



# Sport England More than just a Funder

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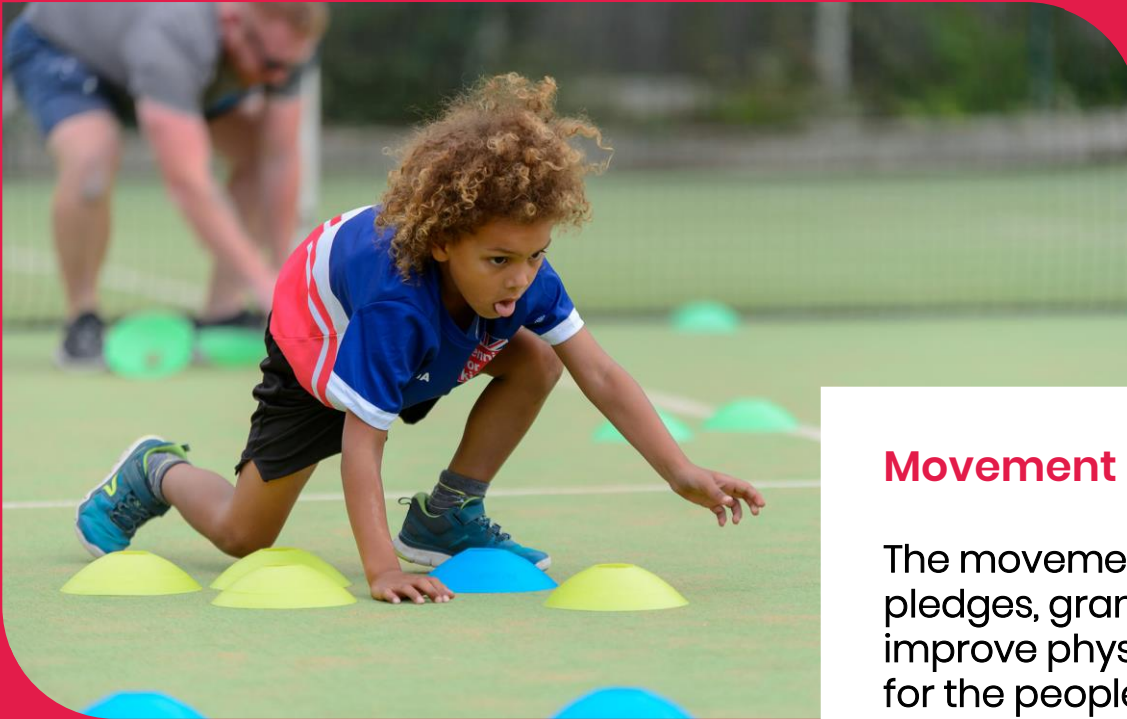
**Investment Advisors – Investment Management Team**



# Agenda



- Movement Fund – Key information
- Crowdfunding with the Movement Fund
- Questions
- Get in touch



## **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 £300 –  
£15,000

Not-for-profit  
organisations

Awards to  
challenge  
inactivity &  
inequalities

Support for  
projects over 12-  
month period

Decision  
timeframe 3 –  
6 weeks

This may increase if we have an  
influx of applications

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

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>

# Priority Groups

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

People Living on low incomes

Disable 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



# 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

# Making a 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



# What do we want to know

**Who** will benefit from the 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



## 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**

# Movement Fund – What we won't fund

## Unfortunately, there are certain things we aren't able to fund:

- **People living outside of England:** we focus on activities within England, so costs for activities involving participants living outside England aren't eligible for funding.
- **Activities linked to statutory duties:** we aren't able to cover costs for activities that are statutory responsibilities, such as funding activities that schools are already required to deliver, like PE classes or provision within school time.
- **Projects for private gain:** we're unable to cover projects that solely benefit an individual (e.g. covering membership fees).
- **Distribution of grants on our behalf:** the Movement Fund doesn't fund organisations that'll redistribute our grants to others.
- **Duplicate funding:** we don't fund costs already covered by another source of funding. All sources of funding for your project should be declared in the application.
- **High-risk sports and activities:** we won't fund projects that are for high-risk sports and activities, unless they're for recognised sports where the organisation/coaches are affiliated with the relevant national governing body. [A full list of recognised sports can be found here](#), those marked with an asterisk are considered high risk and will require affiliation.
- **General running or existing staff costs:** we're unable to cover costs for general running of your organisation or existing staff.

# Movement Fund – What we won't fund

- **Recoverable VAT:** we're unable to provide funding for VAT costs you can recover.
- **Retrospective funding:** we can't fund costs already incurred before the award letter date, or projects that have already started before you've received a funding confirmation.
- **Children under five years old:** projects focused solely on children under five aren't eligible for funding. However, we can support projects where children under five are part of a larger project where the majority of beneficiaries are over the age of five.
- **Football Foundation projects:** we won't fund football-only projects where it's possible to receive support from the Football Foundation (e.g. equipment – goal posts or portable floodlights – or facilities). These projects should [apply to the Football Foundation](#).
- **Artistic dance activities:** we don't fund artistic dance activities where the main purpose is for artistic or performance purposes, rather than for getting people active.
- **Projects with distant start dates:** we won't fund projects which aren't able to start within six months of the funding award confirmation, or projects which won't be completed within 12 months of starting.
- **Movement Fund awards over £15,000 in a 12-month period:** you can make multiple applications to the Movement Fund but we won't fund a project that would result in an organisation receiving more than £15,000 from the Movement Fund and Small Grants Programme in a 12-month period.

# Not sure if a project meets the criteria for the Movement Fund?

## Funding Helpline

- 03458 508508
- [funding@sportengland.org](mailto:funding@sportengland.org)
- [www.sportengland.org](http://www.sportengland.org)

**We can't fund everything and sometimes some projects and groups are just not eligible for this fund**



# How do organisations apply

## **Funding Guidance.**

Please encourage applicants to read through the Movement Fund guidance available on our website. [Funding guidance | Sport England](#)

**Applying for funding.** [Apply for funding | Sport England](#)

Complete the suitability checker. [Suitability checker | Sport England](#)

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.

# Application process

Why do you want to make this project happen?

- Why it's important to you & the community
- How it addresses a need
- Why now?

What do you want to achieve from delivering this project?

- How will it benefit the participants
- What will they experience
- How will it enable them to continue to be active

How will you make this happen?

- How will you deliver the project
- Who is responsible for delivery?
- When will activity take place and how often

# Movement Fund Application Outcome

**Successful =  
Pledge or Grant**

**Unsuccessful**

Usually, 3-6 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 working 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

Reapply once feedback has been considered.





# Crowdfunding

With the Movement Fund



## Why Crowdfunding



Great way to raise money and awareness for an organisation through connecting with their community

Since 2019 we have supported over 1000 community sport and physical activity providers to run successful rewards-based crowdfunding campaigns, with some brilliant results

It means we can support more community organisations to deliver more projects, as well as help you to experience some of the benefits that we know running a campaign can bring.

# 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!



# Pledge Award



1. Organisation develops their crowdfunder campaign using our guidance via crowdfunder UK
2. We will pledge 50% of total project cost upto £15,000
3. Conditional offer – on completion of a successful campaign
4. Raise 25% of your target to receive our pledge
5. Receive our award when your campaign closes, having successfully reached it target

# Crowdfunder Support

*The experience has been a real learning curve, and your advice and support has been invaluable. Your first email advised that our page wasn't strong enough – and in retrospect it was a kick up the pants at the perfect time. You made us think about the audience we were talking to (i.e. don't write the page like a grant application!), and to focus much more on Rewards.*

- [Monthly Webinars](#)
- [Support from Crowdfunder](#)
- 1-2-1 Coaching
- [Video FAQ tool](#)
- [Help Guides](#)
- [Knowledge Hub](#)
- [YouTube Channel](#)

We're with you every step of the way



#### Online courses

Learn at your own pace on our crowdfunding course, designed for sports ideas and ventures starting out looking to raise funds.

[Join the course →](#)



#### Interactive sessions

Our team regularly host live and interactive sessions to share all the tips and know-how you need to be successful on Crowdfunder.

[Upcoming event →](#)



#### Crowdfunding guides

If applying to match funding from Sport England, this free PDF guide can give you all the information and inspiration you need to get started.

[Download the guide →](#)

**Keen to hear more....Join the next free webinar**  
**[24<sup>th</sup> July at 12pm](#)**



**Thank you &  
Questions**

# Contact us

## Funding Helpline

- 03458 508508
- [funding@sportengland.org](mailto:funding@sportengland.org)
- [www.sportengland.org](http://www.sportengland.org)

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