

Sport England Movement Fund

- Welcome
- Name and Centre in chat
- The session will be recorded

Maximise the Movement Fund



Sport England Movement Fund

- Launched 29 April 2024
- Sport England's Open fund supporting community groups
- People and communities of greatest need
- £30-45m a year
- Investments of up to £15,000
- Grants and crowdfunding

Sport England

- Sport England's main focus is to support projects that:
 - Get more people active
 - Reduce the number of inactive people
 - Tackle inequalities
- The focus is on people who face barriers to activity
- Projects designed to help them join in

Sport England - Uniting the Movement

- **Moving** more
- Enjoyable, **positive** experiences of sport and PA
- Creating lasting physical activity habits
- **Tackling Inequalities** – not **always a level playing field** to opportunities to be active
- Clear patterns for too long in the people who are less active (women and girls, disabled, LSEG, Asian and Black backgrounds)
- Make Physical Activity a **normal part of life for everyone**
- **Removing barriers**
- Wider PA benefits – mental health, physical health, social connections

Eligible to Apply?

- Sports clubs
 - Charities
 - Local authorities
 - Community Benefit Societies
 - Not-for-profit companies (eg CIC)
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- For-profit organisations or businesses
 - Limited liability partnerships (LLPs)
 - Individuals or sole traders.



Governance

- Governing Document – constitution/articles of association
- Have at least three trustees or directors who aren't related and don't live together
- Make sure decision making and voting rights are distributed fairly
- Over 10k [A Code for Sports Governance - Tier 1 | Buddle](#)
- Affiliated to a Member Body
- Email us if you're unsure and we can speak to MF team

Increasing Physical Activity

Highest priority for funding - Get inactive people to start exercising

- 'Inactive' adults are those doing fewer than 30 minutes of activity each week.
- How will you demonstrate the audience is inactive today – priority groups
- How they'll start exercising as part of your project

Less of a priority, but could apply:

- Keep people active (those doing at least 30 mins exercise a week) – perhaps a stables is closing/project ending?
- Or how the project will help them be more active

Priority Groups

These groups include:

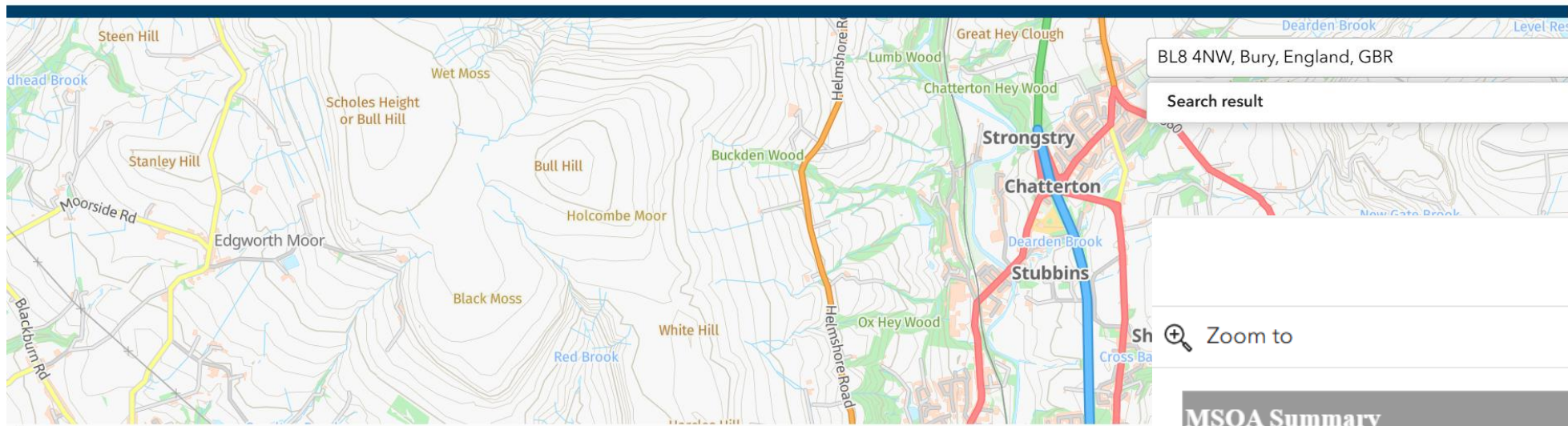
- People living on low incomes
- Disabled people or those with long-term health conditions
- Older people
- People from culturally diverse communities
- Pregnant women and parents with very young children
- Girls aged 5-16
- LGBTQ+ people
- People who are in foster care
- People who provide care without pay

Higher priority will be projects that cross more than one of these groups

Priority Places

- Understanding the needs of an area
- Place Needs Classification Tool (PNC)
 - Physical activity data from our Active Lives Surveys - [Active Lives | Home](#)
 - Index of multiple deprivation (IMD) - [Indices of Deprivation 2015 and 2019](#)
 - Community need and health inequalities data
- [Place Need Classification tool | Sport England](#)

Find the Place Need Classification data for your project by clicking on its location in the map.
Use the Help and About buttons to find out more about the tool and how to use it.

 Zoom to**MSOA Summary**

MSOA Descriptive Name	PNC Adults	PNC Children & Young People
Nuttall & Tottington	4	4

Local Authority Summary

Local Authority Name	PNC Adults	PNC Children & Young People
Bury	2	2

MSOA Details

Community

- Know the people – explain who the people are you want to reach
- Understand the needs – what are the barriers to them being active?
- Mix of stats and more local info – point to data sources such as:
 - IMD - [Indices of Deprivation 2015 and 2019](#)
 - Demographics - [Explore local statistics – ONS](#)
 - Public Health Data - [\[Withdrawn\] PHE data and analysis tools - GOV.UK](#)
- Involve the community -Co design the project
- Story telling about the community/audience

What activities can and can't be included?

- New costs – eg if a riding instructor is already paid 5 hours a week and the project wants to increase by 2 hours. Only the 2 hrs could be funded
- Equipment
- Small facility upgrades
- Venue hire
- MF won't fund facility hire where you:
 - already have a lease in place
 - own the facility
- MF won't fund any core costs and general running costs

Budget

- Make sure the budget is clear
- Include exactly how each budget line has been worked out
- Fully relates to the project detail
- Include a budget breakdown as an attachment
- Don't just include the full budget for the whole Centre – they don't want to just put 15k in towards the running

Success and Impact

- What difference will this project make to the audience?
- Use some of SE's language and what that fund is looking to achieve
 - Increased physical activity levels, inactive to active, Improved physical health, improved mental health, social connections, positive experience of PA/enjoyable/habit
- Include the number of people
- How will you demonstrate this? Case studies/quotes/short survey
- How do you record your attendance and participant demographics?
- BEF Social Value [Social value of equestrianism - British Equestrian](#)

Application Form – online portal

Start your application | Sport England



If you need help please phone 03458 508 508 or email funding@sportengland.org

Opening hours: Monday to Friday 8.00am - 5.00pm

My Applications - Login

Our contact information

Update regarding our phone line

Monday 27th October 13.30pm: We are continuing to have issues with our phone lines. This is currently being investigated and we are hoping it will be resolved quickly. In the meantime please either leave a voicemail message or send an email to funding@sportengland.org if you require us to call you back.

We apologise for the inconvenience.

Existing Users

Please enter your user name and password to log in to the application portal.

Username:

Password:

Login



Application Form – online portal

Look at the pointers they include for each question.
Stick to the Word count

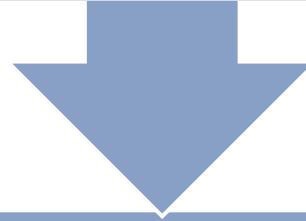
1) Brief overview of the project (Maximum of 100 words)

2) Why do you want this project to happen? (Maximum of 500 words) *Include audience, activity, place if SE priority area*

Demonstrate understanding the needs of the community – use your local stats/consultation and any wider stats as well

3. What do you want to achieve from the project?
(Maximum of 500 words)

How will the priority group become more active? Benefits for the audience, Measuring success and impact.



4. How will you make the project happen?

(Maximum of 500 words) *Who will deliver, where, when/timings, action plan, sustainability etc.*

Summary

Applications need to focus on these areas:

- **Who** will benefit?
- **Why** the project is needed.
- **How** you'll deliver.
- **Barriers** your project will tackle.
- **Sustainability** of the project.
- **Clear** budget breakdown
- Keep your language simple and concise

Equestrian Successes to date

October 2025

- 57 applications received
- 28 awards offered – £258,210
- 11 crowdfunding pledges
- 17 Grants

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SE Feedback

- Lack of clarity or need identified by those applying
- Confusion where equestrian centres have business and not for profit arms
- Ineligible running costs. The fund won't cover core costs
- Equestrian is seen as a high-risk sport – Must be affiliated to member bodies of BEF
- Vague - the assessors are not going to contact the applicant for clarification if too vague.
- Some applications were more therapeutic, on the ground projects. Movement Fund will struggle to fund if they aren't actually getting any riding with that.

SE Feedback

- RDA groups on the whole have had good success
- Very tangible what they are doing - the benefits that riding will have on someone who has limited mobility or a challenge to become active is clear.
- Accessibility projects where the funding is used to alleviate waiting lists (hoists, training volunteers)
- Horse purchases have been successful if there's a particular audience not being catered for.

Equestrian Successful examples

1) This project will install a hoist to improve accessibility for individuals with mobility issues. It will provide 10 additional hours per week, engaging up to 19 participants weekly in inclusive sport. Funding will specifically support facility alteration, equipment, instructor fees and staff costs.

2) This project will deliver horse riding sessions to young immigrants from culturally diverse communities and low income families from xx location. One hour sessions will be held once a week for 44 weeks over 11 months. Funds will cover instructor fees, facility hire, promotion, workshop materials and volunteer expenses.

Equestrian Successful examples

4) This project will purchase an additional taller horse to enable more disabled people to learn to ride and be active whilst reducing the charity's waiting list, benefitting approximately 90 people and supporting 12 lessons a week.

5) This project will provide funding to purchase a new Horse. The new horse will take part in approximately 15 riding sessions per week. The aim of this project is to create more riding opportunities for children aged 8-16, especially girls, those unable to access mainstream education, disabled riders and adults recovering from alcohol and drug addiction.

Equestrian Successful examples

6) This project will provide horse riding and pony management for siblings of disabled children. 56 children would take part in a 6 week course on Saturday mornings. 6 weeks of horse riding and pony management for 8 children an hour a week, with a mini competition on the 6th week and be given certificates of achievement and Rosettes. They will then provide the same for the next group of 8 children, until all 56 children have taken part. Once they have completed their 6 weeks, they will gain access to a reduced cost membership and can take part regularly at the centre. Funding is required for facility hire, pony hire, instructor fees, support workers, rosettes, lead ropes, project admin and stationary/folders for participants.

Crowdfunding

- Usually pledge half of what you need, up to a maximum of £15,000
- You raise the same amount from your community using Crowdfunder.
- If you end up raising more than the target, you get to keep the difference
- Equipment and facility upgrades more likely for Crowdfunding pledge

Crowdfunding

- A six-week to 10-week campaign
- Create the campaign on Crowdfunder
- Add rewards to encourage donations
- Promote to your community/members etc
- Reach your campaign target to receive your MF crowdfunding pledge

Crowdfunder

- If you know you want to go the crowdfunding route and have a facility project then it might be worth applying via Crowdfunder – rather than on the SE website
- Movement Fund
- Video Applying to the Sport England Movement Fund | Crowdfunder

Support

- BEF have a Word version to draft your application if needed
- Basic budget spreadsheet
- Discuss project ideas
- Provide support with your draft application
- funding.support@bef.co.uk or through your MB contact

Project Ideas?

