

The Movement Fund

A Practical Guide to Getting Started *with*



SPORT ENGLAND

The Movement Fund

We offer up to £15,000 for physical activity projects in the community. The focus is on people who face barriers to activity and projects designed to help them join in.

Key learning themes and reflections from the Movement Fund webinar, delivered by Heidi Elliott, Investment Manager at Sport England

About this learning resource

This resource has been developed to support clubs, organisations and groups who are thinking about applying to the Sport England Movement Fund.

It brings together key themes, reflections and questions from a recent webinar, alongside practical guidance to help shape your ideas.

This resource won't cover everything you need, and it doesn't guarantee a successful application.

What it aims to do is help you:

-  Understand what the fund is looking for
-  Reflect on your own ideas and approach
-  Feel more confident about where to start

“ You are not expected to do this alone. Applications for funding can be time consuming & over-whelming. ”

Support is available from:

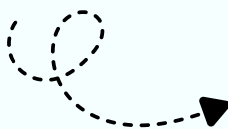
- Sport England (guidance and funding helplines)
- Local support networks
- Sport Welfare Officers

 [Funding guidance](#)
 [Suitability checker](#)

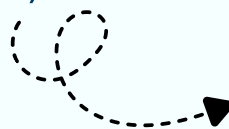
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**Scan the QR
Code to watch
the webinar**



**For a Digital Copy
of this resource
pack, scan here**



What is the Movement Fund?

The Movement Fund support projects that help people to become more active, particularly those who face the greatest barriers to participation.

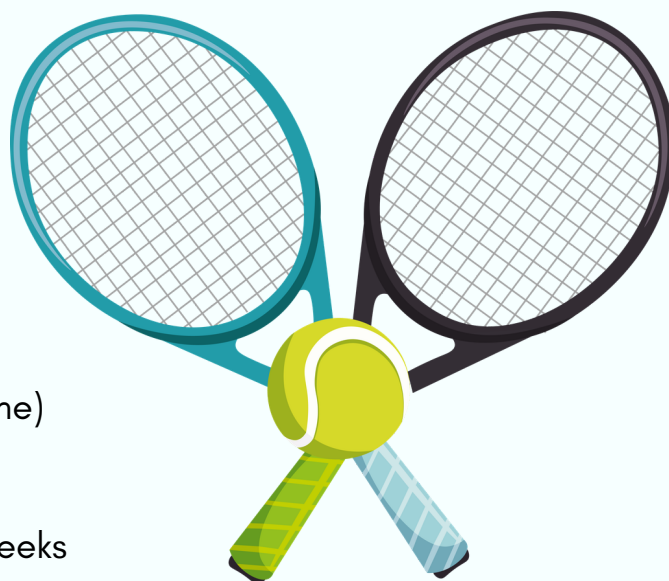
The focus is on:

- ▶ Tackling inequalities
- ▶ Removing barriers
- ▶ Creating more opportunities to be active



Key Information:

- ▶ £300-£15,000 available
- ▶ Projects up to 12 months
- ▶ Rolling programme (no deadline)
- ▶ Decisions usually within 4-6 weeks



“ Not all projects can be funded. Funding is prioritised here there is a clear understanding of need, and how a project will help people to be more active. ”

Start With Why: Understanding Your Project

One of the strongest messages from the webinar was simple:

“Strong projects start with people...
not programmes.”

Stop & Reflect

- Who are you trying to reach?
- Why are they not currently active?
- How do you know? (Have you asked, observed, listened?)



It can be easy to start with an idea like “we want to run more sessions”, but stronger applications explain:

- Who those sessions are for
 - What’s currently stopping them taking part
 - How the project will make a difference
-

If your idea sounds like it could apply to anyone,
it’s worth taking a step back and refining it.

**Top
Tip**



Who is the Fund Trying to Reach?

The Movement Fund prioritises people who are **less likely to be active**.

This could include but is not limited to:

- People living on low incomes
- Older people aged 55 or older
- People from culturally diverse communities
- Girls aged 5-16
- LGBTQ+ people



Key Reflection

“ People don’t experience barriers in isolation. Many people face multiple challenges that affect whether they can take part. ”

Stop & Reflect

- Who currently isn’t attending your activity?
- Who might be getting in the way for them?
- What might need to change for them to feel comfortable taking part?



In Practice: Shaping a Stronger Project Idea

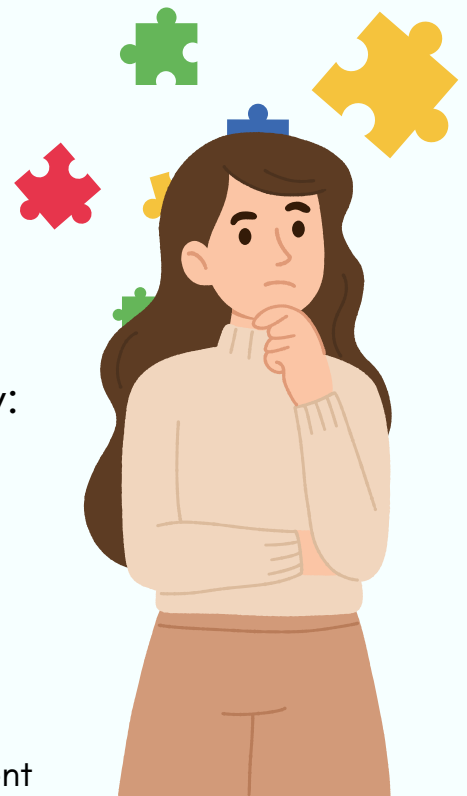
A community group noticed that while sessions were running, some people from their local community weren't engaging.

After speak to them, they realised:

- Some felt uncomfortable in the environment
- Some didn't feel confident to attend
- Others didn't feel the activity was for them

Instead of simply adding more sessions, they:

- Spoke directly to people about what would help
- Tested ideas through small sessions
- Adapted where and how sessions were delivered
- Focussed on creating a more welcoming environment



What made this stronger

- It started with listening
- It showed they understood the audience
- It responded to real barriers
- It explored meaningful solutions

Stop & Reflect

- Are you designing your project with people, or for them?

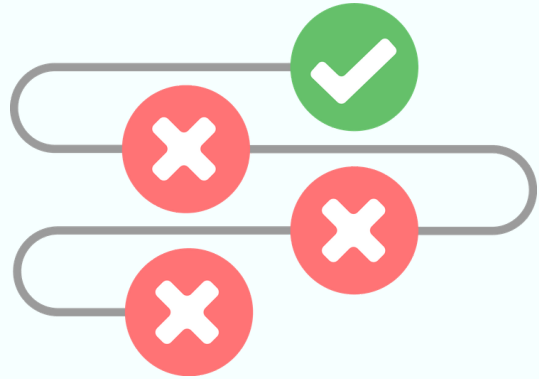
Trying Things First

Projects don't always need a long track record.

Even a short pilot or taster session can help show:

- ▶ What works
- ▶ What people enjoy
- ▶ What might need to change

This kind of insight can really strengthen an application.



“ Showing that you’ve trialled even a small part of your project, will demonstrate your commitment to making improvements and create confidence from the funders that your project is viable. ”

Stop & Reflect

- ▶ Have you tested your idea in a small way?
- ▶ What did you learn from it?



When trialling your idea in some way, make sure you are trialling it with the intended audiences, so that you can gather meaningful feedback.

**Top
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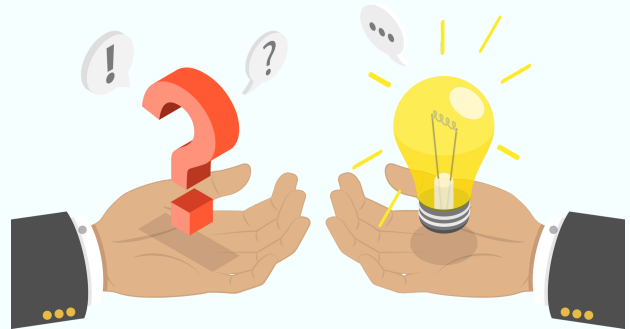


Designing Your Project

Applications are assessed across a few key areas:

Why? (Need & Motivation)

- Why this project?
- Why this group?
- What has shaped your idea?



How? (Delivery & Capability)

- Who will deliver?
- What is your experience/track record?
- What is needed to deliver the activity?

What? (Impact on Activity)

- What will change?
- Will people become more active?
- What are the wider benefits?

Sometimes the information is there, but it hasn't come across clearly in the application.

“Taking time to explain your thinking and your understanding of your audience, can make a real difference.”



Keep things **simple** and **clear**. Your application should be easy to understand for someone outside of your organisation.

**Top
Tip**



What Can Funding Be Used For?

Funding is there to support activity and help remove barriers, so that more people become active.

It can include:

- New sessions or programmes
- Equipment
- Improving or creating spaces
- Training for staff or volunteers
- Delivery costs linked to your project



“ Every part of your funding request should clearly connect to helping people take part in activity. ”

Stop & Reflect

- How confident do you feel explaining what your funding will be used for?
- Would someone outside of your organisation understand how it all connects to helping people be active?



What Isn't Funded?

Some costs are unlikely to be supported, including:

- ▶ Existing running costs (e.g. salaries, rent)
- ▶ Costs already committed or spent
- ▶ Items for personal use (e.g. an individual's own kit or equipment)

Funding generally focusses on direct delivery rather than costs already in place.

“ If part of your project isn't eligible, this doesn't mean the whole application will be unsuccessful. You may be asked whether your project could still go ahead without that element. ”



When trialling your idea in some way, make sure you are trialling it with the intended audiences, so that you can gather meaningful feedback.

**Top
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Planning for Delivery

A strong idea also needs a clear plan.

Think about:

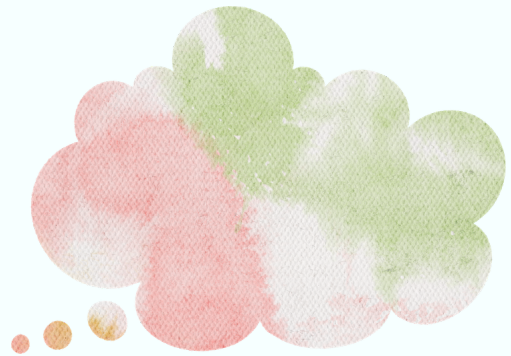
- Who will deliver your project
- Where it will take place
- How people will hear about it
- What might help people keep coming back



Some people may not feel comfortable entering traditional sport or activity settings straight away. Thinking about how you connect with people first and where activity takes place can make a big difference.

Stop & Reflect

- If your project started next month, what would already be in place?
- What might still need some thought?



If you aren't confident with your administrative/organisational skills, ask someone within your club to assist with that element, so you can focus your attention elsewhere.

**Top
Tip**



Continuing Existing Projects

If your project has run before, this doesn't automatically mean you can't apply again.

What matters is how you explain it.

Applications are stronger where they show:

- What has already worked
- What will happen if the project stops
- Whether people may become inactive without it
- How it might reach new people



Be clear about what is continuing, and what is new or being strengthened.

**Top
Tip**



Crowdfunding: Another Option

The Movement Fund can also support Crowdfunding.
This involves:

- Raising money through your community
- Raising awareness
- Receiving a pledge towards your target

Support is usually released once your campaign:

- Reaches its target
- Gains support from a number of backers

You will be supported through this process, you won't be expected to do it alone.

Questions From The Webinar

During the session, organisations shared a range of questions and uncertainties.

“Can we pay staff to deliver the project?”

Yes, where this relates to additional delivery.

This might include:

-  Bringing in new staff
-  Increasing hours to deliver the project

“Can we continue a project that has already been running?”

Possibly. If you can explain your reasoning.

It helps to show:

-  The impact it already had
-  Why it needs to continue
-  What will happen if it stops

“Can we apply if we are just starting out?”

Yes, absolutely.

You will need:

-  A simple structure (e.g. constitution)
-  A clear understanding of your audience
-  A plan for how you will deliver

“Does it have to be a specific sport?”

Not necessarily.

The focus is on physical activity, but projects are stronger where:

-  People can take part regularly
-  Activity is more than a one-off experience

“What is we already receive other funding?”

This is often fine, as long as:

- The funding supports different elements
- You explain how it all fits together

Often, the question isn't “can we do this?”
It's “can we clearly show why it matters and how it helps people become more active?”



Common Pitfalls (and how to avoid them)

These reflect some of the common challenges discussed in the session.

“We want to run more sessions”

A good starting point, but needs more detail.

- Who are they for?
- What's stopping people attending now?

“Our project is for everyone”

Inclusive intent is positive, but clarity is important.

- Who are you really trying to reach?
- Why do they need this specifically?

Not fully telling your story

Sometimes the insight is there, but it hasn't come across clearly.

- What do you know about your audience?
- How has that shaped your idea?

Focussing on one-off activity

One-off experience can have value, but:

 How does this lead to ongoing activity?

 What happens next?

Unclear budgets

 How does each costs help people take part?

Stop & Reflect

 If someone unfamiliar with your organisation read your application, what might they still have questions about?

A Quick Reality Check

 Not all applications will be successful

 You can ask for feedback

 You can apply again

Sometimes information is there, it just needs to be clearer next time.

An application is part of the process of developing your project, not just an outcome.

**Top
Tip**



One Simple Action

Before moving forward, pause and consider:

What is one small step you could take this week?

This might be:

- Talking to your audience
- Testing an idea
- Gathering feedback
- Reviewing who isn't currently attending



Support & Next Steps

You don't have to do this alone.

Sport England

☎ call 0345 8508 508, Monday-Friday from 8am-5pm

✉ funding@sportengland.org

🌐 [Website link](#)

Local Support

👉 [Club Support – Active Lancashire](#)

Final Reflection

Strong applications don't need to be perfect. They need to show:

- Understanding
- Clear intention
- A connection to real need

“ Helping people to be active doesn't start with funding. It starts with listening, understanding and responding. ”



Gwen and Nathan are Sport Welfare Officers for Active Lancashire. For more information on how they can support your club, get in touch at

welfare@activelancashire.org.uk

