

# SPORT ENGLAND STRATEGY 2012-17



## WHAT DO WE WANT TO ACHIEVE?

In 2017, five years after the Olympic Games, we want to have transformed sport in England so that sport becomes a habit for life for more people and a regular choice for the majority. Our strategy will:

- **see more people taking on and keeping a sporting habit for life;**
- **create more opportunities for young people;**
- **nurture and develop talent;**
- **provide the right facilities in the right places;**
- **support local authorities and unlock local funding;**
- **ensure real opportunities for communities.**

We are seeking a year-on-year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular, we will raise the percentage of 14-25 year olds playing sport once a week and reduce the proportion dropping out of sport.

## WHY DO WE NEED A NEW STRATEGY?

We are determined to create a meaningful and lasting community sport legacy from the London 2012 Olympic and Paralympic Games, by growing sports participation at the grassroots level. We want to create a lifelong sporting habit.

We cannot underestimate the size of the challenge, not least because of the current trend in participation levels and the tough economic climate.

We believe that with a new and sharper focus:

- **continuing to work through NGBs with a tougher performance regime;**
- **an increased focus on youth sport, making the transition from school to community sport easier; and**
- **taking sport to where people are;**

we can and will deliver a community sport legacy.

The consultation we undertook in summer 2011, involving 500 stakeholders, clubs and participants, confirmed strong support for this new approach.



**LOTTERY FUNDED**

# A SPORTING HABIT FOR LIFE: 2012-2017



BETTER  
TRANSITIONS  
FROM SCHOOL TO  
COLLEGE,  
UNIVERSITY,  
WORK AND  
BEYOND

RAISE THE  
PERCENTAGE OF  
14-25 YEAR  
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OF SPORT BY  
AGE 25

YEAR-ON-YEAR  
GROWTH IN  
ADULT  
PARTICIPATION

## PRINCIPLES OF NGBs WHOLE SPORT PLAN INVESTMENT

Whole Sport Plan (WSP) funding for sport National Governing Bodies (NGBs) is a **privilege**, not an entitlement.

It will be awarded on a **competitive** basis to those who put forward the strongest plans and have a good track record on delivery.

**Value for money** will be a key consideration and NGBs will need to demonstrate how they will connect, work and have an impact on participation at the local level.

In future, WSP investment will **start at age 14** to ensure a better transition from school sport and create a sporting habit for life through increasing participation overall.

WSP investment must deliver one or more of the following **outcomes**:

- **A growth in participation in the 14-25 age range;**
- **A growth in participation across the adult population;**
- **An excellent sporting experience for existing participants to keep them playing sport;**
- **High quality talent development which creates a strong England talent pathway to link with UK Sport elite programmes;**
- **A growth in participation by people who have disabilities, including those with talent.**

To be eligible for WSP funding, NGBs must also meet high standards of **governance** and financial control, which will be in line with those required by UK Sport and DCMS.

Of the total funding available for WSPs, we expect about **60% to benefit young people aged 14-25**, and 40% to benefit the rest of the adult population. The ratio will not be applied uniformly to individual sports, it will depend on the age of their participants and the nature of their programmes.

A proportion of total WSP investment for 2013-17 will form a '**Reward and Incentive Fund**' which will be allocated during the four year cycle to NGBs who perform exceptionally well to enable them to do even more.

NGBs whose sport is played in schools must deliver much more **robust transition programmes** creating links between school sport and club and community sport.

## WHAT WILL THE OUTCOMES BE?

Every one of the 4,000 secondary schools in England, will be offered a **community sport club** on its site with a direct link to one or more NGBs, depending on the local clubs in its area.

**County sports partnerships** will be given new resources to create effective links locally between schools and sport in the community.

All **secondary schools** who wish to do so will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.

At least 150 **further education colleges** will benefit from a full-time sports professional who will act as a College Sport Maker.

Three quarters of **university students** aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.

A thousand of our most **disadvantaged** local communities will get a Door Step Club.

Two thousand young people on the **margins of society** will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.

Building on the early success of Places People Play, a further **£100m will be invested in facilities** for the most popular sports.

A minimum of 30 sports will have enhanced **England Talent Pathways** to ensure young people and others fulfil their potential.

## WHO WILL WE WORK WITH?

**National governing bodies** will continue to play a pivotal role as the stewards of their sport.

**County sports partnerships** will support NGBs, foster local links and help transition young people into clubs.

We will support and work with **local authorities** through our advocacy tools and investment including a new community activation fund.

**Partners** including the equality groups, StreetGames, the Dame Kelly Holmes Legacy Trust, the Youth Sport Trust and others will add value and support delivery.

# STRATEGY OUTLINE

Between 2012 and 2017 we plan to invest over £1 billion into our new Youth and Community Strategy

Work Area	Detail
<b>Whole Sport Plans</b>	
<b>NGB Whole Sport Plans</b>	The next round of Whole Sport Plans will start at age 14 and will also help create a lifelong sporting habit, underpinned by a tough new performance regime with payment for results.
<b>Transition to Clubs</b>	NGBs, CSPs and others will create new community clubs on school sites, often utilising the successful satellite club approach trailblazed by the Premier League. We plan to invest up to £41m into this work including Whole Sport Plan delivery plus further resource going to CSPs.
<b>Higher Education</b>	NGBs, through their Whole Sport Plans, will work with universities to engage students through intramural and social sports opportunities. Building on our Active Universities investment, we will invest further into the sector from 2014.
<b>Local Investment</b>	
<b>Further Education</b>	We plan to invest up to £25m to create a national network of College Sports Makers who will organise and run sport for Further Education students and help NGBs reach into the sector to get more students playing sport.
<b>Community Sport Activation Fund</b>	Local authorities, community groups and other partners will have the opportunity to bid for matched funding to sustain and increase once a week participation in sport. We plan to invest up to £40m in this area of work. We will work closely with our local authority partners to develop the fund and test out our approach in 2012-13.
<b>Door Step Clubs &amp; Get on Track</b>	We will work with a range of partners including StreetGames and the Dame Kelly Holmes Legacy Trust to support young people from disadvantaged areas. At the heart of this work will be expanding the reach of the Door Step Sport programme to create sustainable Door Step Clubs; and the Get on Track scheme. Sports will help deliver this work.
<b>Health Pilot</b>	We will review the evidence of what works and look at how sport can best make a contribution to improving health and growing participation. If successful in our pilots we will do more between 2013-17.
<b>Market Development</b>	We will work with private sector providers of sport to understand the commercial principles they apply to attract and retain participants, and help local authorities and others apply them to community sport.
<b>Facilities</b>	
<b>Facilities</b>	Facilities remain the backbone of our strategy, providing new or upgraded facilities or opening access in the places where they are most needed. We will build on our Places People Play investment with up to £100m new funding to provide facilities for the most popular sports, as well as an additional mid-range (£50k to £500k) funding programme.
<b>Schools</b>	
<b>School Games</b>	Funding is in place for the first three cycles of the School Games. Every school in England has the chance to be part of the new competition allowing every child in England the chance to compete. The School Games is delivered through a national partnership made up of the Department for Culture, Media and Sport, the Department for Education, the Department of Health, Sport England, the British Paralympic Association and the Youth Sport Trust.
<b>Access to Education Facilities</b>	Targeted funding will help open up school facilities for community use through for example adapting changing rooms, creating a separate entrance or support the start up revenue costs.



## OTHER AREAS OF WORK

- Research, intelligence and tools for those delivering sport
- Governance
- Local support and delivery through CSPs and local partners
- Sporting workforce
- Statutory planning