



## WHAT IS SPORTIVATE?

Sportivate is a nationwide campaign that aims to capture the excitement of sport, providing opportunities for teenagers and young adults to receive no less than 6 weeks of sport. Sportivate is a £32 million National Lottery funded programme.

Sportivate is part of the Play strand of Sport England's London 2012 mass participation legacy programme 'Places People Play'. The overall aim of Sportivate is for 300,000 participants aged 14-25 years to complete weekly coaching sessions over the four years with 120,000, carrying on playing sport regularly. Sportivate will try and bring about behavioural change by encouraging participants to regularly take part and transitioning them into regular sustained participation.

Sportivate will commence in **April 2011** and will run for **4 years until March 2015**.

## WHO SHOULD APPLY FOR SPORTIVATE FUNDING?

- National Governing Bodies of Sport
- Sport Clubs
- Local Authorities
- Leisure facilities
- Youth Clubs
- High schools / Colleges / University
- Groups / workplaces representing 14-25 year olds

## WHAT IS THE SPORTIVATE CRITERIA

### Project Criteria

- Activity must target **14 - 25 year olds**
- Activity must run for **6 weeks**
- Sessions can take place at any time during the day/evening/weekend\*
- Activity should be at least **45minutes - 2 hours** in length
- Sessions should be **coached or led**
- Activity must lead to an **exit route / sustainable session** i.e. Local sports club, participant funded continuity
- Activity must be a **new initiative**, or demonstrate additionality over current provision
- Activity **mustn't target gifted and talented** participants

\* Excluding curriculum time for projects targeting participants in education

If you would like to discuss any possible project proposals, please contact:

Ben Jackson

[ben.jackson@suffolksport.com](mailto:ben.jackson@suffolksport.com)

07827 308649