

Funded or Discounted Taster Sessions



ACTIVE
EASTBOURNE & LEWES

ONE YOU
EAST SUSSEX



Across England the need for targeted intervention for people living in the most deprived areas is need. Residents living in these areas less likely to be physically active. The JSNA 2025 Adults and Physical Activity data briefing shows physical activity levels increases as the IMD ranking increases from most deprived 53.8% to least deprived 75.1%.

There are also differences between level of education with 41.8% of people with no qualification are active compared to 75.2% who have a level 4 or above qualification.

These figures show that a funded sessions in areas of deprivation are needed, to help people in these areas be ore physically active. These sessions do not have to be free. The funding can help reduce the costs and the follow the model of [Active Hastings ticket scheme](#) of paying £1, £2 or £3 or £0 – depending on what the participant can afford. The money brought in from these sessions can help keep the project running for longer.

There are pockets of IMD areas across Eastbourne and Lewes District. Below are the wards for where a project could be set up:

- Eastbourne: Langney, Hampden Park, Sovereign, Meads (Town Centre), St Antony's
- Lewes: Newhaven, Peacehaven, Seaford, Landport in Lewes

Funded Taster Sessions

Project Overview

Active Eastbourne and Lewes inviting gyms, sport clubs, and physical activity facilities in Eastbourne and Lewes to apply for up to £1000 grants to deliver short series of taster sessions aimed at attracting new participants, encouraging them to try structured activity in a safe, supported environment.

The funding is intended to cover instructor time to run introductory or beginner-friendly sessions – whether as a stand-alone tasters or short blocks (e.g. 2-3 weeks). The focus is on engagement, inclusion, and supporting people who are new to activity or returning after a break.

To find out more on physical activity inequalities click here to read the [Adults Physical Activity Data – JSNA Overview 25](#). If you're not sure where to run a project, you can use the [East Sussex in Figures website](#) to find areas of higher deprivation across Eastbourne and Lewes District. Use the map tab to show you the Index of Multiple Deprivation (IMD) rank. There are is a map below for Eastbourne and Lewes District.

Aims and objectives

The taster session fund aims to:

- Provide low risk, welcoming opportunities for people to try new classes or activities
- Support local providers to offer outreach or introductory sessions
- Remove cost barriers to initial delivery and instructor time
- Create a bridge to long-term activity (membership, class passes, sign-ups)
- Capture useful insight on local interest and conversion rate

Scope and delivery

Funded sessions should:

- Be free or low cost to attend for participants (£1-3) – [Active Hasting Making Exercise Accessible to Everyone](#)
- Target those who are inactive living in decile 1-3 areas.
- Include short intro or check-in to make people feel welcomed and informed
- Be promoted through local channels and networks

Funding available

Facilities may run more than one taster group/sessions (if feasible), but only one funding pot per venue is available at this time. Up to £1000 is available to support:

- Instructor delivery time
- Any minor promotional support
- Venue costs

Who should apply

We welcome interest from:

- Gyms, leisure centres, or fitness studios
- Community spaces offering physical activity opportunities
- Sports clubs

All instructors must be appropriately qualified and insured; sessions must be inclusive and welcoming.

Reporting Requirements

As a condition of funding, providers must submit a short feedback form that includes:

- Number of sessions delivered
- Total number of attendees
- Demographic details (age group, gender)
- Number of participants who took up a follow up offer (class pass, membership, return attendance)

Note: The information helps assess the impact of the initiative.

Expectations Active Eastbourne and Lewes

With the funding there does come some expectations from us.

- Sustainability. After the funding has come to an end, how will the project continue to run and be affordable to participants.
- Evaluation. Pre and Post project forms will need to be completed by participants in the project and evaluation form by you.
- Reporting. Once the project is completed, we would like you to present at one of the Active Eastbourne and Lewes partner meetings.

How to express interest

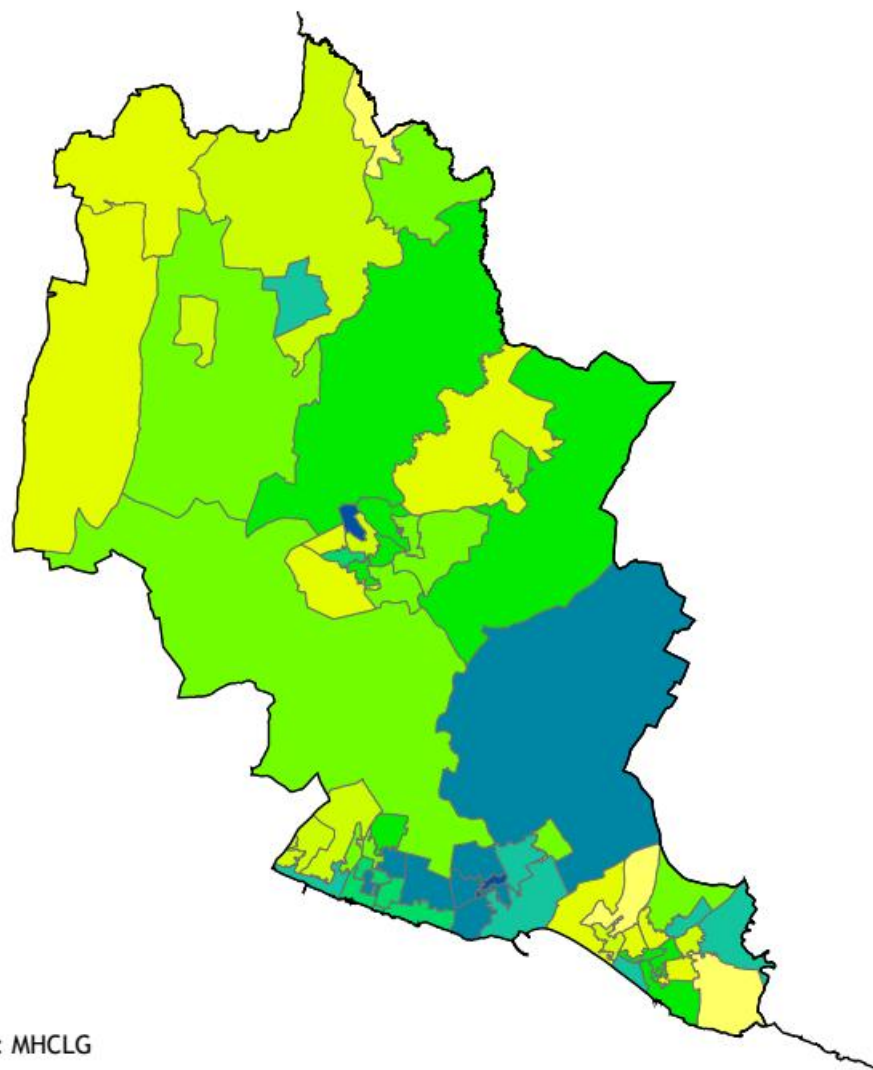
Please complete the following short [proposal form](#).



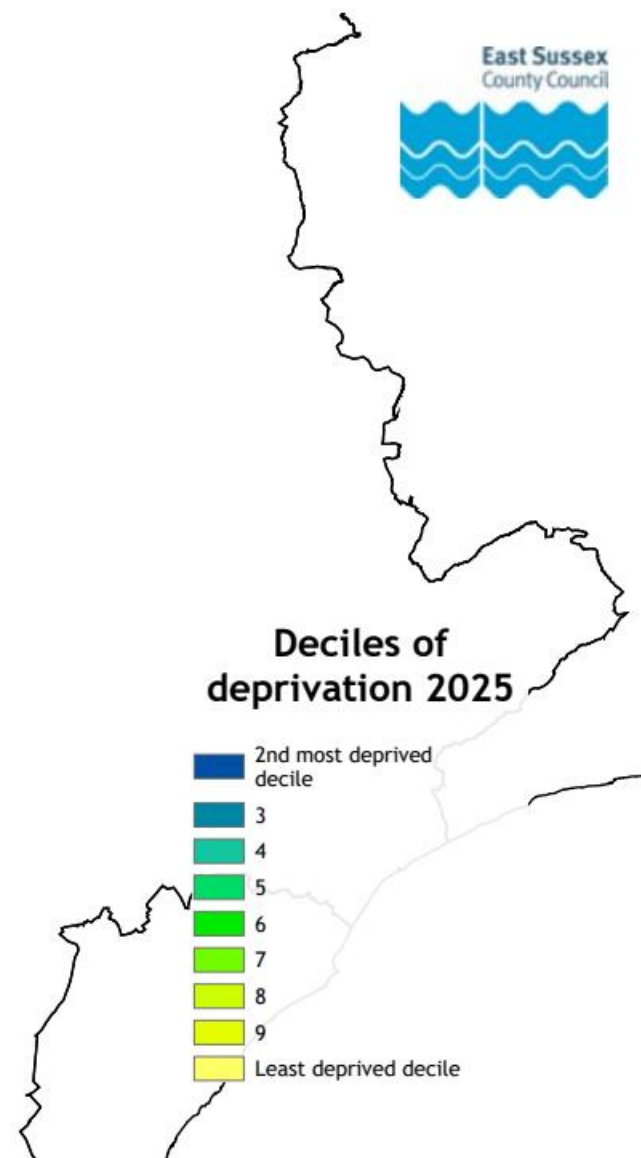
Next Steps

Expression Of Interests will be reviewed based on suitability of the space, potential reach, and ability to deliver in a safe and inclusive way. We may contact shortlisted applicants for a brief conversation before confirming support.

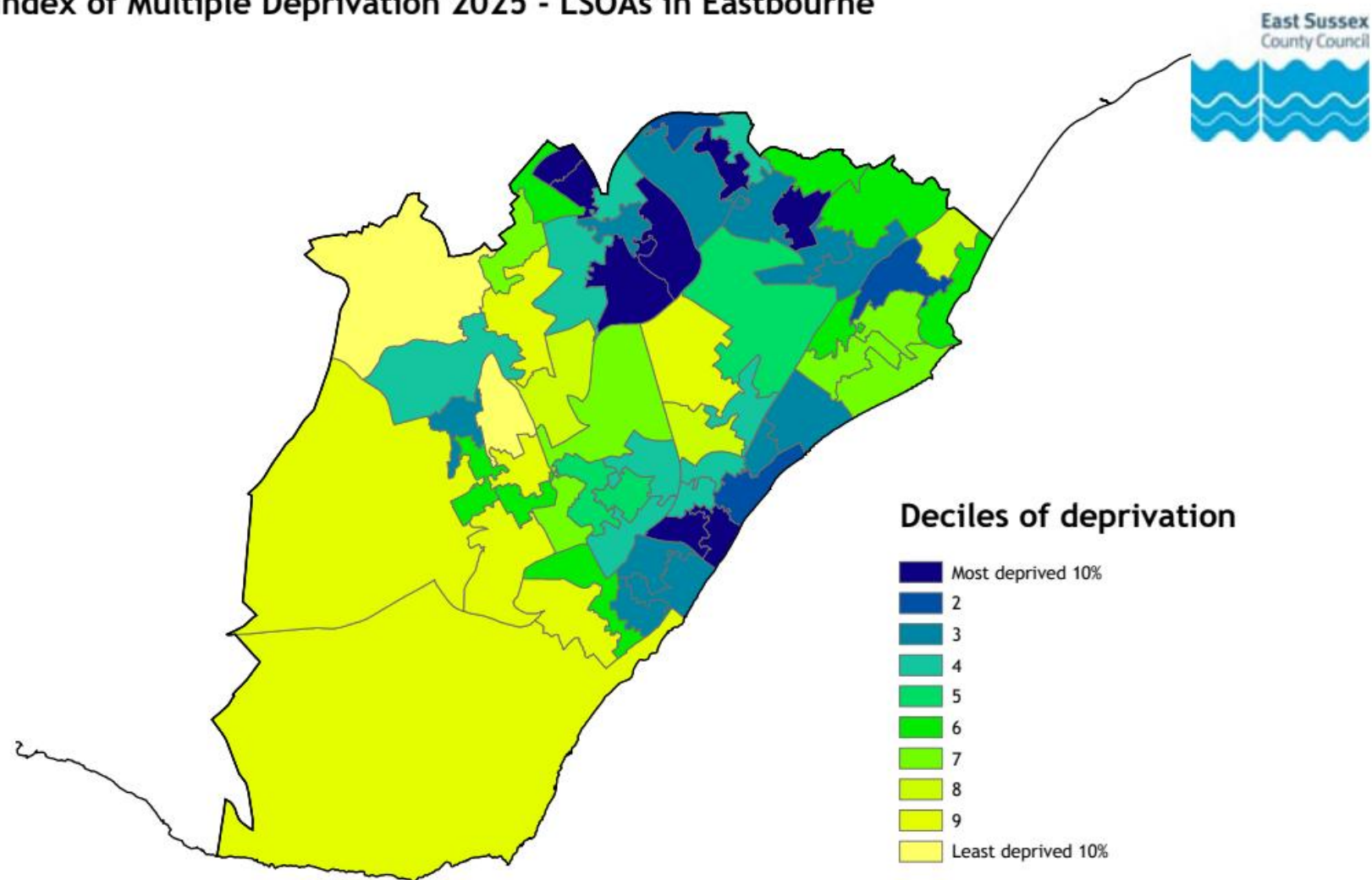
Index of Multiple Deprivation 2025 - LSOAs in Lewes



Source: MHCLG



Index of Multiple Deprivation 2025 - LSOAs in Eastbourne



Source: MHCLG