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: Increase in % meeting CMO guidelines. Decrease in % inactive.
- Mental Wellbeing: Improved subjective wellbeing.
- Individual Development: Levels of perceived self-efficacy.
- Social and Community Development: Levels of social trust.
- Economic Development: Gross Value Added by sport sector.

Outcomes Measures
- More people from every background regularly and meaningfully taking part in sport and physical activity.
- A more productive, sustainable and responsible sport sector.

How we think
- Customer Focus +

Diagram:
- Not on my radar
- Pre-contemplation
- Thinking about it
- Contemplation
- Preparing
- Action
- Sticking with it
- Maintenance

People can move back and forth through these stages.
We are all somewhere on the behaviour change journey

1. Tackling inactivity
   Challenging the intention/action Gap

2. Creating regular activity habits
   Building a new habit is challenging

3. Helping those with a resilient habit to stay that way
   Life gets in the way and is challenging

People can move back and forth through these stages
We need to understand the whole person

- Influences: Who and what impacts on their behaviour
- Information: What do they have and where does it come from
- Perceptions
- Benefits
- Barriers
- Knowledge
- Who are they? (demographics)
- Where they are? (geographies)
- What do they do? (active or non-active)

But don’t stereotype
Sport England Strategy: Towards An Active Nation (2016-21)

Outcomes

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- Economic Development: Gross Value Added by sport sector

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

How we think

- Customer Focus

How we decide

Seven Investment Principles
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
Wider Partnerships

- It’s what you can do that counts, not who you are
- Finding a common purpose
- Wider range of organisations
- Sport England as broker and collaborator
- Simplified competitive processes
Governance & Efficiency

• Governance (applies to all)
  – Governance Code for Sport in the UK

• Efficiency
  – More money to the frontline and lower dependence on public funding

• Diversification of funding
  – Other Government Departments and more third sector collaborations
  – Serving customers better
  – More commercial funding
Sport England Strategy: Towards An Active Nation (2016-21)

Outcomes

- Physical Wellbeing: Increase in % meeting CMO guidelines
- Mental Wellbeing: Decrease in % inactive
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- Economic Development: Levels of social trust

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

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

Outcomes:

- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social and Community Development
- Economic Development

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

How we think: Customer Focus

How we decide: Seven Investment Principles

What we invest in:

- Tackling inactivity
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- Core market
- Volunteering
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Underpinned by:

- Workforce
- Coaching
- Active Lives
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 - it's what you can do that counts, not who you are
- A new approach to measurement & evaluation
- Sport England as broker and collaborator
Active Lives Survey

This survey asks about healthy lifestyles and leisure, recreational, and cultural activities. It is being conducted on behalf of government agencies including Sport England, Arts Council England and Public Health England by Ipsos MORI, an independent social research organisation.

Please refer to one of the passcodes from your invitation letter to start the survey.

The survey will take approximately 10 minutes to complete. If at any point you wish to stop the survey and start again later you will be able to do this.

You can complete this survey on a desktop, laptop, tablet or smartphone. We advise you to use the same device if you stop the survey and return to it later.

Enter

About Ipsos MORI - Privacy Policy - Contact Us - FAQ
Phase Two:

- Phase 2 questions went live in May 2016

- Covers:
  - Club membership
  - Volunteering
  - Setting
  - Habits, readiness and motivation (behaviour change)
  - Links to DCMS strategy outcomes
What will the results look like?

• There will be differences:
  – New approach/design
  – Refreshed/updated reports
  – Reflect the new strategy

• Publish results in February 2017
What do you need from us?

• Timing of Publication

• Understanding of Survey
  – How it works
  – How it can be used

• Communication of Results
  – Survey results
  – What they mean
  – Access to data sets
  – Analysis tools
What we invest in

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
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
Children and Young People

“Building stronger foundations through basic competence and enjoyment”

- Insight-led teacher training – 2 in every secondary school
- £40m families investment
Tacking Sport & Activity to the Mass Market

• Back ideas with **big potential**
• **Digital** innovation
• National-level **campaigning**
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
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
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
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)
Creating a lifelong sporting habit

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

- 38% NGBs
- 24% FACILITIES
- 9% SCHOOL SPORT
- 3% VOLUNTEERING
- 6% MASS MARKETS
- 13% INACTIVITY
- 16% LOCAL PILOTS
- 16% CHILDREN & YOUNG PEOPLE
- 29% CORE MARKET
- 17% FACILITIES

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 20 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 programmes.