



Sporting Future: A New Strategy for an Active Nation

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Why do we need a new strategy?

The political context...

A Conservative majority Government and a new Sports Minister who is passionate about the sector

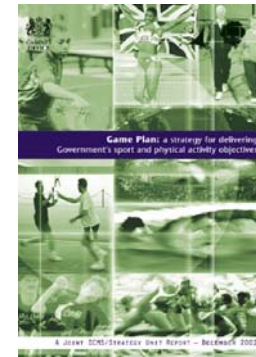


Spending Review setting the level of public investment from 2016 to 2020 – funding for sport maintained in face of reductions across unprotected departments

Why do we need a new strategy?

The policy context...

13 years since the last comprehensive Government strategy for sport – “Game Plan” - was published...

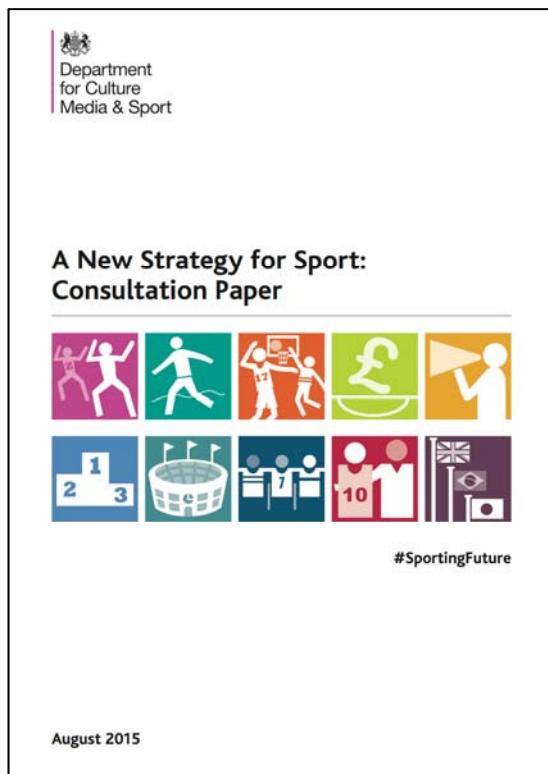


The current focus on participation and medals as the only outcomes doesn't do the sector justice...

Need to be clear that sports policy is about more than just the legacy from 2012...



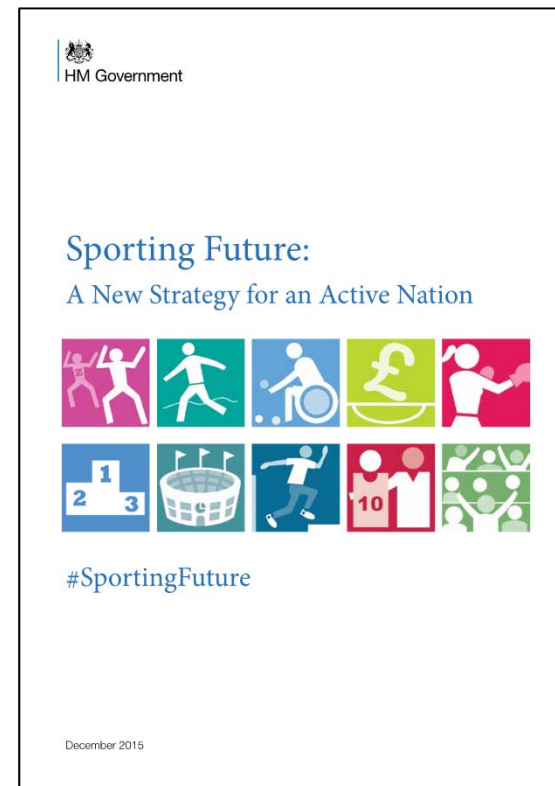
What did we do?: the consultation



- 11 June – Active People results published and Tracey Crouch promises a new strategy for sport "as a matter of urgency"
- 4 August – Consultation paper launched focusing on ten broad themes from participation and elite success to infrastructure and governance
- 2 October – Consultation closes with just under 3,200 responses received from across the sport sector and beyond
- Analysis of responses informed development of policy within the strategy

What did we do?: the strategy

- August/September – internal policy work focusing on rationale for investing in sport and development of framework
- October – analysis of consultation responses, engagement with government departments and development of options for change that complement framework
- November – drafting of strategy and internal government clearance
- 17 December – strategy published



What does the strategy say?

A brand **new Framework** which sets out broader **outcomes** that sport and physical activity should deliver, with a new **measurement system** that reflects the shift to a new outcomes based framework.

A broader definition of **engagement with sport** to include volunteering and spectating.

Challenging the sector to be **more customer focused** and consumer led, with a strong focus on reaching **inactive people** and **under-represented groups**

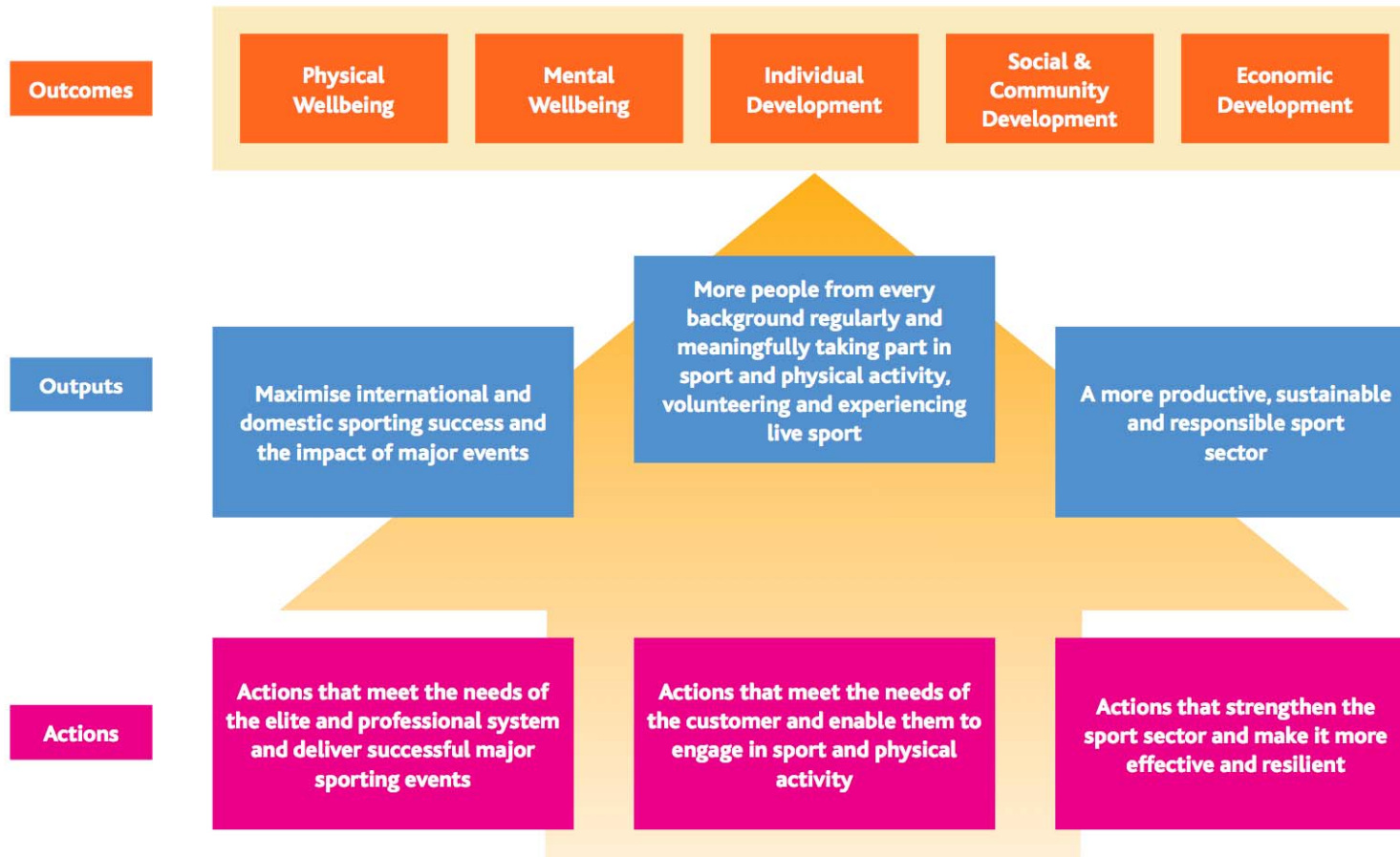
Sport England to cover age 5+ to boost engagement in community sport for young people, and to cover **wider physical activity** as well as sport.

Sporting success - we want to win, domestically and internationally, and not limited to the Olympics.

Importance of **integrity and safety within sport** – through a mandatory new sport governance code and Duty of Care review.

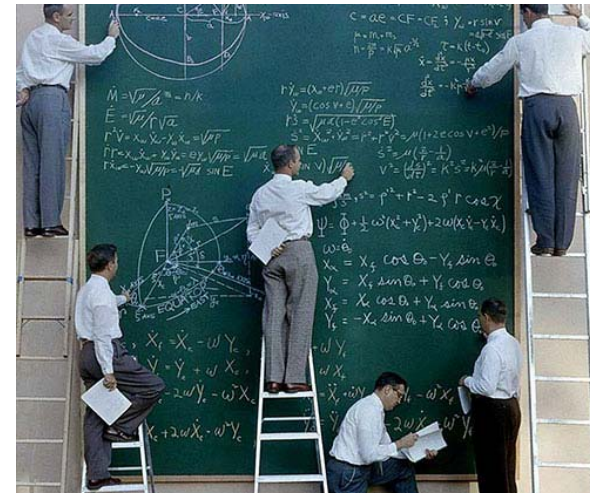
Cross departmental working essential for delivery

The Framework



Measuring success

- Participation and medals no longer our only indicators
- Five outcomes measured with one key headline outcome each
- Outputs measured through 23 new KPIs reflecting 9 priority areas



- Some of this we have data on already, some we don't
- Complex causal relationships to understand, how does sport and physical activity affect the five outcomes

Local delivery

- Local authorities' crucial role in delivering sport and physical activity opportunities
- Sport England to pilot focussing resources on local physical activity strategies in selected areas
- Independent review of County Sport Partnerships to set future vision for CSP role
- Sport England and other lottery distributors to explore scope for cooperation on local projects

Physical activity – key measures

- Govt, and local govt, to ensure all recommendations in Public Health England's *Everybody Active Every Day* report implemented
- Govt, local govt and health sector to promote integration of sport and physical activity into care pathways and maximise interventions by health and care professionals
- For all major Sport England (SE) grants organisations will need to target a % of inactive people; and new SE fund to fight inactivity, building on Get Healthy Get Active

Physical activity – key measures (2)

- DCMS and others to establish a network of employers to promote physical activity
- PHE and others to support growth of sport and exercise medicine within NHS and public health practice
- PHE and Sport England to promote CMO guidelines on physical activity through message development and marketing

Measurement - Active Lives

- New survey to replace Active People Survey, introduced from November 2015, initially running alongside APS
- Mixed-mode self-completion design involving online and paper methods
- Participation tracked at population level by demographic group, geography and activity
- Overall sample size of 200,000 people a year. Minimum sample size for a local authority area is 500, with some additional boosting

Sport and leisure workforce

- Sport England to develop new coaching plan, focussing on behaviour and attitudes and making coaching accessible to a wider range of people
- Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) to develop and implement a single, clear and rigorous set of standards for all sport and exercise professionals, with assessment and validation of qualifications
- SE to develop workforce strategy and work with CIMSPA on greater professionalisation of sport sector with clear skills framework, including CPD provision

Next steps

- Implementing *Sporting Future* – plan for all 90 actions, with first annual report by end 2016
- Sport England strategy – consultation completed, publication in Spring
- Government strategy on childhood obesity
- Government Cycling and Walking Investment Strategy



HM Government

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#SportingFuture

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