



**Cronfa Iach ac Egnïol  
Healthy & Active Fund**

**CALL FOR APPLICATIONS  
AND  
FUND GUIDANCE**

**OCTOBER 2018**

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## 1. INTRODUCTION AND PURPOSE

- 1.1 This document calls for applications and provides guidance for grant funding from the **Healthy & Active Fund (HAF)**, a new programme managed and delivered in partnership by the Welsh Government, Sport Wales and Public Health Wales.
- 1.2 The Fund seeks to improve people's mental and physical health by enabling active lifestyles. Its aims are to:
- Sustainably increase the physical activity of those who are currently sedentary or have very low levels of activity.
  - Improve levels of mental well-being by promoting social interactions and increasing or improving access to spaces and places for physical activity.
- 1.3 We encourage applications which through collaboration and integration, support people who face the most significant barriers to leading physically active lives, and in particular:
- Children and young people up to 24 years of age.
  - People with a disability or long-term illness.
  - People who experience poverty or disadvantage.
  - Older people and those around the age of retirement from work.
- 1.4 Applications for projects within the Valley Task Force Area, those which strengthen community assets (such as community/sports groups or clubs, schools and workplaces or explore and harness the contribution of digital technology or) to influence behaviour change are particularly welcomed.
- 1.5 The application round begins in autumn 2018 for funding from April 2019 until March 2022. A total of £5million is available over the three financial years - £2m in 2019-20, £2m in 2020-21 and £1m in 2021-22. There are two stages to the process to determine which applications receive funding, an Expression of Interest (EoI) stage and a Final Application stage. The following guidance provides a detailed timetable, together with information about the application process, eligibility and the funding criteria. It should be read in conjunction with the relevant legislation, policies and strategies that provide an important context for the HAF.
- 1.6. Potential applicants should be aware that the HAF will provide grant funding for 3 financial years which will be tapered in the final year. We will allow for costs to be included on a full cost recovery basis in line with Welsh Government's [Third Sector Scheme](#) and simplified costs. Please note only one approach to costing can be used for the duration of the project. Further guidance full costs recovery and simplified costs (including appropriate models for calculating a fair contribution to overheads) can be found at:

<http://www.wcva-ids.org.uk/wcva/1096>;  
<http://www.thinknpc.org/publications/full-cost-recovery-2/>; and

<https://gov.wales/funding/eu-funds/2014-2020/wefo-guidance/simplified-costs/>

- 1.7 Only projects that demonstrate they can be funded into the third year and beyond or will leave a legacy that will sustain the project activity beyond the third year will be considered.

## 2. STRATEGIC CONTEXT

- 2.1 The HAF is placed firmly within the context of the Wellbeing of Future Generations (Wales) Act 2015 and takes account of the requirements of broader legislation relating to Equality, Children's Rights and the Welsh Language.
- 2.2 The HAF will support the implementation of Welsh Government's ambitions as set out in 'Prosperity for All: the national strategy' and 'A Healthier Wales: our plan for health and social care'. It supports the principles of the 'Vision for Sport in Wales', the objectives and priorities of Public Health Wales and Sport Wales, and delivers the Welsh Government commitments to:
- introduce a Well-being Bond aimed at improving mental and physical health and reducing sedentary lifestyles, poor nutrition and excessive alcohol consumption;
  - develop innovative, community approaches to encourage more active lifestyles and healthy nutrition through the Well-being Bond; and
  - to create a "Challenge Fund for sports organisations and to fuse creativity and digital exploitation.
- 2.3 The benefits to our mental and physical health of healthy and active lifestyles are clear. By increasing our levels of activity, eating a balanced diet, drinking within recommended levels and stopping smoking we can all not only reduce our risk of cancer and cardiovascular disease but also improve our mental well-being and reduce the risk of developing dementia. The first phase of the fund will therefore focus on enabling active lifestyles.
- 2.4 Regular physical activity is proven to help prevent and treat noncommunicable diseases (NCDs) such as heart disease, stroke, diabetes and breast and colon cancer. It also helps to prevent hypertension, overweight and obesity and can improve mental health, quality of life and well-being. Physical activity can and should be integrated into the settings in which people live, work and play. Sport and active recreation can help promote physical activity for people of all ages and abilities. Active play and recreation are important for early childhood as well as for healthy growth and development in children and adolescents. Quality physical education and supportive school environments can provide physical and health literacy for long-lasting healthy, active lifestyles. It is also important that adults can be physically active and less sedentary at work. Whether working or not, older adults can benefit from regular physical activity to maintain physical, mental and social health and enable healthy ageing.
- 2.5 Adopting and maintaining healthy behaviours is challenging and is strongly influenced by our environment, our social networks, the influence of social and cultural norms and wider commercial interests. Increasingly we recognise the value of enabling communities to build positively on existing assets to find their own solutions to problems rather than prescribing action from outside. Creating connections within and between communities to enable change can often be facilitated by access to relatively small amounts of funding, expertise or the willingness to share physical and human assets and resources. Across all

settings there are opportunities for digital innovations to promote and support people of all ages to be more active and to use data to help promote, support and monitor physical activity.

- 2.6 We must continue to find ways of creating the conditions which support communities and individuals in making lifestyle changes and sustaining those improvements. A holistic approach to health and wellbeing is required which goes beyond providing traditional support services. As stated in 'A Healthier Wales' Our plan for Health and Social Care, we can all contribute to improving the health and well-being of everyone in Wales.

### 3. ELIGIBILITY CRITERIA

3.1 The following eligibility criteria apply to the **Healthy and Active Fund**:

- a) Applications will be welcomed from statutory and non-statutory bodies and organisations that have the structure and capacity to deliver the objectives of the Healthy & Active Fund.
- b) Projects must be able to begin from April 2019.
- c) Applications should provide details of how their projects will contribute to the aims of the HAF. Projects may wish to consider using a logic model to articulate how their activities are linked to outcomes.
- d) Applications will need to identify why the project is needed and clearly state the evidence and rationale that has shaped the identified activity. Evidence of need may be identified from a number of sources, including but not limited to:
  - Local Well-being objectives and plans.
  - National datasets e.g. the School Sport Survey and the National Survey.
  - Wider local longer-term plans, knowledge and the priorities within them.
- e) Engagement with the local community and local community groups in the development of proposals (and evidence of it) is essential.
- f) The grant is for **revenue projects only** but activities which include minor (not structural) capital works will be considered as long as they represent a necessary investment.
- g) Applications will need to demonstrate how the HAF would be used for the implementation of their projects over the 3 years of the funding period from April 2019 – March 2022 and how the activities will be funded or sustained beyond that period.
- h) Each grant will normally be for at least £125,000 over the 3 years from April 2019 – March 2022. Applications for smaller amounts will be considered but

will normally be the exception and will usually represent a contribution to a larger fund where other funding sources are secured. Funding is capped at £400,000 (£160k: £160k: £80k) for the 3 years.

- i) All projects will need to involve a range of partners in their design and delivery but there must be a minimum of two organisations from different sectors and the lead body must be from the Third or Public sector. In the case of existing partnership/collaborations, it will be important to demonstrate that new partners will be involved in the co-operative seeking grant funding through this scheme or the project is a new activity for the existing partnership or collaboration.
- j) Applications will need to demonstrate they have been subject to an impact assessment.
- k) Funding will not be awarded to:
  - fund activity that generates profit for the benefit of private owners, shareholders or co-operative members;
  - run grant schemes - mechanisms for distributing grant funding for project delivery should be set out clearly in your proposal and procurement used where relevant;
  - any project that cannot evidence that the permissions and consents have been obtained before the project commences, where applicable;
  - any Third sector lead partner who is not financially viable and legally constituted;
  - support any activity that the Welsh Government or UK Government is already supporting through contracted programmes, legislation or direct delivery;
  - support activity that duplicates existing provision or displaces funds.

#### 4. FUNDING CRITERIA

- 4.1 The online forms at both stages, EoI and Final Application, will provide templates for the detail required in your application. The information at both stages will be considered in the assessment and appraisal process, from which a decision can be taken about the award of grant assistance to the project.
- 4.2 Applications must demonstrate how the ‘5 Ways of Working’ of the Wellbeing of Future Generations Act have shaped and driven the application and should satisfy the following key criteria:

Case for Change	<p>There is clear evidence of need for the proposal, either as a result of consultation with key stakeholders during the development stage and/or through alignment to local Public Service Boards Well-being plans.</p> <p>There is a clear demonstration of how the proposed project will meet the identified need.</p>
Capability & Collaboration	<p>There is strong evidence of the lead applicant having the necessary governance structures and management processes in place to engage with other partners and ensure the effective delivery of the proposed project.</p> <p>There is clear evidence of partnership working between the statutory sector and other partners, including strong evidence of collaboration with community groups and the public in the development of the proposal.</p>
Value for Money	<p>The project demonstrates good value for money in terms of the number of people reached in relation to the amount of investment required and there is a clear business case for the continuation of the project beyond the initial funding. There is also evidence of the ability to scale up projects to meet wider population needs if required.</p>
Innovation	<p>The project explores the development of new approaches to enabling active lifestyle by exploring creative ways of using community assets (both people and places) and/or through the exploitation of digital technology.</p> <p>Projects can be either new proposals or build on and extends the reach of existing small-scale projects.</p>



## 5. THE APPLICATION PROCESS

- 5.1 The following flowchart describes the process for considering applications to the Fund. The key dates are provided as a guide and more specific timescales will be agreed at each stage of the process.

### STAGE 0

Call for Applications and Fund Guidance Issued: 15 October 2018

Expressions of Interest (EOI's) invited on completion of a short pre-expression form and (if necessary) a follow-up discussion

### STAGE 1

Eol Application Deadline: 23 November 2018

Decision and Feedback: 30 November 2018

### STAGE 2

Final Applications Deadline: 25 January 2019

Decision and Feedback: 28 February 2019

Project Implementation: April 2019

## STAGE 1 – EXPRESSIONS OF INTEREST (Eol)

- 5.2 The Eol stage is intended to test the project proposal against the principles, intended purpose and criteria of the HAF and prevent organisations committing resources to a full application where it is unlikely to be successful. To request an Eol form, visit Sport Wales' website at [sport.wales/haf](http://sport.wales/haf). Upon requesting an Eol form, applicants will be asked to complete a short pre-Eol form, which might be followed by a discussion with a Fund officer. The purpose of the pre-Eol form is to ensure the potential applicant understands the purpose of the Fund and is aware of the principles that will determine whether an Eol will progress to the next stage.
- 5.3 Eol application forms will be available in Welsh and English. Completed forms will have to be submitted **by 17.00 on 23 November 2018**. Any Eols received after the deadline will not be considered. Before submitting your Expression of Interest we strongly advise you consult with your local public health team, Sport Wales liaison officer, local authority or university, as appropriate, who might be able to offer some helpful advice or guidance.
- 5.4 EOIs will be logged, allocated a unique reference number and acknowledged within 5 working days of receipt. Applicants should quote this reference in any further correspondence about the application. We will let you know within 10 working days of receipt of your EOI if we have any queries on the information provided.
- 5.5 We will aim to provide a decision on all Eols **by 30 November 2018**. This may take longer where the volume of applications is high. We do not expect to have sufficient funds to cover all fundable applications. All unsuccessful Eol applications will be provided with feedback and an opportunity to discuss the process and outcome in person with a Fund officer.

## STAGE 2 – FINAL APPLICATION

- 5.6 You will only be invited to submit a Final Application if we are content your Eol meets the eligibility and funding criteria. Successful Eol applicants will be asked to complete an online Final Application which will be hosted by Sport Wales' website and available in Welsh and English.
- 5.7 Completed Final Applications will have to be submitted **by 17.00 on 25 January 2019**. We will acknowledge your application and let you know within 10 working days if we have any queries on the information provided. There is no guarantee that applications that progress to this stage will receive funding. It is simply a recognition that your Eol appears to meet the eligibility and funding criteria. This will be tested fully in the assessment of your Final Application.
- 5.8 Final Applications will be appraised individually against the Funding Criteria detailed in 4.2. All unsuccessful Final Applications will be provided with feedback. The timescale for decisions will depend on how quickly individual

projects provide any additional supporting evidence or information but we aim to inform successful applicants **by 28 February 2019**. Grant award letters, which will include the terms and conditions of funding, will follow shortly thereafter.

## **6. MONITORING AND EVALUATION**

- 6.1 Should your application progress to the second stage, you will be expected to set out the monitoring and evaluation arrangements for your project including:
- how you will monitor direct outputs;
  - how you will measure and evidence your identified outcomes
  - proposals for how you intend to undertake an evaluation of the project and its impact; and
  - the link between monitoring and evaluation activity.
- 6.2 These should be proportionate to the size of the grant being requested and should apply a range of methods appropriate to delivery, spanning both formative and summative approaches so that lessons learnt are applied during the project.
- 6.3 To support them in developing their evaluation arrangements, Public Health Wales will run workshops for applicants who progress to the second stage.

## **7. CONTACTS**

- 7.1 Enquiries about this guidance or any element of the application process should be referred by e-mail to: [hafexpressions@sport.wales](mailto:hafexpressions@sport.wales).