



***SPORT  
ENGLAND***

# Sporting Future – The Road to an Active Nation

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# Agenda

- Our current context
- The opportunities of a whole systems approach to tackling inactivity
- Reaching our priority audiences
- Future direction

# CURRENT CONTEXT



HM Government

# Sporting Future: A New Strategy for an Active Nation



#SportingFuture

December 2015



SPORT ENGLAND:

# TOWARDS AN ACTIVE NATION

Strategy  
2016-2021



## 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 be not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.**

# The reasons why – ‘outcomes’

## PHYSICAL WELLBEING

Increase in population meeting the CMO guidelines for physical activity

Decrease in population that are physically inactive

## MENTAL WELLBEING

Improved subjective wellbeing

## INDIVIDUAL DEVELOPMENT

Increased levels of perceived self-efficacy

## SOCIAL & COMMUNITY DEVELOPMENT

Increased levels of social trust

## ECONOMIC DEVELOPMENT

Economic value of sport to the UK economy

# How can physical activity drive outcomes?



**Physical and mental wellbeing** evidence bases are well-established



**Individual development** evidence base is fairly well-explored



**Social/community** and **economic development** (not including evidence on major events) need further research



There is more evidence on outcomes gained through **participating**...

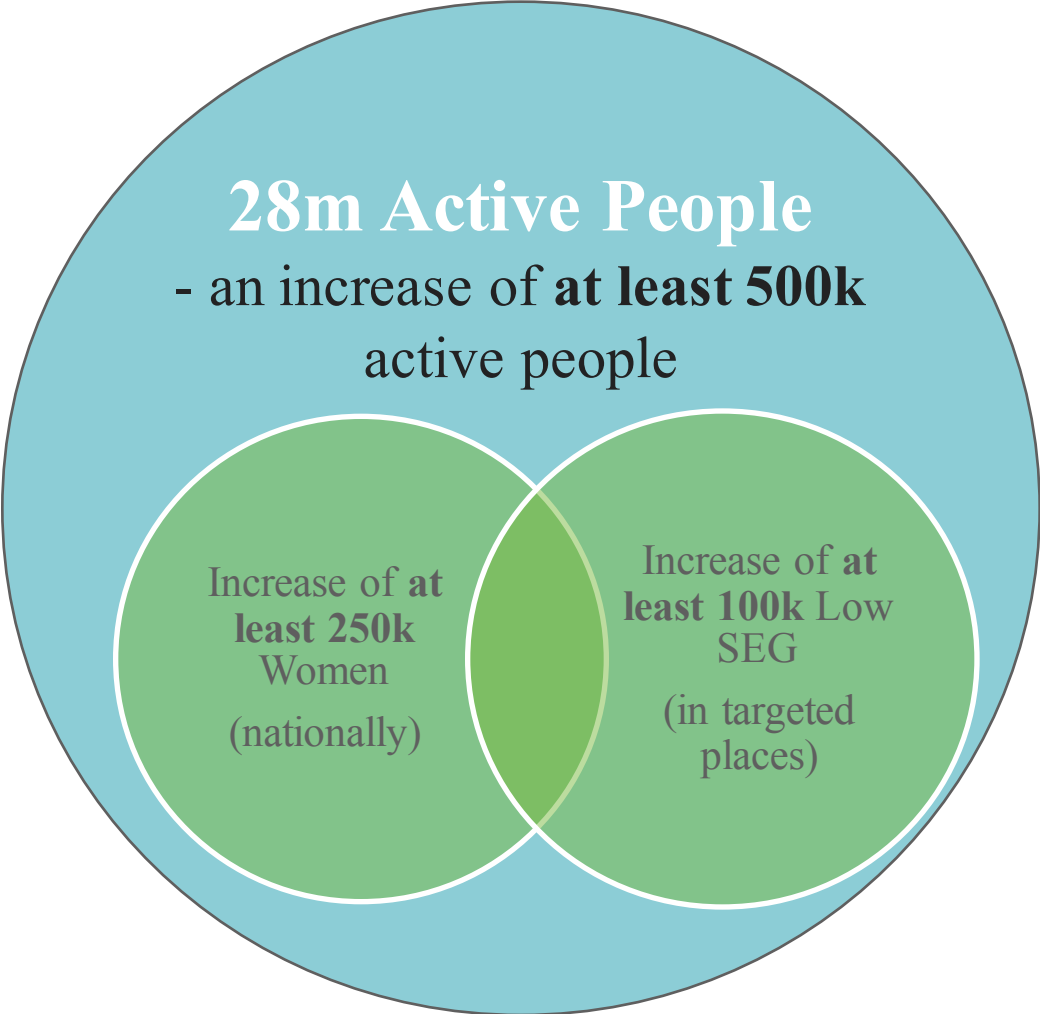


...than through **volunteering**...



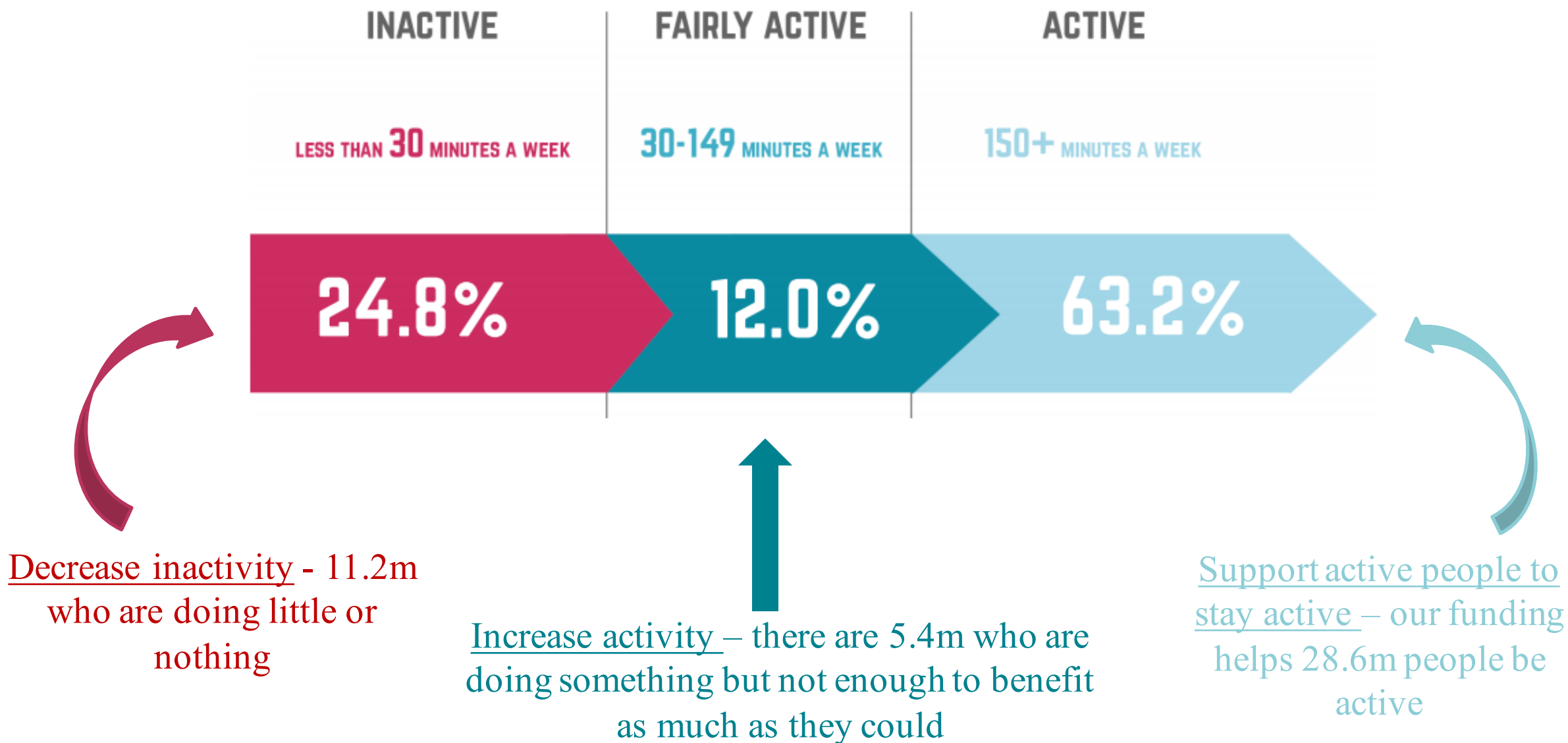
...and **spectating**, at the local/community level.

# A set of targets – population level change with a focus on those currently under-represented

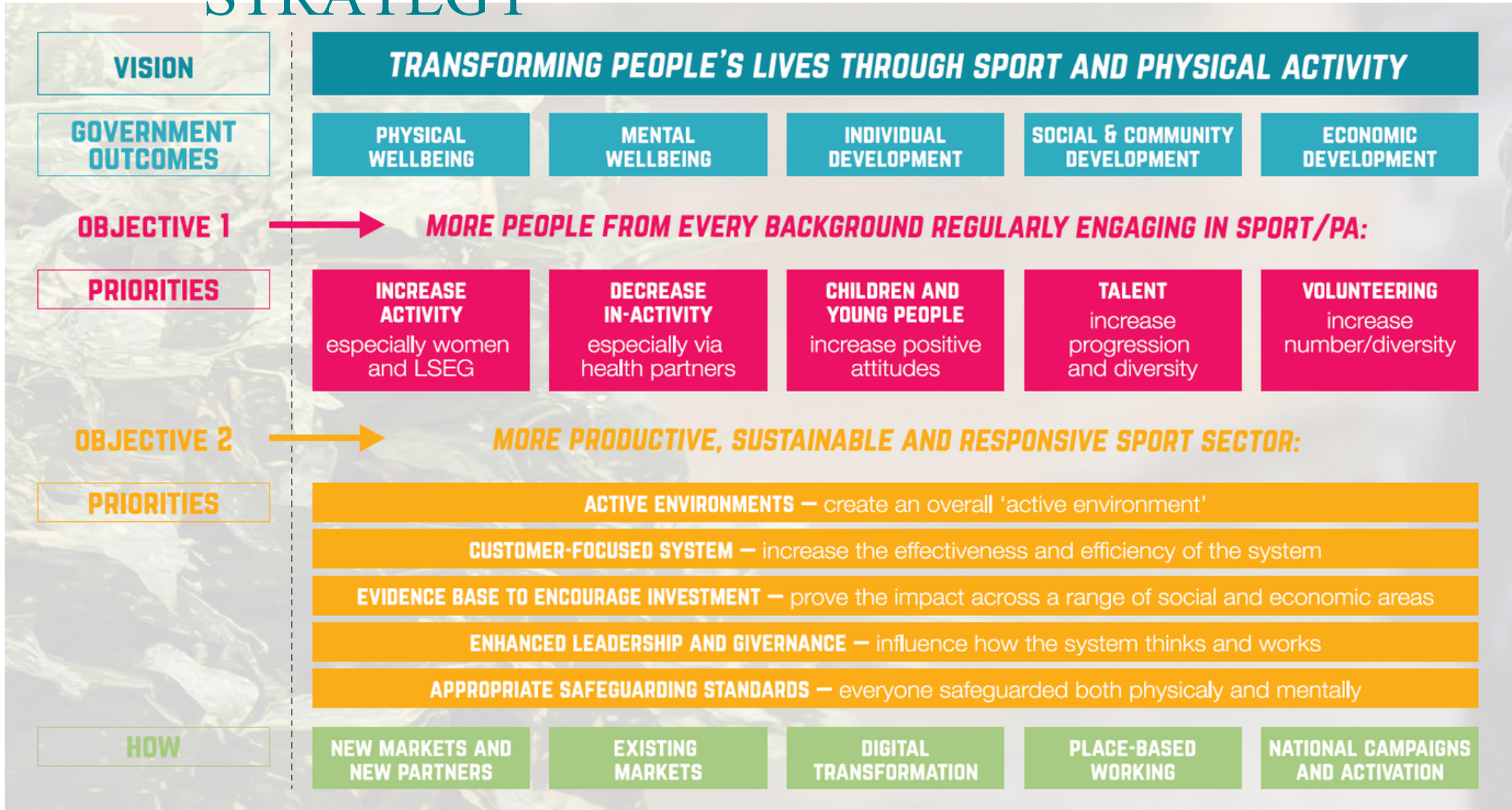




# The scale of our challenge

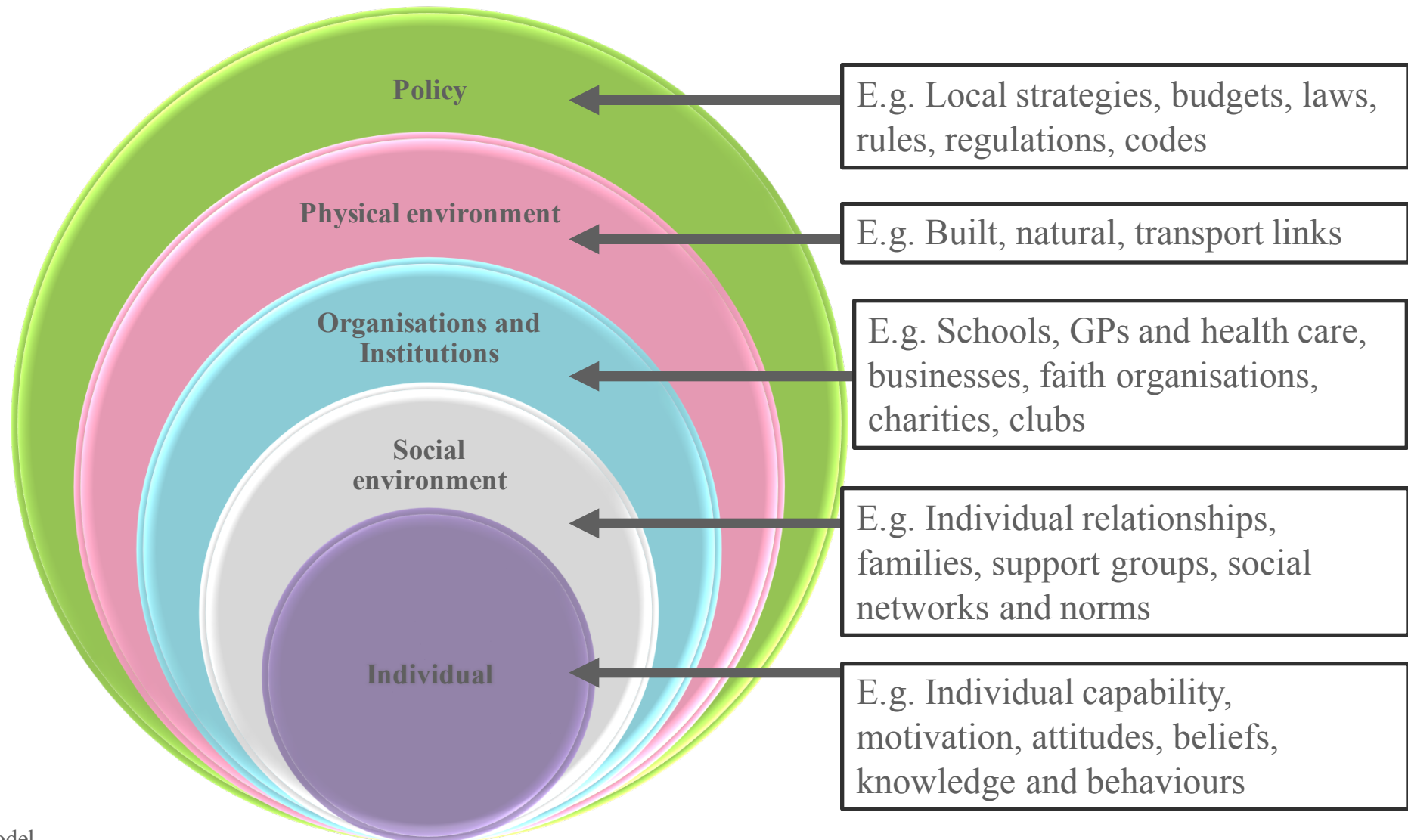


# SPORT ENGLAND'S STRATEGY

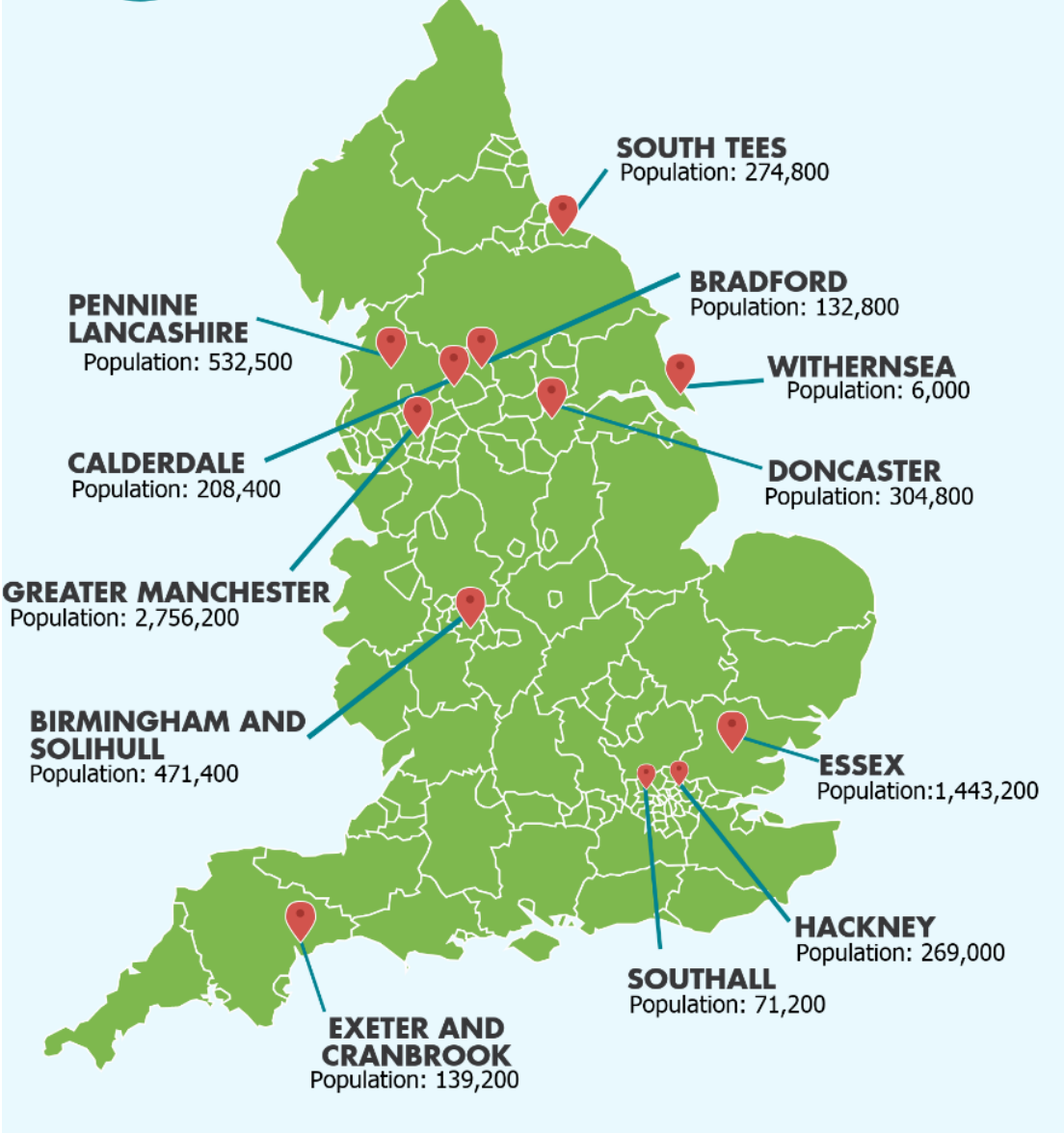


# **THE OPPORTUNITIES OF A WHOLE SYSTEMS APPROACH TO TACKLING INACTIVITY**

# Supporting people to live active lives means we need to think about the ecosystem of influences



# Local Delivery Pilot locations



# **We are learning important lessons as we go ....helping to shape our early thinking on 2021-2025**

- Generating shared purpose is essential in creating systemic change
- Building a movement at all levels takes time but is essential
- There is often an empathy gap that needs overcoming
- Progress moves at the pace of trust
- Letting go and getting out of the way sometimes is the best thing
- Reaching inactive communities takes you beyond the “usual suspects”
- Demonstrating a different value is hard but essential – numbers vs outcomes
- You can’t take shortcuts in working through an ABCD approach
- Ripping up the rule book requires people at all levels to hold their nerve

# REACHING OUR PRIORITY AUDIENCES

# Who are our priority audiences?

- Inactives
- Women (250,000)
- **LSEG (100,000)**
- BAME
- Disability including Long Term Conditions (#weareundefeatable)
- Older people
- Children Young People
  
- **LSEG – to date we have engaged 481,562 and engagement numbers continue to grow**



LOWER  
SOCIO-ECONOMIC  
GROUPS  
PEOPLE

FAMILIES WAITERS HAIRDRESSERS  
BUILDING LABOURERS RENTING  
POOR SOCIAL MOBILITY  
LOCATION PEOPLE MARRIED  
VULNERABLE SHOP ASSISTANTS  
EMPLOYED NON-DISABLED  
MORTGAGED BUS DRIVERS  
CLEANERS DISABLED PARENTS STUDENTS  
LIMITED INCOME

# Diversity within Low Socio Economic Groups

- Low Socio Economic Group is not homogenous – it is a diverse group of communities and individuals (12m people!)
- We know there are inequalities within this group in comparison to other groups within the population from an economic, social and sport perspective
- People from lower socio-economic groups are diverse be it their age, gender, ethnicity or whether or not they have a limiting disability
- **How best we can include communities** in design and delivery of activity.
- **Our empathy and compassion is a key element of gaining that understanding**

# levels of activity

## socio-economic groups

Our data shows there are significant disparities between different socio-economic groups:

- People who are in routine/semi-routine jobs and those who are long term unemployed or have never worked (NS-SEC 6-8) are the most likely to be inactive (33%) and the least likely to be active (54%). This has not changed in the past 12 months.
- People who are in managerial, administrative and professional occupations (NS-SEC 1-2) are the least likely to be inactive (16%) and the most likely to be active (72%).

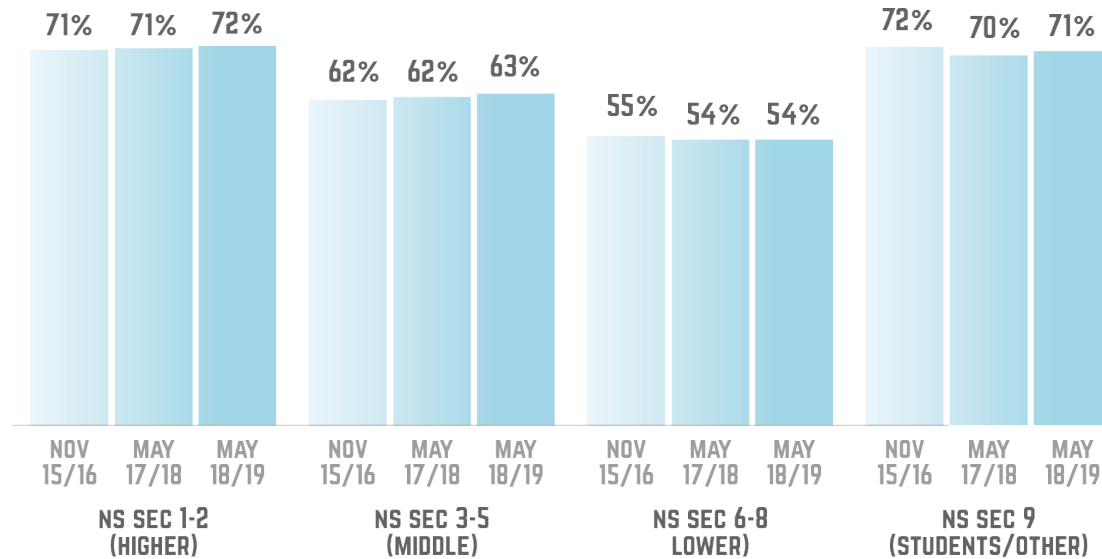


ARROWS SHOW CHANGE IN THE PERCENTAGE ON 12 MONTHS AGO. NO ARROWS INDICATE NO CHANGE

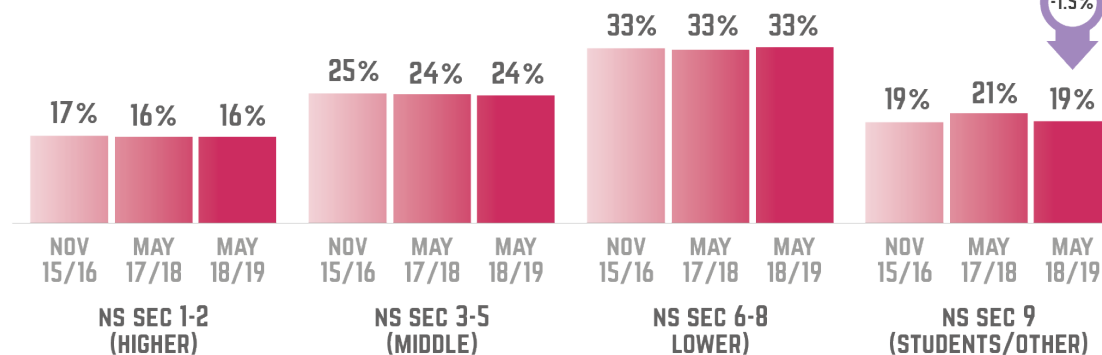
**Note:** NS-SEC classifications refer to ages 16-65 only. Full details of what the NS-SEC categories mean can be found on the [definitions](#) page.

[LINK TO DATA TABLES](#)

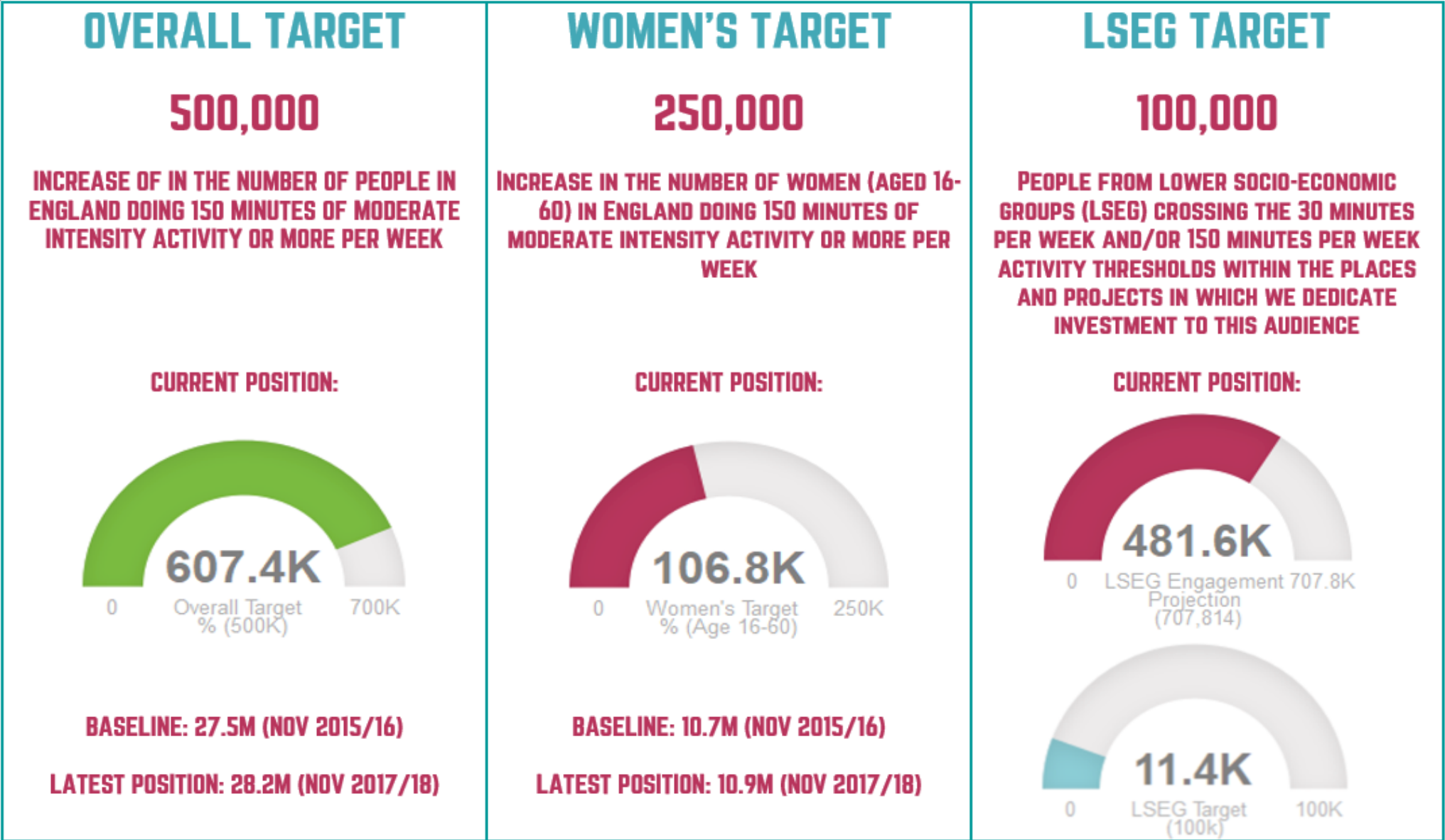
### active



### inactive

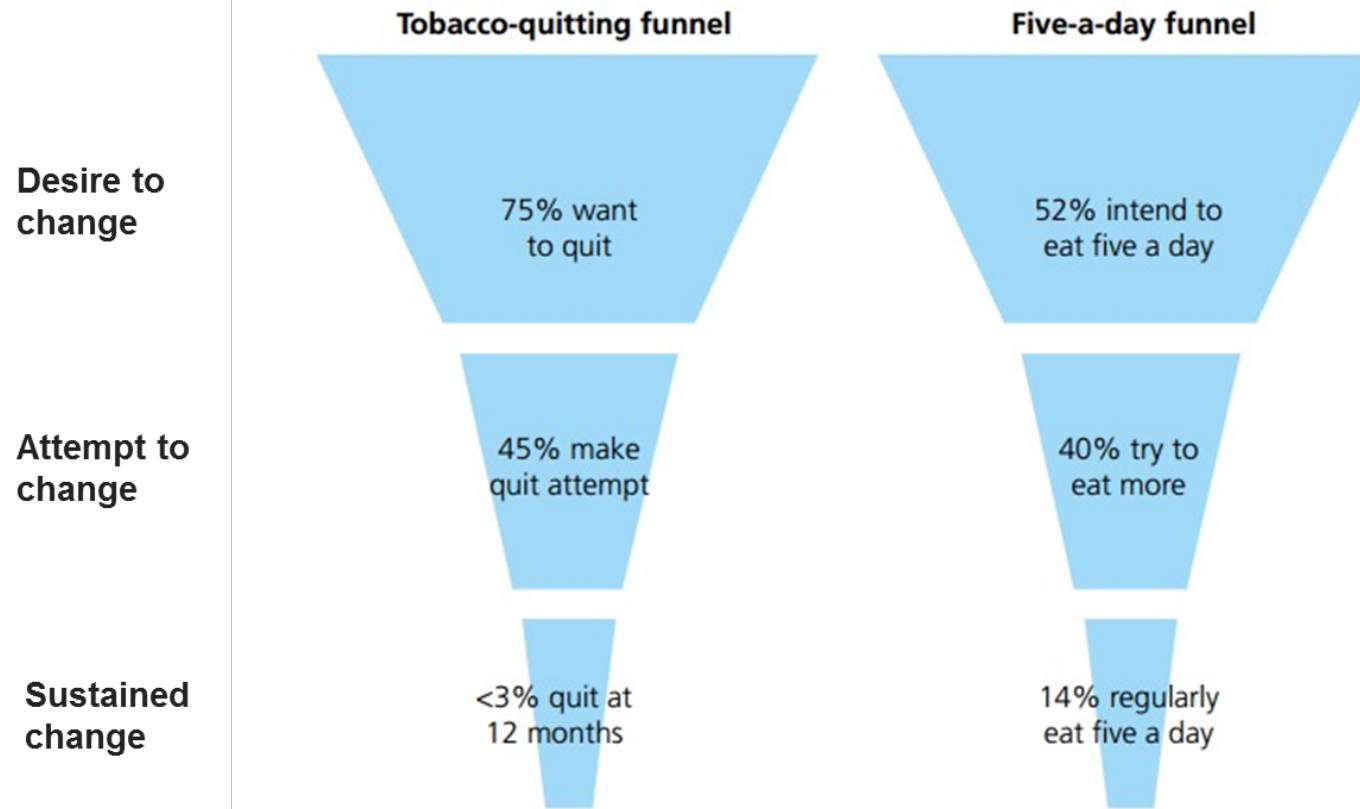


# Our progress against targets



# What it takes to create change at scale

Case studies of major behaviour change programmes show us that real sustained change is hard and conversion rates are low

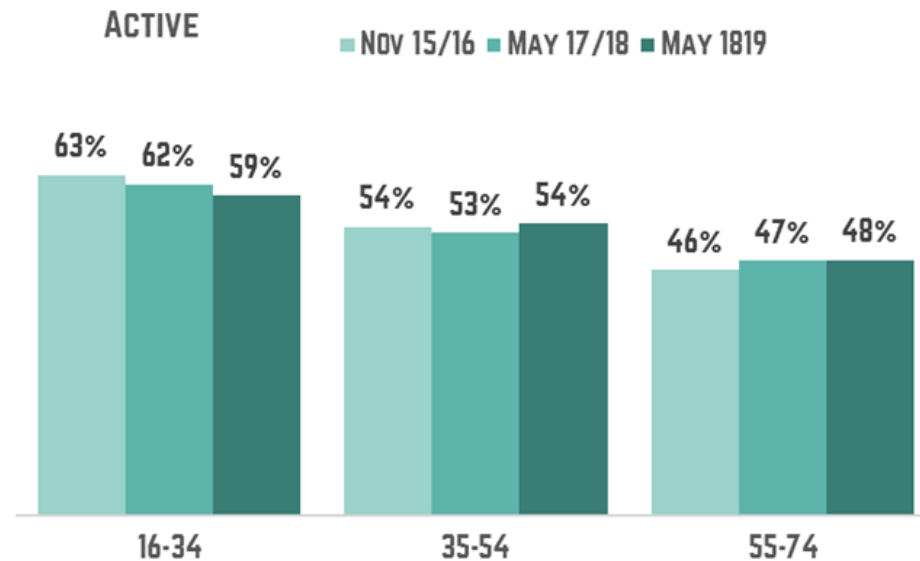


# Low SEG Explored

Activity levels are unchanged amongst those from the poorest backgrounds (NS SEC 6-8)

Digging below the headline, there is one exception:

- There is an emerging downward trend in activity levels amongst the youngest age groups (age 16-34). This is across both men and women but strongest amongst women. (As highlighted 6 months ago)



# TOWARDS THE FUTURE

# Strategy refresh – key phases and timeline



**Holding conversations - Sep 2019 to Jan 2020**

**Sharing the emerging big ideas - Jan 2020 to Mar 2020**

**Testing the emerging ideas - Mar 2020 to Sep 2020**

**Launching our finalised new strategy - Sep 2020 to Dec 2020**





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