

01 September, 2020

Get Berkshire Active to support groups disproportionately affected by the pandemic

New fund will tackle the inequalities in Berkshire

Get Berkshire Active on behalf of Sport England (SE) will administer the Tackling Inequalities Fund (TIF), with the first phase of funding already distributed and the second phase starting imminently. The TIF forms part of the Sport England's £210 million support package to help the sport and physical activity sector through the ongoing coronavirus (Covid-19) crisis.

The results of the regular survey undertaken by Sport England revealed that certain groups were being disproportionately affected by the pandemic and it was significantly impacting their ability to be physically active.

In response to this research, the Tackling Inequalities Fund has been created to try and help reduce the negative impact on activity levels in these under-represented groups, with a specific focus on:

- Lower socio-economic groups
- Black, Asian and Minority Ethnic communities
- Disabled people
- People with long-term health conditions.

Eligible organisations for funding include charities, CIC's and community groups.

Projects are expected to evidence a real 'here and now' requirement to support their chosen audience and the requirement must have arisen as a direct result of this community group or audience being adversely affected by COVID-19. Get Berkshire Active were initially given £50k to distribute (all this money goes to projects) and have more recently been awarded another £50k.



RollaDome All Skate's session in Slough

The list of organisations and activities, funded by the first round, include; RollaDome All Skate (Slough), 4 Motion Dance CIC (Windsor & Maidenhead), The Wayz (Bracknell), CLASP (Wokingham) and Utulivu (Reading).

Brett Nicholls, CEO of Get Berkshire Active, said: "Being physically active, getting fitter and reducing excess body weight is one of the best defences against many diseases including reducing the worst effects of Covid-19. However, the lockdown has badly affected many people's ability to stay active. With this money from SE we are able to support those most in need in Berkshire".

Esther Oenga from Utulivu, an organisation that works with women and children in Reading to promote healthy living and to integrate into the wider community, said: “As a group we welcome the good news of successful funding. We are grateful and look forward to making a difference in the community.”

Ends

Notes to Editors

Organisations that have been awarded funding

Lead organisation	Brief overview	Priority Target audience
Windsor & Maidenhead		
SMILE	A programme supporting older people. Aim is to adapt previous provision to allow for new, safe delivery.	LTHC
4 Motion Dance CIC (also featuring in Slough)	Inclusive programme. Online classes and workshops.	Disability
Slough		
Rolladome All Skate	Targeting young people aged 4-17. Roller sport sessions to take place at their HQ, The Observatory Shopping Centre. Taking place throughout August and September.	BAME
Ujala Foundation	Situated in Manor Park. Virtual delivery of activities, with different activities for different age groups.	BAME
Recycled Teenagers	Targeting older adults. Delivering a mix of virtual and live sessions. Recorded sessions. Walkabouts. Information distributed using food parcel scheme.	LSEG
Blackbeard MMA	Fitness, physical activity sessions both online and live. Focusing on young people. Delivering 3 sessions/wk for 20 weeks.	LSEG
Bracknell		
The Wayz	Offering free and subsidised summer activities for a group of vulnerable young people. Running for 3 weeks, 3 days/week, all day.	LSEG
Reading		
Reading Rockets	Delivering ‘Bounce Back to Basketball’ programme to small groups of children. Free sessions, run in deprived areas.	LSEG
Me2 Club	Extending existing support to other areas in Reading where volunteers are buddied up with a young person. Features weekly zoom calls involving a range of activities.	Disability
Age UK Reading	Relaunching Happy Feet service (toe nail cutting), allowing better mobility and activity levels. Conversations re physical activity to feature as part of appointments.	LTHC
Utulivu	Yoga sessions for organisation members at their reopened HQ (Hexham Community Centre).	BAME
Wokingham		
CLASP	Dance sessions for organisation members, online or live, depending on venue availability.	Disability
Berkshire Wide/other		
Falkland Cricket Club	Bespoke Mental Health training for sports clubs. 9 sports clubs have formed a consortium.	LSEG

Reading RFU	Small sided groups targeting those with learning and physical impairments. Taster sessions in August with club sessions launching in Sept.	Disability
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Get Berkshire Active (GBA)

Get Berkshire Active is one of 43 Active Partnerships in England promoting the benefits of sport and physical activity.

Get Berkshire Active is a Charity and works with sporting and non-sporting partners across the County to increase the number of people of all ages and abilities taking part in sport and physical activity. Find out more at www.getberkshireactive.org 'like' us on Facebook @GetBerkshireActive; or follow us on Twitter @GetBerksActive.

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