

Sustainability in Sports Fund

Admiral Group is excited to announce the launch of the second edition of Admiral's Sustainability in Sports Initiative, in partnership with the Welsh Sports Association.

The Fund

At Admiral, we know Sustainability is not a singular effort; it is a collective endeavour. It is about understanding that every action we take, no matter how small, contributes to a larger, more sustainable future. Whether it's reducing our carbon footprint, promoting renewable energy, or implementing eco-friendly practices in our daily operations, each step matters. This is why we are proud to once again pledge £100,000 to encourage sustainable practices within the sports community, fostering a greener and more environmentally conscious future for our nation, together.

The Criteria

We invite each WSA member organisation to apply for a grant of up to £25,000 to support initiatives that deliver positive environmental impacts across Wales. We're looking for initiatives and projects that:

- ✓ provide positive environmental impact for Wales
- ✓ demonstrate how they influence behavioural change
- ✓ demonstrate innovation and creativity
- ✓ demonstrate collaboration
- ✓ are measurable

This funding round prioritises projects that demonstrate a high level of readiness. Applicants should be able to commence activity shortly after grant approval and show that key elements such as planning, partnerships, and resourcing are already in place.

Whether it's a new way to reduce waste, a program to promote renewable energy, or an initiative to enhance community engagement through sustainability, we want to hear your ideas.

The Process

Stage 1 – Expression of Interest

WSA member to submit an expression of interest to Welsh Sports Association by **Wednesday 7th January 2026**. The [official form can be accessed here](#).

Stage 2 – Invitation to Pitch

Shortlisted applicants will receive an invitation to pitch their initiative to a panel of judges at Admiral HQ [Ty Admiral, David Street, Cardiff CF10 2EH] no later than **Monday 26th January**. Timeslots will be confirmed by **Friday 6th February**.

Stage 3 – Pitch Day

Shortlisted applicants will pitch their initiatives to a panel of judges at Admiral HQ on **Monday 23rd March**. Pitches will last a maximum of 15 minutes, and there will be an additional 10 minutes of questions from the judges.

Stage 4 – Agreements and Funding

Successful bids will be announced on pitching day. Grant agreements will be completed no later than 2 weeks after the announcement. Funds will be processed no later than **Tuesday 31st March 2026**.

Terms and Conditions

Shortlisted applicants consent to the following governance checks, to be completed by Welsh Sports Association.

1. Financial Crime Check
2. Adverse Media Checks
3. 2 years of Financial Records

Successful applicants consent to signing a Grant Agreement outlining scope of work, key deliverables, marketing and branding controls and reporting requirements.

Key Contacts:

Admiral: Alice Jardine Alice.Jardine@admiralgroup.co.uk

WSA: Sion Jones, sion.jones@wsa.wales

Timeline

