Sport England Strategy:
Towards An Active Nation

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Government Strategy: Sporting Future

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

Outcome measures:
- Increase in % pop meeting CMO guidelines
- Decrease in % pop inactive (5-18s, 19-64s and 65+)
- Improved subjective wellbeing
- Levels of perceived self-efficacy
- Levels of social trust
- Gross Value Added by sport sector

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

A more productive, sustainable and responsible sport sector
OUR VISION

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.
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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

Sport England: Towards an Active Nation 2016-21
Key themes

- Investing for a purpose, not sport for sport’s sake
- Behaviour change
- Customer focus
- Under-represented groups
- Children and young people
- Wider partnerships
- Governance and efficiency
- A new approach to measurement and evaluation
Line of sight

- **OUTCOMES** (eg Mental wellbeing)
- **INVESTMENT PROGRAMME** (eg Inactivity)
- **TARGET AUDIENCE** (eg Older people)
- **PROJECT** (eg Working in Suffolk with Age UK)
- **KPIs** (eg Reducing inactivity)

**EVALUATION OF OUTCOMES**

**EVALUATION OF KPIs**

Sport England: Towards an Active Nation 2016-21
Creating a lifelong sporting habit

The Behavioural Challenges

1. Tackling Inactivity

2. Creating regular activity habits

3. Helping those with a resilient habit stay that way
Why Focus on Tackling Inactivity

‘the biggest gains and the best value for public investment is found in addressing the people who are least active’
Get Healthy Get Active – learning so far

1. Understand the complex nature of inactivity
2. Understand the role of behaviour change theories
3. Undertake and use community insight
4. Reframe the messages (sport and activity by another name)
5. Work in partnership (strength in numbers)
6. Make sport and activity the norm
7. Design the offer to suit inactive people
8. Make sure people are well supported to change their behaviour
9. Measure the behaviour change
10. Scale up what works and make it sustainable
Undertake and use community insight in your design.
Design the offer to suit inactive people
Making Sport and Physical Activity the Norm
Make sure people are supported to change their behaviour in their own terms
Our commitment to tackling inactivity

• Create a new dedicated £120m fund (building on Get Healthy Get Active)
• Ensure at least 25% (£265m) of our total investment directly benefits inactive people
• Work with Public Health England to:
  – develop clear messages on the CMO guidelines; and
  – upskill primary health professionals
• Develop a collaborative programme of work with leading health charities to get more people at risk of and with long-term conditions active
• Priority investment programme for 2016