

A background image showing several women in athletic attire, including a woman in a bright pink tank top in the foreground looking upwards and to the left, and others in blue and pink shirts in the background. The image is slightly blurred, suggesting movement.

APSE – Conference Uniting the Movement

Russell Turner

4th November 2021

In January we published a new strategy



UNITING THE MOVEMENT

A 10-year vision to transform
lives and communities through
sport and physical activity

It built on all our previous work – as well as representing some big shifts:



**10-year
ambitious
vision**

**Allowing for
flexibility and
adaptability**

**Tackling
inequalities
more central
to our
purpose and
approach**

**Driving join-up
and collaboration**

**Striving for a
simpler way of
doing things**

OUR VISION

Imagine a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives.

There's no quick fix to make this vision a reality. But we know being active is one of the most effective and sustainable ways to achieve it. This is why Sport England exists.



WHO WE ARE

Sport England is an arm's length body of government established by Royal Charter in 1996. We're responsible for growing and developing grassroots sport and helping more people get active across England. We use our expertise, insight, campaigns and targeted funding from the government and the National Lottery to do just that.

OUR MISSION

We're here to invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are.

Because it's not always a level playing field.

Right now, the opportunities to get involved in sport and activity – and reap the rewards of being active – depend too much on your background, your gender, your bank balance and your postcode.

We're determined to tackle this and unlock the advantages of sport and physical activity for everyone.

What we will do

Focus our time and resources on:

1. **Advocating for movement, sport and physical activity**
2. **Joining forces on five big issues**
3. **Creating the catalysts for change**



Joining forces on the big issues



**Recover &
Reinvent**

**Connecting with
Health &
Wellbeing**

**Positive
Experiences for
Children &
Young People**

**Active
Environments**

**Connecting
Communities**

Catalysts for change

A group of people, including children and adults, are running through a shower of colorful confetti (blue, green, pink, yellow) in an outdoor setting. The background shows a paved area, a crosswalk, and some buildings under a clear blue sky. The overall atmosphere is celebratory and energetic.

**Effective
Investment
Models**

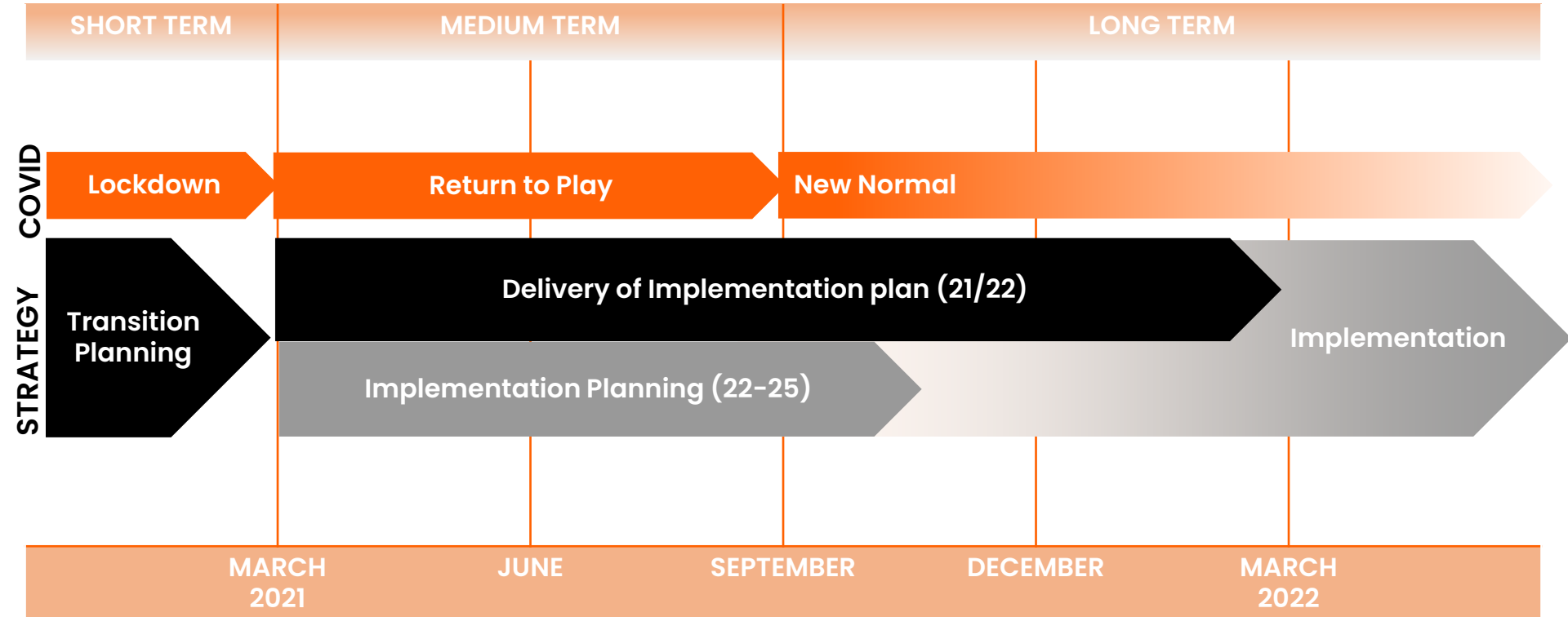
**Realising the
power of people
and leadership**

**Applying
Innovation and
Digital**

**High quality
data, insight
and learning**

**Good
governance**

Implementation



Our goals for this year



RESPOND

Help the population to keep moving and support the right partners to deliver safely and effectively during Covid-19 restrictions.



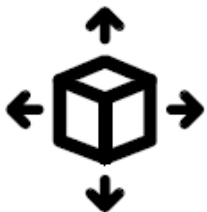
TRANSFORM

Continue to change our way of working to be consistent with Uniting the Movement, with a primary focus on cultural change and leadership.



PLAN

Create a plan for the implementation of Uniting the Movement to 2025 and lay the foundations in this first year.



TRANSITION

Review, manage and evaluate existing business commitments, functions and responsibilities to further allow the delivery of Uniting the Movement.

PLAN: IMPLEMENTING OUR STRATEGY

- **Implementation planning to 2025**
- **Investment approach for partners integral to the sport & physical activity system**

<https://www.sportengland.org/why-were-here/uniting-movement/implementation-plan-year-1-2021-22>

What next?

**Implementation Plan 2021-
2022 - delivery**

**Implementation Plan
2022-2025 due to be
published**



Thank you