



Admiral Group's UK Insurance business and Welsh Sports Association launch £100,000 Sustainability in Sport Fund

15 Jan 2025



Admiral UK is proud to partner with the Welsh Sports Association (WSA), to provide funding from its Green Fund Initiative, part of the Community Investment Programme, committing up to £100,000 of seed funding to support WSA Members to develop ideas that drive positive environmental change for Wales.

WSA members can apply for a grant of up to £25,000 to support initiatives that help to innovate activity, drive collaboration and influence behaviour change to inspire a greener and cleaner approach to participation in sport. Applications were open throughout January, and WSA members were invited to submit an expression of interest before 31 January 2025.

Eligible projects could include campaigns that tackle waste reduction, promote renewable energy, or enhance community engagement and behaviour change that drives positive environmental impact. Shortlisted applicants will be invited to pitch their bid to a panel of judges at Admiral's headquarters in Cardiff on Friday 14th March.

Admiral's Chief Sustainability Officer, Michelle Leavesley said,

“At Admiral, we believe that by collaborating we can achieve more for our communities and planet. Whether it's reducing our carbon footprint, promoting renewable energy, or implementing more sustainable practices in our daily lives, each individual action matters but collectively we can achieve so much more. This is why we are proud to pledge £100,000 to encourage innovation and collaboration across the community working in partnership with WSA, fostering a greener and more environmentally conscious future for Wales.”

Andrew Howard, WSA Chief Executive Officer said,

“The WSA is incredibly excited and proud to be working alongside Admiral on this project. The significant £100k investment is more than just financial support for our members; it represents a commitment to fostering sustainability and impactful change within the sports sector and across communities throughout Wales.

“By empowering our members to develop environmentally conscious projects, we are taking meaningful steps towards a greener, more sustainable future in sport and beyond. This initiative will inspire action, reduce environmental impact, and demonstrate that positive change is possible when we work collaboratively. We look forward to seeing the innovative ideas and progress this fund will help bring to life.”