

ACTIVE WELLBEING FUNDING – GUIDANCE DOCUMENT

PURPOSE

The aim of the Active Wellbeing Fund is to support institutions deliver projects to improve the wellbeing of the students and staff within their institution, through specific delivery to tackle inequalities which may exist. Projects will have a focus on strengthening the connections between physical activity and wellbeing so students can feel the benefits of an active life. The projects will be designed to engage targeted audiences via a place-based approach, with a focus on specific outcomes. The project plan will need to be supported by a needs analysis and impact approach for clear outcomes associated with the delivery.

CRITERIA

This funding pot is only open to English institutions due to the funding being received from Sport England. The funding will be broken down over a 15-month period, starting from January 2026. Each project will need to be designed via a place-based approach, with the specific of the target audience, delivery approach and sustainability model being designed for your institution. The funding cannot be used to pay towards staff salary costs, but can be used for any of the following purposes:

- Facility Hire
- Workforce Development
- Marketing and promotional materials
- Technological Provider (e.g., Playwaze)
- Kit and Equipment
- Support paying student activators or student interns
- Support paying field experts

PROJECT PROPOSAL

Please ensure that your project proposal includes the following areas:

- Project Aims – what do you hope to achieve?
- Project Rationale – why is this project needed?
- Impact – how will you measure the impact of your project?
- Funding Required – specific to your project plan, no minimum amount but with a maximum of £2,500 over 15 months of delivery.
- Sustainability – how will you sustain project delivery post funding?
- Project Budget – what will the funding be spent on? Financial structure over the 15 months of the project?
- Project Timeline – what are the key milestones and when will they happen?
- Partner Support – Will there be support from internal or external partners? Evidence to support partnership.
- Demonstrate across the seven assessment pillars for development projects.

ASSESSMENT

Your application will be assessed across seven pillars; please ensure you have considered the following:

1. Student Centered.

- Can any aspects of this project be student-led?
- How can you ensure that student opportunities are available for all and how will you recruit?
- Is the project providing new opportunities for students to participate or lead in Active Wellbeing?
- Can the project support your students with new experiences and/or qualifications?

2. Equality and Diversity.

- How will you make sure the marketing tools will be inclusive, representing the demographics of your students and project audiences?
- Are there any societies, faculties, or partners that you could collaborate with to deliver your project?
- Will your project support underrepresented groups to access physical activity?
- Have you considered whether there might be unintended consequences to your project that would impact people from underrepresented groups?

3. Data and Insight.

- Do you have institution specific data/insight to support the demand and direction of the project?
- Are you able to collect and share data relevant to the Sport England data capture? (Age, gender, physical activity levels, out of term postcode).
- In addition to the quantitative data capture, what further data/insight can you collate to measure the impact of your project?

4. Planning

- Have you created a project timeline, with key events and milestones?
- How will you measure the impact of your project?
- Do you have match funding available to support the project (financial or in-kind)?

5. Innovation

- Does your project provide a new opportunity or is it built on the current provision?
- Are you able to share a needs analysis to justify the reason for your project?

6. Partnerships

- Are there any societies, faculties, and external partnerships which could be developed to support the delivery aims of your project?
- Are there any other local institutions looking to achieve similar project aims?
- Would you be willing to share your project with other institutions at network events?

7. Sustainability.

- How will this project be funded/become self-sufficient for the academic year 2027/28?
- How can you use the partnerships developed to support long-term delivery of the project?

- How will you look to utilise the learnings from this project to support further delivery opportunities?
- Will you look to increase your workforce capacity during the project to help sustain the project?
- If you have previously received Active Wellbeing funding, how have you sustained the delivery?

SUBMISSION DEADLINES AND FORMAT

The deadline for submission is 1pm on Monday 17th November.

Institutions are to use the application form provided but are more than welcome to add supporting information in formats best suited to the project.

ASSESSMENT WINDOW

Monday 17th November to Friday 5th December 2025.

All institutions will be notified of the outcome of their submission in the week commencing 8th December.

PROJECT DELIVERY TIMELINE

Funding to support the projects will commence in January 2026 and run until the end of the academic year 2026/27. Projects do not have to be delivered across the whole 15-month timeframe; however sustained project outcomes are a minimum requirement.

MONITORING AND EVALUATION

There will be a structured reporting process to review progress throughout the project. We are keen for the successful projects to be reported beyond the headline qualitative data and based on your application detailing impact, the reporting process will be detailed accordingly. BUCS would recommend a range of approaches, from data to impact measures, to individual case studies. BUCS would also like to develop a series of case study profiles across the 15-month period and would work with you to deliver these.

ACTIVE WELLBEING NETWORK

BUCS are looking to deliver an Active Wellbeing Network, with a series of touch points across the year, with the Network Day event taking place in February 2026. We would also like successful projects to support sharing updates at their Regional Meetings, sharing their case study at in-person events and/or as part of the Active Wellbeing Webinar Series.

FREQUENTLY ASKED QUESTIONS

Q – Do projects have to be delivered against the three previous interventions of Sport England?

A – *No, the project should be focused on key outcomes specific to the institution.*

Q – Is this funding only open to English institutions?

A – *As the funding is provided by Sport England it is only open to English institutions. BUCS are keen to support wider Home Nation delivery, so please contact BUCS to discuss it further.*

Q – What are the KPI's for the project?

A – *These are specific to each institution, based on their need and target audience(s), but should link to the number of inactive students participating and NPS score as a minimum requirement*

Q – Is the funding a set amount or on a sliding scale?

A – *Funding allocations will be based on individual project plans and will be reviewed throughout the delivery period. There is not a minimum funding allocation, but a maximum of £2,500 split across the 15-month period.*

Q – Does the project have to be new?

A – *No it can build on a current provision for a new audience, but detailing why the funding is required to drive further delivery will be imperative.*

Q – Can we apply for multiple projects?

A – *No, however you can deliver on more than one outcome within a single project. Applications will not be judged on if they deliver more outcomes, but on the impact of the project.*

Q – Are there any priority areas for BUCS?

A – *Each application will need to demonstrate the need at their institution via place-based data. Considerations we would recommend, where possible to include new sport delivery, disabled students and specific EDIA audiences.*

Q – Can we partner with another institution to deliver the project?

A – *Yes, joint applications will be accepted.*

Q – What is the reporting process?

A – *Quarterly reporting will need to be completed (document shared by BUCS) and then the final report needs to be submitted by March 2026.*

Q – Why is the funding duration shorter than in previous years?

A – *The final reporting window with Sport England comes to conclusion in March 2026, so the funding is required to align with those deadlines. Projects should of course continue post March 2026; however, the final report is required by that date.*

Q – What type of projects have you accepted in the past?

A – *A list of universities that have previously received funding, including an overview of their delivery area can be found here: [Active Wellbeing Projects](#)*

If you have any additional questions that have not been answered within this document, please email [Sean Harris](#) (Active Wellbeing Manager).