



Target launch date: 7 July 2020

CAMPAIGN BRIEF

The COVID-19 pandemic has hit communities across Wales hard and as a result, sport in the community has come to a stand-still. As some sports like golf, sailing and angling make their return, the sector must rapidly prepare to restart and adapt sporting life alongside COVID-19.

Sport Wales has reallocated budgets to create a fund to help support clubs and not-for-profit organisations to **protect** their sport offer during the pandemic, and to **prepare** for their reopening. Preparing a sports club or project for restarting means adapting the offer to retain and attract interest in the club during the pandemic and in the aftermath.

The new grant fund will be called the Be Active Wales Fund and will be critical in supporting grassroots sport to survive the lockdown and thrive beyond the pandemic.

Examples of likely submissions:

- **“Protect”** – Similar examples to those supported through the Emergency Relief Fund, e.g. facility rest cost, insurance, zoom licence to conduct coaching online.
- **“Prepare”** – Financial support to allow activity to take place with a higher ratio of coach/volunteer to participants, including increased costs as a result of needing to use a larger space for the activity to take place safely.

TARGET AUDIENCE

Research suggests that the COVID-19 pandemic is creating and reinforcing inequalities, particularly for those living in socio-economic deprivation. Therefore, the existing #BeActiveWales campaign will turn its focus to raising awareness of the Be Active Wales Fund and to target audiences from areas of deprivation in particular.

Existing sporting activities, clubs and organisations in areas of deprivation across Wales, including the top 20% of socio-economically deprived Local Authorities in Wales according to the WIMD:

Blaenau Gwent
Newport
Neath Port Talbot
Torfaen
Merthyr
Denbighshire

CAMPAIGN OBJECTIVES

1. **Increase awareness of the Fund to sports clubs and organisations within areas of deprivation in Wales** - by targeting our communications to clubs and projects we work with who are in most need of the funding.
2. **Ensure the target audience receive clear and consistent information about the purpose of the Fund** - by adhering to key messages across our communications.
3. **Ensuring there are no barriers to making an application** - by using clear and accessible language that the target audience can relate to.
4. **Promoting The National Lottery and Welsh Government as supporters of the Be Active Wales Fund** - by thanking them in our own communications and encouraging our clubs to use the digital toolkit in order to do the same.

KEY MESSAGES

The original key messages of the #BeActiveWales campaign are still at the core of our communications throughout the pandemic: *We encourage you to be active during lockdown to enjoy the benefits it offers – and to do so safely and responsibly.*

The key messages below are to be used when referring to the Be Active Wales Fund.

- **Protect** – Not all forms of activity are safe to restart yet. Until then, this Fund can help get you through the pandemic if your activity is at financial risk.
- **Prepare** – Some forms of activity can return while others can plan their restart in the future. This Fund can help you to prepare to get back to enjoying your activity safely.
- **Thank you** – Thanks to the National Lottery and Welsh Government, we can help get communities across Wales active now and in the future.

TIMELINES

7 JULY - The Be Active Wales Fund is set to open on **7 July**, after the Emergency Relief Fund has closed.

Sport Wales will publish a press release on **7 July** ahead of launch. However, partners will be kept up to date on launch date before 6 July. Comms Officers will receive a copy of the national press release before 6 July to help shape their own communications.

The Be Active Wales Fund does not have an end date as the challenges facing grassroots sports are likely to be long-term and will be flexible according to Welsh Government guidelines on exercise and public health.

SUPPORTING THE CAMPAIGN FROM AN NGB P.O.V.

It is envisaged that sports clubs and projects that are already a part of an NGB's close network will learn about the Be Active Wales Fund fairly quickly. This is because they are likely to have an existing relationship with the NGB or with Sport Wales as a result of previous grant applications or having their 'finger on the pulse' and a strong club set up. Though we must raise awareness of the Fund with this network, **we must work harder to reach and engage with the clubs who are less likely to learn about the Fund** through traditional means of communication.

To do this, it's really important that you work with your colleagues to learn about the sports clubs in areas of deprivation. Start by asking the following questions:

- Do we know who are the clubs who need financial help the most?
- Where are they located?
- Do we currently engage with them? If so, how can we do this even better?
- If not, which tools or channels can we use to engage with them?
- Who can help us engage with this target audience (both internally and externally)?

Use the answers to these questions to **help shape a simple communications plan** with the objectives above in mind.

GOOD NEWS STORIES

Though the Be Active Wales Fund is unlikely to help *everyone*, some good news stories will start to emerge about successful sports clubs who are using their physical activity to reach and support people hardest hit by the pandemic.

This is an opportunity to promote these stories far and wide to showcase how important sport (and perhaps your sport in particular) is to them and their community.

Sport Wales Comms team commit to sharing case studies with NGB Comms Officers as soon as possible in order for you to utilise the stories.

PROMOTIONAL MATERIALS

A collection of assets has been created to help you to promote the Be Active Wales Fund, including:

- Logo
- Social media graphics
- Email footer
- Email banner
- 'Social distanced sport' imagery
- Promotional video

These will be available to access [here](#).

If you feel that there are assets missing that would enable you to reach and engage with this target audience more effectively, please get in touch with communications@sport.wales

SOCIAL MEDIA POSTS

On the day of launch, here are a few social media posts that you could use to start promoting the Be Active Wales Fund.

English	Welsh
<p>The #BeActiveWales Fund is now open! 🙌</p> <p>Apply for @SportWales funding to protect your club and prepare to re-start activities safely.</p> <p>A BIG thanks to the Welsh Government and #NationalLottery players for supporting Welsh sport.</p> <p>*Link to be added*</p>	<p>Mae Cronfa #CymruActif ar agor! 🙌</p> <p>Gwnewch gais am grant gan @sportwales er mwyn amddiffyn ein clwb a pharatoi i ail-ddechrau eich gweithgaredd yn ddiogel.</p> <p>Diolch ENFAWR i Lywodraeth Cymru a chwaraewyr y Loteri Genedlaethol am gefnogi chwaraeon yng Nghymru.</p> <p>*Link to be added*</p>
<p>Do you need funding to protect your sports club?</p> <p>And what will you need to re-start activities safely? 😊</p> <p>Apply for @SportWales' #BeActiveWales Fund, provided thanks to players of the #NationalLottery and the Welsh Government.</p> <p>*Link to be added*</p>	<p>Ydych chi angen grant er amddiffyn eich clwb chwaraeon?</p> <p>A beth fydd ei angen arnoch i fedru ail-ddechrau yn ddiogel? 😊</p> <p>Gwnewch gais o'r Cronfa #CymruActif gan @sportwales – diolch i chwaraewyr y Loteri Genedlaethol a Llywodraeth Cymru.</p> <p>*Link to be added*</p>
<p>Protect your sports club and prepare for the future! 🗑️</p> <p>Thanks to #NationalLottery players, the @SportWales #BeActiveWales fund is now open.</p> <p>Apply now 🙌 *Link to be added*</p>	<p>Cyfle i amddiffyn eich clwb chwaraeon a pharatoi am y dyfodol! 🗑️</p> <p>Diolch i chwaraewyr y Loteri Genedlaethol a Llywodraeth Cymru, mae Cronfa #CymruActif ar agor!</p> <p>Gwnewch gais 🙌 *Link to be added*</p>

FAQs

A comprehensive list of FAQs is available via sport.wales/beactivewalesfund However, we can help a club make an application quicker by using the following FAQs before sign posting to the main website.

What can I apply for?

The Be Active Wales Fund has two main purposes:

1. To **Protect**: Providing financial support for organisations that are in immediate financial risk or danger. Clubs can apply for up to £5,000 (minimum £300) to help with revenue expenditure on:
Rent
Utility costs
Insurances
Facility or equipment hire (where there is a fixed cost)
2. To **Prepare**: Providing financial support to help prepare organisations to re-start their activity or grow participation.

*It is important to emphasise that 'prepare' applications are required to align to guidelines provided by Welsh Government and National Governing Bodies of sport around the 'return to sport'. Contact your sport's National Governing Body for more information on what restarting your sport looks like.

How much can I apply for?

The Be Active Wales Fund will provide grants from a minimum of £300 (maximum to be confirmed). Clubs can apply for up to £50,000 (minimum £300) to help specifically protect their activity.

Who can apply?

The Be Active Wales Fund is available to organisations delivering community sport and physical activity. Its priority at present is to protect or prepare organisations following the Coronavirus lockdown.

These organisations include:

- Local not-for-profit sports clubs and projects.
- Voluntary and community sector organisations that deliver or enable sport and/or physical activity, including organisations that are not solely or primarily sports organisations and have an important role to play in keeping people active, that may need support for other parts of their organisation to remain open.
- Small charitable trusts that provide sport or physical activity.
- Regional bodies that provide sport or physical activity

How can I apply?

Applications are made online using the links on the Sport Wales website:
www.sport.wales/beactivewalesfund

When can I apply?

The Be Active Wales Fund is open from the 7th of July. You can apply at any time from this date.

How can I apply if I don't have access to internet?

Applications are made online to ensure that all necessary information and documentation is included to process the grant applications. However, we are aware that some people will find it difficult to apply online. While Sport Wales staff are not permitted to submit an application on your behalf, there are some options available to you.

You can contact your National Governing Body (if you are affiliated or a member of one), and they will be able to support you. Alternatively, your Council for Voluntary Services and Local Authority / Council will have sports development staff who might be able to support you.

There are other sporting organisations, such as Street Games or SportEd who are experienced in supporting community projects.

Where can I get more information about the fund?

www.sport.wales/beactivewalesfund
www.chwaraeon.cymru/cronfacymruactif

Where is this money coming from?

The Be Active Wales Fund is supported by the National Lottery and Welsh Government.

The National Lottery provides millions of pounds every year for Sport Wales to distribute to grassroots sport in Wales.

Given the situation being faced by clubs across the country, we are concentrating our grant funding on protecting clubs, and preparing them to restart.

Can I still apply for the Emergency Relief Fund?

Once the Be Active Wales Fund opens, no you cannot. But you can still apply for emergency support through the Be Active Wales Fund.

The Emergency Relief Fund was put in place as a temporary measure, with financial help from Welsh Government. The Be Active Wales Fund is the only grant currently available through Sport Wales.

Can I still apply for a Community Chest or Development Grant?

No.

The Be Active Wales Fund is the only grant currently available through Sport Wales.

Are there any other grants available to support sports clubs apart from the Be Active Wales Fund?

Yes.

Some Local Authorities are distributing funds. You will also find a comprehensive list of other grants, loans and support on [Club Solutions](#).