



Movement



**SPORT
ENGLAND**

Fund

Greater Manchester
Moving > ^ < v

The Movement Fund is Sport England's national grant programme, launched in April 2024. It awards between £300 and £15,000 to not-for-profit groups that run projects helping people get and stay active.

Funding can be awarded in one of two ways:

- Grant: a direct award of the agreed amount, with no requirement to repay
- Crowdfunding Pledge: Sport England pledges to match up to 50% of the project cost (up to £15,000), contingent on the remainder being raised through a crowdfunding campaign supported by Crowdfunder UK. Once 25% of the target and the minimum number of supporters is reached, the pledge is released on successful completion of the campaign

The fund operates on a rolling basis with no fixed deadline, and decisions are typically made within six weeks. Funding is for projects over a maximum 12-month period.

To give time to prepare, organisations should apply well ahead of when funding is needed. They should also check Sport England's funding guidance and [suitability checker](#), to make sure your project and organisation meet the requirements.

Priority groups

The fund aims to lower barriers to physical activity, especially for projects that reach:

- People on low incomes
- Disabled people and those living with long-term health conditions
- Older people (65+)
- People from culturally diverse communities
- Pregnant women and parents of very young children
- Girls aged 5-16
- LGBTQ+ people
- Unpaid carers and people in foster care

Applications should also demonstrate genuine community involvement in shaping the project, not solely as beneficiaries. Projects linked to environmental sustainability are an increasing priority, provided they meet the wider Movement Fund outcomes.



Who can apply

Not-for-profit organisations working with people in England are eligible to apply. This includes sports clubs, charities, schools (where the project extends beyond the school community), local authorities, community benefit societies, and not-for-profit companies or CICs. To apply, organisations must have:

- A formal governing document (such as a constitution or memorandum & articles)
- At least three trustees or directors who are not related and do not live together, with decision-making shared fairly among them
- For awards over £10,000, alignment with at least Tier 1 of the Code for Sports Governance
- They must deliver their own project, as the fund doesn't allow grants to other organisations.

Funding Scope

- Coaches and sessional workers
- Training and development
- Facility hire
- Equipment
- Creation of new, or upgrade to existing, facilities
- Volunteer expenses
- Costs to manage and coordinate your project's delivery. These costs must be new to the project and can't exceed 10% of your award.
- Emergency relief



- Costs already committed to, such as existing staff salaries, rent and utilities
- Hire of the organisation's own facilities
- Non-delivery costs, e.g. consultation, measurement & evaluation, or contingency
- Costs already incurred, including retrospective costs or spend before the offer was made
- Onward funding of another organisation
- Costs benefiting an individual, e.g. personal equipment or clothing
- Costs already covered by another funding source (all funding sources must be declared)
- Recoverable VAT and cash purchases



Funded Activities Scope

- The Movement Fund supports many types of physical activity, like walking, cycling, fitness, and sports. A full list of recognised sports and activities is available on the [Sport England website](#)
- Football is primarily funded via the Football Foundation, with Sport England only funding it directly where it supports wider social, community or health outcomes (e.g. walking football), or as part of a multi-sport approach
- Not funded: performative dance, under-5s-only activities, gardening/manual tasks, self-defence, eSports/VR, and activities outside England, non-NGB affiliated high risk activities



How to Apply

Your application should address:

Brief
overview of
your project

Rationale of
the project

Intended
outcomes of
the project

Delivery
plan

Detailed
budget
breakdown

[Apply On Sport England Website](#)

Top Tips:

- Assume no prior knowledge of your organisation. Clearly outline who, what, where, when and how often your project will take place
- Provide evidence of community demand (e.g. consultation, waiting lists)
- Ensure every cost is clearly justified and broken down
- Reference previous track record where relevant
- Projects should involve new activities. If the activities already exist, the application must show how the project will grow
- Think about how participants will stay engaged after the project ends. Also, consider how the project can remain sustainable

Support Available

- **Sport England Funding Helpline**

8am-5pm Mon to Friday

03458 508508 / funding@sportengland.org

- **Buddle**

buddle.co provides free resources covering planning, safeguarding, inclusion, finance and sustainability.

- **GM Moving**

contact holly@gmmoving.co.uk