

## **Sport England Launch £40m Community Sport Activation Fund (England)**

We would like to draw your attention to the following funding opportunity announced formally on 10 January 2013 as it may be of particular interest directly to you or to a community group with which you work.

Building on the huge success of the Olympic and Paralympic Games in 2012, Sport England wants to work with local partners to capitalise on this inspiration and get even more people doing sport at a local level.

Community amateur sports clubs, local authorities, **schools**, colleges and universities are among those eligible to apply for grants of between £50,000 and £250,000 for projects that will increase participation in sport. Sport England will not prescribe how projects will deliver but will invest in what works best in different areas, based on local evidence.

The fund aims to:

- Increase once a week participation in sport by those aged 14 and above.
- Encourage and support local partners to work together to develop new approaches to delivery.
- Invest in projects that will deliver sustainable participation increases.
- Support communities across England to help ensure sport becomes a regular part of the majority of people's lives.

Projects must be focused on a particular local geographical area within England. To be eligible projects must identify a specific community, neighbourhood or local area within which the project will deliver and justify the choice of the area and the impact the project will have there.

Examples of the kind of projects Sport England expects to fund are:

- Activities that encompass Sport England's wide definition of sport.
- Informal, "come and try it" opportunities which will build regular sustained, once a week, participation.
- Multi-sport activities that provide people with a range of choices and opportunities.
- Family orientated opportunities, where funding is focused on those aged 14 and above.
- Local activator roles that focus on directly organising and delivering new local sports opportunities for participation.

There will be five funding rounds in total.

**Round 1 is now open with a deadline of 4 February 2013.**

Round 2 will open on 7 May 2013 with a deadline of 1 July 2013.

There will be further opportunities to apply with deadlines in January 2014, June 2014 and June 2015.

Further details are available through Sport England (<http://www.sportengland.org/>)  
We very much hope that this information will be of interest to you and colleagues.

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