

Shaping our Future

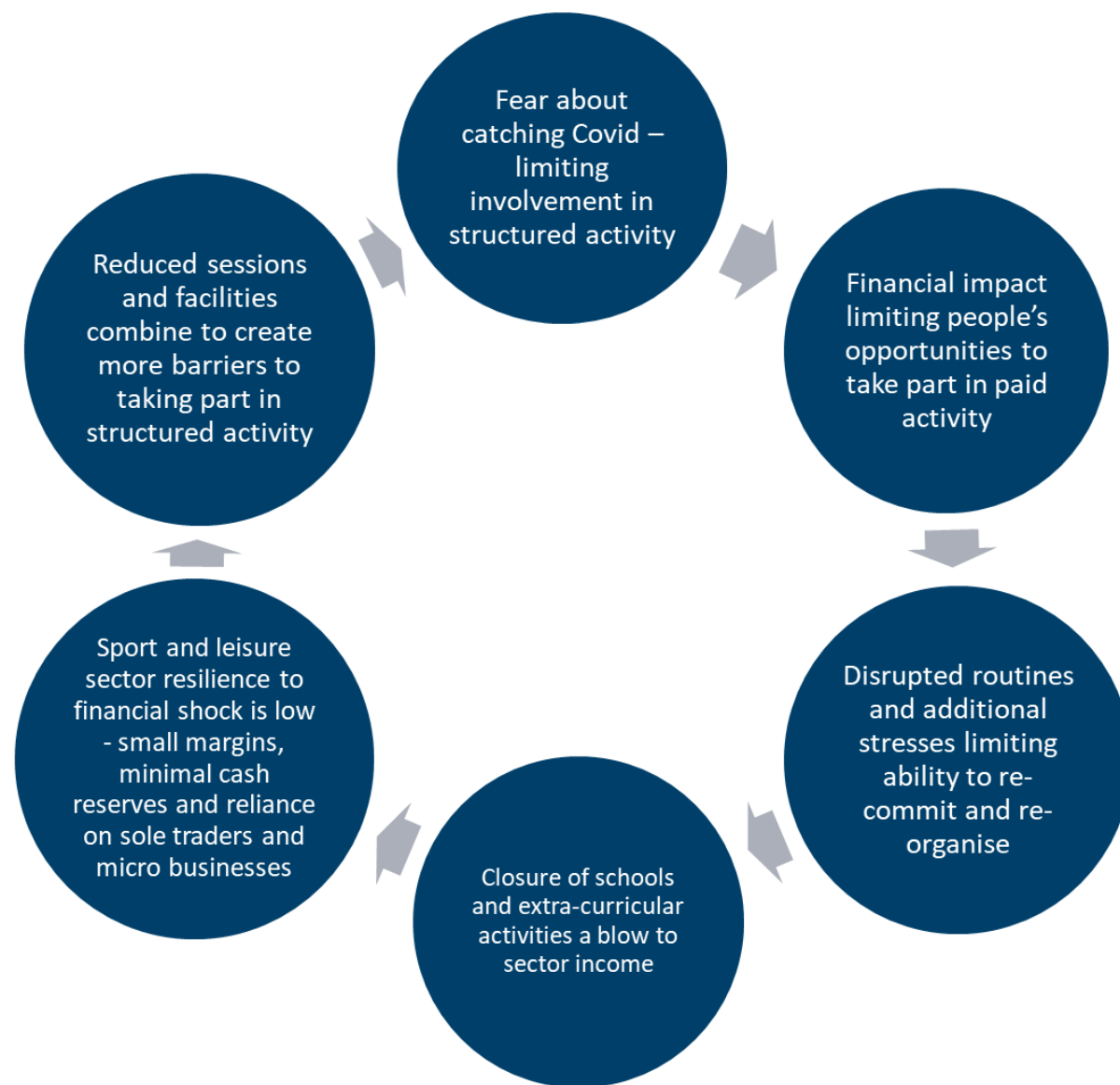
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Covid realities:

- Overall activity levels initially held up well during initial lockdown period – as people found ways to be active in and around the home
- But many of the inequalities we saw pre-Covid have got much worse
- Closure of schools and extra-curricular activities risks missing a critical window for building foundations for children.
- Activity has been dropping as schools, shops and workplaces re-open
- Increased visibility and relevance of physical activity and fitness
- Growing need and appreciation of the benefits of physical activity for mental health – especially taking part outdoors or in company

Traditional, structured and indoor sport and activity has been hard hit:



Evolving our strategy



Why we exist?

We believe that when we move, we are stronger.

That's true for each of us, and it's true for our nation.

We believe that everyone should have the same chance to live an active life and benefit from that.

And that's why Sport England is here.



How we work?

Spotting the big issues and opportunities.

Maintain universal support across the country, but the scale and intensity of that support will be greater where the need is greatest.

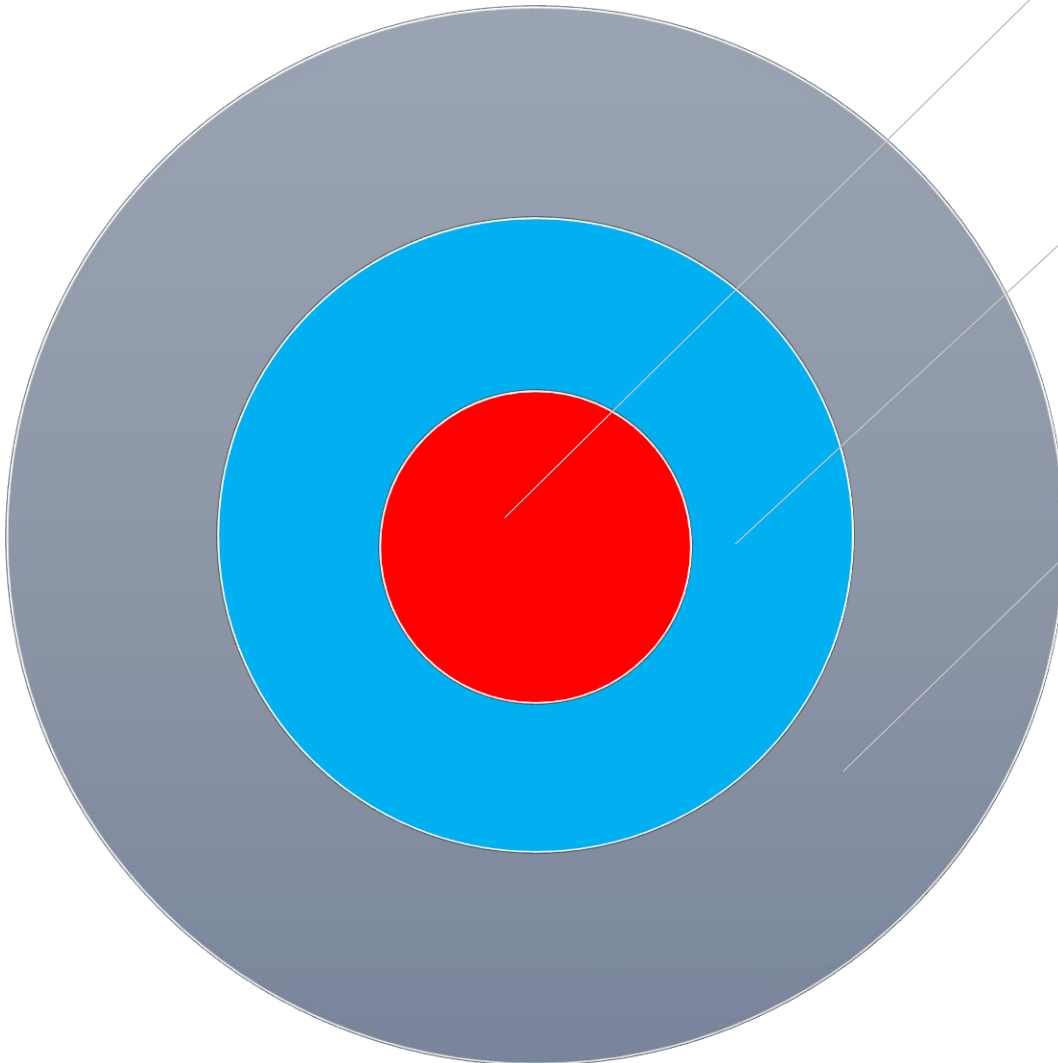


What we do?

The focus of these discussions.

We are not starting from a blank sheet.
Like most organisations, we need to find a way to manage
multiple dynamics within a stark context.

We have been choosing what to prioritise:



Maximise

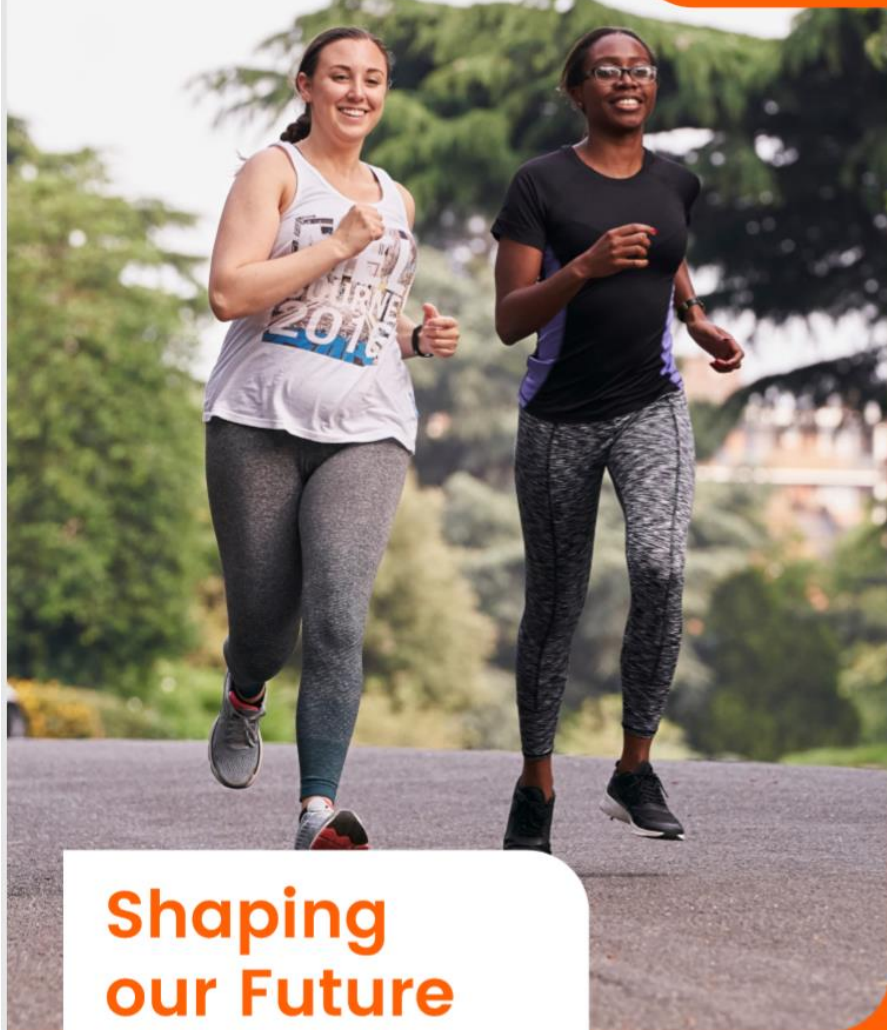
Managing existing assets and the things we're
already good at

Explore

Re-positioning into new spaces and/or
scaling some successes

Anticipate

Preparing for what is to come that is
likely to impact us and/or our purpose



Shaping our Future

May 2020

sportengland.org

The framework has been shared widely and has been well-received:

5000+
unique views

2500+
downloads

200+
feedback
forms

7.5
av. reaction
'score'

What have we heard and 'banked'?

**10-year
transformational
strategy**



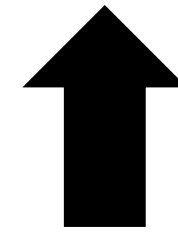
Driven by collaboration



**Allowing for
flexibility and
adaptability**

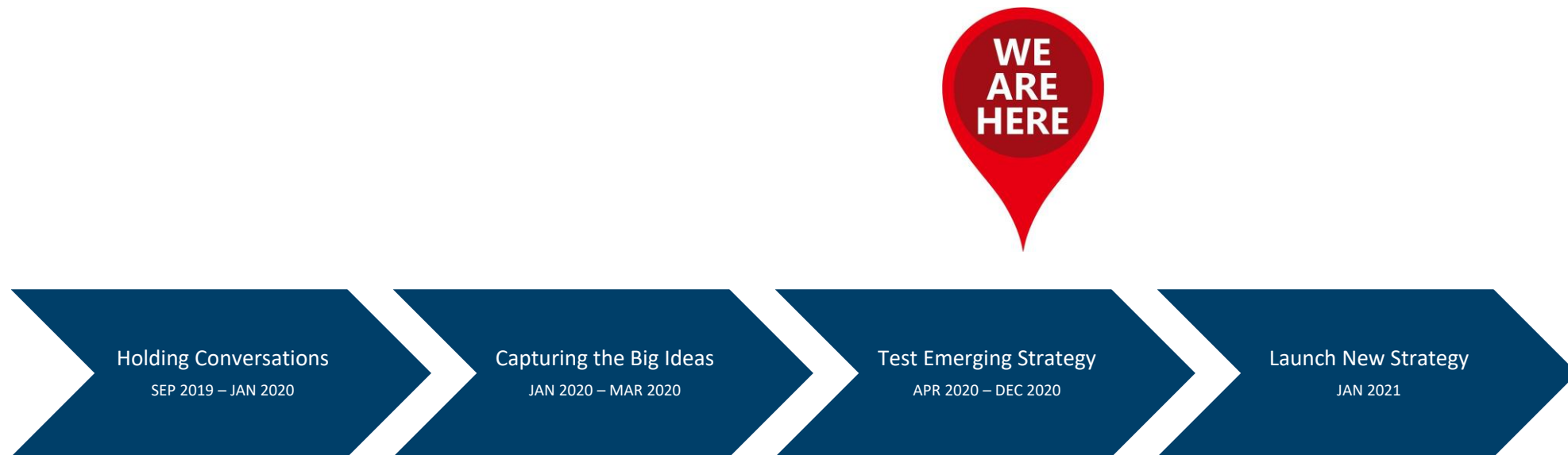


**Underpinned by
simplicity / 'brilliant
basics'**



**Tackling
inequalities
more overtly
central to our
purpose**

Where we are now



Current Focus



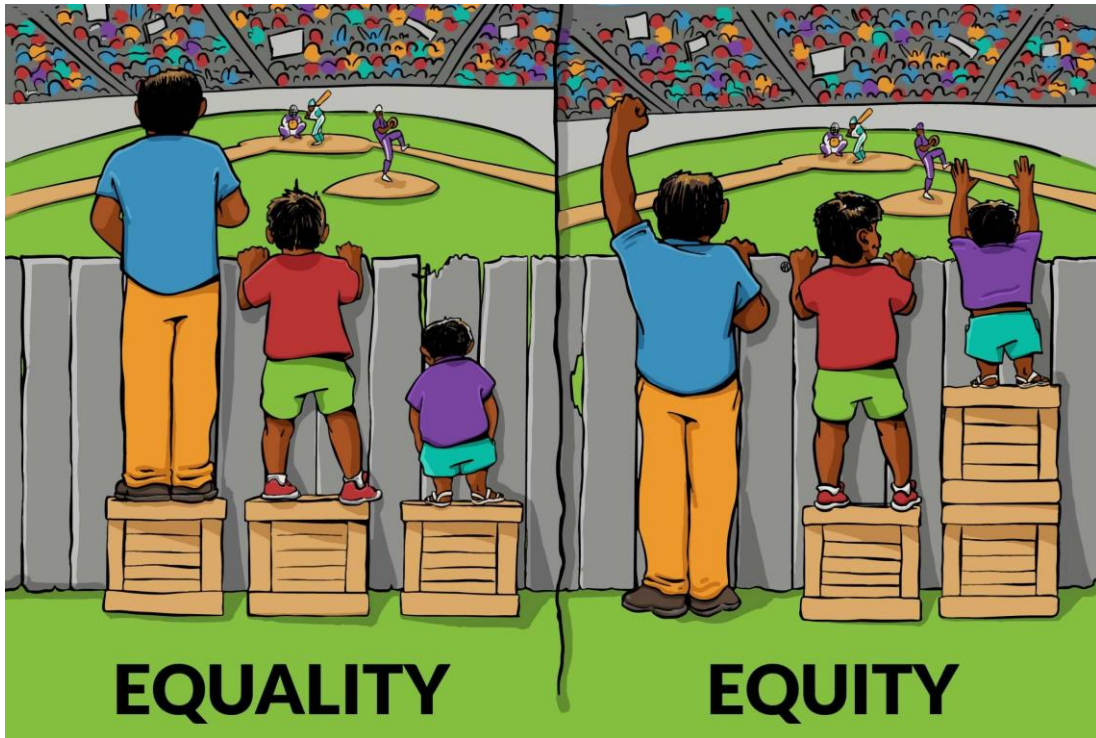
1. Inequalities
 2. Big issues
 3. How we work
- **Broad range of conversations**
 - **Some 'deeper dives'**
 - **Online platform to test what we've heard**

Addressing Inequalities

From the feedback to our framework we have heard loud and clear that addressing inequalities needs to be central to Sport England's strategy.

- Some universal support is needed
- But some people and places need more intensive support
- And it's likely to be of a different nature

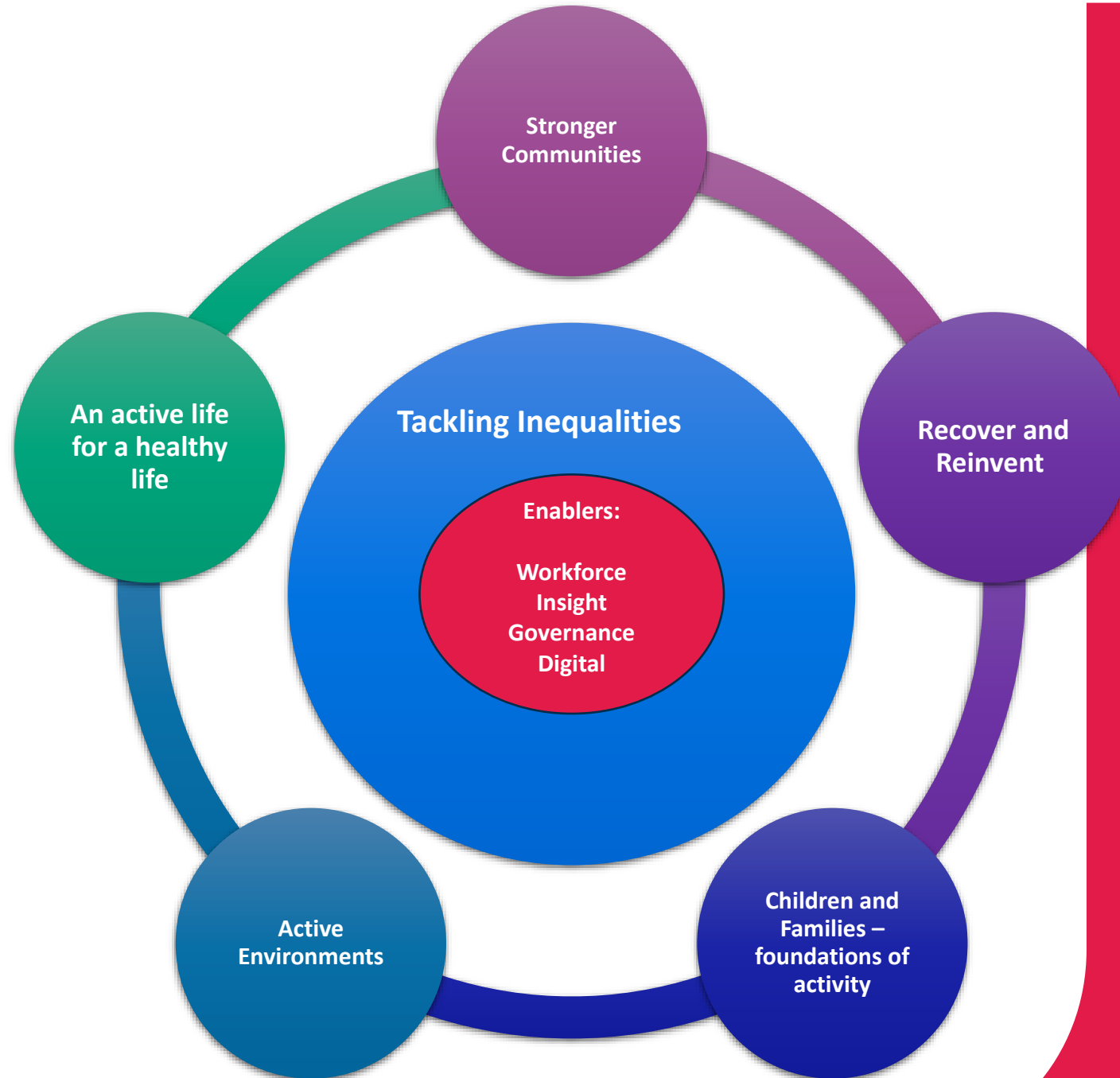
We want to understand better the choices here – for us and partners – and their implications.



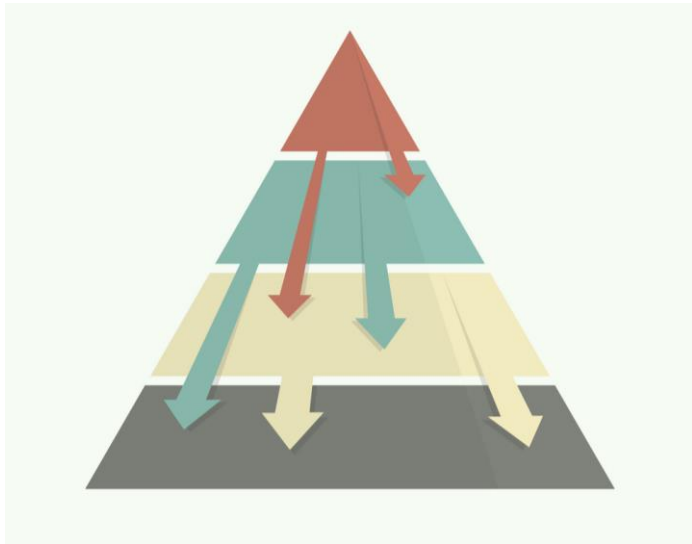
Focusing our efforts

Across our conversations the process and period of strategy development some clear priorities & opportunities for change have emerged.

A focus on inequalities would direct energy and efforts to particular aspects of each area.



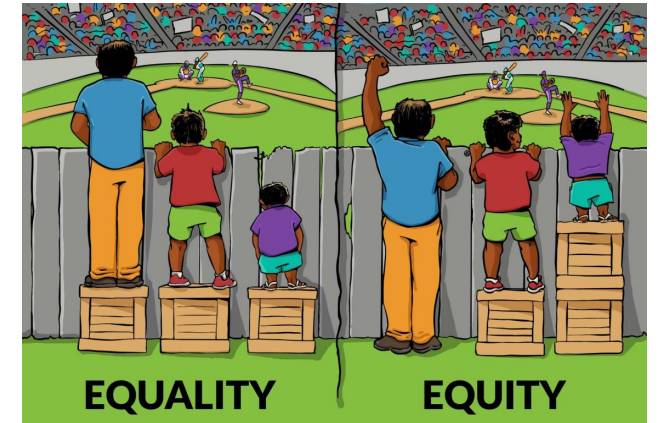
Working on how we invest (time and £) on those big issues:



FEWER TOP-DOWN /
NATIONAL PROGRAMMES
AND FUNDS



MORE SYSTEMIC AND
JOINED-UP PLACE BASED
WORKING



UNIVERSAL OFFER BUT MORE
SUPPORT TO THE PEOPLE WHO
NEED IT MOST

Our focus needs to respond to now as well as make the difference across a decade:

Covid Realities

Positioning sport and activity as part of the solution to major agendas.

Making the case for sport and physical activity

Managing the effects of a contraction. Incentivising & supporting transformation.

Build back better

Covid recovery and resilience. Prevailing strategies like obesity and social prescribing.

Working with health at greater scale

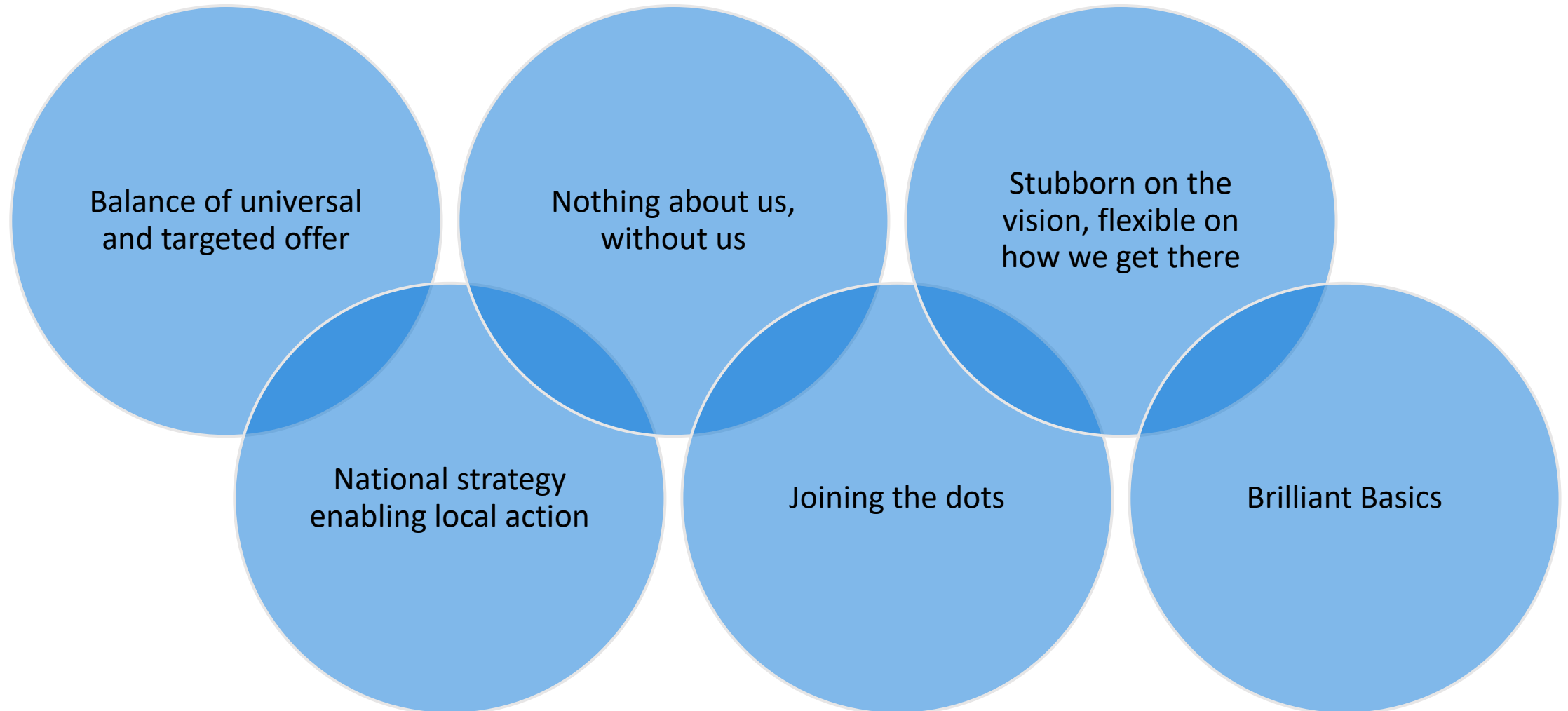
Disruption to schools and family life – a generation who could miss the foundations.

Children and families - foundations for active lives

Emphasis on hyper local communities and outdoor activity needs enabling.

Active environments

Working Differently



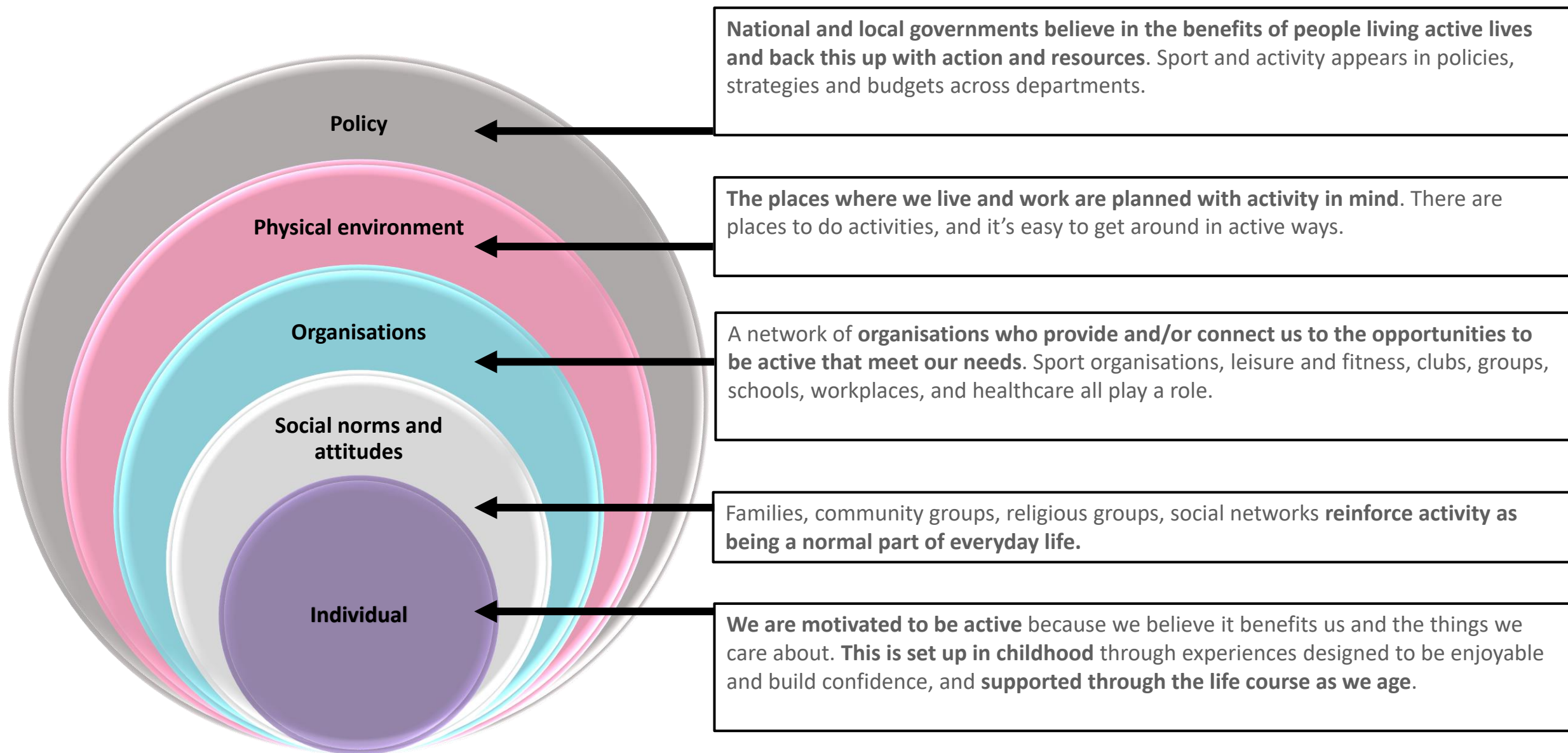
No single solution. We have learnt that increasing activity takes a systemic approach.



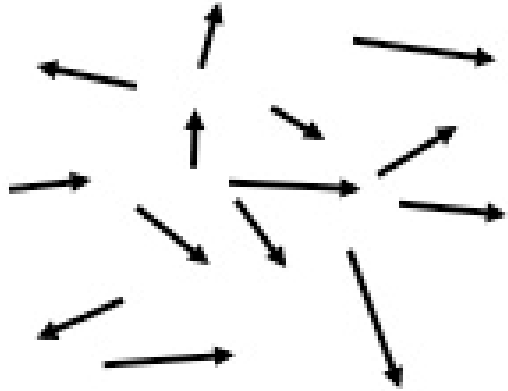
Increasing physical activity requires a systems-based approach – there is no single policy solution

Implementation requires a collective and coordinated response across the settings where people live, work and play by all relevant stakeholders, at all levels, to ensure a more active future.

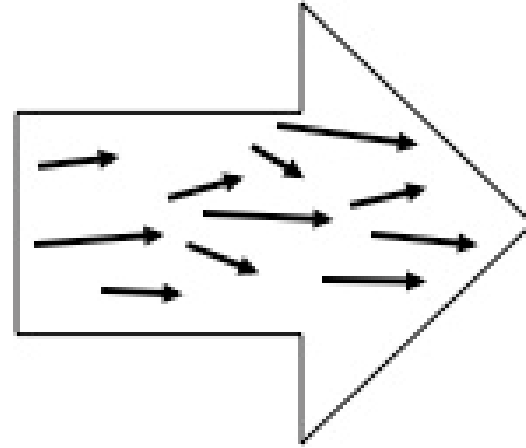
We now know more about what it would take to make us a nation that moves:



Or – put more simply:

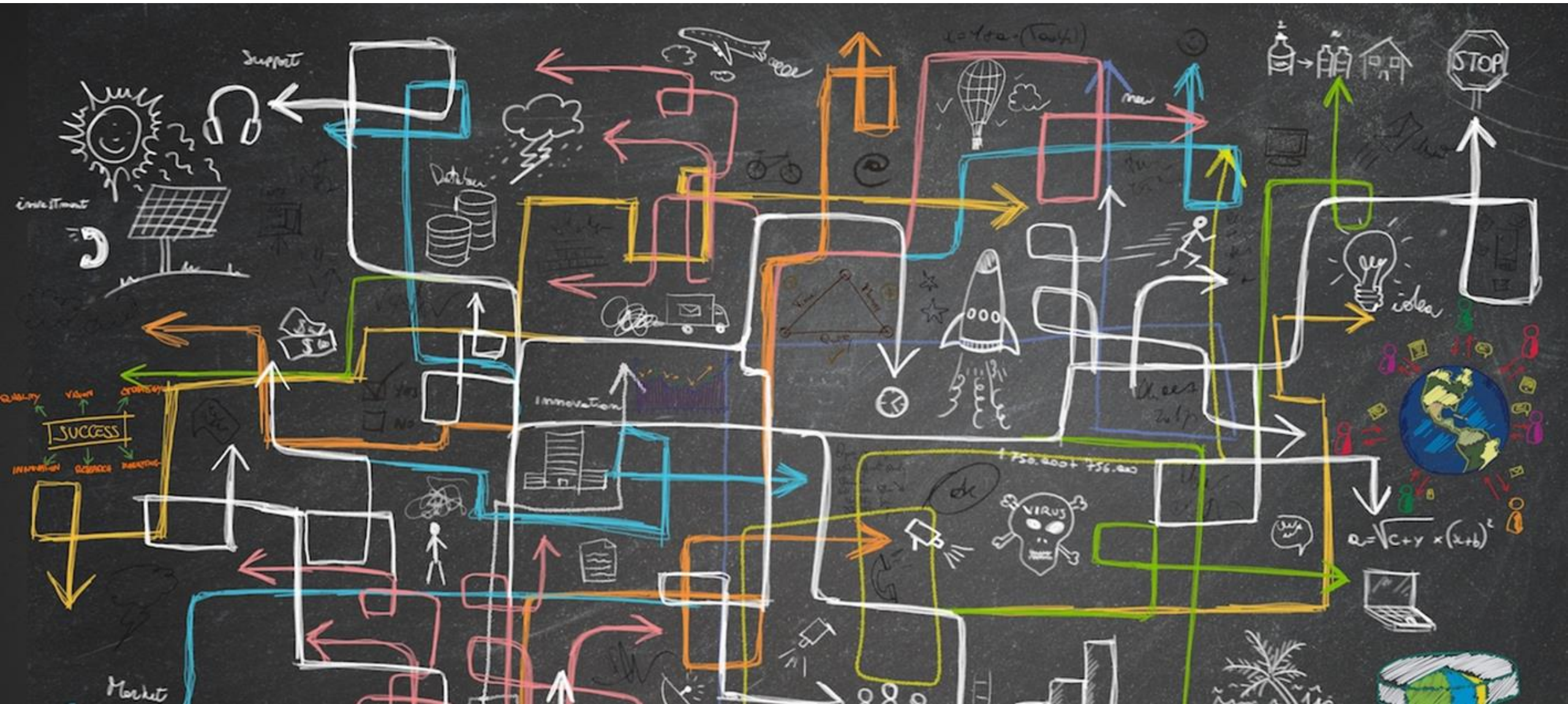


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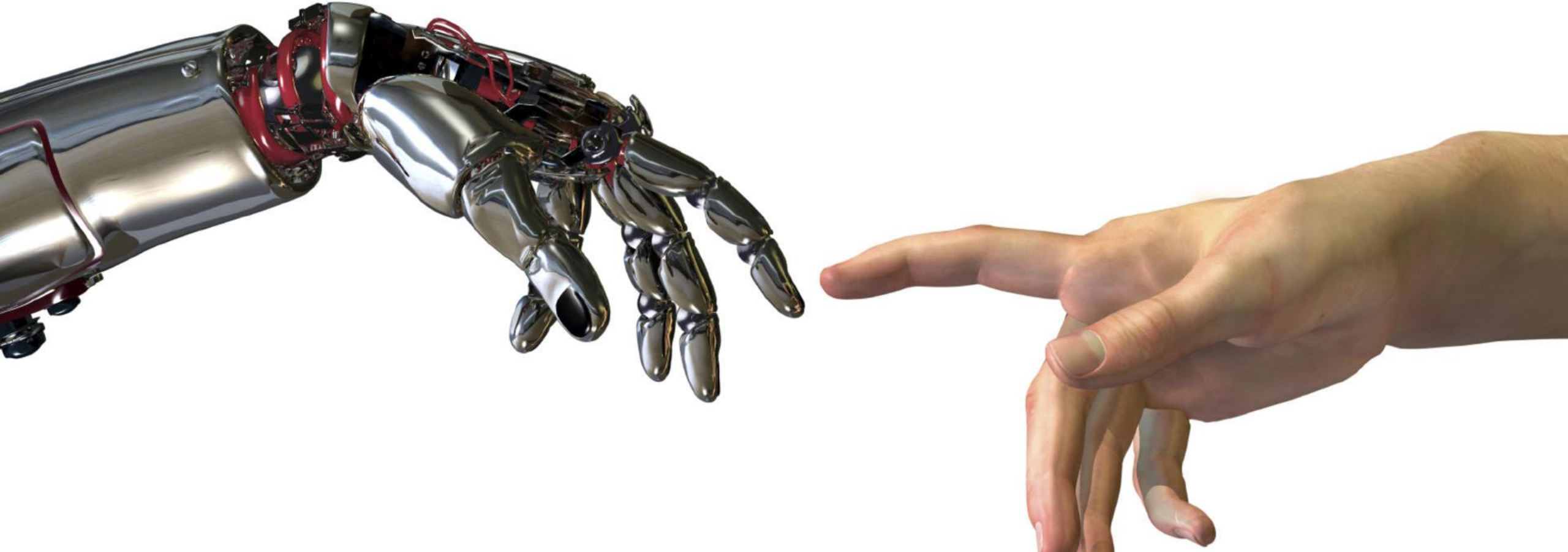




Saying 'yes to the mess'



It's less what you do, and more the way that you do it



Learning so far about some key ingredients

Leadership that builds trusting relationships and a learning culture

Shared purpose and value to unlock potential

Deep community engagement

Collaborating with other parts of the system

But this is clearly so much bigger than us – so what is our role?

1. Make the case for Sport and Physical Activity by:
 - a call to action through our strategy – leading a movement for movement. - Influencing others to act around it.
2. Lead and contribute to the areas *we* can make the biggest difference using our people and resources.

We believe that we share our vision of the future with others. It's much bigger than Sport England. We won't be able to achieve this alone – it will take the organisations who share this ambition to work together to succeed.

But we know that we have a unique and important contribution to make. Our next strategy will be an explanation of the role we plan to play, and how we plan to do it.