

20 June 2016

Sport England Strategy: Towards an Active Nation 2016- 2021

Purpose

For information.

Summary

The LGA has been at the heart of the campaign for more investment in grassroots sport and physical activity.

Sport England's new strategy 'Towards An Active Nation' strategy 2016-2021 was published last month. It will triple investment in tackling physical inactivity (to £250 million) and open up more funding to councils and local partners.

Sport England is the Government agency responsible for increasing participation in grassroots sport and is a statutory distributor of funds raised by the National Lottery.

Recommendation

Members are invited to note the update.

Action

Officers will take forward actions identified.

Contact officer: Siraz Natha
Position: Adviser
Phone no: 078999 74298
Email: siraz.natha@local.gov.uk

Sport England Strategy: Towards an Active Nation 2016- 2021

Background

1. In June 2015, the Sports Minister, Tracey Crouch MP, announced the Government's intention to develop a new sport and physical activity strategy in response to falling participation rates. In December 2015, the Government published '[Sporting Future - A New Strategy for an Active Nation](#)', which set out five outcomes that the strategy aimed to achieve: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.
2. The strategy reflected many of the [LGA's recommendations](#). In particular, Government recognised our call for more funding to be devolved through Sport England away from national interventions and towards local partners who have a proven track record of encouraging activity and can integrate sport and physical activity work into wider agendas such as health and growth. The strategy will allocate approximately £1 billion of Exchequer and Lotter funding over the next five years.

Sport England strategy

3. In early 2016, Sport England consulted on developing its new strategy to take forward the Government's priorities. The [LGA's response](#) emphasised the importance of locally-led partnerships that can target national funding to local need and make the biggest difference to increasing participation and improving wellbeing.
4. The strategy, [Towards an Active Nation](#), was published in May and will result in a significant re-balancing of funding away from national and towards local bodies. In summary, it has:
 - 4.1 A much stronger focus on tackling inactivity so that everyone feels able to engage in sport or physical activity, whatever their ability.
 - 4.2 A focus on customer engagement and a customer-focused approach that draws on principles of behaviour change.
 - 4.3 Seven investment programmes (replacing the 30 plus current ones) with a much more outcomes-focused approach and with councils and local partners able to access more funding.

The LGA's work

5. The Culture, Tourism and Sport Board ensured that local government played a key role in shaping Sport England's strategy. This included the Chair of the Board meeting the Sports Minister, the Chief Executive of Sport England attending the annual LGA Culture, Tourism and Sport Conference and senior Sport England officials presenting to the Culture, Tourism and Sport Board in December 2015.
6. Mike Diaper, Sport England's Executive Director for Community Sport, attended the Councillors' Forum on 9 June. Members strongly supported Sport England's new focus on tackling inactivity and emphasised the vital leadership role of councils.

20 June 2016

7. Sport England also funds our very successful Sport Leadership Essentials Programmes. Through organising 14 events since 2011, we have supported almost 200 portfolio holders to lead transformational change of sport and leisure services.
8. Sport Leadership Essentials Programmes will take place Thursday 21 July - Friday 22 July, Roffey Park, Horsham, West Sussex, and Thursday 17 November - Friday 18 November, Warwick Conferences, Coventry. All Board welcomes are welcome to attend. Further information is [here](#).

Next Steps

9. The CTS Board will continue to work closely with Sport England to ensure that councils are fully engaged and can access funding opportunities across the seven investment programmes.