

GUIDANCE FOR FOUNDATION APPLICANTS

2026



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MAYOR OF LONDON



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CONTENTS

Introduction	2
Foundation round 5	3
Type of projects we will fund	5
Further information on the tiers of support	7
What can we apply for?	9
Delivery requirements	11
Reporting requirements	12
Funding priorities and eligibility	13
How and when to apply	15



INTRODUCTION

This guidance is for Round 5, which will be open for applications from 26 March until 17:00, Tuesday 5 May 2026.

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 fulfil their potential.

Go! London offers a range of funding and capacity building initiatives for community organisations, including Foundation. The Go! London fund will run until 2028.

FOUNDATION ROUND 5

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 instil 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 work to a secondary social outcome:

- Mental wellbeing
- Employability skills
- Safety
- Community & social connection

TYPE OF PROJECTS WE WILL FUND

We will fund physical activity provision delivered across **three tiers of support**. Each tier represents a different level of reach, programme intensity, duration, and wraparound support. As part of your application, you will be asked to select the tier or tier-combination that best aligns with your capacity, intended outcomes, and the groups you aim to support.

The three tiers of support are:

Participation Tier	Targeted Tier	Specialised Tier
Broad-reach activities designed to increase physical activity levels among underserved children and young people.	Structured programmes for groups facing specific barriers to participation, with support aimed at achieving a measurable social outcome.	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.

Some organisations may deliver multiple levels of support. You may combine:

Participation + Targeted, or

Targeted + Specialised

You cannot combine **Participation + Specialised** within the same project due to the difference in required intensity and focus.

It's up to each organisation to shape the project in a way that best fits both their capacity to deliver and their community's needs.



FURTHER INFORMATION ON THE TIERS OF SUPPORT

Tier	Purpose	Target Group	Delivery Model	Participation Guidelines
Participation	Increase activity levels and build positive attitudes to movement.	Underserved and less active CYP experiencing barriers to physical activity (e.g., young people living in areas of high deprivation).	<ul style="list-style-type: none"> • Broad reach, light touch sessions • Fun, accessible activities • Examples: weekend sessions, holiday programmes, drop-ins, tasters, family activity 	<ul style="list-style-type: none"> • Participants to attend 3+ physical activity sessions over 1+ month • Minimum session length: 1 hour
Targeted	Increase activity levels and achieve one measurable social outcome.	Underserved young people facing barriers to participation, and with specific needs (e.g., young women and girls, LGBTQ+ youth, disabled young people).	<ul style="list-style-type: none"> • Structured support designed for groups with identifiable participation barriers. • Accessible, engaging physical activity sessions with consistent attendance. • Physical activity + wraparound support (e.g. mentoring/workshops) 	<ul style="list-style-type: none"> • Participants to attend 6+ physical activity sessions over 3+ months • Minimum session length: 1 hour
Specialised	Increase activity levels, achieve one measurable outcome, and provide specialist support.	Young people with significant or complex needs (e.g., care leavers, refugees).	<ul style="list-style-type: none"> • Longterm regular engagement • Tailored wraparound & specialist support based on individual needs • Relationship-centred, trust-building sessions with sustained engagement • Referral pathways where needed 	<ul style="list-style-type: none"> • Attend 8+ physical activity sessions over 6+ months • Minimum session length: 1 hour with consistent, trust building

WHAT CAN WE APPLY FOR?

Grant amount (delivery over a period of up to 24 months)

- Participation and Targeted Tiers: up to £40,000
- Specialised Tier: up to £55,000 (see below)

Eligible costs

- Funding is for project related costs, and you can allocate up to 20% of the grant towards management or overhead expenses.
- For a full list of eligible costs please see our FAQs

Additional funding for Specialist Tier grants

Projects applying solely under the Specialised 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. This may include for example:

- 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 outlined in your budget and application

We anticipate that only a limited number of projects will be awarded grants over £40,000 and these awards will be made only when there is a strong and well supported case for doing so.



DELIVERY REQUIREMENTS

All funded projects must:

- Deliver sport and physical activity sessions that align with one or more of the support tiers outlined above
- Deliver over a period of up to 24 months
- Engage underserved children and young people in London, aged four to 24
- Expand reach by engaging 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)



11

REPORTING REQUIREMENTS

Before starting your application, please read the [Reporting Guidance](#) document, which includes the **Outcomes Framework**. This framework sets out the key indicators and measures you will be required to report on, as well as the survey questions that will help demonstrate your project's progress against your selected outcome. Please note that the **Outcomes Framework is fixed**, so you should consider which tier and outcome is most appropriate for the cohort of children and young people you support.

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 Upshot. 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 **Outcomes Framework**.

12

FUNDING PRIORITIES AND ELIGIBILITY

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

If you apply under the **Targeted or Specialised Tiers**, priority will be given to projects that support: young carers; young people who have been in care; young people who have a social worker; young people who have experienced domestic abuse or homelessness; young people at risk of exclusion from education; young people not in education; employment or training (NEET); young people affected by violence; young refugees and asylum seekers; and young people who identify as LGBTQ+.

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**

- **Had a total income of less than £500,000 in your most recent financial year**

- **Have less than £50,000 in revenue grants to draw down from Go!**

London partner organisations by 1 August 2026 (including the Mayor of London, Sport England, London Marathon Foundation, and London Sport).

This refers to the total remaining amount still available to draw down from these partner organisations, and does not include any Go! London grant.

- **If currently funded by Go! London, have your existing grant end before 1 August 2026 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 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.

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, Tuesday 5 May 2026**.

Decisions will be made in July, with project start dates expected from September 2026. Your project does not need to begin in September, but we typically expect activity to commence within three months of the award date.

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

We recognise that AI tools can be helpful when drafting grant applications, but they often generate broad or generic text. If you choose to use AI, please ensure your responses are tailored to your organisation, your project, and the specific needs of your local community.

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, sports and physical activities, and age groups. These considerations may influence the final selection of projects for funding.

Prioritisation for target groups will only apply to proposals that meet the scoring threshold for this round.

Your application will be assessed using the scoring framework below.



Criteria	Evidence Required	Weighting
Proposed project and response to brief	<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 • Credible approach to reaching the target group <p>Application sections: Project description, target group</p>	30%
Need	<ul style="list-style-type: none"> • Strong understanding of the local community and the issue or gap the project aims to address • Clear reasoning for working with the target group and good understanding of this group demonstrated • Strong explanation of why the project is needed now, supported by evidence from data or community insights <p>Application sections: Need</p>	20%
Impact	<ul style="list-style-type: none"> • Alignment to required outcomes • Clear link between proposed activities, project objectives and outcomes • Outputs and outcomes are realistic for the activities and level of provision <p>Application sections: Outputs & outcomes table</p>	20%

Criteria	Evidence Required	Weighting
Organisation and track record	<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 <p>Application sections: About your organisation</p>	10%
Youth Voice & Lived Experience	<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 <p>Application sections: Youth voice, lived experience, and equity led organisation</p>	10%
Budget and value for money	<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 <p>Application sections: Budget</p>	10%



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