

GUIDANCE FOR FOUNDATION APPLICANTS

2025



FUNDED BY

MAYOR OF LONDON



THE
NATIONAL
LOTTERY



SPORT
ENGLAND

IN PARTNERSHIP WITH



CONTENTS

Introduction	2
Foundation round 4	3
What can you apply for	5
Further information on the tiers for support	7
Additional funding for specialist support	11
Delivery requirements for all projects	12
Reporting requirements	13
Funding priorities	15
How and when to apply	17



INTRODUCTION

Foundation grants are part of a major five-year investment in community sport across London, launched in 2023 through the Go! London programme.

This guidance is for Round 4, which will be open for applications from Wednesday 16 July until 17:00 on Monday 15 September 2025.

The guidance is designed to help you decide whether your work aligns with the aims of this round of funding. You can find further information on the [fund's webpage](#). This includes Frequently Asked Questions (FAQs), which will be regularly updated and which you are encouraged to read.

If this guidance and the FAQs don't answer your question, or if you have any accessibility needs, feel free to contact us on **0203 291 3021** during office hours or email GoLondon@rocketsciencelab.co.uk

BACKGROUND

The **Mayor of London**, **London Marathon Foundation**, and **Sport England** have come together as funders – working in collaboration with **London Marathon Events** and **London Sport** – to create Go! London. This unique partnership is pooling funding to:

- Build a fairer London by transforming the lives of underserved children and young Londoners, through sport and physical activity;
- Strengthen, diversify, and enhance the sustainability of sport and physical activity in the capital so that it better meets the needs of underserved children and young Londoners; and
- Reduce barriers to physical activity facing underserved children and young Londoners to ensure they can fulfill their potential.

The fund will run until 2028 and offers several funding opportunities each year through different streams, including the Foundation grants.

FOUNDATION ROUND 4

Every child and young person growing up in London should have the chance to enjoy the physical, mental, and social benefits of being active. Taking part in sport and physical activity can instill an aspirational mindset, build confidence, and help young people discover and seize new opportunities, including trying activities they might not have experienced before. Beyond improving wellbeing, it can also provide a platform for organisations to offer safe spaces, mentoring, life skills development, and specialist support.

More than half of young Londoners do not meet the recommended levels of physical activity. There are also significant disparities, with children and young people from less affluent families, women and girls, and young people from ethnically diverse backgrounds less likely to be active. Those facing multiple forms of inequality often encounter even greater barriers to participation, and the high cost of living continues to limit access to physical activity for many.

To address these inequalities, it is essential to create safe, relevant, and accessible opportunities for children and young people in London to be active, thrive, and reach their full potential. **Grassroots organisations can play a vital role by offering trusted, community-based support** that connects young people to meaningful opportunities.

The Foundation fund provides grants to community and grassroots organisations delivering sport and physical activity provision for underserved children and young people aged four to 24. The fund aims to increase activity levels among those at greater risk of poverty, social exclusion, or discrimination. In addition to increasing physical activity levels, funded projects can also include activities that aim to improve physical and mental health, safety, social connections, and access to education and employment.

While Foundation grants support initiatives working with a diverse range of underserved children and young people, this funding round will prioritise projects that support young carers, care-experienced young people, those with a social worker, and those who have experienced domestic abuse, homelessness, or identify as LGBTQ+. It will also prioritise projects that engage younger children – particularly those aged four to six – through family-focused approaches.

In addition to the target groups, priority will be given to applications for projects that will be delivered in the following boroughs: **Bromley, City of London, Greenwich, Havering, Hillingdon, Richmond upon Thames, and Sutton, where there is clear evidence of local need.**

Please note that prioritisation of projects either based on target groups or geography will only be considered if the proposal meets the scoring average criteria for this funding round.

WHAT YOU CAN APPLY FOR

You can apply for a grant of up to £40,000, to be used over a period of up to 24 months. Projects applying under the Specialised Support Tier may be eligible for a larger grant to cover the costs of tailored, specialist support. Further information on this can be found on page 11.

Funding is for project-related costs, and you can allocate up to 20% of your total budget towards management or overhead expenses.

For a full list of costs that we can and cannot fund please see our FAQs.

TYPE OF PROJECTS WE WILL FUND

We will fund the delivery of physical activity-based provision across three tiers of support:

Participation Tier – Broad-reach activities designed to increase physical activity levels among underserved children and young people.

Targeted Support Tier – Structured programmes for groups facing specific barriers to participation, with support aimed at achieving a measurable social outcome.

Specialised Support Tier – Longer-term support for young people with complex needs, combining regular physical activity with tailored wraparound and specialist support to achieve a measurable social outcome.

We understand that some organisations may deliver different levels of support within their project. You can choose to combine the **Participation Tier** with the **Targeted Support Tier**, or the **Targeted Support Tier** with the **Specialised Support Tier**, depending on your community's needs and your organisation's capacity.

However, you **cannot combine the Participation Tier with the Specialised Support Tier** within the same project. This is because these tiers require very different levels of intensity and focus.



FURTHER INFORMATION ON THE TIERS OF SUPPORT

This section sets out the core expectations for delivering your project and engaging participants. It aims to ensure quality and meaningful outcomes by making sure participants have enough time and contact to benefit from the support. Beyond these basics, it's up to each organisation to shape the project in a way that best fits their community's needs. If your project already meets these guidelines, it can help you identify which support tier is the best fit.

1. PARTICIPATION TIER

Purpose:

To increase physical activity levels and foster positive attitudes towards movement and healthy lifestyles.

Target Group:

Underserved and less active children and young people. This includes young people living in areas of high deprivation, those facing barriers to participation in physical activity (such as financial barriers or social exclusion), and those who may not typically engage in structured physical activity.

Delivery Model:

- Broad-reach, light-touch support in underserved communities (i.e., communities with high levels of deprivation)
- Fun and accessible sport and physical activity sessions
- Examples: weekend activity sessions, holiday programmes, regular drop-in sessions, taster programmes, parent-child activity sessions

Participation Guidelines:

- Each young person should aim to attend at least three sessions over a period of one month or more
- Each session should last at least one hour.

2. TARGETED SUPPORT TIER

Purpose:

To improve physical activity levels, ensure equitable access to physical activity, and achieve one measurable social outcome.

Target Group:

Underserved groups with specific needs or barriers to participation in physical activity – such as young women and girls, LGBTQ+ young people, disabled young people.

Delivery Model:

- Structured, regular sessions delivered over a minimum of three months
- Accessible and engaging sport and physical activity sessions
- Includes wraparound support such as mentoring and/or workshops aligned to a particular social outcome.

Participation Guidelines:

- Each young person should attend at least six physical activity sessions over a three-month period
- Each session should last at least one hour
- Sessions should be delivered consistently, ideally on a weekly or bi-weekly basis
- Each young person should receive additional wraparound support as part of their engagement.



3. SPECIALISED SUPPORT TIER

Purpose:

To improve physical activity levels, achieve one measurable social outcome, and provide access to specialist support.

Target Group:

Young people facing significant barriers to physical activity such as care leavers, refugees, or those with complex needs.

Delivery Model:

- Long-term and regular engagement maintained for six months
- Tailored wraparound support based on individual needs
- Provide, or collaborate with others to offer, specialist support and consider appropriate referral pathways where relevant.

Participation Guidelines:

- Each young person should attend a minimum of eight physical activity sessions over a six-month period
- Each session should last at least one hour
- Sessions should be designed to build trust and continuity, with consistent engagement over time
- Each young person should receive tailored wraparound support as part of their engagement, including specialist support.



ADDITIONAL FUNDING FOR SPECIALIST SUPPORT

Projects applying solely under the Specialised Support Tier may be eligible for a larger grant of up to £55,000 (an additional £15,000) to help cover the costs of delivering tailored wraparound and specialist support. For example, this could include:

- Intensive one-to-one support
- Staff with mental health qualifications

Requests for enhanced grant funding should clearly explain:

- Why specialist support is needed
- What type of support will be provided
- How the additional funding will enable this support
- The associated costs in your budget and application

We anticipate that only a limited number of projects will receive grants over £40,000, and enhanced funding will only be awarded where there is a strong and well-evidenced case.

DELIVERY REQUIREMENTS FOR ALL PROJECTS

All funded projects must:

- Deliver sport and physical activity sessions that align with one or more of the support tiers outlined above
- Engage underserved children and young people in London, aged four to 24
- Expand reach by increasing participation
- Projects should engage new participants through additional sessions or increased capacity
- At least 30% of participating children and young people should be new to your organisation (i.e., they have not previously taken part in your programmes or services)



REPORTING REQUIREMENTS

Before starting your application, please read the **Reporting Guidance** document, which includes the **Outputs and Outcomes Framework**.

This framework outlines the key indicators and measurements you will be required to report against.

All funded projects must report on the following:

- Number and type of sessions delivered using Go! London funding
- Number of young people engaged
- Number of children and young people new to the organisation (minimum 30%)
- Number of children and young people demonstrating positive attitudes toward physical activity
- Number of young people who have increased their physical activity levels

You will be required to upload this information through an app-based system. If you receive a grant, you will receive access to this, along with training and support to help you use the system effectively.

Additional Reporting for Targeted and Specialised Tiers:

Projects funded under these tiers must also report against one social outcome, using the relevant measurements listed in the Outputs and Outcomes Framework.



FUNDING PRIORITIES

Priority will be given to organisations and projects that:

- Involve young people in project design and organisational decision-making
- Are led by and for marginalised communities, with trustees, staff, or volunteers who have lived experience of the issues being addressed or belong to the communities being supported. This includes:
 - **Communities experiencing racial inequality**
 - **Deaf and Disabled people**
 - **LGBTQ+ people**
 - **Women and girls**
- Have strong connections, trust and a proven track record of working effectively in a specific area or with a defined target group
- Address gaps in local provision and make effective use of existing facilities and infrastructure

ELIGIBILITY

To apply, you must:

- **Be a not-for-profit organisation**
- **Have a governing document (e.g., constitution, trust deed, or articles of association)** If you're an unconstituted group, apply through a sponsor
- **Have at least two trustees, directors, or committee members.**
You'll need to recruit a third, unrelated member within six months of receiving a grant
- **Have a bank account in your organisation's name.**
If not, apply through a sponsor
- **Be able to provide 12 months of annual accounts.**
If not, apply through a sponsor

15

- **Had a total income of less than £500,000 in your most recent financial year**
- **Receive less than £50,000 in revenue grants from Go! London partners** (Mayor of London, Sport England, London Marathon Foundation, London Sport). You're eligible if your funding will be under £50,000 by 31 December 2025.
- **If currently funded by Go! London, have your existing grant end before 31 December 2025 and complete all final reporting**
- **Have experience working directly with underserved children and young people**
- **Pay at least the London Living Wage for any paid posts funded by the grant**
- **Have appropriate safeguarding measures in place**

Your Project Must:

- **Work with underserved children and young people aged four to 24, living in London**
- **Be primarily delivered in London**
- **Have sport or physical activity as a core component**

Note: Local authorities, schools, and private companies – e.g. Companies Limited by Shares, private partnerships or sole traders – are not eligible to apply. They may, however, support delivery as an unpaid partner.

Please refer to FAQs for guidance on sponsor organisations.

16

HOW AND WHEN TO APPLY

To apply, you'll need to complete an online application form. You can access this via the Go! London website.

The deadline for applications is **17:00 on Monday 15 September 2025**.

Decisions will be made in November, with activity expected to start from January 2026.

If this guidance document and the FAQs do not cover what you need to know, or if you have any accessibility requirements, please call 0203 291 3021 during office hours, or email **GoLondon@rocketsciencelab.co.uk**

Capacity Building

In addition to receiving a grant, successful applicants will be encouraged to access organisational development support that will be provided by Bayes Business School. All applicants, whether successful or not, will receive information after the application process.

Making Decisions

We aim to fund a wide variety of activities delivered across London's boroughs, ensuring a good representation of target groups, a mix of sports and physical activities, and a broad range of age groups.

These considerations may influence the final selection of projects for funding.

Your application will be assessed using the scoring framework below.



Criteria	Evidence Required	Weighting
Proposed project and response to brief	Application sections: Project Description, Target group <ul style="list-style-type: none"> • Clear delivery model: frequency, duration, location, and staffing • Alignment with tier model • Inclusion of wraparound or specialist support (if applicable) • Clear link between activities delivered and project objectives • Effective use of partnerships or referral pathways (if applicable) 	30%
Need	Application sections: Need <ul style="list-style-type: none"> • A focus on underserved children and young people • Clear understanding of the issue or gap the project addresses • Strong rationale for why the project is needed now and evidence of demand from data or community insights 	20%
Outputs and Outcomes	Application sections: Outputs & Outcomes table <ul style="list-style-type: none"> • Strong alignment between activities and outputs and outcomes selected • CYP numbers (outputs and outcomes) align with project activities and intensity of provision 	20%

Criteria	Evidence Required	Weighting
Organisation and track record	About your organisation <ul style="list-style-type: none"> • A good reach and track record of working with and achieving outcomes for underserved young people • Evidence of partnership work and existing relationships 	10%
Youth Voice & Lived Experience	Youth voice, lived experience, and equity led organisation <ul style="list-style-type: none"> • Involvement of young people in design of project • Inclusion of people with lived experience in leadership or delivery • Equity-led governance or meaningful representation 	10%
Budget and value for money	Budget <ul style="list-style-type: none"> • Budget reflects the activities described in the application • Costs proportionate to the scale, frequency, and intensity of delivery • Justification for enhanced funding (if applicable) • Use of existing resources, partnerships, or infrastructure 	10%



FUNDED BY

MAYOR OF LONDON



IN PARTNERSHIP WITH

