



RYA Guide to Applying for Sportivate Funding

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Sportivate





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1. What is Sportivate?

Sportivate is a Sport England initiative that aims to capture the excitement of London 2012 to provide attractive sporting opportunities for teenagers and young adults in a sport of their choice. With many young people dropping out of sport in their teens and early twenties, we need to motivate them to give sailing or windsurfing another go, or engage them into our sport for the first time.

Hundreds of thousands of youngsters will enjoy six weeks of coaching at a local venue – and they'll get guidance on the places and people they can continue to play with when the six weeks are up. Sportivate is open to everyone aged between 14 and 25.

Sportivate was launched in early summer 2011 and will run until March 2015. Over this period, Sport England will invest £32 million of National Lottery funding into the programme.

Sportivate is only available in England.

2. How can your centre/club access this fund?

You will need to apply to your County Sports Partnership, they will want to see that you have:

- **Identified who and where your customers are**

You will need to show that there is demand for the project, where the customers will come from and that they will have the opportunity to continue in the sport.

Market Segmentation is a process that builds a profile of potential customers, allowing you to better understand who your different customer types are, and where they are located. You can use this to identify the number and location of 14 – 25 year olds in your area. This resource can be found at www.rya.org.uk/go/kyc

Examples of previous demand for this age group will also help strengthen an application. For example we were oversubscribed for a similar course we tried to deliver last year to the 14 – 25 year old market, however cost proved a barrier. Or at our last year's open day XX number of people in this age group expressed an interest in undertaking a course but we have not been in a position to deliver the course at that time.



- **Have a high quality course format (product)**

This will involve adapting the traditional two day RYA beginners course into a series of shorter weekly high quality sessions (minimum of six and maximum of eight) that culminates in a personal challenge (could be award of RYA certificate/fun race) and then links to participation route once the course is completed e.g. a club or a centre hire opportunity. More details on adapting courses to meet your customer needs can be found [here](#).

- **Apply for the funding**

Funding is distributed through CSPs (County Sports Partnerships). There are 49 CSPs covering England. The amount of funding each has is dependent on the number of 18 – 24 year olds they have in the County.

Each CSP will have set their own Sportivate contact; targets; web site; timescales for applications (most seem to be in two yearly submission periods, April and July); details how to get involved and details of their payment mechanisms. If you would like a copy of this list please email ben.reid@rya.org.uk or speak to your Regional Development Officer. Fortunately most use a standard template application form. We have completed one as a guide in section four of this document.

A word of caution. If your application is successful, the amount of funding and the targets will be agreed. If the agreed target is not meeting the final payment may/will (depending on the CSP) is worked out against the cost per head of young people retained in alignment with your original target. Therefore if the participants do not attend a certain number of sessions you will not get all the funding.

3. Added value that your County Sports Partnership can offer

Their role is to increase participation in sport and physical activity. Each CSP will have slightly different targets so it's important to build a good relationship with them. They can help you with the following in relation to developing a Sportivate course:

- Could help identify the need for the course using their local intelligence/surveys.
- Access the funding - The level will differ between CPS from a few pounds per head to over £50 per head.
- Promote the Sportivate course through their networks such as local colleges. This might include publishing the course on their website, Facebook Page and via Twitter plus detail in any publications that they produce. In some cases using their Sportivate/marketing officer to promote through local media.
- Helping promote open days at your club centre.

Please speak to your CSP and ask how they can add value to the promotion of your Sportivate course.



An example of a Sportivate application

Please note that most County Sports Partnerships tend to use the same guidance notes and application form. However we would recommend reading and digesting the relevant CSP guidance notes before completing an application.

Project Name: Sportivate sailing Devon		Region: South West			
Provider Name: South West Lakes Trust		Local Authority:			
CSP: Active Devon		Delivery Quarter: April - June			
Deliverer Type: Mixture		No. of Sessions: 7			
No. of Sessions: 7		Sport: Sailing/Yachting			
Setting Type: Park/Open Space					
Evidence of Demand/Need Description (Maximum 150 words)					
We have used the Sport England Market Segmentation Tool and have identified a high number of Ben, Jamie, Liane and Cloes living within a 15 KM radius of the sites. Working closely with the RYA locally and nationally, we have developed a course meeting the demand for this segment. Over the past year we have worked with the Future Jobs Fund at all our sites and had good uptake from this targeted group resulting in regular participation leading to instructor qualifications. Our experience shows that holding open days in advance helps to identify quality participants who are committed to completing the courses on offer. At our last open day a number of people in this age group expressed an interest in a course of this type.					
Weekly Coaching Sessions Description (Maximum 150 words)					
We propose to run a seven week sailing programme. This would be advertised through the SWLT website, at our centres and through the CSP web sit					
Sustainability/Exit Route Description (Maximum 150 words)					
Venue(s): Roadford, Outdoor and Active Centres		Owner(s): South West Lakes Trust			
Owner's ('s) Role(s): to deliver instruction, provide equipment and certification of the course.					
The same instructor will be used throughout the taster session and the 6 weeks of the course. He will organise the social aspects of the course and encourage the participants to take up the membership offer £25 to enable them to continue with their weekly sessions at a subsidised rate of £10 per session. SWLT donate the other £20 towards their annual membership. We believe we will have a high retention rate as this is a certified course.					
Retained Participants Targets (The number of participants attending 5 of 6, 6 of 7 or 7 of 8 sessions in the weekly coaching sessions)					
	14-16s	17-18s	19-21s	22-25s	Total
Male:		2	2		4
Female:		1	1		2
Total:		3	3		6
Sustained Participants Targets (The number of participants intending to or continuing to participate after the weekly coaching sessions)					
Can The Project Help Measure Sustained Participants Targets?		Yes	If Yes: How?	Intention Study and Tracking Study	
Project Expenditure and Income					
Expenditure	Expenditure Details	Amount	Income (In Kind)	Income Details	Amount
Coaching:	cost for 6 week sessions @ £90 per	£540	Partner 1:	er day and £20 per person memberst	£ 170.00
Facilities:			Partner 2:		
Equipment:			Partner 3:		
Travel:			Other:		
Marketing:			Income (In Kind) Sub-Total:		£ 170.00
Training:			Income (Cash)		Amount
Other:	Membership cost @ £45 per person	£270	Partner 1:	icpant contribution 6 x £60 per pers	£ 360.00
			Partner 2:		
			Participants		
			Other:		
Total Project Expenditure:		£ 810.00	Income (Cash) Sub-Total:		£ 360.00
			Total Project Income:		£ 530.00
Sportivate Funding Request (Total Project Expenditure - Total Project Income):					
Sportivate Expenditure/Retained Participant (Sportivate Funding Request ÷ Retained Participants Targets):					
Total Project Expenditure/Retained Participant (Total Project Expenditure ÷ Retained Participants Targets):					