



Forever Active Kent Fund

Application Guide



This document is designed to support applicants in applying to the Forever Active Kent Fund. Applicants should consult this document regarding any queries they have in relation to the fund before they contact Active Kent & Medway. If you require this document in an alternative format, please contact foreveractivekent@kent.gov.uk.

Important Notice About the Application Form

If you choose to use the “Save and Continue” option when completing the application form, please ensure you keep a copy of the continuation link provided in the confirmation message.

Please note that a reminder email will be sent; however, it may be delivered to your junk or spam folder. We recommend checking these folders to avoid missing important updates.

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1. Grant Awards

Forever Active grants are available for community organisations to deliver 12-week programmes at least 3 times per year to get older adults more active by prioritising those groups and communities that will benefit the most.

We are seeking to reach those who are least likely to be active and face the greatest barriers, prioritising activities that improve strength and balance alongside general mobility.

Organisations can apply for funding up to £6,000 per year for 3 years. A good geographical spread of programmes across the county is sought. If you propose to deliver programmes of activity which will have a wider geographical reach, for example, delivery in more than one Borough/District area, you may wish to consider submitting more than one application.

The overall funding pot is limited; therefore, additional funding is requested to ensure that the projects are sustainable and maximise reach and impact. The Forever Active Kent community micro grants programme aims to enhance and grow the network of providers across Kent.

Applicants will be required to attend training to deliver evidence-based approaches. Proposals should demonstrate a good understanding of the target audience, their needs, attitudes, likely barriers and how these will be addressed and show evidence that the proposals have been developed with the sorts of people who are likely to attend the groups.

2. Kent's Older Population

Please note: more information is available in the appendix and in a report available [here](#)

Kent has an ageing and a steadily increasing population which grew by just over 9% between 2010-2020. By 2039, the number of people aged 65 and older is expected to have risen by 45%.

In 2021, 40% of Kent's population were aged 50 or older. Maidstone, Canterbury, Folkestone and Hythe have more older residents either by number [Maidstone [50-64yrs] and Canterbury [65+]. Folkestone and Hythe has the highest proportion of residents aged 50+ of total residents in the district.

By 2043 the Kent coastal fringe districts in east Kent – especially Dover, Thanet and Folkestone and Hythe - are projected to have the highest proportion of older residents (aged 65 and over) compared to the working age population.

Activity Levels

As we age, we tend to become less active and so we need to educate and equip older people at an earlier age to remain strong, flexible and active. This is important so that they can remain independent for longer and prevent and delay the onset of illness and disability.

For many reasons, some individuals in our communities are noticeably less active than others, and many experience health inequalities related to inactivity. We want these Forever Active Grants to be used to help overcome barriers that older adults may face when trying to become more active, especially those experiencing health inequalities. Please see Appendix A [data](#).

3. Forever Active Kent Fund Aims

The fund will support programmes that:

- Help older adults, aged 50 and older, to increase and maintain their strength, flexibility, balance, and coordination in a place and time that suits them.
- Ensure older adults can access the information they need and participate in safe and enjoyable physical activities close to home.
- Increase the number of people supported from underserved communities and where the need is greatest.
- Reduce inactive lifestyles such as sitting for too long, and help older adults to remain independent for longer, enjoy a better quality of life, and delay and in some cases prevent the onset of disability.

Bids addressing some / all the following elements will have priority consideration:

- Focus on long term behaviour change of participants to be more active
- Demonstrate that the approaches have been developed with Kent residents who are least likely to be active
- Prioritise high impact areas and communities
- Have exit strategies for participants after 12 weeks
- Attract additional funding to improve reach and sustainability
- Consider barriers to access e.g. transport, timing of sessions, work patterns
- Work with local partners e.g. in a consortium
- Proposed activities which build muscle strength and balance especially for classes targeting priority groups and places. I.e. those who will benefit the most in underserved communities.

4. Programme Delivery Requirements and Commitments

- Deliver a minimum of 3 programmes of 12 weeks of activity across a 12-month period.
- Minimum participation numbers of 12 new participants per each 12-week programme of activity (therefore, a minimum of 36 individuals in total supported across a 12-month period).
- There should be no charge to participants for the 12-week programme of activity.
- All participants must reside within the Kent County Council administrative boundary. (Residents living outside this area are excluded from this service, including residents in Medway, East Sussex and the London Boroughs of Bromley and Bexley.)
- All projects need to refer to 'sources of information, facts and figures about Kent's older adults' population' document for details of priority groups and support in identifying target locations. Appendix A [data](#)
- Activity programmes should be open and available for self-referral as well as referral by a health or care professional.

5. Activity Types

It is important to remember that whilst being 'active' is desirable, especially in older adults, attention is required to increase and maintain Muscle Strength and Balance [MSB] via specific types of exercise activity ^{Figs 1.}

Figures 1 - Types of Activity and Their Evidenced Benefits

Activity/Sport	Muscle Function	Balance	Aerobic Capacity	Bone Health
Running	★	★	★★★	★★
Ball games	★★	★★★	★★★	★★★
Racquet sports	★★	★★★	★★★	★★★
Aerobics/step training	★★★	★★	★★★	★★★
Circuit training	★★★	★★	★★★	★★★
Strength training (gym or home)	★★★	0	★	★★★
Cycling	★	★	★★★	★
Static cycling	★	NK	★★★	★
Swimming	★	0	★	0
Aqua aerobics	★★	★★	★★	★
Yoga	★★	★	0	★
Tai Chi	★★★	★★★	0	NK
Dance	★	★	★★	★★
Walking	0	0	0 (unless brisk)	0 (unless brisk)
Nordic walking	★★	★	★	★
Bowls	★	★	0	NK
Stair climbing	★★	★★	★★	★★
Heavy housework/gardening /DIY	★	★	★	★

★★★ Strong effect ★★ Medium effect ★ Low effect 0 No effect NK Not known

Source: *E learning for Health, Physical Activity*

Grant preference will be given to those proposed activities which build muscle strength and balance especially for classes targeting priority groups and places. i.e. those who will benefit the most in underserved communities.

6. Organisations will be required to demonstrate:

- How they have considered barriers to joining activity programmes e.g. availability of transport, timing of sessions, health conditions, and what reasonable adjustments will be made to adapt to suit a range of ages and needs.
- Activity programmes must be inclusive and accessible and encourage social interaction.
- Need for activity / lack of other similar opportunities locally / or activities being oversubscribed.
- How they have involved / consulted with older adults in shaping the activity programme plans through taster sessions and community engagement.
- Marketing strategies and plans that will be used to promote activities to reach target audiences and underserved communities.
- That exit routes / strategies are in place to support and signpost participants to alternative activities/interventions at 12 weeks end point to help sustain continued participation in activity.
- How the organisation will focus on delivering long term changes in participants behaviour.
- Grants will be awarded based on demonstrated capacity to meet diverse needs, promote sustainability, and deliver high-quality services.

7. Eligibility and Funding

Who Can Apply:

- Registered charity
- Third sector organisations such as community interest companies, social enterprises
- Limited company (limited by guarantee not by shares)
- Public sector body
- Formally constituted club, association or trust
- Sole traders, private companies and companies limited by shares are ineligible. Sole traders may wish to consider partnering with a larger organisation who meet the criteria above e.g. Local charity, Parish council.
- The Grants are open to charities and not-for-profit organisations operating in the Kent County Council administrative boundary, and all grant funded programme delivery must take place within the Kent County Council administrative boundary.

8. Funding Amounts

Organisations can apply for a grant up to £6,000 per year. The micro grants programme is for a three-year period (max £18,000 in total) subject to an annual review and meeting the grant funding conditions.

Organisations will be expected to seek additional funding from other sources for their project to increase capacity and reach.

Collaboration on delivery of activity programmes is encouraged and joint applications from groups of organisations [consortiums] would be welcomed. All organisations must contribute directly to delivery. In these instances, the maximum grant award amounts for activity programmes may be increased. Applications from community led projects or service will be encouraged.

For information about other potential funding sources, please visit:

- [Crowdfunder](#)
- [Space Hive](#)
- [Social Impact Gateway Affiliate Application Form](#)
- [Community Grants and Funding - Kent County Council](#)
- [Borough and District Councils](#)
- [The Allen Lane Foundation](#)
- [Rayne Foundation](#)
- [Funding for All](#)
- [GrantFinder](#)
- [Independent Age](#)

9. What Can be Funded

- Facilitator / instructor costs (up to a max of £40 per hr)
- Training costs – workforce development / CPD
- Venue costs (up to a max of £35 per hr)
- Equipment costs
- Marketing / Promotion
- Refreshments - reasonable costs
- Management / administration costs (up to a maximum of 10% of total project cost). This would include reasonable costs for components, such as, IT support and systems for project administration, general administration, HR, Finance, insurance and travel.

10. What Will not be Funded

- General running costs such as heating, lighting, building maintenance, recruitment, manager costs etc.
- Capital schemes.
- Existing services or ongoing activity costs. Funding will only be awarded to support new or enhanced programmes of activity.
- Travel costs for service users.
- Activity which has already taken place.
- Activities promoting religious or political beliefs.
- Sub-contracting will not be allowed. Grant funding awarded for the delivery of a service cannot be outsourced, delegated, or passed to a third party. However, a grant recipient organisation may work together in partnership with other organisations if they are all playing a role and contributing directly to delivery of the project. E.g. 1) a sheltered housing scheme may apply for a grant to work in partnership with a leisure provider who will deliver activities on site and off site and upskill some of the staff in the housing scheme. Or 2) a Parish Council may apply for a grant to work in partnership with an exercise instructor to deliver activities at a local community centre and in a local park.

11. Application Process Timeline

Process	Dates
Launch of grants programme and promotion of pre application workshops	September 2025
Application window opens (applications will be made via online web platform)	1 December 2025
Application window closes	11 January 2026
Applications assessed by Panel	Mid – end January 2026
Grant awards made and applicants notified	Notified in early February, grant awards will be made early April 2026
Training for successful applicants	February and March 2026
Project delivery commences	1 April 2026 – March 2027 (Year 1)

12. Conditions of Funding

Policies and Procedures

When applying, organisations will be required to provide a copy of their constitution and audited set of accounts and confirm that they have the following policies in place covering the below areas. If successful with their grant application, organisations will be required to submit copies of their documentation.

Document / Policy:	Essential	Desirable	To be requested
Constitution or Memorandum of Association	✓		On application
Audited set of accounts	✓		On application
Safeguarding and Welfare:			
Safeguarding Policy and Procedures	✓		Prior to award of grant
Appropriate induction and training / qualifications for staff and volunteers	✓		Prior to award of grant
Health and Safety:			
Insurance cover – Public Liability (£5m minimum limit of indemnity)	✓		Prior to award of grant
Insurance cover – Employer's Liability (£5m minimum limit of indemnity)	✓		Prior to award of grant
Risk assessments	✓		Prior to award of grant
Health and Safety Policy	✓		Prior to award of grant
Other:			
Information Governance Policy (including data protection and data management)	✓		Prior to award of grant
Equality and Diversity Policy	✓		Prior to award of grant
Whistleblowing Policy	✓		Prior to award of grant
Volunteer Policy		✓	Prior to award of grant
Complaints Procedure		✓	Prior to award of grant

For further information/templates and support with developing policies please visit:

- [Policies and Procedures - Stronger Kent Communities](#)
- [Guidance for Volunteer Involving Groups - Kent Volunteers](#)
- [Social Impact Gateway Affiliate Application Form](#) – can provide support with policy advice and development

Finance

This is a 3-year funding programme. Detailed costings for year 1 must be submitted with the application [using the project costing template](#). Towards the end of year 1 and subject to meeting the requirements for year 1 delivery, a project proposal outlining plans and costings will be required to be submitted to access further funding for year 2. A similar process will also take place to access funding for year 3.

Projects in year 1 will commence from **1 April 2026** and must be completed by **31 March 2027**.

Subject to conditions of funding, including return of monitoring and evaluation data. Funding payments will be made to the recipient organisation in 3 payments per year. 50% of the agreed funding will be paid at the start of the project, 25% at year 1 mid-point, and 25% at the end of year 1.

13. Monitoring, Evaluation and Research

To inform case studies, promotional material, research reports and improve service delivery organisations will be required to:

- Complete short surveys and physical tests (training provided) with participants at the start and end points of each of the 12-week programmes of activity to capture impact and feedback.
- Have a mid-point check-in call to understand project progress, identify support needs and release mid-point payment (25%)
- Complete an end of project survey to capture organisational impact, community impact, challenges, successes, learnings and next steps.
- Join the Kent [Live Longer Better Network](#).
- Attend sharing and learning events to share impact and stories with others.
- Work with the research partner to gather insights and user experiences from service users.

Training

There will be a requirement for all grant recipient organisations and programme deliverers to attend a half day in person bespoke training session during February / March 2026.

Marketing and Promotion

Providers will receive a marketing resource pack that includes guidelines for promotion, logos, a template press release, etc.

14. Further Information

This document should be read in conjunction with the Health Need Assessment: increasing physical activity of older adults in Kent ([Appendix A](#))

Having read the application guidance information, if you have any questions about applying to the Forever Active Kent Fund, please email: foreveractivekent@kent.gov.uk



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