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# GET MOVING GRANT PROSPECTUS

2016



**MAYOR OF LONDON**

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# INTRODUCTION

Many Londoners lead healthy lives. They eat well, exercise regularly and enjoy fulfilling work and social lives. However, as we grow older, Public Health England reports that we don't do enough to stay healthy. By the age of 75 only one in ten men and one in 20 women are active enough for good health.

The Mayor of London is a champion for better health in the capital. Programmes run from City Hall include Big Dance, FreeSport, Sports Participation Fund and the Health Inequalities Strategy. These all actively promote opportunities for people who are less engaged in physical activity. Get Moving is a new programme to help older Londoners be more active and improve their health, independence and quality of life.

Get Moving will take a fresh approach to improving the wellbeing of older Londoners. We want to support a variety of activities for older people like dance, yoga, Pilates, community gardening and martial arts. Older communities have different needs. That's why Get Moving will test a variety of ideas. We want to know what works best so that more older people can be included in activities that make their lives better.

Get Moving includes:

- funding for projects with grants of between £5,000- £10,000
  - independent research and evaluation
  - a learning community in London including partners from health, the arts, sports, social care and voluntary sectors
-

## Context

Encouraging older adults to be more active, creative and connected is a major health and social issue. The following publications show the need for new approaches to improving the health, independence and quality of life for all older Londoners.

We need a revolution in physical activity and health. In partnership with local and national government, professionals in schools, the health sector, transportation, the sports, leisure and voluntary sectors call all be energized to achieve this common goal. We just need to light the touch paper.

The number of people aged 60 and over is currently 20% of the population. This will rise to 24% by 2030, and in the next 20 years, the number of over 60s will treble. As people age, it can be argued that activity is more, not less important. Retirement can be stimulus to increase activity and try new hobbies. The good news is that it is never too late to adopt a more physically active lifestyle. There is strong evidence that the benefits of physical activity apply even to older adults who have been previously inactive. There is evidence that physical activity can tackle the growing problem of social isolation as well as health benefits. Targeted and tailored individual interventions are most likely to be successful with older people, as they address specific needs and concerns.

**Everybody Active, every day. What works – the evidence. Public Health England (October 2014)**

For older adults, the major challenges to their health and wellbeing are the greater risk of cardiovascular and metabolic disease; loss of physical function; loss of cognitive function; increased risk of depression, dementia and Alzheimer's disease; and increased risk of falling. Engaging in physical activity carries low health and safety risks for most older adults while the risks of poor health as a result of inactivity are very high.

**Danceactive: Commissioning Dance for Health and Wellbeing. Guidance and Resources for Commissioners. Jan Burkhardt & Jo Rhodes (March 2012)**

We aim to help all Londoners to be active and eat healthily, with 70% of Londoners achieving recommended activity levels.

**Better Health for London: One Year On. Public Health England & Greater London Authority (October 2015)**

The National Institute for Health and Clinical Excellence (NICE) clinical guideline on obesity includes advice for people to eat at least five portions of fruit and vegetables each day in place of foods higher in fat and calories, and lower in beneficial nutrients, and to make enjoyable physical activities part of everyday life. Engagement in gardening and food growing can address both of these recommendations and gardening is indeed recognised as moderate-intensity physical activity that adults are advised to undertake 30 minutes or more on five or more days of the week (NICE, 2006).

**The benefits of Gardening and Food Growing for Health and Wellbeing Garden Organic and Sustain (April 2014)**

Studies have shown that tai chi can help people aged 65 and over to reduce stress, improve balance and general mobility, and increase muscle strength in the legs.

**NHS Choices (September 2015)**

Experiencing arts and culture has demonstrable positive impacts on wellbeing, both directly and indirectly (e.g. through improved physical health). This is particularly true of participatory (as opposed to purely spectator) activities.

**Wellbeing in Four Policy Areas. Report by the All-Party Parliamentary Group on Wellbeing Economics (September 2014)**

Regular dance activity can help maintain cognitive function, reduce cardiovascular risk and reduce the risk of falls. Dance programmes involving regular sessions can provide ways to be active, have fun and above all engage socially with others; critical to maintaining mental wellbeing in older people.

**Danceactive: Commissioning Dance for Health and Wellbeing. Guidance and Resources for Commissioners. Jan Burkhardt & Jo Rhodes (March 2012)**



# GET MOVING GRANTS

Get Moving will fund projects that encourage Londoners over the age of 65 to be more active, get creative and connect with others. We will support organisations to explore and test 'non-traditional sports activities' for older Londoners. These might include dance, yoga, tai chi, community gardening and physical theatre. Not for profit organisations can apply for a grant of between £5,000 and £10,000. Activities should be completed by 31 July 2016.

Our grants will support fresh approaches to addressing the physical needs of London's ageing population. We also want to help organisations in London to learn what works and to share their successes with funders and policymakers. We will fund imaginative projects that lead the way and demonstrate potential to be scaled up in the future.

## ***Encouraging innovation and building an evidence base***

We want to fund projects which apply new approaches to using physical, creative and social activity to attract older Londoners. This might mean trying something that is completely new to your organisation. Or you could adapt an established project to see if it works in a new setting or with different participants.

## ***Tackling inactivity***

Your project should include people who are 'inactive'. In applying for a grant, you must tell us how your project will appeal to people who are less likely to take part in regular physical activity. This could be due to social isolation, difficulty in accessing transport or health problems that make it hard for them to take part. These groups might include the frail elderly, disabled people and those living with long-term health conditions. We are also interested in projects for people in lower socio-economic groups or Black, Asian or Minority Ethnic (BAME) groups.

## ***Evaluation***

We will work with an independent evaluator to support Get Moving projects and help us gather the best evidence about your project's successes. There will be a half day meeting and evaluation workshop on 10 March 2016 which successful applicants must attend. You will meet with the evaluator at least once during your project. We will also ask you to carry out some parts of the evaluation (for example questionnaires). Please consider what staff time you will need to fulfil this requirement.

## ***What type of activity will Get Moving support?***

We will fund activities which offer physical, creative and social activity for over 65s. Your project must include all three to qualify. Examples of eligible activities are dance, movement, yoga, martial arts, Parkour, Pilates, community gardening, physical theatre or circus skills. This is not an exhaustive list - we want to explore a variety of activities that can meet the needs of London's ageing population. You

should think about how to include people who may be socially excluded or face challenges getting to activities. We will ask you to describe how the project supports older Londoners to meet the Chief Medical Officer's recommended levels of physical activity. Tell us how the activity you offer helps to maintain and improve balance and coordination or muscle strength.

One of the key criteria for assessing Get Moving applications is that 70 per cent or more of participants should take part in at least ten hours of activity. So we encourage you offer a series of activities, rather than one off or taster sessions. You should also be able to show how you will encourage participants to progress to other local activities after the Get Moving funded project.

### ***Disabled older people***

44 per cent of disabled people in London are over 65. You will need to describe how you will attract and engage disabled people to your project. You should ensure that the project content is designed to be wholly inclusive.

### ***Volunteering***

We want to encourage volunteering through Get Moving projects. We think that over 65s will be particularly encouraged to take part if projects are partly led by their peers. London has recently been named European Volunteering Capital thanks to Team London, the Mayor's volunteering programme. Team London has lots of advice on how to recruit and manage volunteers. Visit the Team London website to find out more: [volunteerteam.london.gov.uk](http://volunteerteam.london.gov.uk).

### ***Intergenerational projects***

We also encourage projects to include people of all ages as long as the focus of the project is on older Londoners (65+).

### ***Grant level***

Grants will be between £5,000 and £10,000.

### ***Match funding***

As well as Get Moving grant funding, all projects are expected to be able to contribute some match funding. There is a minimum of ten per cent match funding, but the more you can contribute the better. This support can be cash or in-kind. Support in-kind might include coordination or volunteer hours, provision of venues or sourcing equipment. Please note, however, that the match funding cannot be secured by charging participants who attend the Get Moving funded sessions. Cash support can be sourced from an organisation's own resources, or from a third-party funder.

### ***London demographics***

Not only is London's population rising, it is also getting older. By 2036, fifteen per cent of London's population will be over the age of 65 compared to 11 per cent in 2015. This means that the number of over 65s in London will go up by more than 50 per cent in that time. However, it is the number of over-90s – the post-war 'baby boomers' – for whom the greatest increases are projected. Their number is set to more than double to make up over one per cent of London's population by 2036.

# HOW TO APPLY AND TIMELINE

You can apply to Get Moving online. Application forms can be found at:  
<https://www.london.gov.uk/get-moving>

You will need to create an online profile to complete the application form. The form has guidance on how to complete it and the full form can be downloaded as a pdf document so applicants can view all the questions.

We will use the guidelines in this document to assess all applications.

Timeline	
9 February 2016	12 Noon – Deadline for applications
24 February 2016	Grants offered
1 March 2016	Contracts in place
11 March 2016	Get Moving meeting and training event
1 March – 31 July 2016	Get Moving activity takes place



# MANDATORY CRITERIA

Get Moving applicants must:

- plan to run a project that attracts older Londoners aged 65+. Projects may involve people of all ages but must include at least 50 per cent Londoners aged over 65
- provide at least 30 hours activity
- ensure that 60 per cent of participants are currently 'inactive'
- ensure that 70 per cent of participants take part in a minimum of ten hours activity
- take steps to include participants who need help to take part in activities (for example, disabled people)
- provide at least ten per cent match funding in cash or kind
- be a not-for-profit organisation - this includes voluntary and community organisations, arts organisations, social enterprises, local councils, health authorities
- be an established group with a governing document and a bank account
- be able to record the number of people in each activity. We will also need to know more about participants' daily activity. We will give successful applicants tools to record information about participants and their activity
- ensure activities will be completed by 31 July 2016

# ASSESSMENT CRITERIA

All applications will be evaluated according to the following assessment criteria.

Criteria	Evidence	Weighting
Meeting physical activity criteria for older adults (65+); project approach and provision for inclusion	<p>Your application must tell us:</p> <ul style="list-style-type: none"> <li>• how the proposed activity is designed to meet the needs of older Londoners</li> <li>• how your approach encourages social interaction and creative or cultural expression</li> <li>• how the project design and content is suited to the needs of disabled older people</li> <li>• how the activity will comply with the Chief Medical Officer’s guidelines on weekly levels of physical activity for older adults (65+)</li> <li>• the type of activity you are planning, and if it can be described as one or more of the following: <ul style="list-style-type: none"> <li>- moderate intensity or vigorous intensity</li> <li>- physical activity to improve balance and coordination</li> <li>- physical activity to improve muscle strength</li> </ul> </li> </ul>	30%
Demand, benefit and likelihood of success	<p>Your application must show:</p> <ul style="list-style-type: none"> <li>• there are older people who want or need the planned activity</li> <li>• the stated number of people who will benefit from the project is realistic</li> <li>• the stated number of ‘inactive’ people who will take part in the project is realistic</li> <li>• the project is likely to achieve its aims</li> </ul>	20%
Innovation or evidence-testing	<p>Your application may:</p> <ul style="list-style-type: none"> <li>• highlight parts of your project that you consider to be innovative</li> <li>• tell us how the project is testing a model you have used previously to see if it works with a different group.</li> </ul>	20%
Number of ‘inactive’ people; approach to encouraging regular participation and approach to involving target groups	<p>Your application must identify:</p> <ul style="list-style-type: none"> <li>• the number of participants who are currently ‘inactive’ – this must be at least 60 per cent</li> <li>• how the project will attract ‘inactive’ people and keep them involved</li> <li>• how the project will make sure that as many people as possible participate in at least ten hours of activity</li> </ul>	20%
Ability to deliver	<p>Your application should:</p> <ul style="list-style-type: none"> <li>• demonstrate that you have the expertise and skills to run the project</li> <li>• include details of one referee who knows your organisation’s work and could comment on your track-record</li> </ul>	10%

## APPENDIX 1: Frequently Asked Questions:

### **1. *How much funding can I apply for and what can I use it for?***

You can apply for a minimum of £5,000 and a maximum of £10,000. The money should be used primarily for the day to day running of your project. Things like activity leaders (artists, coaches or activity leaders), venue hire, refreshments, transport costs, coordination, marketing and documentation.

### **2. *Who can apply?***

Any not-for-profit organisation is able to apply. Funding can only be given to projects which meet all of the mandatory criteria in the Get Moving prospectus.

### **3. *How will you choose whom to give the funding to?***

The guidelines in the Get Moving prospectus will be used to assess all applications. A panel will meet to choose a portfolio of projects from shortlisted bids.

### **4. *What do you mean by 'innovation'?***

This means a new way of planning, promoting or running a project. For example, you might try a new approach to involve people who are harder to reach. Or you could adapt the content of your project to make it easier to access. We won't fund projects that repeat an activity you're already doing.

### **5. *What do you mean by 'older people'?***

Get Moving funding is for projects aimed at people who are 65 and older. We recognise that groups may include people of all ages but we most participants should be older people. The [British Heart Foundation National Centre](#) has a helpful series of booklets (available online) which can help you to better understand the differences among the older population:

- **Active older adults** those who are already active either through daily walking, an active job and/or who are engaging in regular recreational or sporting activity
- **Older adults in transition** older people whose function is declining due to low levels of activity and a sedentary lifestyle. They may have lost muscle strength and/or are overweight but otherwise remain reasonably healthy
- **Frailer, older adults** those identified as being frail or have very low physical or cognitive function, due to chronic disease like arthritis, dementia or advanced old age itself.

### **6. *How many projects will receive Get Moving funding?***

We are expecting to fund six to ten projects.

### **7. *How many participants should my project engage?***

It is important to be realistic about the numbers you can attract and engage in your project. We'd prefer to see conservative and realistic numbers rather than figures that are overly ambitious and hard to achieve. We are interested in projects which can show good value for money.

### **8. *How many sessions do we need to put on?***

We expect programmes to feature at least 30 hours of activity. It is important to consider how your project can support behaviour change, so intensive projects over a shorter period should consider how they will address this.

**9. How do we calculate 'inactive' people?**

We know it can be hard to estimate the percentage of 'inactive' participants. However, try to provide an estimate based on some form of evidence. For example, the take up rate in your existing project (or of similar projects), the percentage of 'inactive' people who live in your target communities and how you will attract, engage and retain these participants.

**10. What do you mean by 'community gardening'?**

It is increasingly recognised that gardening and food growing is good for our health and wellbeing. Regular involvement in gardening or community food growing projects, or formal horticultural therapy, can increase levels of physical activity and fitness, reduce physical pain, support rehabilitation and help people living with chronic conditions. It also provides you with great healthy fruit and veg. [Capital Growth](#) – set up as a partnership initiative between London Food Link, the Mayor of London, and the Big Lottery's Local Food Fund - is London's Food Growing Network. They can help to find people a local garden to get involved with, through their online map of gardens. You can read about the benefits of food growing in Garden Organic and Sustain's 2014 report [Growing Health: Health and Wellbeing](#).

**11. What other targets will our project be set?**

We encourage organisations to involve volunteers to help run their project. We will work with you to agree targets that are specific to your project and level of funding.

**12. How much match funding do we need to secure?**

Projects should include a minimum of ten per cent match funding. This may be in cash or in-kind. The estimated value of in-kind support must be clearly shown in your project budget. It could include staff time, venue costs, volunteering hours or any other resource needed to make the project a success.

**13. What are the data collection and monitoring requirements?**

We will work with an independent evaluator on Get Moving. Grant recipients will be invited to attend a meeting and evaluation workshop on 10 March 2016 to work with our evaluators to co-design the evaluation of your project. All successful projects will be required to collect and provide data about individual participants and the activities they attend (whilst always complying with the provisions of the Data Protection Act 1998). This includes: age, gender, ethnicity, disability status and postcode. You will also need to ask each participant at the point of registration if they have taken part in at least one 30 minute (minimum duration) session of moderate intensity exercise or sport in the previous four weeks.

The grant agreement will include a project plan and a schedule of activity. To receive your second grant payment, you must complete a short interim report to tell us how the project is going. A final report and data collected during the activity should be submitted within 20 working days of the end of your project.

**14. Why are you targeting over 65s? What about older adults aged 50-65?**

We want to target the most physically inactive adults since physical activity rates after 65 drop considerably. Of course projects may involve other age groups, including those over 50, but at least 50 per cent must be aged over 65.

## APPENDIX 2: Key definitions and guidelines on physical activity

### *Key definitions*

- Physical activity: body movement that expends energy and raises the heart rate
- An **'inactive'** person has participated in less than 1 x 30 minutes of moderate intensity exercise in the past four weeks. (Sport England)
- **Moderate intensity**  
NHS England: Moderate intensity aerobic exercise is where you're working hard enough to raise your heart rate and break into a sweat. You're working at a moderate intensity if you're able to talk but unable to sing the words to a song.

World Health Organisation (WHO): physical activity of moderate intensity 'requires a moderate level of effort and noticeably accelerates the heart-rate'. WHO acknowledges that this varies from person to person depending on current levels of fitness and activity. Examples of moderate physical activity are brisk walking, dancing, gardening, active involvement in games and sports with children.

- **Vigorous intensity:**

NHS England: Vigorous intensity aerobic exercise is where you're breathing hard and fast and your heart rate has increased significantly. If you're working at this level, you won't be able to say more than a few words without pausing for a breath.

World Health Organisation (WHO): physical activity of vigorous intensity requires a large amount of effort and causes rapid breathing and a substantial increase in heart rate. WHO acknowledges that this varies from person to person depending on current levels of fitness and activity. Examples of vigorous physical activity are running, brisk walking or hill climbing, fast cycling and heavy shovelling.

### *The Chief Medical Officer's (CMO) guidelines on physical activity:*

#### **For older adults (65 plus years):**

1. Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
2. Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of ten minutes or more – one way to approach this is to do 30 minutes on at least five days a week.

3. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
4. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
5. Older adults at risk of falls should incorporate physical activity to improve balance and coordination on at least two days a week.
6. All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

***Disabled older adults:***

Based on the evidence, the guidelines can be applied to disabled older adults emphasising that they need to be adjusted for each individual based on that person's exercise capacity and any special health or risk issues.

## Other formats and languages

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### Chinese

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### Hindi

यदि आप इस दस्तावेज की प्रति अपनी  
भाषा में चाहते हैं, तो कृपया निम्नलिखित  
नंबर पर फोन करें अथवा नीचे दिये गये  
पते पर संपर्क करें

### Vietnamese

Nếu bạn muốn có văn bản tài liệu  
này bằng ngôn ngữ của mình, hãy  
liên hệ theo số điện thoại hoặc địa  
chỉ dưới đây.

### Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি  
(কপি) চান, তা হলে नीचेर ফোন নম্বরে  
বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

### Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος  
εγγράφου στη δική σας γλώσσα, παρακαλείστε να  
επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυ-  
δρομικά στην παρακάτω διεύθυνση.

### Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں  
چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر  
پر فون کریں یا دیئے گئے پتے پر رابطہ کریں

### Turkish

Bu belgenin kendi dilinizde  
hazırlanmış bir nüshasını  
edinmek için, lütfen aşağıdaki  
telefon numarasını arayınız  
veya adrese başvurunuz.

### Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى  
الاتصال برقم الهاتف أو مراسلة العنوان  
أدناه

### Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ  
ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ  
ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

### Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં  
જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર  
ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

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