



**THE
NATIONAL
LOTTERY®**



***SPORT
ENGLAND***

Sport England – Who we are

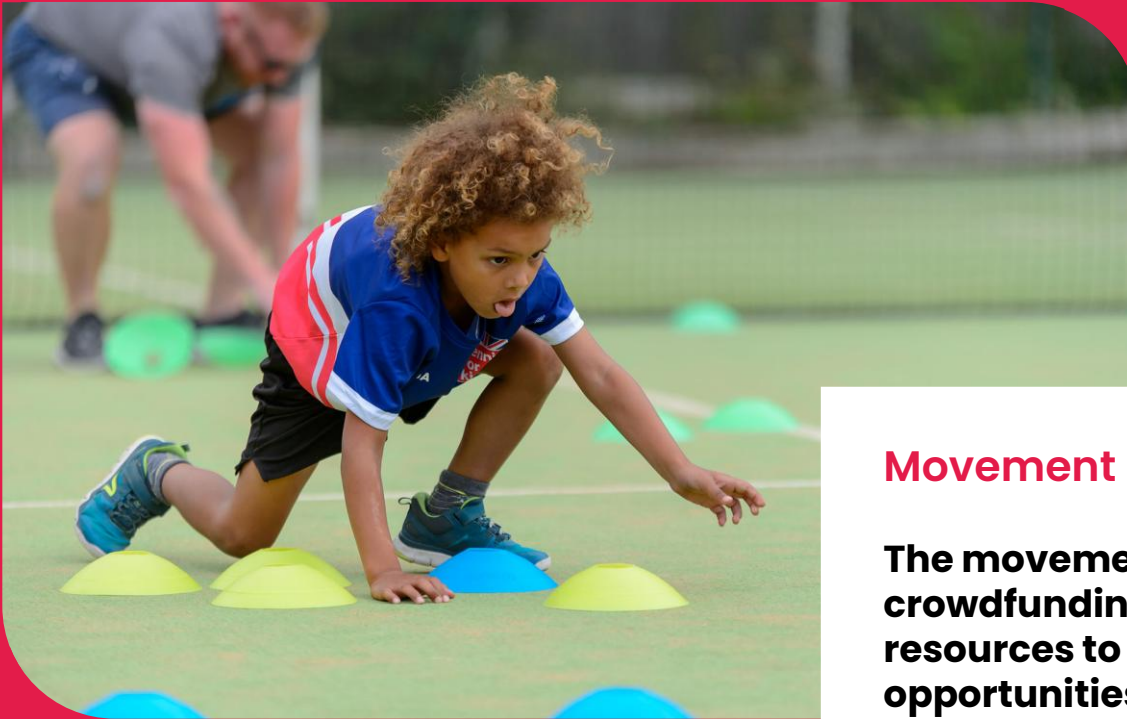


Sport England is an 'at arms-length' body of government, and the National Lottery distributor, responsible for grassroots and community sport and physical activity.

- 1) We distribute close to £300m Exchequer and National Lottery funding p.a. to support the development of community-based sport and physical activity.
- 2) We use our advocacy, insight and the investments above to harness the benefits of sport and activity for individuals and communities across England.

Movement Fund





Movement Fund

The movement fund offers crowdfunding pledges, grants and resources to improve physical activity opportunities for the people and communities who need it most

The Movement Fund – Key Information

Awards Up to
£15,000

Not-for-profit
organisations

Awards to
challenge
inactivity &
inequalities

Support for
projects over 12-
month period

Decision
timeframe 3 -
6 weeks

Ongoing
programme

Who can apply?

Formally constituted not-for-profit organisation types, including:

- Sports clubs
- Charities
- Local authorities
- Schools
- Community Benefit Societies
- Not-for-profit companies
- Community Interest Companies CICs

To receive funding, you must have at least three non-related trustees or directors who don't live together. And you need to ensure decision making and voting rights are equally distributed between your trustees or directors.

Please see our code for sport governance for more information, you would need to be able to meet at least Tier 1

<https://www.sportengland.org/campaigns-and-our-work/code-sports-governance>

How will your project increase physical activity

1. Support inactive people into regular sport & physical activity participation
2. Keep people active
3. Get active people to exercise more





Which activities can be funded

Almost every type of physical activity, including:

- Active travel
- Walking
- Fitness
- Sports that we recognise full list on our website

[National governing bodies | Sport England](#)

Place Needs Classification

We want to invest in those that need it most and will prioritise communities where the need is greater.

To help with this, we use Place Need Classification (PNC)

This combines physical activity data from our Active Lives Surveys, as well as wider social data including the index of multiple deprivation (IMD), community need and health inequalities data to help us understand the needs of an area.

MSOA Summary		
MSOA Descriptive Name	PNC Adults	PNC Children & Young People
Loughborough - University	4	4

Who is your project for

We want to support organisations who are working with our priority groups.

People Living on low incomes

Disabled people or those living with long-term health conditions

Older People aged 65 or older

People from culturally diverse communities

Pregnant women and parents with very young children

Girls aged 5-16

LGBTQ+ people

People who are in foster care

People who provide care without pay



Make sure you involve your community in project design



Tell us the story of who your project's for

Understand the needs of your community

Create the project with your community

Have you done any community consultation?

Are you working with a partner?

Do you have any waiting lists?

Making your project even better

Positive experiences in
sport and physical
activity

Involve
the community in
the planning
and delivery

Prioritise
environmental
sustainability

Good use of public
money



Movement Fund – What we can fund

Providing a project meets the programme aims, we can fund a wide range of costs and items. We might fund:

Equipment

Refurbishing or upgrading facilities

Developing new capabilities and leadership

Delivery costs

Emergency relief

Project costs – what you need to know

Costs must be directly related to delivering physical activity

Please provide a budget breakdown including all costs (even if we are unable to fund them)

We can't pay for costs that you've already committed to

We can't pay for core costs or running costs of an organisation

Movement Fund – Costs we don't pay

- salaries of existing staff
- running costs like utility bills
- management of your organisation
- project development
- evaluating projects
- projects that started before we made our offer to you
- unexplained costs
- school activities which are only for pupils
- Movement Fund awards over £15,000 in a 12-month period

For a full list please visit our website: [Which costs can be funded? | Sport England](#)



How to apply

1. Funding Guidance.

- Before applying, please read the movement fund information available on our website [HERE](#)

2. Apply for funding.

- Register your organisation [Register Your Organisation \(sportengland.org\)](#)
- Complete an application form. [My Applications – Login \(sportengland.org\)](#)
- Wait 4-6 weeks for a decision regarding the outcome of your application.

What do we want to know

Who will benefit from your project

Why is it needed

How will you make it happen

Barriers to sport & physical activity that your project will tackle

Sustainability of your project



Writing your application

1. Brief overview of project
2. Why do you want this project to happen
3. What do you want to achieve
4. How will you make it happen

Assessor tips

Don't tell us what we already know

Do tell us things unique to your project that we may not know

Ensure every cost has been justified

Assume we don't know anything about them or their project

Do tell us what will take place, how often, who, what, where

Tell us about previous successes

Movement Fund Application Outcome

**Successful =
Pledge or Grant**

Unsuccessful

Usually, 4-6 weeks to receive a decision

1

Award letter sent via email containing award agreement

2

Award agreement and supporting documents to be returned

3

28 days for payment to be processed

1

You will be notified of our decision by email

2

We will explain why your project was unsuccessful

3

Please seek further guidance if you wish to apply again

Pledge vs Grant

Each project will be assessed within their own context, but here are some of the reasons where we might choose a pledge over a grant.

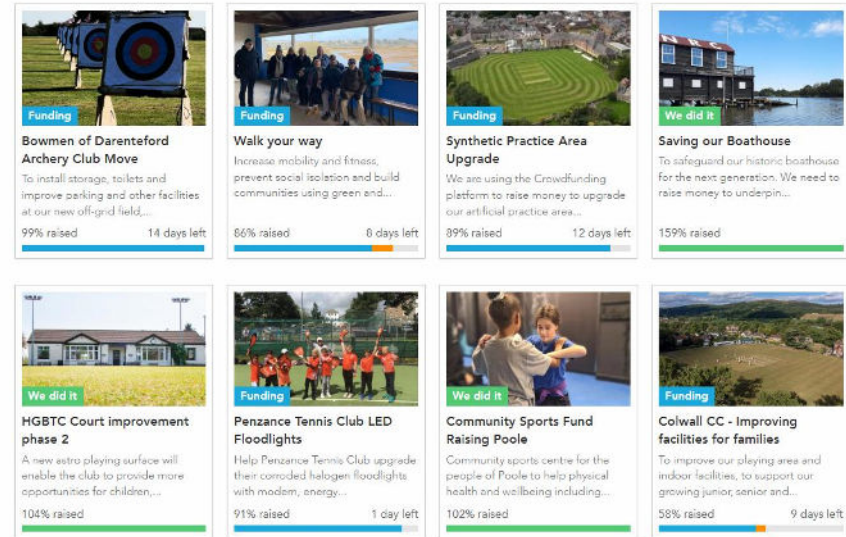
- It may be that we have seen a number of successful campaigns for a certain type of project in the past, demonstrating what is possible. For, example capital projects
- It may be that there are elements of a project that we can't use our funding for, which historically would mean an application would be unsuccessful.
- It may be that there is some uncertainty about whether this is the right project for the community it is targeting, so a crowdfunding campaign can help demonstrate that.

Fundamentally we like the idea and believe the project is a great fit for crowdfunding!

Why Crowdfunding?

- **It works** – to date over 1000 campaigns supported through our previous Active Together fund
- Delivers range of financial and other benefits
- Helps to develop new investment models
- [Extra funding](#) available – not just Sport England!
- Not-for-profit organisation – no fees to run a campaign.

Projects supported by Sport England



“Applying for grant funding is very often a couple of frustrated people ploughing through paperwork in isolation – whereas crowdfunding absolutely energised our club.”

Contact us

Funding Helpline: 8am–5pm Mon to Friday

- 03458 508508
- funding@sportengland.org
- www.sportengland.org

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