



Every Move

Our investment priorities

June 2025

Contents

Introduction	3
The Movement Fund	4
Investment priorities	5
Project examples	6
Energy and resources	6
Resilience	7
Nature	8
Find more information	9



Introduction

In May 2024, we launched our first-ever environmental sustainability strategy, [Every Move](#).

It recognises both the urgent need for the sport and physical activity sector to take action, and the unique position we are in to make a difference across our society.

We know that the places and spaces we use to be active, and our participation, are threatened by the effects of climate change – whether it's reduced water and air quality, rising temperatures, or extreme weather events such as flooding, drought and heatwaves.

In Every Move we announced more than £45 million of new National Lottery funding to tackle this and make our sector greener and more sustainable.



We've committed to investing more than £20 million by 2030 in programmes and partnerships to help thousands more people connect with and get active in nature.

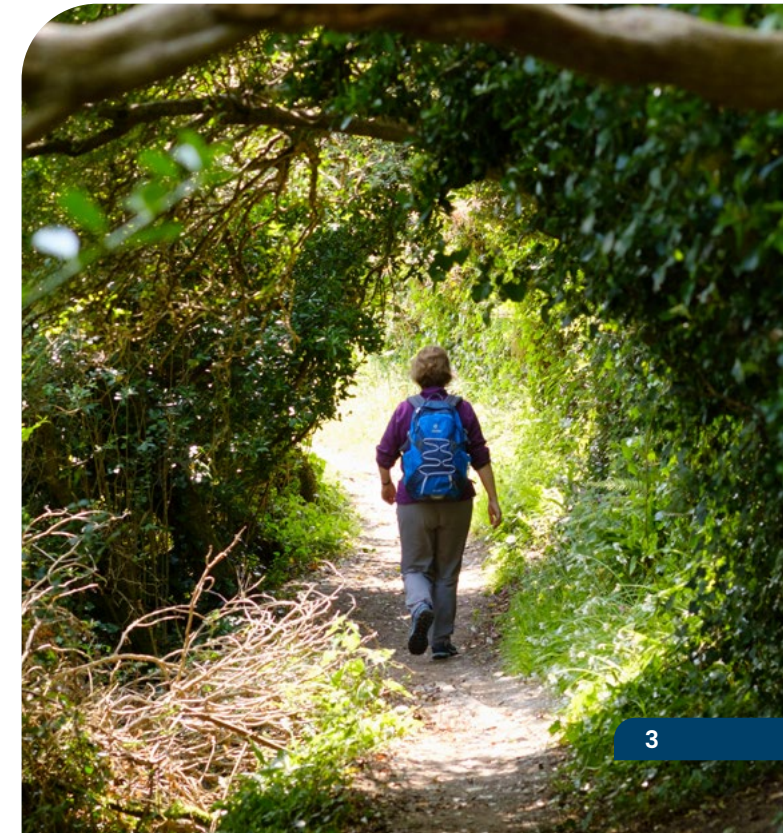
We expect to allocate up to 10% of our [Movement Fund](#) (see below) over the next four years to help sporting organisations up and down the country put in place action plans and promote sustainability locally.

And we're investing in building resilience to climate change, with up to £10 million until 2030 to help restore, enhance and adapt sports pitches and facilities that are impacted by flooding.

This all builds on our previous funding efforts in this area, including £60 million from the [Swimming Pool Support Fund](#) to make hundreds of pools across the country more environmentally and financially sustainable, and the previous [flood relief funding](#) we made available to organisations affected by storms and flooding.

Our mission is to lead, inspire and support the sector to become environmentally sustainable, enabling greater opportunity for everyone to participate in sport and physical activity. But we must act now.

There are an estimated 150,000 clubs and groups in England and almost 98,000 facilities. The many small changes we will make together will add up to something big.



The Movement Fund

In April 2024, we launched our [Movement Fund](#) – a new single point of access for organisations to apply for funding from Sport England, replacing all our previous funding streams.

We are typically investing £20 million a year from this fund, of which up to 10% is allocated to environmental sustainability projects.

Sustainability is a key priority for us, alongside tackling the societal inequalities that make it harder for some groups of people to be active.

So we're encouraging organisations to apply for funding of between £300 and £15,000 for new initiatives that **improve both environmental sustainability and physical activity opportunities** for the people and communities who need it the most.

Usually, both these criteria overlap, because those who are least active and most deprived will be most susceptible to the increasingly negative effects of climate change.

We'd therefore particularly like to hear about initiatives that promote and support '[climate justice](#)' – addressing the barriers facing those most affected by climate change to support them to access sport and physical activity opportunities.

We will provide a pledge or a grant towards the delivery, people and facilities you need, providing these are new costs to your organisation – we won't fund costs for the general running of an organisation or existing staff.



Investment priorities

We are looking for projects that:

1 Show they will improve environmental sustainability

They must address at least one of the six Every Move priorities:

- **Just transition:** [Inequalities, inclusion and participation](#)
- **Energy and resources:** [Carbon emissions – travel and facilities](#)
- **Energy and resources:** [Circular economy – supply chains, products and waste](#)
- **Nature:** [Blue-green environment quality and use](#)
- **Nature:** [Biodiversity](#)
- **Resilience:** [Adapting to climate change and extreme weather events.](#)

2 Show they will benefit physical activity in the community

For example, by protecting existing opportunities as our climate changes, or creating new opportunities and attracting new individuals through the sustainability action. See examples below for more details.

3 Have a clear, feasible and reasonable delivery plan

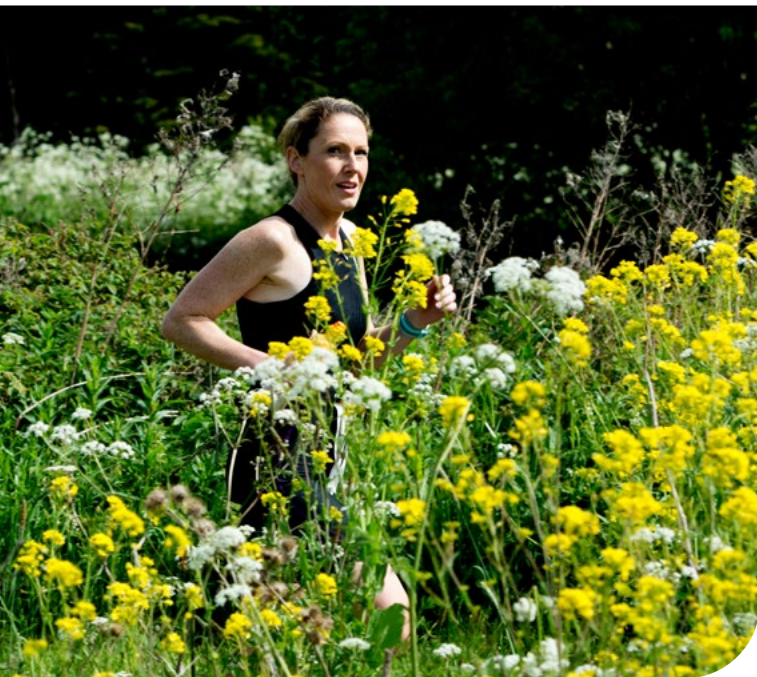
You are more likely to get funding if your project targets at least one of our priority groups:

- 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.

You are also more likely to get funding if your project happens in an area with a high level of need.

Project examples

Here we drill down into three of our sustainability investment priorities and provide practical examples of what we might fund under each of them – where the project clearly also demonstrates its positive impact on participation.



Energy and resources

You can **reduce your energy and water use** by switching off lights, heating and equipment when not needed, or by limiting the use of sprinklers and collecting rainwater. All of these can be implemented at low/no cost.

But funding could also help you install LED bulbs and automatic controls or sensors to reduce usage, introduce solar panels or even micro wind turbines. Water sports could convert their boats to run on electric batteries.

All of these can help keep costs down, thereby enabling you to keep membership subscriptions lower and ensure financial accessibility for lower-income groups, or to extend the operating hours to enable more people to take part.

Reusing and repurposing kit and equipment

reduces waste and allows you to re-distribute kit to those who need it most, widening participation and removing barriers to access for those who can't afford the necessary kit and equipment.

As well as specific environmental sustainability projects, we would encourage you to consider, as part of your applications, the use of recycling bins and re-usable water bottles and kitchenware.

This can help raise wider awareness of environmental sustainability, making your club more appealing to new potential members, as well as **reducing waste and microplastics**.



Resilience

A grant could help you improve the resilience of your facilities, pitches or spaces to extreme weather conditions, for example through the planting of trees to help reduce flooding and provide shade.

These can help prevent matches, training and other opportunities being cancelled and enable you and your membership to keep doing the activities you love.

Case study

Whalley Range Cricket & Lawn Tennis Club, Manchester

After finding their cricket outfield was flooding every winter from 2016 onwards, Whalley Range Cricket & Lawn Tennis Club decided to adapt their grounds for climate change.

They planted trees on the outskirts of the field to better soak up excess water and left the area to rewild with reduced mowing and trimming.

They allowed low-utilised areas to grow at their own rate, through 'benign neglect', and encouraged daisies, clovers and other natural ground covers to grow on the outfield, welcoming back the worms, insects and birds.

Through their actions, the club have reduced their flooding problems, improved soil health and lowered their carbon emissions by mowing less.

They believe their environmental sustainability work has enhanced the environment people get active in, contributing to their recent record membership levels, and it has enabled matches and training opportunities to continue, which may otherwise have been interrupted by heavy rainfall.

[Read more →](#)

Nature

You could include projects which **improve the water quality and biodiversity of the places and spaces where your activities take place**, for example by planting wildflowers, reducing the use of chemicals and allowing rewilding, and through working in partnership with local organisations to support their sustainability initiatives.

Initiatives such as these could form part of your wider efforts to make your site more attractive and accessible, so that everyone can enjoy the benefits of sport and physical activity.

We expect applications to make the **link between your improvements and participation levels** – in this case, how improving water quality would allow more people to swim, sail and paddle on it.

Improving the quality of the natural environment, even in small ways, can make an environment more welcoming. In urban areas, vegetation can help combat the urban 'heat island' effect (more prevalent in disadvantaged communities), where an area can be 5°C warmer than surrounding areas – acting as a deterrent to activity.

Schemes that **encourage participants and staff to use active travel** – walking, cycling, scooting, skating or wheeling – could improve participation among those who don't drive, including young people or people without a car. Creation and promotion of footpaths and cycle paths that encourage active travel would be eligible.

Increased active travel also improves air quality, particularly in urban areas, and promotes social connectedness within a community.



Find more information

The Movement Fund provides crowdfunding pledges, grants and support to help projects that get more people active. Visit sportengland.org/funding to learn more, check if you're eligible and apply.

Our website has lots of other insight and support on environmental sustainability, including more case studies of organisations large and small who are leading the way. Just head to sportengland.org/sustainability.

And if you're a grassroots club, group or community organisation, [Buddle](#) has a wealth of information and resources to help you become greener.





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