



Sportivate Guidance Notes

What is Sportivate?

- Sportivate is a Lottery Funded programme directly linked to the Olympic Legacy Strategy for the 2012 Olympic and Paralympic Games – Places People Play
- The target group is 14-25 year olds
- Aimed at the semi-sporty teenagers and young adults i.e. those who may not seek out sporting opportunities themselves and would not prioritise doing sport in their own time or those who are doing sport for a very limited amount of time.
- Delivery will be for 6 consecutive one hour weekly sessions and projects should aim to retain participants over the course of delivery. In order to retain participants they will need to attend 5 out of the 6 sessions delivered
- The focus of Sportivate will be the delivery of high quality projects with a strong sustainability element
- Delivery can be at any time of year, but must not form part of curriculum delivery
- Delivery, must be either new provision, or extend existing delivery to enhance opportunities available to participants
- There will be two opportunities to apply for funding each year until 2015
- Sportivate applications will be sent to CSW Sport for consideration at a sub-regional panel to shortlist the projects that best suit local priorities and then those accepted will be sent to Sport England for the final funding decision.

What can be funded?

1. Eligible Sports/Activities

A broad definition of sport will be used for Sportivate, although Sportivate should be seen as a sports programme. Applicants should be able to demonstrate that they have the intelligence that participants want to take part in the sport, that it can be provided locally and that there are suitable exit routes for participants to continue taking part after the 6 coaching sessions.

2. Eligible Costs

- Staffing to manage Sportivate projects (up to a maximum of £25 per hour, for a maximum of 6 hours per project)
- Staffing to deliver projects up to £40/hour (high staffing costs in delivery may affect the sustainability of a project)
- Volunteers to help run projects – up to £50 in kind/volunteer



- Resources and materials – items to be used in projects
- Hire of facilities used to deliver projects
- Transport – to get participants and staff/coaches to projects
- Marketing/incentives – badges, caps, posters, etc.
- Training/coach education courses – needed to run and/or sustain a project
- Sportivate funding for capital items (i.e. equipment) can only be granted in exceptional circumstances, so partnership funding and income generation from delivery is encouraged to help with funding this element of projects. Contact CSW Sport for more information.
- Exceptionally – caretakers/CRB checks

3. Ineligible Costs

- Overheads – storage of equipment, insurance and asset register management
- Statutory items
- Contingency costs – replacing damaged equipment etc
- Buildings and refurbishment – capital building works/repairs/replacements/no bike sheds etc
- Items with poor value for money
- Projects that take place outside of the Coventry, Solihull & Warwickshire area
- Projects that have no clear community/sustainable exit route
- Projects that are insufficiently targeted
- Projects for Gifted and Talented participants
- Projects intended primarily for private gain either capital or revenue
- Grants that contribute directly to a company's distributable profits
- Endowments
- Funds to build up a reserve or surplus
- Retrospective funding (costs incurred prior to project launch, or items purchased before funding is offered)
- Redundancy costs or loan repayments
- Activities that primarily promote religious belief
- Items of personal equipment
- Equipment not part of direct delivery
- Maintenance equipment or office equipment
- Purchase or lease of vehicles

*This list is not exhaustive

Who Can Apply?

Organisations/clubs/bodies who are able to demonstrate that there is sufficient demand for their project and that can provide or promote suitable exit routes for participants is encouraged to apply for Sportivate funding.



Any income generated as a result of Sportivate funded project(s) should be utilised to support the objectives of the Sportivate project(s) directly.

All organisations/clubs/bodies that apply must be a constituted body and have a UK based bank or building society account in the club or organisation's name.

Organisations must be able to provide a written governing document to show that the organisation is legitimate, is set up properly, can manage and is eligible to hold a grant. Example documents can include a constitution, memorandum of understanding, terms of reference, set of rules, trust deed or other governing document.

Schools, Colleges and Higher Education Institutions

For Schools, Colleges and Higher Education Institutions wishing to apply for Sportivate funding, specific guidance, as supplied below must be followed;

1. Where Sportivate projects are only targeted at students and/or staff within an educational institution (school, college or HEI), the project must be delivered by another community provider brought in to run it and a community exit route[^] must be supplied.

- It is ineligible for the 'institution' to run the sessions; another community provider must be brought in.
- Delivery may take place at anytime of the day (except if the activity is based at a school for 14-16 year olds where curriculum time activity is ineligible), but must not be part of a curriculum/academic course.
- The project must not be something that the institution is already providing; there must be added value.
- This is the case whether the project takes place at the institutions' own facilities or at other local facilities.

2. Schools, colleges and HEIs can deliver Sportivate projects that are run within their own facilities (or other facilities) if these projects are open to the wider community and not just its own students and/or staff.

- In this instance colleges and HEIs can be considered as a community provider but projects would need to be based on community demand. There will need to be timings, logistics and communications for the community to access them.
- Delivery may take place at anytime of the day (except if the project is based at a school for 14-16 year olds).
- A community exit route[^] must be supplied.

[^] There may be instances where a school/college/HEI club or ongoing sessions run by the educational institution are an appropriate exit route for the participants, in terms of both the style of delivery and standard of participants. However, this will be at the discretion of the CSP.



How and When Can You Apply?

A Sportivate application will only be accepted if received by the deadline for the period of delivery applied for, late applications will not be considered.

Year One Round Two (additional opportunity) – Delivery between February and March 2012:
Deadline **Friday 23rd December 2011**

Year Two Round One – Delivery between April 2012 and September 2012: Deadline **Friday 23rd December 2011**

Please note all deadlines are subject to change, any revisions will be publicised on the CSW Sport website.

Templates and guidance notes for applying are available via www.cswsport.org.uk/sportivate

What are the Reporting Requirements of Sportivate funded projects?

Sportivate will focus on a number of key performance indicators (KPIs) for 2011-15. The following 4 KPIs will be used to measure progress, however the exact reporting templates to be used to monitor this information has not yet been released and further details will be communicated once received from Sport England:

KPI Participants – The number of participants registering and taking part in at least one session out of six.

KPI Throughput – Attendance: the cumulative total number of participants taking part at the series of weekly coaching sessions.

KPI Retain – The number of participants who attend 5 out of 6 weekly coaching sessions.

KPI Sustain – The number of participants who indicated that after taking part in Sportivate weekly coaching sessions they continued to participate regularly in activity (in their own time) for at least the next 3 months in either; a) informal settings (such as casual or pay-and-play opportunities) or b) via more formal opportunities such as becoming members of facilities/clubs/leagues.

At present it has not been made clear how exactly the Sustain target will be measured and what data will be required, so more information on this will be provided by CSW Sport as soon as possible.

Risk Assessments

All Sportivate Providers should carry out a full risk assessment of the activity before sessions commence. This includes assessing the competency of the coach(es) As well as ensuring the coach meets the Minimum Operating Criteria outlined above, the Provider should ensure that the coach is competent to deliver the planned activity, i.e. do they have the appropriate skills, knowledge and



experience to deliver sessions in the relevant sport(s) to the specific age group / level of experience / group size / venue that this activity is targeted at? Observing the coach 'in action' is essential in order to be able to assess this competency. However, an initial indication can also be gained through:

- Asking for information about the coach's previous experience i.e. through a CV, interview etc.
- Following up references from previous employers

Please note - the completion of a risk assessment by the Provider, as outlined above, does not remove the requirement of individual coaches to risk assess for every session.

Minimum Operating Standards for Coaches

Context

Part of the delivery criteria for Sportivate is that all activity is safe and high quality. Establishing Minimum Operating Criteria for all coaches working on the programme will help address both the safeguarding and quality issues associated with delivery.

Minimum Operating Criteria

The standard Minimum Operating Criteria for Sportivate are:

ESSENTIAL

- Current National Governing Body (NGB) qualification in the sport(s) to be coached (normally Level 2 or above for lead coach, Level 1 or above for assistant coach, but as per NGB guidance) where available
- Child Protection Awareness Training (attended within the last three years)
- Membership of relevant NGB (where available)
- Membership of relevant NGB coach license scheme (where available)
- First Aid Training (attended within the last three years) if first aid provision is not available via the facility or via other means during the activity
- Enhanced CRB checked
- Appropriate coaching competency (see risk assessment section below)

DESIRABLE

- Equity Awareness Training
- Disability Awareness Training
- Membership of the relevant County Sports Partnership's Coach Database (where one exists)



Additional Information

- **Where sports do not have a nationally-recognised qualification structure**, any criteria set by the NGB should be used instead (i.e. for some martial arts their instructors have to have achieved a specific level of personal performance before they can instruct). Providers must undertake a risk assessment of the competency of the coach as per the section above. Anyone undertaking this assessment must be competent to carry it out.
- **Where there is no nationally-recognised NGB**, providers must undertake a risk assessment of the competency of the coach as per the section above.
- **Where activity is Multi Sport**, coaches must meet the minimum operating criteria outlined above, including the lead coach holding a Level 2 or equivalent qualification in every sport to be delivered. You may want to consider using different coaches to deliver different sports.
- **Where activity is Multi Skills**, coaches must meet the minimum operating criteria outlined above, with the lead coach holding a Level 2 or equivalent qualification in at least one recognised sport. Additionally the lead coach must have attended the sports coach UK 'FUNdamentals of Movement' workshop or equivalent multi skills training
- Multi Sport is defined as a series of sport-specific coaching sessions in more than one sport. Multi Skills is defined as a non sport-specific activity based on the fundamentals of movement, which develops core skills such as agility, balance, co-ordination etc.

Further Information and Support

For further information and support, please contact:

Ruth Owen-Evans, Partnership Development Officer (Communities & Performance), CSW Sport

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