



Funding Opportunities for Sport and Physical Activity projects in London

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Aims for the presentation



- To explain the three key areas where sport and physical activity organisation / projects can gain public funding
- To give some examples of the types of funding that exist within each of these 'theme areas'
- To give an indication of where further support is available



Before we start...a brief introduction to London Sport

- Relatively new as an entity - since 2014
- Formed through the amalgamation of the five Pro-Active Partnerships
- Now a County Sports Partnership in its own right, core funded by Sport England
- CEO is Peter Fitzboydon
- New strategy - Strategic goal to get 1 million people active
- New staffing structure nearly fully in place
- Website is in development - www.londonsport.org



The three 'theme areas' where sport and physical activity project can benefit:

- Funding for 'Sport for sport's sake' activity
- Funding for 'diversionary activity' and 'sport for social change' activity
- Funding for 'health gain' activity ('sport for health')

For each...concept; key funders; how much you can apply for; potential challenges...

'Sport for sport's sake' activity



'Sport for sport's sake' activity

The concept & current climate

- This is all about providing sport for its own sake, rather than to meet any other agenda.
- If you are interested in gaining funding to provide sporting opportunities there are still plenty of opportunities to access this.
- Careful thought needs to be given to the specific priorities of the funder, and to ensuring you have the right funder for the project or area you need funding for
- Most funders tend to concentrate on increasing participation

'Sport for sport's sake' activity

The concept & current climate

- What successes have you had in this area?
Successful applications? Projects?
- What challenges have you faced?
- What further support would you benefit from?

'Sport for sport's sake' activity

The key funders

The core funder in this area is **Sport England**, who manage numerous grant funding streams.

Some of the most well-known are:

- **Small Grants:** up to £10K to increase participation; equipment and revenue funding
- **Inspired Facilities Fund:** Organisations can apply for up to £75K to develop facilities that result in increased participation
- **Community Sport Activation Fund:** Consortia or larger organisations can apply for up to £250K to increase participation in a specific geographical area
- **Sportivate & Satellite Clubs:** Smaller grants for one off participation projects, available through London Sport

'Sport for sport's sake' activity

The key funders

- **The Football Foundation** (other Lottery funding distributor)
- **County Sports Partnerships:** distribute Sport England funding such as Sportivate and Satellite Clubs, for small projects aiming to increase participation
- A few **trust funders** that specialise in sporting opportunities, for example: Central & Social Recreation Trust, Jack Petchey Foundation, Torch Trophy Trust (supporting grassroots volunteers), Lord's Taverners and London Marathon Trust (capital funding for improving sporting facilities)
- The **Greater London Authority** - through Playsport London (participation & facilities)

'Sport for sport's sake' activity

Other funders

- **Governing Bodies and Sports Foundations:** Often have opportunities as either a 'one off' or rolling programmes. Make sure you receive bulletins or newsletters, and keep in touch with your regional officer.
- **Cash 4 Clubs / Bag 4 Sport:** small scale funding through direct grant or donating unwanted clothing Sported
- **Local Authority Sports Teams:** Do distribute funding either as part of a programme or as one-off project grants

'Sport for sport's sake' activity

How much can you apply for?

- **Very Small Grants:** available through County Sports Partnerships, Local Authorities, the GLA, mostly for very specific purposes (e.g. running a small participation project, or working towards Clubmark).
- **Small Grants:** available through Sport England and some of the trust funders, often £5 - £10K
- **Large Grants:** funding available through CSAF for larger-scale partnership based projects, or Inspired Facilities

'Sport for sport's sake' activity

What are the potential challenges?

- It is very difficult to gain funding to support sporting activity for under 11s. This is due to Sport England's commitment to older children and adults, and the Government's focus on funding Primary Schools directly.
- There are very few opportunities for mid-range projects, say from £10K - £30K.
- Almost all funders will want to see increasing participation, presenting a challenge for a club or organisation that is at capacity or does not wish to expand but wishes to upgrade equipment or a facility.



‘Diversionary activity’ & ‘Social change’ activity funding





'Diversionary activity' & 'Social change' activity funding

Concept & the current climate

- Sport provides diversionary activities, steering young people down the correct path, helping prevent anti-social behaviour, crime, and also supporting young people to achieve by providing training and support.
- Good examples of organisations that lead in this area include Street League and Street Games, both national charities with a strong track record.
- Lots of local examples of organisations that have produced great outcomes in this area, with Football, Boxing, Cricket, BMXing, Basketball and Martial Arts being the leading sports. There are also plenty of funders that will fund this activity.



'Diversionary activity' & 'Social change' activity funding

The concept & current climate

- What successes have you had in this area?
Successful applications? Projects?
- What challenges have you faced?
- What further support would you benefit from?



'Diversionary activity' & 'Social change' activity funding

The key funders

- **Comic Relief:** A current priority is 'Better futures' - Improving the lives of vulnerable young people in the UK (which could still include sport for social change projects);
- **Reaching Communities England:** £10,000-£500,000; Funding projects that help people and communities most in need. Projects can be new or existing, or be the core work of your organisation.
- **BBC Children In Need Small and Main Grants:** Up to £10,000 (small) / £10,000 + (main); Grants for Children and young people of 18 years and experiencing disadvantage
- **Awards for All:** small grant (£10K) funding to address the following themes: People have better chances in life- with better access to training and development to improve life skills; Stronger communities- with more active citizens; working together to tackle issues within the community;; Healthier and more active people and communities.



'Diversionary activity' & 'Social change' activity funding

Other funders

- **Evening Standard Dispossessed Fund:** Up to £20K, another round likely later this year. Organisations must be working to lift people out of poverty
- **The Rank Foundation:** key funder of Streetleague. They seek to work with local groups and organizations that want and have the potential to engage with young people in challenging situations
- **Lloyds TSB Foundation:** A fund for small and medium local and national charities organisations that help disadvantaged people to play a fuller role in the community and provide both project and core funding (running costs).
- **Local Authorities:** will still commission activities and invite applications in this area, particularly for holiday schemes.



'Diversionary activity' & 'Social change' activity funding

How much can you apply for?

- Very open, and organisations can apply for smaller grants or very large scale projects, and various levels in between.
- This area attracts lots of funders, so assuming you are constituted appropriately (see below) there shouldn't be huge issues in finding funding to apply for at the right level.
- The challenge will be to be successful in what is a very competitive climate.



'Diversionary activity' & 'Social change' activity funding

What are the potential challenges?

- As this type of provision often falls under the term 'charitable', many funders will expect the applicant organisation to be a registered charity.
- Extremely competitive as it incorporates the activity of a huge range of organisations at different sizes.
- In addition, with declining statutory funding many charitable organisations that do this kind of work are looking at applying to public funders.
- Any application must therefore be well thought through and match the criteria of the funder very well.



'Sport for health' activity funding



'Sport for health' activity funding

Concept & the current climate

- With increasing attention devoted to the 'obesity crisis' and inactive lifestyles amongst young people, a whole new area of opportunity has developed for physical activity funding to be gained to support inactivity and develop 'active lifestyles'.
- Often defined by key target groups, driven by Public Health stats...older people, smokers, or those with high Body Mass Index (BMI) for example
- This area of funding is still emerging, and the politics of it mean that there aren't as many direct and clear opportunities as in sport specifically, but there are some.



'Sport for health' activity funding

The concept & current climate

- What successes have you had in this area?
Successful applications? Projects?
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'Sport for health' activity funding

The key funders

- **Local Authorities**, through open grant funding
- **Local Authority Public Health Departments; Health and Wellbeing Boards; Clinical Commissioning Groups** - although they rarely administer grants directly, they often commission large scale projects that you can be involved with or work through colleagues in Sports Development to provide funding.
- **Sport England**: A second round of the fund 'Get Healthy, Get Into Sport' has just closed. Headline is "how sport can best contribute to improving health and at the same time increase the number of people playing sport regularly."

'Sport for health' activity funding

Other funders - trust funds (perhaps most immediately accessible)

- **Alan and Colin Frizzell Charitable Trust:** Grants for UK charitable organisations working in the fields of health, welfare or disability, including the advancement of healthy lives.
- **Balcombe Charitable Trust:** funding for health projects, application by letter.
- **The Steel Charitable Trust:** Up to £25,000 for project falling under the broad banner of 'health'

'Sport for health' activity funding

Other funders - trust funds (perhaps most immediately accessible)

- **The FirstGroup Grant:** Funding is available for projects in the following areas: Health, Young people, The environment.
- **Mrs Smith and Mount Trust:** average grant is approx. £3,500. The Fund currently has a priority around health in the Community.
- **London Catalyst Grants:** Up to £3,000. Special Interest Grants: support thoughtful projects or service developments that can tackle health inequalities and the limiting effects of ill health, disability and poverty..



'Sport for health' activity funding

How much can you apply for?

- This really is very open, but in the main for this type of project it is smaller scale projects (up to £10K). That said, if you can demonstrate a strong track record of achievement with smaller grant funds then you could approach larger funders such as Public Health with a larger proposal that is based on firm evidence of need and achievement.

'Sport for health' activity funding

What are the potential challenges?

- The main issue is that it is often very difficult to penetrate local health funding networks, particularly for one specific project.
- Remember that the outcomes of a health project may be very different and so full consideration is needed of what you are going to achieve.
- Demonstrating health outcomes is notoriously tricky and you may need some support in this area.
- With that in mind, the monitoring requirements are likely to be extensive, and organisations should consider this when applying (i.e. do you have the resources?)

Further support

- **London Sport Funding Support (Human)** - particularly around Sport England funding, and signposting. Contact xander.beck@londonsport.org / 07956 493 773 (Mon/Tue) and tim.edwards@londonsport.org /
- **London Sport Funding Support (web guidance and support)** - <https://londonsport.org/funding/>
- **Your local CVS or equivalent**
- **Your local Sport and Physical Activity lead** in the Local Authority (e.g. club support officer or community lead)
- **Your Governing Body (if applicable)** - regional lead

Make sure you are signed up for the London Sport e-newsletter, which has a monthly bulletin of the latest opportunities and 100 pages of funds. Sign up at www.londonsport.org (scroll to bottom of page)



....And finally

Remember there are other ways of gaining investment into your club, including:

- Fundraising tools such as Crowdfunding and local giving
- More traditional fundraising methods
- Sponsorship

Try as many of these options as possible and use them in combination, depending on the project or programme.