

SPORT ENGLAND: TOWARDS AN ACTIVE NATION Strategy 2016- 2021

Purpose

As background to the discussion.

Summary

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

This session is an opportunity for members to further cement the central role of councils and local partners in Sport England's new approach and to raise any questions or issues about the strategy.

Mike Diaper, Executive Director Community Sport, Sport England, will join the Councillors' Forum for this item. 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.

A speaker biography and background information about Sport England is attached at **Appendix A**.

Recommendation

Members are invited to note the presentation and raise issues from a local government perspective.

Action

Officers will take forward actions identified.

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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.

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 with opportunities 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. 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.
7. 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.

Appendix A

<p>MIKE DIAPER OBE</p> <p>EXECUTIVE DIRECTOR COMMUNITY SPORT</p> <p>SPORT ENGLAND</p>	
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Mike joined Sport England in November 2006 and heads the Community Sport Directorate. His directorate is focused on:

- Getting more children active by investing in school sport, through the School Games and supporting the use of the Primary School Sport Premium;
- encouraging and keeping people exercising by investing in local sport;
- supporting underprivileged young people to get active through programmes like Get on Track, delivered by the Dame Kelly Holmes Legacy Trust and Greenhouse's sports programme;
- working with colleges and universities to create more opportunities for 16-25 year olds to play sport;
- leading our youth programmes, including satellite clubs and Sportivate;
- tackling inactivity by getting people into sport and exercise; and
- making sure investment in sport continues by working to influence local authorities and partners' policies.

Mike joined Sport England from central government where he worked across the Departments for Education and Skills and for Culture, Media and Sport, leading the PE, School Sport and Club Links strategy. During this time he also helped forge international school links between schools in Manchester and Omsk in Siberia where he still volunteers.

He was awarded an OBE in the 2007 Queen's Birthday Honours for services to school sport.

About Sport England

Sport England is the Government agency responsible for increasing the number of people doing sport and activity - no matter what their background, ability or age – and is responsible for managing and distributing public investment and act as a statutory distributor of funds raised by the National Lottery.

“We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.” – Sport England