



**SPORT
ENGLAND**

Mike Diaper Sport England

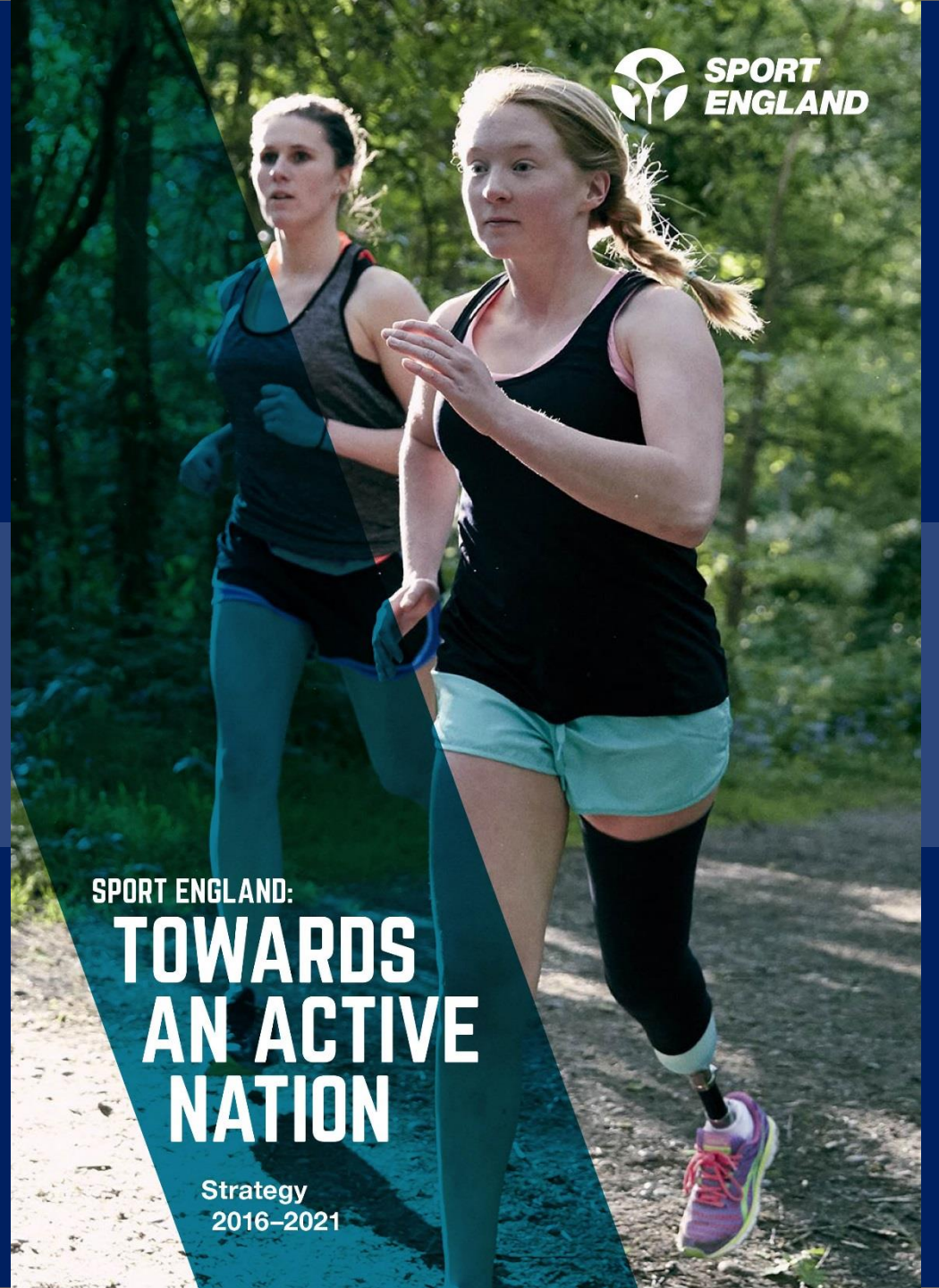


@mikediaper




SPORT ENGLAND:
**TOWARDS
AN ACTIVE
NATION**

Strategy
2016–2021



Your Landscape

- 
- A group of diverse individuals is participating in a fitness class. They are all in a similar lunge position, leaning forward with their hands pressed against a bright green wall. The participants are wearing various athletic attire, including tank tops, t-shirts, and leggings. The floor is made of polished wood. The overall atmosphere is one of active participation and physical effort.
- Austerity – tough choices
 - Public health opportunities
 - Delivering more for less
 - Moving from direct delivery to commissioning
 - Sports contribution to wider outcomes
 - Devolution deals

Government Strategy: *Sporting Future*

Outcomes



Outcome Measures



More people from every background regularly and meaningfully taking part in sport and physical activity

A more productive, sustainable and responsible sport sector

Sporting Future:
A New Strategy for an Active Nation



#SportingFuture



Sport England's Vision

We want everyone, regardless of age, background and 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 and meets the needs of everyone, treats them as individuals and values them as customers.

Sport England Strategy: Towards An Active Nation (2016-21)

Outcomes

Physical Wellbeing

Mental Wellbeing

Individual Development

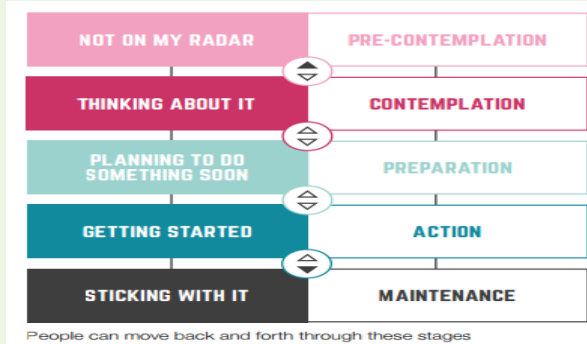
Social and Community Development

Economic Development

How we think

Customer Focus

+



How we decide

Seven investment principles

What we invest in

Tackling inactivity

Children and young people

Mass market

Core market

Volunteering

Facilities

Local delivery

Underpinned by

Workforce

Coaching

Active Lives

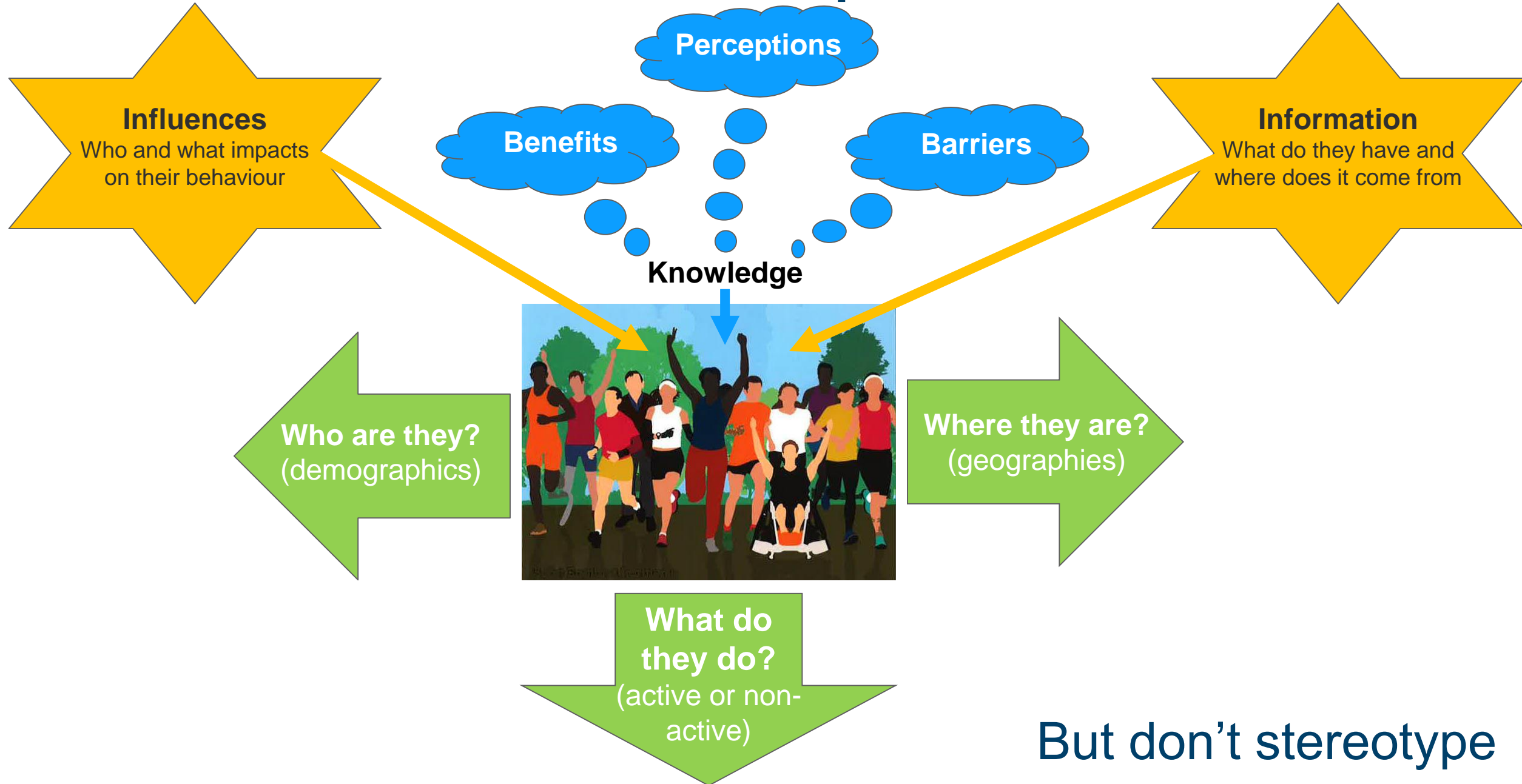
Customer focus

- Who is the customer?
- What do they need and want?
- Designing the offer based on
 - audience, and
 - the insight
- Feedback and redesign
- Measurement and evaluation

We are all somewhere on the behaviour change journey



We need to understand the whole person



Investment Principles

1. Clear line of sight to outcomes and KPIs
2. Targeting under-representation
3. Using behaviour change
4. More than a bank
5. Balanced portfolio – bankers and innovators
6. Flexible investment and regular reviews
7. Greater efficiency

Investment Themes

1. Tackling inactivity
2. Children and young people
3. Volunteering
4. Taking sport and activity into the mass market
5. Supporting sport's core market
6. Local delivery
7. Facilities

Investment Theme – Tackling Inactivity

“If sport and physical activity was a drug, it would be regarded as a miracle”
Professor Sally Davies, Chief Medical Officer – Department of Health

1 IN 6 DEATHS
in the UK are caused by inactivity

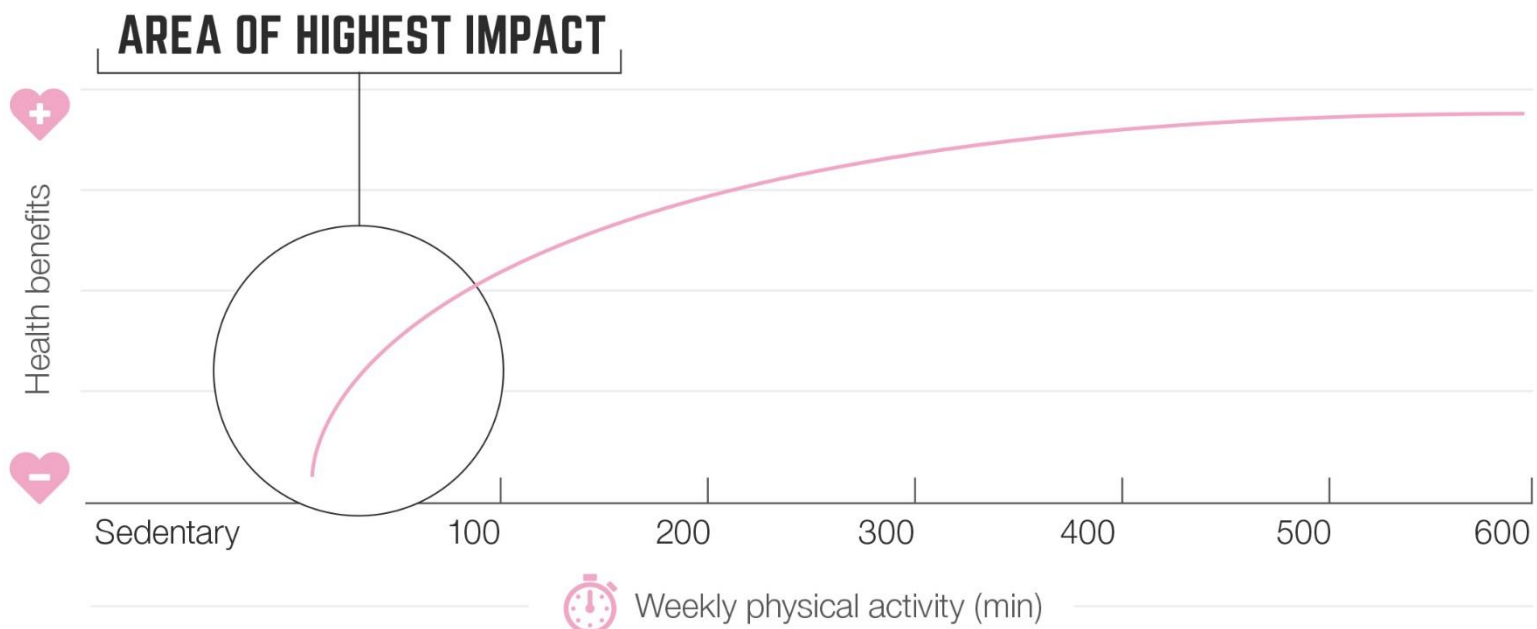
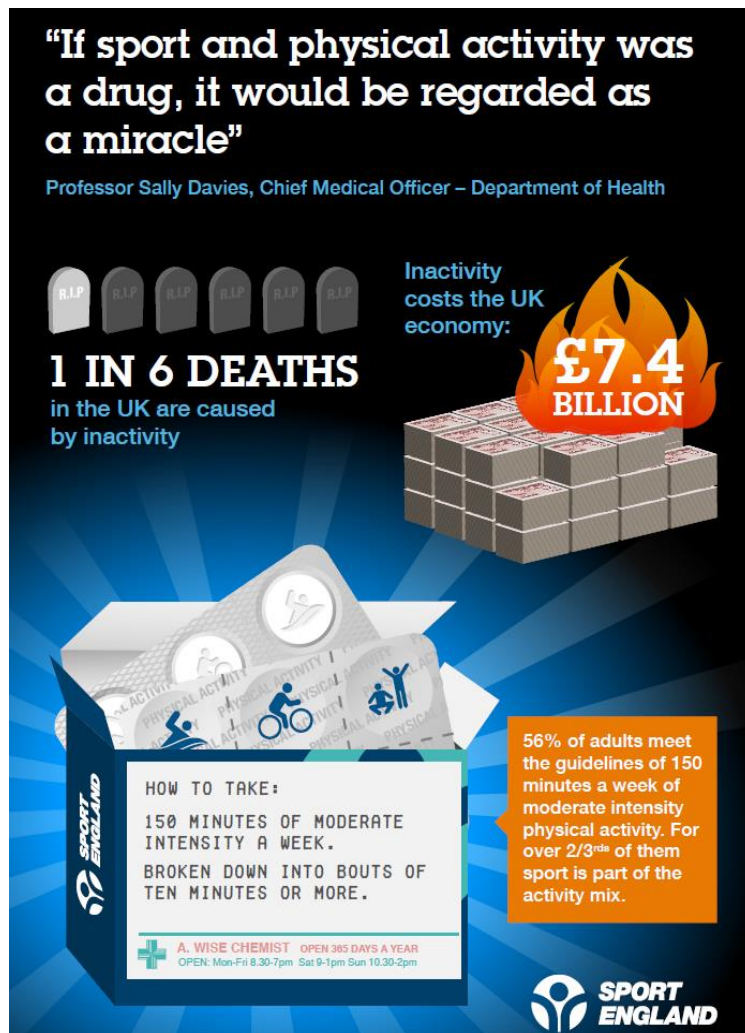
Inactivity costs the UK economy: **£7.4 BILLION**

HOW TO TAKE:
150 MINUTES OF MODERATE INTENSITY A WEEK.
BROKEN DOWN INTO BOUTS OF TEN MINUTES OR MORE.

56% of adults meet the guidelines of 150 minutes a week of moderate intensity physical activity. For over 2/3rds of them sport is part of the activity mix.

A. WISE CHEMIST OPEN 365 DAYS A YEAR
OPEN: Mon-Fri 8.30-7pm Sat 9-1pm Sun 10.30-2pm

SPORT ENGLAND



Beginning to know what works – Get Healthy Get Active Pilots



Investment Theme - Tackling Inactivity

“The biggest gains and best value for public investment”

- £120m with **accelerator** for what works
- 25% of total investment
- Closer **collaboration** with Public Health England and other health charities

Investment Theme – Children and Young People

“Building stronger foundations through basic competence and enjoyment”

- Insight-led **teacher training** – 2 in every secondary school
- £40m **families** investment

Investment Theme – Facilities

“Easy access to the right facilities”

- New support for Community Assets
- Increased investment in Strategic Facilities
- Capital investment will feature in other programmes
- Major investment in football through Parklife and Football Foundation

Investment Theme - Local Delivery

“Because our customers don’t live in a vacuum”

- Strong sustainable partnerships building on existing relationships
- Wider support available – a new conversation locally
- 10 strategic pilots with substantial support (human and financial)

How we can support local authorities

- **Expertise and Advice**
 - Active People/Active Lives
 - Sport Profiles
 - Insight Tools
 - Economic Modelling and value of sport
 - Facilities and Planning Tools
- **Investment**
 - Capital
 - Revenue
- **Partnership with LGA**
 - Leadership Essentials
 - Commissioning support

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Key Shifts in Focus

- Investing for a purpose, not sport for sport's sake
- Behaviour change
- Customer focus
- Under-represented groups
- Children & young people
- Wider partnerships - its what you can do that counts, not who you are
- A new approach to measurement & evaluation
- Sport England as broker and collaborator



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ENGLAND**

Questions?

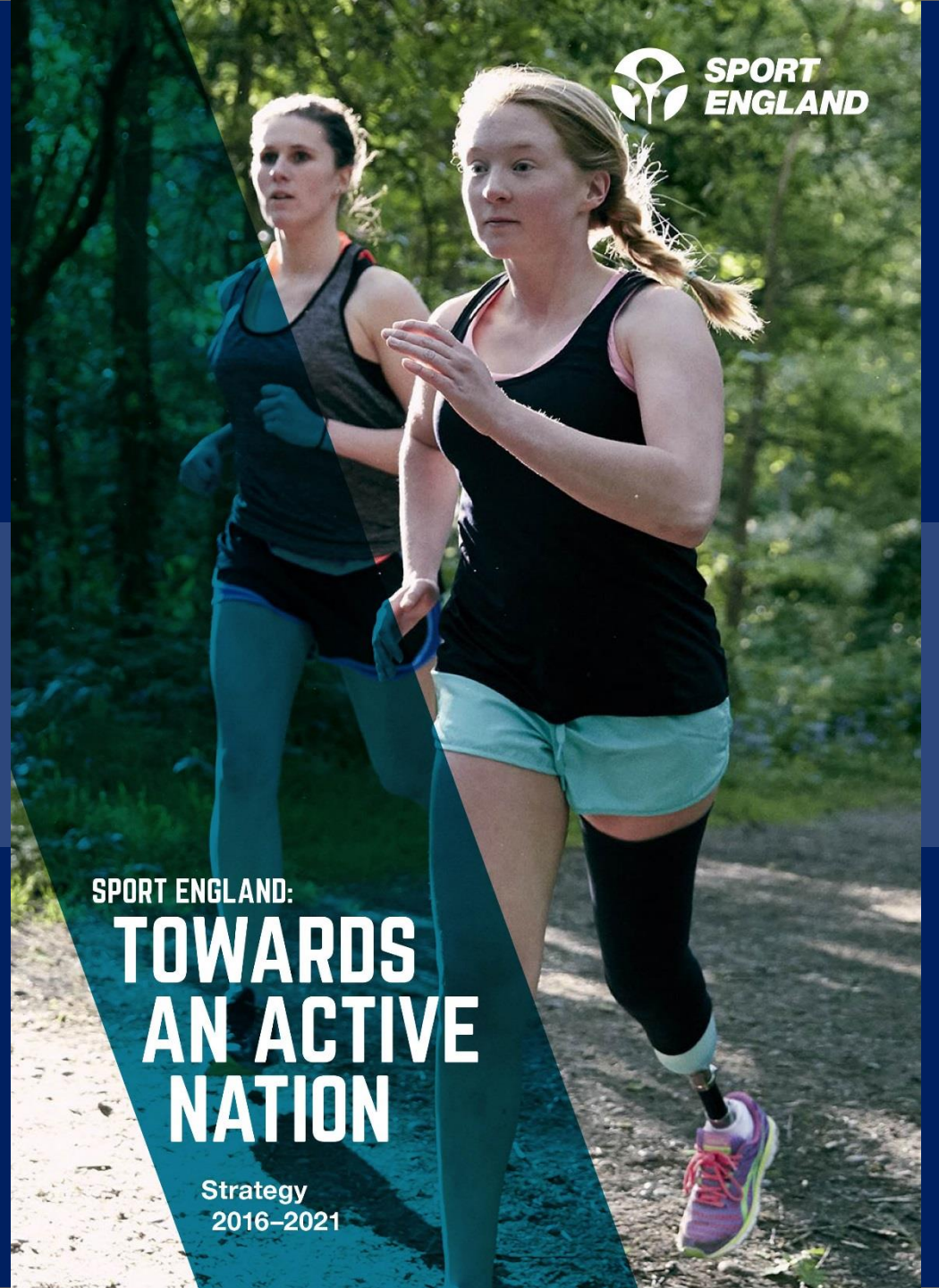


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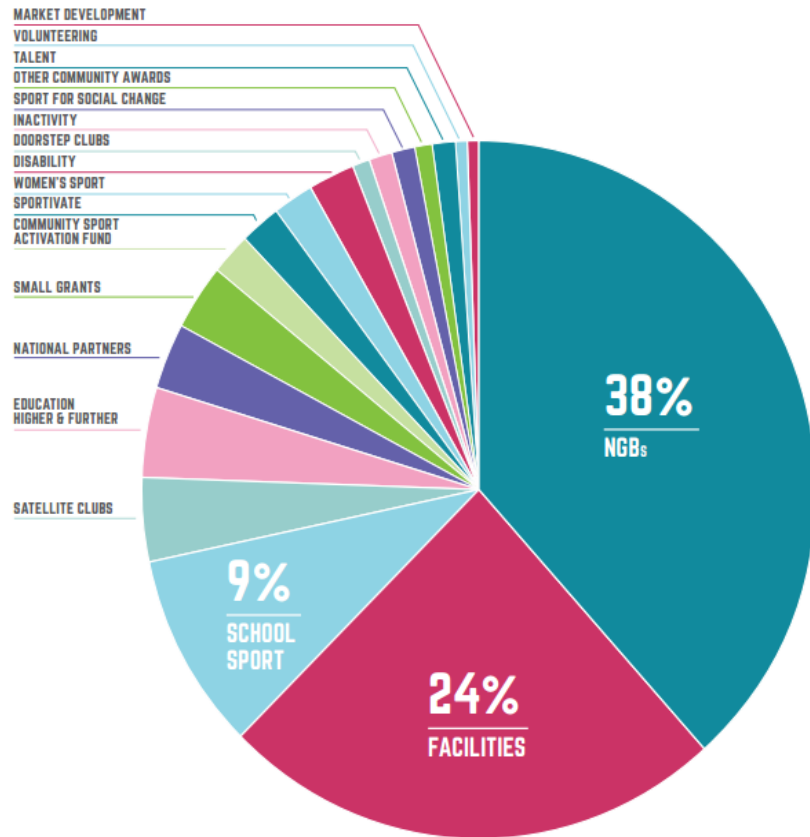
Strategy
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ANNEX SLIDES

SPORT ENGLAND INVESTMENT

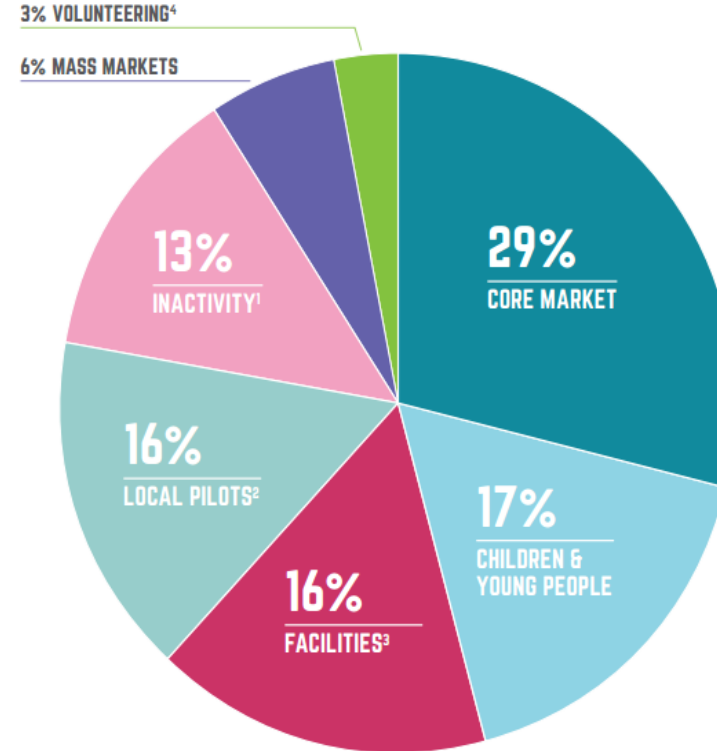
INVESTMENT MADE 2012-16



In 2012-16, Sport England's strategy allocated investment directly through organisations and a large number of individual programmes.

Our strategy will see our 2017-2021 funding allocated through seven investment programmes based on the types of customers they will help us reach.

PROJECTED INVESTMENT 2017-21



Note 1: Inactivity

This represents projects totally dedicated to inactivity; some investment from other programmes will also target this group, notably local delivery and facilities. Total investment in activity over the period will amount to **at least 25 per cent**; this will be tracked and recorded in Sport England's Annual Reports

Note 2: Local pilots

This represents the funding for the 10 local pilots only. Local delivery will be relevant to all seven programmes.

Note 3: Facilities

This represents only the capital funds described in the Facilities section. We anticipate other programmes will include an element of capital investment, especially the local pilots.

Note 4: Volunteering

Additional funds will be invested in volunteering through the core market programme.

Investment Theme – Volunteering

“A dual benefit”

- Increasing numbers and diversity
- Better understand **volunteer motivations**
- More investment into Club Matters
- **Strategy for volunteering** backed by £30m by November 2016

Investment Theme – Supporting Sport’s Core Market

“The third of the population that already has a genuine habit”

- Not just about NGBs
- Excellent experiences including through NGBs and talent
- Lower cost to the public purse
- Talent is about progression **and** inclusion

Investment Theme – Tacking Sport % Activity to the Mass Market

- Back ideas with **big potential**
- **Digital** innovation
- National-level **campaigning**