



## Active Universities Themed Funding Round

42 projects (a further project has been awarded since Thursday 31 March launch) are receiving investment through the Active Universities themed funding round. Overall, 59 universities will benefit from this investment in year one and up to 70 in years two and three. Therefore over 50% of English universities will be able improve their sports offer in some way as a result of Active Universities.

By tackling key barriers to student participation, such as people lacking confidence or a lack of informal sporting opportunities – the successful projects will give 134,565 students the chance to try out a new sport, or get back into one they've tried before, but this time get them into the sport for the long term.

### What was the Active Universities process?

The themed round had a fund of up to £10 million pounds, which was available for projects who were able to meet the competitive criteria developed for Active Universities and were able to demonstrate this clearly at stage one and two. All applications were assessed through a competitive process against seven criteria: relevance to the theme; evidence base; value for money; ability to deliver; impact on Sport England's outcomes; sustainability; and partnership. Detailed information on the criteria can be found on our website.

The process was designed from the outset to be highly competitive with only the best projects benefiting from the funding.

At the stage one application deadline in June 2010, the fund was over subscribed – 85 applications were received with total project costs amounting to £21,921,087 with a £14,855,234 Sport England grant request.

Following a stage one assessment, 47 projects met the high standards we had set and were invited to progress to stage two of the application process. At this stage the projects had to build on their original applications to provide detailed sport development, marketing and financial plans, as well as confirm how many students were going to benefit from their project.

At the close of stage two in January 2011, 46 projects submitted additional information. One applicant withdrew their bid. Again all applications were assessed through a competitive process, against the published criteria, leading to a decision to make awards to 42 projects.

### So how much is being invested in the HE sector from Active Universities?

The Sport England awards across the 42 projects, agreed to date, total £7,026,359 towards total costs of £10,972,583. The average lottery award was £167,294 and Sport England has contributed 64% of the total cost of the projects.

Sport England is also investing a further £200,000 in an online survey tool to measure student participation and their satisfaction with their sporting experience whilst at university. This is a



compulsory element for all projects benefiting from Active Universities funding. However, it is intended that this tool will leave a legacy for the whole sector. From 2012 the tool will be offered to any English university, making sure data is available at an institution level on how their students are participating in sport and how satisfied they are with their opportunities. This will help demonstrate the impact not only of our funding but of sport as part of the student experience.

We have also invested £2,365,035 into university sport through the Iconic Facilities Fund, Sportsmatch and our Small Grants programme.

### **Who was involved in the assessment of Active Universities?**

A team of senior grants managers and colleagues from across Sport England formed an Aggregate Assessment Team, who were responsible for assessing the projects and recommending decisions. These decisions were also presented to Sport England Project Committee (a sub-committee of our Board).

Sport England convened an Expert Advisory Panel of key HE sector representatives to check and challenge the robustness of our stage one and stage two decisions. On both occasions the panel concluded that Sport England's assessment and decision process was fair, robust and objective. They felt a very strong portfolio of projects had been encouraged by Sport England, to the next stage in September 2010 and then awarded in March 2011.

### **What made a successful Active Universities project?**

Funded projects were able to provide detailed information and evidence based on the seven criteria outlined above. In addition to the information provided against these criteria, successful projects could clearly demonstrate:

- A clear understanding of their students' needs for sporting activities, understanding of which students do currently participate in three sessions per week and those who are only doing one to two sessions per week
- Evidence of student consultation through surveys and focus groups which identified barriers to participation for students not doing three sessions a week as well as what type of activity would make them do more sport
- A clear delivery plan to address the sporting needs and tackle the barriers to participation resulting from the student consultation, looking at different ways of putting on sport sessions and introducing new sports
- Identification of the workforce requirements to deliver the project, so that it offered value for money and would be sustainable beyond Sport England funding. This included paid and unpaid activators, coaches and officials.
- Clear information on the sustainability of the project but also keeping the students doing more sport, identifying exit routes either within the university or in local community clubs and setting up sustainable income generating activities.



### Who are the successful projects?

Name of applicant	Lottery funding
Queen Mary Student Union	£216,548
Royal Holloway, University of London	£85,486
University of Chichester	£72,000
City University London	£116,098
University of Brighton	£182,602
University of Bristol	£173,211
University of Nottingham	£247,600
University of Derby	£176,929
Leeds Metropolitan University	£140,650
Bournemouth University	£266,338
University of Gloucestershire	£164,163
Tremough Campus Services	£61,452
University of Birmingham Sport	£65,275
Coventry University	£98,449
Loughborough University	£247,234
University of Bedfordshire	£208,120
University of Essex	£55,876
University of Bradford	£260,000
University of Plymouth	£300,759
Canterbury Christ Church University	£174,053
University of Warwick	£108,395

Name of applicant	Lottery funding
University of Bath	£113,382
University of Salford	£149,298
English Lacrosse Association	£300,000
University of Hull	£85,346
University of Manchester	£148,359
Surrey Sports Park	£67,821
University of Birmingham Volleyball Club	£43,275
Staffordshire University	£107,313
Brunel University	£183,901
Middlesex University	£128,226
The Union Society	£124,596
University of Northumbria	£305,799
University of East London	£245,789
Roehampton University	£237,785
De Montfort University	£112,931
Durham University	£65,925
University of Portsmouth	£139,072
Bucks New University	£311,705
Sheffield Hallam University	£273,734
University of Hertfordshire	£359,579
University of Central Lancashire	£101,285