



**VOLUNTEERING INVESTMENT GUIDE**  
**CREATING OPPORTUNITIES, REALISING POTENTIAL**

FEBRUARY 2017

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# SECTION 1: INVESTING IN YOUR IDEAS



# WE WANT YOUR VOLUNTEERING IDEAS

## DO YOU...

**...BELIEVE IN THE POWER OF VOLUNTEERING TO BOTH INSPIRE PEOPLE AND TRANSFORM THEIR COMMUNITIES?**

**...WORK WITH YOUNG PEOPLE OR PEOPLE LIVING IN DISADVANTAGED COMMUNITIES?**

**...HAVE A GREAT IDEA FOR HOW PEOPLE CAN USE SPORT OR PHYSICAL ACTIVITY TO HELP OTHERS?**

**...HAVE WAYS OF WORKING WITH VOLUNTEERS THAT WE CAN LEARN FROM?**

## IF SO, READ ON...

Every month, 5.6 million people in England give up their time to enable others to take part in sport and physical activity. For some, it's about giving something back to their community or making a difference to the people around them. For others, it's a chance to develop new skills, gain experience or make new friends. In many cases, it's both.

Regardless of the motivation, what unites them is that they all give their time for free to benefit others. At the same time, they benefit themselves: better physical and mental health, greater confidence and improved career opportunities are among the proven positive outcomes for people who volunteer.

Equally, there are people of all ages doing things to improve the places where they live, support the causes they care about and bring about positive changes in society – this is sometimes called social action. We think sport and physical activity can be a great vehicle to achieve this double benefit; for themselves and their community.

But there are many people who may never have considered the idea of volunteering or social action. We want to change that. We want to increase the number of people who benefit from the power of volunteering.

Our new strategy, [Volunteering in an Active Nation](#), sets out our plans to enable more people, from all walks of life, to enjoy the benefits of volunteering in sport and physical activity – whatever their background, age or interests. And we want to make the experience as appealing and rewarding as possible for everyone.

We want to help create great new opportunities for people who want to give their time – to maximise the benefits to individuals and their communities.

Don't worry if you haven't had much involvement with sports and physical activity before, we may be able to help with that. Let's work together to bring your volunteering ideas alive.

We are looking for new ideas to bring the benefits of volunteering in sport and physical activity to new audiences. How can your expertise and partnerships test something new? For example:

- A mental health charity wants to help people build their confidence and an older people's group wants to reduce isolation. They work in partnership to launch a weekly walking programme as part of a befriending service.
- A further education college in an economically disadvantaged community wants to offer students on a web design course the opportunity to gain experience and share their expertise. Working with the county sports partnership, with advice from the local volunteer centre, the students support local sports clubs to develop their own websites.
- A community association wants to improve community relations and help young women gain confidence. It engages with local mosques and churches to reach young women from different backgrounds, and provides them with the opportunity to deliver dance activities to their peers, girls aged 10-14, in the local community centre.

These are just a few examples but we want to hear about how we can support your volunteering ideas.

**WE WANT TO WORK WITH YOU TO MAKE THINGS HAPPEN.  
WE WANT TO INVEST IN YOUR IDEAS**

# ABOUT SPORT ENGLAND AND OUR VOLUNTEER FUNDS

At Sport England, we work to get more people active across England, regardless of age, background or ability. Within that, the importance of volunteering is immense. Volunteering has the power to change lives for those giving their time, and by helping others get active. As a result of this, volunteering plays a central role in Sport England's 2016-2021 strategy, and we are looking to work with a wide range of partners to deliver exceptional volunteering experiences.

We want to start this journey by learning what works, by investing in new ideas, and working with new partners. We will then use this, alongside existing best practice from across sports volunteering, to grow; to attract more people, better support existing volunteers, and maximise the benefits of volunteering. In addition to this we want to make sports volunteers more representative of society.

In this first stage of our strategy we want to deliver exciting new volunteering and social action opportunities that will positively impact on people's lives and their communities. To do that, we are going to work with a wide range of organisations.

**WE WANT TO DELIVER EXCITING NEW VOLUNTEERING AND SOCIAL ACTION OPPORTUNITIES THAT WILL POSITIVELY IMPACT ON PEOPLE'S LIVES AND THEIR COMMUNITIES.**

We have two new funds to make it happen:



The **Opportunity Fund** targets people, aged 20+, from economically disadvantaged communities.



The **Potentials Fund** targets children and young people aged 10 to 20 (with a particular focus on 10-14 year-olds) who are interested in doing something to benefit their community, through social action.

The programme is match funded by the #iwill fund, a partnership between the Big Lottery Fund, the Department of Culture, Media & Sport, and Step Up To Serve.

**THESE TWO FUNDS ARE WORTH UP TO £3 MILLION EACH, AND WILL RUN FOR THREE YEARS. WE ANTICIPATE MAKING INVESTMENTS OF BETWEEN £50,000 AND £150,000 OVER THREE YEARS**

We want to support projects that help create quality experiences for volunteers – particularly for those who may never have considered getting involved in any kind of volunteering. At the same time, we want to learn what works for different people from a range of backgrounds, so we can go on to reach more potential volunteers.

These two funds will support projects for groups where we have identified significant untapped potential. We know that those with lower household incomes, young people, women, people with a disability, and black, Asian and minority ethnic (BAME) communities are currently less likely to volunteer in sport, yet they are often keen volunteers in other sectors such as religion or education.

We want to see how we can use sport or physical activity as a means to fulfil their motivations. In turn, communities will see an even greater benefit when there are more volunteers from their own neighbourhood.

If you have a great idea about how to use sport and physical activity to get young people or those from economically disadvantaged communities into volunteering or social action, then we want to hear from you.

Not only do we want to support great projects now – we also want to use them as the building blocks for future investment. We'll be investing over £20m into volunteering between now and 2021.

**WE WANT TO WORK WITH YOU TO GROW VOLUNTEERING AND SOCIAL ACTION TOGETHER, USING SPORT AND PHYSICAL ACTIVITY**

This guide provides information about what we seek to achieve through this investment, what kind of projects we are particularly interested in and how to apply. Please read it carefully and in full – your application is much more likely to be successful if you do.

The application process has two steps:

- 1 **Expression of Interest** - this asks you to describe your idea and summarise projected costs. At this stage it doesn't need to be a finalised plan, but should show how you would put your ideas into practice.
- 2 **Full Application** - if you're shortlisted, it means we are interested in your idea. You'll then be asked to complete a full application – this will be a detailed funding application looking at all areas of your project. There will be support available at stage 2 as you put together your plan.

All Expressions of Interest must be submitted by 12 noon, 24 April 2017. For more details see process and timetable section, page 24.

# WHO ARE THE PEOPLE WE'RE TARGETING?

## THE OPPORTUNITY FUND

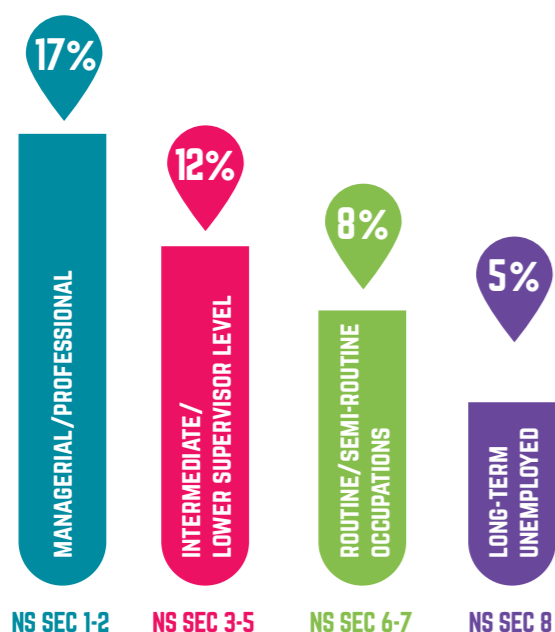
VOLUNTEERING OPPORTUNITIES FOR INDIVIDUALS, AGED 20+, LIVING IN ECONOMICALLY DISADVANTAGED COMMUNITIES

We know that people in economically disadvantaged communities are less likely to get involved in volunteering in sport and physical activity. Yet these are the people and communities that could benefit the most from it.

The Opportunity Fund aims to get people in economically disadvantaged communities to volunteer. We want to invest in projects that benefit people who face challenges as a result of their socio-economic environment.



### SOCIO-ECONOMIC STATUS OF VOLUNTEERS



Source: Active People Survey 10 Q2 (April 15/16) Ages 14+. Monthly volunteering in sport in England

We are looking for projects which engage new volunteers in roles and activities that make a positive impact on them, and their communities. These could range from inner-city areas with high levels of crime and social exclusion, to remote rural areas with few services.

Successful projects will provide opportunities that help individuals improve their own wellbeing and achieve their personal development goals. In turn, their contribution will help strengthen their community – for example, by improving cohesion, providing services or offering new opportunities.

Specifically, we're focusing on engaging new volunteers who are:

- **Most likely to benefit** – whether that's because of their health, employment status, income, education, local environment, or a combination of factors. We are particularly looking to support projects which can deliver the greatest impact for individuals in these communities, who are likely to be those facing multiple challenges.
- **Aged 20 or over** – this fund is for adults of 20 and over (although if your idea involves work across different age groups, for example with families or through cross-generational mentoring, then we would also be interested). If your work is aimed at a younger age group, you should consider applying for the Potentials Fund.

- **Traditionally under-represented in sports volunteering** – we are interested in projects which aim to make volunteers more representative of the communities they live in.

To emphasise our commitment to reaching this new audience, we're aiming to award at least 50% of the fund to projects delivered by partners who are new to Sport England – or even to sport and physical activity itself.

So if you have a great volunteering idea working with people in economically disadvantaged communities, but haven't worked with Sport England before, don't be shy! If you have any questions please do get in touch.

Contact our funding helpline on 0345 8508 508.



## THE POTENTIALS FUND

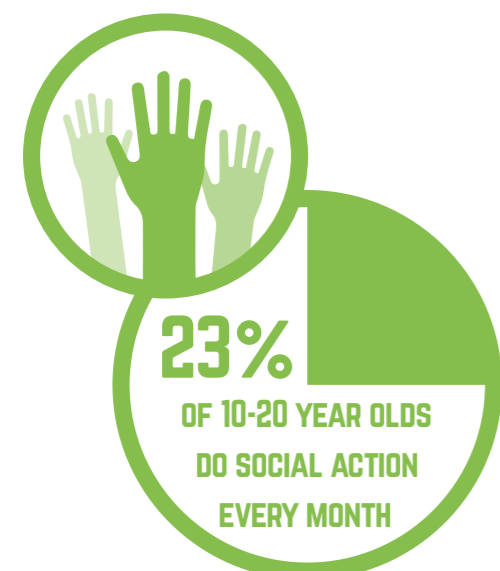
### SOCIAL ACTION OPPORTUNITIES FOR YOUNG PEOPLE AGED 10-20

There's been a surge in recent years in the number of young people doing 'social action' – practical activities that benefit others and create positive social change. And three-quarters of 16-24 year-olds say they want to do more social action.

We want to tap in to this trend and create opportunities that get people helping others from an early age. Many of those who take part in social action regularly started when they were as young as 10.

We also know that sport attracts many young people and can provide a springboard to social action. With just over half of young people preferring sport to any other volunteering activities this is an incredible opportunity.

We are proud to be acting as match funders for the #iwill fund, a UK wide campaign aiming to get 6 out of 10 young people involved in social action by 2020. Funded by the Big Lottery Fund and the Department of Culture, Media & Sport, the #iwill fund aims to support young people to access high quality social action opportunities.



Together, we are looking to test bold new approaches to getting young people involved in social action that includes sport and physical activity – especially those who might not have been involved in sport before.

The Potentials Fund will focus on engaging young people aged 10-20 into social action. Your project must target young people who are interested in doing some (or more) social action – “Potentials”. Of those who are likely to do some form of social action in the next 12 months, more than three-quarters say they could be encouraged to do even more.

We are particularly interested in projects which can engage:

- **10-14 year-olds** – evidence suggests that people who get involved in social action when they're young are more likely to continue in later life. We'll be looking for projects which connect with the lives and aspirations of 10- to 20-year-olds, but are particularly keen on projects which target the 10-14 age group.



- **Young people whose mental and emotional wellbeing may be vulnerable** - we're looking to use social action in sport as a way to support young people who are struggling with issues like bullying, social isolation, anxiety and low self-esteem. Especially those projects which can deliver the greatest impact for young people – most likely, these will target those facing multiple risk factors, such as under-represented groups and those with long-term health conditions or disabilities.
- **Traditionally under-represented in sports volunteering** - we are interested in projects which aim to make volunteers more representative of the communities they live in.

We want all successful Potentials projects to be the best they can be. If your project is shortlisted, we'll support you during the formal application process to ensure your work delivers on the Six Principles of Youth Social Action. Please see Appendix 1 for more details.

If you have a great idea to use physical activity to engage young people in social action, but haven't worked with Sport England before, don't be shy! If you have any questions please do get in touch.

Contact our funding helpline on 0345 8508 508.


## KNOWING YOUR AUDIENCE

Whichever fund you're applying to, you should carefully consider your target audience. You'll need to show a strong understanding of the unique issues facing your chosen audience. For example, 10-14 year-olds who have experienced bullying will require a different approach from young people facing long-term unemployment – both have their own individual needs, and will require skilled support to meet them.

It's important that you take the time to really understand your target audience, and to talk to them – we will want to see their views reflected in your initial ideas and then later, if you are shortlisted to submit a formal application in stage two, in your project proposal, design and delivery processes.

Think about which other organisations or services engage with the people you want to work with and how they could support the project. Maybe they could signpost people to the project, or they might have views on what types of volunteering opportunity are most likely to appeal. Seek a range of views to help shape your project and ensure it reflects the needs of the community and the individuals.

Our accompanying [Insight Guide](#) provides useful information on who currently volunteers, and the barriers and motivations people face. It's well worth reading now, but will also highlight a number of important areas you should consider if you're shortlisted to develop your project for a formal application.



## SECTION 2: OUR VISION FOR VOLUNTEERING



# WHAT DO WE WANT TO ACHIEVE?

## WE WANT TO GET MORE PEOPLE FROM DIFFERENT COMMUNITIES EXCITED ABOUT, AND ENGAGED IN, VOLUNTEERING

We're looking to strike a balance between investing in existing, proven ways of delivery and finding new and innovative ideas. Our aim is to find solutions capable of delivering game-changing results. Remember, we are not necessarily looking for a typical 'sporty' experience. While sport and physical activity should be involved, it doesn't have to be the sole focus. For instance, projects could look to engage young people to share their IT skills with the local sports club, improving its overall efficiency and management.

Or maybe you want to organise a regular fun run to raise money for the local hospice – aside from the running, there are plenty of opportunities for volunteers to develop skills in marketing, photography, logistics, catering... We're open to any ideas which can use sport or physical activity to engage people in volunteering or social action. Simply put, we're looking for brilliant ideas.

## WHAT WE WILL BE LOOKING FOR IN A FINAL PROJECT:

### Meaningful volunteering opportunities

We want to invest in projects that provide meaningful volunteering opportunities, offering individuals engaging, rewarding and enjoyable experiences. Of course, what this looks like will vary from person to person, so we're looking for projects that consider people's individual needs and aspirations and ensure they have the right support to get the most from the experience.

We also want projects to demonstrate a double benefit; a positive impact on the wider community. That might mean anything from projects that help to achieve cleaner parks and river banks, to improved community relations as a result of an inter-generational project, or the re-integration of ex-offenders into the community.

Projects will need to demonstrate the dual benefit of volunteering, for the individual and for their community, by improving:

- Mental wellbeing, and/or, individual development
- Social and community development

For more on what these definitions mean, see the government's [Sporting Future](#) document and Sport England's [Towards an Active Nation](#) strategy.

## WHAT COULD THESE OUTCOMES LOOK LIKE AT PROJECT LEVEL?

### MENTAL WELLBEING

- > ENJOYMENT AND HAPPINESS
- > IMPROVED SELF-ESTEEM
- > REDUCED ANXIETY, STRESS OR DEPRESSION

### INDIVIDUAL DEVELOPMENT

- > EMPLOYMENT OPPORTUNITIES
- > IMPROVED CONFIDENCE AND SELF-ESTEEM
- > DEVELOPMENT OF SOFT/SOCIAL SKILLS
- > EDUCATIONAL BEHAVIOUR AND ATTAINMENT

### SOCIAL & COMMUNITY DEVELOPMENT

- > PROMOTING SOCIAL TRUST
- > IMPROVED LOCAL ENVIRONMENT
- > BRINGING PEOPLE FROM DIVERSE BACKGROUNDS TOGETHER
- > SOCIAL ENGAGEMENT
- > HELPING SPECIFIC COMMUNITIES TO INTEGRATE

If we invest in your idea, we will work with you to develop the best way of measuring your project's outcomes, see page 25.

## DEVELOPING YOUR VOLUNTEERS

Meaningful volunteering and social action takes time. The benefits to individuals and communities are unlikely to be achieved through one-off opportunities.

We're keen to invest in projects which have clear plans to set people on a volunteering journey, with opportunities for volunteers to grow and progress. This might mean, for instance, working towards a qualification or certificate, a new volunteering role with more responsibility, or gaining enough experience to transition into a paid role. However, we know it's important to be flexible. We don't want you to put off potential new volunteers by requiring too much commitment, too soon. Your focus could simply be on getting first-time volunteers to come back again – and again...

Final applications will need to demonstrate that you have considered what progress looks like, and why it's appropriate for your audience.

## LEARNING FROM YOUR PROJECT

To unleash the full potential of volunteering in sport and physical activity, we want to learn more about how to engage people from different backgrounds and how to keep them involved to achieve real, long-term benefits. We want to work with you to learn what approaches work and why. And we're prepared to try out new ideas, even if they turn out to be less successful.

There's any number of potential learning opportunities. Maybe you're planning an unusual partnership, or want to test ways of using new technology to get young people engaged in volunteering and social action. Perhaps your organisation has never had any connection with sport before, but has something different to offer within a sport or physical activity setting. Whatever your ideas, we're keen to find out what we can discover together.

## AREAS WE ARE INTERESTED IN LEARNING MORE ABOUT

We'd encourage you to consider how your project may contribute to the following:

- **Putting the volunteer at the heart of all thinking and planning** – We're interested in projects which want to address some of the reasons why people don't volunteer. For instance, a project may aim to offer flexible opportunities to address the issue of lack of time. Or you might want to test alternative ways of increasing awareness of the opportunity to volunteer, for example through peer-to-peer engagement. Equally, we want to understand better how volunteering in sport can be used to meet the needs of individuals, especially those whose primary motivation is not sport. For example, how can sport or physical activity be used as a vehicle for someone who wants to care for the elderly, or wants to reduce crime in their local area?

- **Messaging and communications** – We want to explore the different ways messages and opportunities are communicated which might influence a specific audience to volunteer in sport and physical activity. This includes the language used, as well as, the method (e.g. social media, face to face etc). While not every project is expected to be fully digital, we are interested in understanding the role that technology can play in engaging and retaining volunteers. We want to understand better the role of key influencers in a person's life who can affect their decision to volunteer. For example, this could be a parent, teacher, friend, GP, probation officer or faith leader.
- **Recognising the contribution of volunteers** – There are many ways to demonstrate appreciation for volunteers – from a simple 'thank you', to a certificate or an incentive like a project t-shirt. We are keen to better understand the impact and value of different methods for different audiences.
- **Challenging myths and misconceptions** – We want to see projects which seek to challenge some of the myths that are associated with sports volunteering, for example that it has to be done in a sports club, you need to be sporty, or have certain skills or qualifications. We want to tackle the

misconceptions that people may have by showing that giving your time to help others through sport or physical activity can be done anywhere, by anyone, irrespective of their interest in sport or levels of fitness.

## REPLICATION AND SCALE

These funds are only the start of our volunteering journey. Learning what works also means finding projects that have the potential to be replicated or delivered on a larger scale. That could mean exploring how a tried and tested approach can be adapted for different audiences or introduced to a new community. Or it could be testing whether a successful model used in a different sector, like performing arts or conservation, could be replicated in a sport or physical activity setting.

Please think about all of these themes in your Expression of Interest – we want to hear about your ideas. If you're invited to submit a formal application, we will want to hear in more detail about how your project might approach some of these areas.



# WHAT KIND OF ORGANISATIONS DO WE WANT TO WORK WITH?

**WE'RE LOOKING TO WORK WITH A RANGE OF ORGANISATIONS, BOTH THOSE WHO CAN DELIVER PROVEN SOLUTIONS AND THOSE WITH INNOVATIVE, CREATIVE IDEAS.**

We're not looking to fund more of the same activities which we know already work – unless you can make a strong case for testing how they can be scaled up or replicated with a different demographic, in a new community or with an adapted delivery model. Learning is key.

Your organisation needs to have a strong reach and understanding of your intended audience – either directly or through partnerships with others. We're looking for partners who are trusted and respected by the people they want to reach – and who understand the specific issues of their local community.

Crucially, you'll need to demonstrate that you can deliver quality volunteering opportunities – either directly or through others.

We're keen to learn from partnership applications, especially when smaller organisations collaborate to use the support and experience of others. We want to test how organisations with different models and experiences from across sectors can come together to get more people volunteering and taking part in social action through sport and physical activity. We'd encourage you to think about the organisations you could approach to help make your project successful. Have a look at a few ideas on page 7.

While traditional sports organisations may well feature as part of an application, we would encourage you to think about who else you could work with to deliver the outcomes we're looking for. (Support for sports clubs will be another part of our investment into volunteering over the next four years – we'll provide more details about this later in the year).

All partners that we invest in will need to meet the appropriate tier (Tier 1) of our [Code for Sports Governance](#) before an award is made. The code contains a set of standards that we expect of successful applicants, showing they are eligible to receive Lottery funding, are well run and can be responsible for public money.

If you are not a sports organisation, you will probably recognise a number of aspects of our Code already, as many of the principles set out in our Code are widely accepted as being elements of good practice in corporate governance. The volunteering funds will be covered by Tier 1 of the Code, our minimum level of mandatory governance.

If an organisation who we wish to fund doesn't meet these standards at the time of submitting an expression of interest, our Grants team can support them to make the necessary changes within an agreed timescale.



# SECTION 3: DEVELOPING YOUR IDEA



# PROCESS AND TIMETABLE

## PROJECT LENGTH

Achieving a meaningful volunteering and social action programme takes time – as does learning and evaluating what works.

We anticipate investing into projects which are three years in length. This will allow sufficient time for the project to establish itself fully, before beginning to test and learn what works, evolving and adapting as required over time.

## AWARD VALUE

We plan to invest in a range of projects with a grant value of between £50,000 and £150,000, over three years. The minimum award we will make is £50,000, reflecting the resources and expertise which will be required for a project to deliver the outcomes and learning we are seeking.

However, if you have ambitions on a larger scale, we would encourage you to get in touch directly to discuss your proposal.

We would expect funding for these awards to include items such as:

- Salaries for new or seconded project workers and other staff directly involved in the project (including NI and pension contributions)
- Support for volunteer engagement
- Support for volunteer out-of-pocket expenses

- Support for local networking and partnership building
- Minor equipment costs
- Support for internal/external evaluation, including time allocated to working with the evaluators and for providing necessary information
- Support for communicating and disseminating learning
- Costs for recruitment events/activities
- Volunteer training.

We will not invest in:

- The general running costs of your organisation
- A service or project which is already running or where funding has recently been withdrawn
- Projects which we have funded before
- Goods or services purchased before an award is made
- The purchase of motor vehicles
- Items that can only benefit an individual
- One-off events and events tickets
- Cash incentives
- Activities that focus on promoting religious beliefs

- Endowments
- Loan repayments
- Foreign trips
- Capital projects.

Please note that this is not an exhaustive list – if you are unsure and would like to discuss whether your project is eligible, please contact our funding helpline on 0345 8508 508.

## PARTNERSHIP FUNDING EXPECTATIONS

Partnership funding is an important way for you to demonstrate both your and other partners' commitment to the project. We encourage you to explore opportunities for additional partner funding support in addition to Sport England's funding. While some of this may be in kind, we would like to see a level of financial partnership funding which is appropriate to your organisation and the partners who may be supporting the project. We will be interested to hear your plans for partnership funding, if you are invited to submit a full application.

## MEASUREMENT AND EVALUATION EXPECTATIONS

We will only invest in projects that can demonstrate they can have a double benefit, for individuals and for the wider community. They will need to show how they will directly contribute to improving:

- Mental wellbeing, and/or, individual development
- Social and community development

For more on what these definitions mean, see the government's [Sporting Future](#) document and our own [Towards an Active Nation](#) strategy.

If you are successful and do receive funding from us, we'll work with you to develop the best way of measuring success (both for your project goals and Sport England's wider outcomes). That evaluation needs to be thorough and robust so that we can really learn about the project's effectiveness and share clear insights.

We will work with you to ensure there is a comprehensive approach to measurement and evaluation. We'll provide support and training for project leads to ensure understanding of the reporting requirements.

You will also be required to submit a six-monthly monitoring report to us, on a template that you will receive with your award letter if you are successful in your application. This will enable you to provide a commentary on the progress you are making against the targets you have set, and what you are learning from the approaches you are taking.

## SUSTAINABILITY

Partners should consider the long-term sustainability of their projects at this early stage of project development. We will want to know your initial thoughts on this at the Expression of Interest stage, and will look for further details in your formal application. We encourage you to be creative in your thinking and to consider how what you will learn can be used to create positive change.

## APPLICATIONS AND TIMETABLE

Applying to either our Opportunity or Potentials funds involves a competitive two-stage selection process:

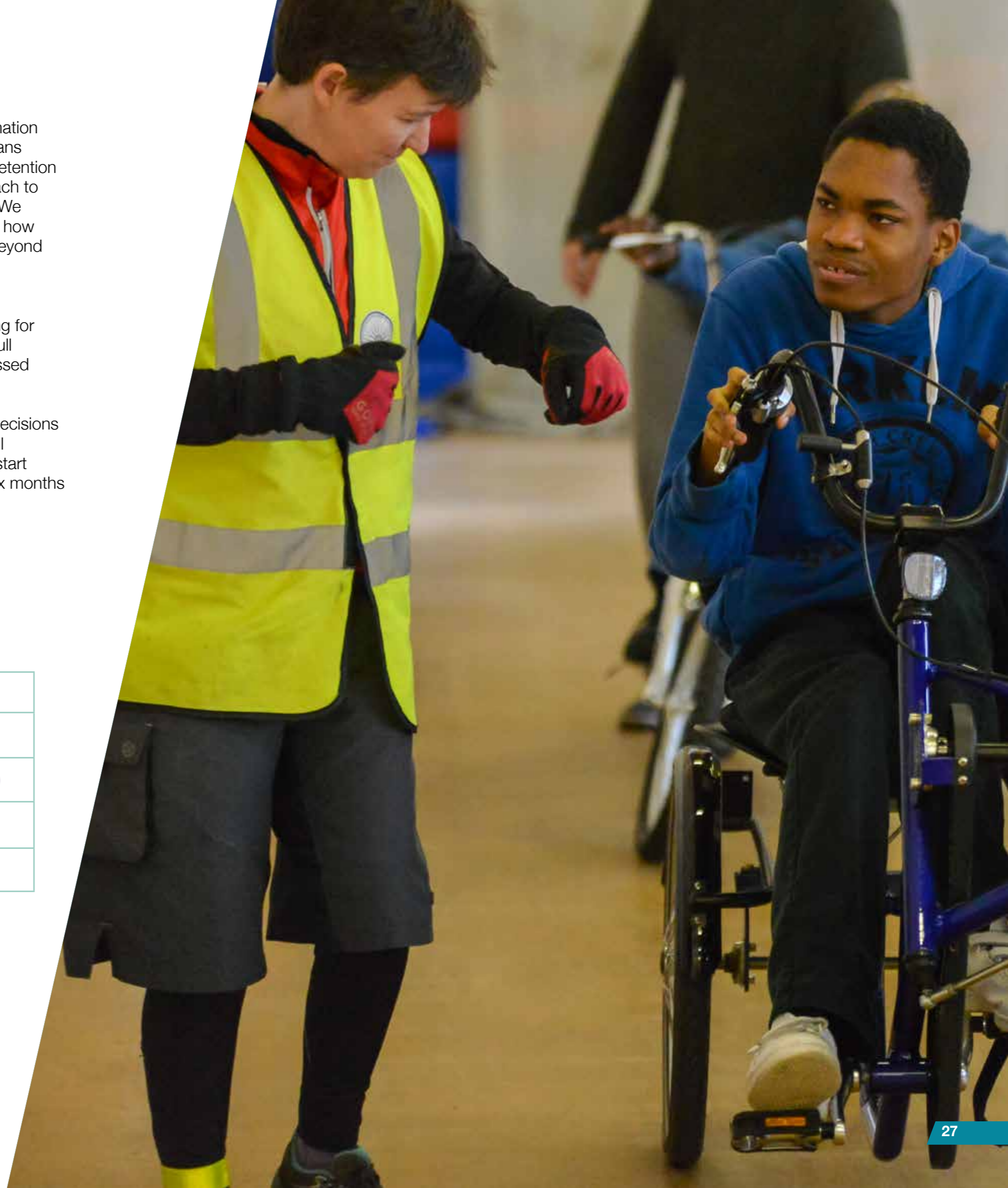
1. The first stage will be an Expression of Interest, where you can tell us about your organisation, your understanding of the audience you want to work with and your initial project idea. The details you provide in your Expression of Interest form will be assessed against the criteria outlined in this guide, in order to determine which organisations are invited to submit a full application in stage two.
2. The second stage will see shortlisted applicants invited to submit a full application. Applicants at this second stage will be required to supplement the information provided within their Expression of Interest by providing full details of their project,

for example: detailed information on partnerships, delivery plans (including recruitment and retention plans), budgets and approach to monitoring and evaluation. We will also require thoughts of how projects will be sustained beyond the term of Sport England's investment.

There is no guarantee of funding for applicants invited to submit a full application, which will be assessed against clear criteria.

We aim to make final funding decisions in September 2017. Successful applicants should be ready to start delivering their project within six months of notification.

DETAILS	DATE
EXPRESSION OF INTEREST OPENS	27 FEBRUARY 2017
EXPRESSION OF INTEREST CLOSES	24 APRIL 2017 (12 NOON)
SOLICITATION OF STAGE 2 APPLICATIONS	JUNE 2017
DECISION	SEPTEMBER 2017



# SUBMITTING YOUR EXPRESSION OF INTEREST

Expressions of Interest should be made to one of the funds. We are looking for innovative ideas tailored to their audience. Please give careful consideration to which fund is most appropriate to your audience.

You will need to complete and submit your Expression of Interest form via our website by no later than 12 noon on 24 April 2017. The online form can be accessed [here](#). You will need to complete all of the fields, adhering to any word count limits, before submitting your ideas for assessment.

A Word version of the form can be accessed [here](#) to help you in planning your application. You can cut and paste from this into the online form. Please remember that at this stage we are not expecting fully worked up project ideas. But we will expect you to explain what you intend to do, with whom, why, and what we will learn from your project. Tell us about your idea and what you hope to achieve.

You do not need to submit any supplementary documentation at this stage of the process.

When you submit your form you will receive an email confirming that we have received the submission. Please keep this for your records.



# HOW WILL WE ASSESS YOUR EXPRESSION OF INTEREST?

**THE DETAILS YOU PROVIDE IN YOUR EXPRESSION OF INTEREST (EOI) WILL BE ASSESSED AGAINST THE CRITERIA BELOW, TO DETERMINE WHICH ORGANISATIONS ARE INVITED TO SUBMIT A FORMAL APPLICATION**

## CRITERIA

## WHAT A STRONG EOI WILL CONTAIN

### AUDIENCE & INSIGHT

The target audience is clearly defined and appropriate for the fund. The applicant and their partners have good insight into their audience and the project delivery area and this has been used to shape their project idea. There is clarity on any additional insight that is needed (if any).

A strong EOI will clearly identify a specific audience and area that the project will reach, which aligns with the target audience of the fund. It will demonstrate a thorough understanding of the target audience, their behaviours, attitudes, needs, wants, barriers and motivations to volunteering / social action. It will be clear about how this insight has been gathered, including engaging with the target audience, and how it has been used to shape the project.

### NEED & EVIDENCE

There is a clear need for the project and the funding. Delivery is different and additional to existing provision/activity.

A strong EOI will evidence a clear local need for the project idea. It will strongly evidence that the project is needed by the target audience, is aligned with the priorities of the applicant and their partners and meets a gap in provision in the local area.

### TRACK RECORD

The applicant and/or their partners have a successful track record of delivering services/ activities to their target audience and in the area they have chosen to deliver their project in.

A strong EOI will demonstrate that the applicant and/or their partners have a demonstrable track record of successfully working with their target audience, have a strong understanding of the area they have chosen to deliver their project in, and experience/understanding of delivering volunteering opportunities. It will be clear how this experience has been used to shape the project idea and why they think it will be successful.

## CRITERIA

## WHAT A STRONG EOI WILL CONTAIN

### OUTCOMES

The project idea has been designed to achieve measurable outcomes for the target audience and the wider community. The project idea will achieve an increase in the number and diversity of volunteers in the area, contribute towards social and community development and one or more of the other selected government priority outcomes.

A strong EOI will identify the specific outcomes that the project will achieve and how they will be measured and evaluated. It will clearly articulate what success will look like and demonstrate the tangible contribution that the project will make to increasing the number and diversity of people participating in quality volunteering opportunities, social and community development, mental wellbeing and/or individual development.

### LEARNING, REPLIABILITY AND SCALABILITY

The project will help Sport England learn how to best engage and retain the target audiences in quality volunteering / social action opportunities. The project idea has the potential to be scaled up and/or replicated.

A strong EOI will clearly set out what the project is seeking to test and learn and identify how this will help build Sport England's knowledge about effectively engaging and retaining volunteers from the target audience. It will identify the techniques that will be used to collate and share learning and give a realistic indication of how the project idea could be scaled up or replicated if it is successful.

### DELIVERABILITY AND SUSTAINABILITY

The applicant and their partners understand how their project will be delivered. There is an understanding of what makes a quality volunteering opportunity, as well as, clear plans on how the opportunities will be delivered, including appropriate pathways. The applicant will be in a position to deliver within the requisite timescales and is committed to sustaining the project approach beyond Sport England's investment term.

A strong EOI will have a clear understanding of how the project idea will be delivered and the roles and responsibilities of different partners. It will give confidence that the project can start delivering within the requisite timescales and that the applicant has realistic plans to ensure the project approach will be sustained beyond the three years of Sport England's investment.



# NEXT STEPS

## WE WANT TO WORK WITH YOU TO DELIVER EXCITING NEW VOLUNTEERING AND SOCIAL ACTION OPPORTUNITIES - ARE YOU READY?

To help you develop your project idea, we have put together an [Insight Guide](#). We would encourage you to read it, as it contains key insight on the target audiences, volunteering and social action. It also highlights important things you should consider as you put your plan together.

Please also take the time to read our Frequently Asked Questions document [here](#). If the answer you are looking for is not included, or you would like any more information or advice, you can contact our funding helpline on 0345 8508 508.

**IF YES, THEN WE WANT TO HEAR FROM YOU...**

CLICK HERE FOR:  
**EXPRESSION  
OF  
INTEREST**

## CHECKLIST

Before you complete an Expression of Interest, please take the time to consider our checklist below:

1. Do you have a strong understanding of your target audience?
2. Do you have the right experience or partnerships to enable your project to:
  - a) Reach, engage and retain your target audience?
  - b) Provide or facilitate quality volunteering opportunities using sport or physical activity?
3. Are you clear which fund is appropriate for your project?
4. Is your project in need of between £50,000 and £150,000 over a three-year period?
5. Are you clear which outcomes your project will deliver against and what success will look like?
6. Will your project enable us to learn something new about engaging and retaining a specific audience in volunteering through sport or physical activity?
7. Have you read the accompanying [Insight Guide](#) and [FAQs](#)?



# APPENDIX 1

## WHAT IS YOUTH SOCIAL ACTION?

Youth social action is defined as 'practical action in the service of others to create positive change that is of benefit to their community, as well as to the young person themselves'. It enables young people who want to make a difference to realise this potential – whether that means supporting a homeless shelter, campaigning on causes they care about, teaching an older person IT or planting trees to improve the local environment.

It takes place in a range of contexts and can mean formal or informal activities, in any setting – online, extracurricular, in clubs and groups, informally, or as part of structured programmes.

If you're interested in applying for the Potentials Fund, at stage two, you will need to show that your project meets the Six Principles of Youth Social Action:

- Challenging – stretching and ambitious, as well as enjoyable and enabling
- Youth-led – led, owned and shaped by young people's needs, ideas and decision-making
- Socially impactful – having a clear intended benefit to a community, cause or social problem
- Progressive – sustained, and providing links to other activities and opportunities

- Embedded – accessible to all, and well integrated to existing pathways to become a habit for life
- Reflective – recognising contributions, as well as valuing critical reflection and learning.

Social action that follows these principles has a double benefit – to the young person who takes part, by developing their skills, character and life opportunities, and to the community, cause or social issue they give their time to.

For more details on the #iwill campaign to get young people involved in social action, please visit [www.iwill.org.uk](http://www.iwill.org.uk)





Sport England  
21 Bloomsbury Street  
London WC1B 3HF

[sportengland.org](http://sportengland.org)

Proudly supporting  
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