org/resource/legal-structures-voluntary-and-community-groups>

I'm working with children – is that ok, or is this funding just for adults?

There are no age restrictions to who you are targeting to participate in your project, so long as you have the necessary safeguarding policies and procedures in place by the time you deliver my project. All we are asking is that at least 51% of participants are inactive, which

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means they do less, on average, of 30 minutes of moderate intensity exercise per day (outside of statutory PE lessons), when the project starts.

I'm working in a school – is that ok?

We encourage schools to apply to Active Londoners, but we are not able to fund activity that is happening as part of statutory PE lessons.

We can fund extra-curricular morning/lunch time/after school or weekend sessions.

What more are you looking for in a medium grant than a small grant?

Organisations applying for a medium grant will be expected to:

- Show an element of partnership working in the planning and delivery of their project – this is explained in the question below
- Run larger-scale projects (see below)*
- Deliver their project over the course of a full year
- Be fully constituted and incorporated, as described in these Notes, above

*We will expect you to reach more people with a medium than a small grant, and perhaps to work across a wider geographical area – in other words, to show us more impact. If you need more guidance on this, we can provide this in an informal discussion before you apply.

How do you define partnership working?

We would like to see proof of partnership-working in the design and delivery of your project. This could be a letter of support or confirmation from other individuals and/or organisations who are an important part of making what you do effective. As an example, in the partnership there should be clearly defined roles and responsibilities – who will be doing what, how will it work, are all partners putting money in or perhaps value in kind, such as free use of venues?

More formally, we define a partnership as more than one organisation working together towards the same goal. The type of partnerships might be 'delivery partnership', which is the sharing of resources or the ways in which services are provided; or a 'strategic partnership' where you share decision-making around the project.

What kind of project is most likely to get money?

As long as your idea fits with what we've said in these notes, we're excited to hear from you! We're happy to support established ideas that are working well and original ideas that maybe haven't been tried before.

You may have been working with sport or physical activity for a while in London and have a tried-and-tested model that needs a small amount of money to add something new onto your work. Or you may want to scale up what you're doing to reach more or different groups of people. You might want to try it in more or different areas of London.

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You may have a brand-new idea that you'd love to 'pilot' to see if it works. Your project could be a series of regular sessions, or maybe – for a small grant – just a one-off event, for example a week's worth of taster sessions in different sports for the local community.

I'm running a mental health project, but worried that I won't hit participation targets – what can I do?

We appreciate that if you are running a mental health project, it may be more difficult for you reach a defined number of participants on a regular basis. Their attendance could vary, depending on how they are feeling on that specific day. We will be as flexible as we can, within the conditions we set around Active Londoners grants, to take this into account. If you have more doubts or questions in this area, do contact us to discuss. We can help guide you to some simple, established ways of measuring your project success: for example, using the Warwick-Edinburgh Mental Well-being scale, which was developed to keep track of mental wellbeing in the general population and to evaluate projects, programmes and policies which aim to improve mental wellbeing.

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Budget and Supporting Information

Do I need match funding?

We expect organisations applying for medium grants to be able to provide match funding of a minimum of 10% of total project budget: so, for example, for a grant of £50k, match funding would be at least £5k. This doesn't have to be all in cash; it can be 'value in kind', like volunteer time, free use of your venue, or the donation of equipment. Match funding doesn't have to be secured at the time of application but will need to be confirmed by the time your project begins. Volunteer time will be calculated at the London Living Wage of £10.20 per hour.

There is no requirement of match funding for small grants.

What supporting information do you need?

We know it can be hard to bring your project to life in an application form. Therefore, we want to give you the opportunity to upload photos, videos, letters of support and social media links to show us what you do and help us understand it properly.

Please note that while we will not use this additional information as part of the Active Londoners formal scoring process, if we receive two projects which are scored the same, any supporting documents may be used as a 'tie breaker' to help us make a final decision about your award.

What will you pay for – and what won't you fund?

If your project involves costs for the following, we will pay for it (as long as the total is within the maximum limit of your grant, and you can show how the various things are needed).

- **Venue hire costs:** for example, what it costs you to rent a hall or other kind of space to run your project
- **Coaching fees** and other costs directly related to the running of your project
- **Equipment:** the hire or purchase of any smaller items of equipment or clothing you may need to run your project – including specially adapted items to ensure equal access and opportunity
- **Transport:** to help you, your staff and volunteers and the people coming to your project get there and get back
- **Refreshments:** for you, your staff and volunteers, and the people coming to your project (food, and soft drinks only)
- **Other volunteer costs:** for example, t-shirts to make them feel part of your team!
- **Marketing:** so that you can spread the word and make sure people know to come
- **'Core costs':** by this we mean a contribution to your management and admin salaries, general office costs and other overheads that aren't directly related to the running of your project. We would not expect your core costs to exceed 15-20% of your total project budget.

We **can't** fund salaries alone, or any capital costs such as building works or big, fixed items of equipment.

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What is a good budget?

We generally like to see a 'balanced' budget, with as much details as you can put in at this stage. However, we assess budgets on a case-by-case basis, so as long as you can back up your requests and they fall within the total grant limit and within the items listed above, this should be fine. If you are unsure or need help completing your budget, please get in touch with Rocket Science on 020 3291 3026 or email activelondoners@rocketsciencelab.co.uk

If my project is unsuccessful, can I apply again?

Yes, people can apply again to Active Londoners with new ideas and projects. We expect to run a second round of the fund. We'll provide more information about this nearer the time. To keep up to date, it would be a good idea for you to subscribe to our Sports Team newsletter, which can be found at this link:

<https://www.london.gov.uk/what-we-do/sports/sports-newsletter>.

Can I submit more than one application?

You can only submit one application for a small grant (if your project is eligible)

You can only submit one application for a medium grant (if your project is eligible)

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Assessing Your Application

What are you scoring applications on?

Theme	Weighting During Assessment
Design of Project including project plans, suitability of the project for the target audience, partnerships in place and the budget proposed	30%
Delivery of Project including beneficiary target groups and numbers engaged	20%
Measuring Success & Sustainability of Project	20%
Fit to Fund Objectives such as increasing affordable local participation opportunities, increasing physical activity levels of Londoners and breaking down barriers to physical activity	30%

Are you only judging applications on how many people we can get taking part?

Active Londoners focuses on the **quality** provision of sport and physical activity to improve the physical and mental health of Londoners. The fund is targeting hard to engage groups: those who are already inactive, and those who may be at risk of, or already suffering from, mental health difficulties. We therefore acknowledge that we can't measure success in the traditional way, simply by the number of people you involve.

Projects focused on mental health will naturally be working with those who may not be able to attend every session, and this will be taken into account when we assess what you tell us about your work and what you intend to do.

Where can I find more help?

The Active Londoners webpage contains more information here:

<https://www.london.gov.uk/what-we-do/sports/sport-unites/active-londoners>

If you would like more information about Sport Unites, you can visit the GLA Sports Pages here: www.london.gov.uk/sport

If you would like more help on your Active Londoners application specifically, you can call Rocket Science on 020 3291 3026 or email activelondoners@rocketsciencelab.co.uk

If you would like more information about inactivity and the benefits of sport on physical and mental health, you can get in touch with London Sport here: www.londonsport.org
There are three Active Londoners workshops to help you find out more about the fund and to provide support in writing your application. These workshops are scheduled for:

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Date	Time and Venue	Sign-up Link
6 February 2019	3pm – 5pm The Gallery, 70 Cowcross Street, EC1M 6EJ	Sign Up Here
15 February 2019	10.30am – 12.20pm CVA Resource centre, 82 London Road, CR0 2TB	Sign Up Here
19 February 2019	6pm – 8pm City Hall, SE1 2AA	Sign Up here

To sign up for a workshop, please use the links in the table above where you can reserve a place.

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How to apply to Active Londoners

Ok, I'm interested – how do I apply?

Applications are accepted via an online form. To apply, please visit:

<https://www.london.gov.uk/what-we-do/sports/sport-unites/active-londoners>. The application deadline is 12pm on 28th February 2019.

What happens next?

Applications are open from 24th January 2019 at mid-day, until 28th February 2019 at mid-day.

Applications will be assessed on a case by case basis in March 2019, and we will notify applicants by 30th April 2019 on the outcome of their application.

We expect projects to begin delivery from June 2019.

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