

Sporting Future – the road to an active nation

**Joel Brookfield
Strategic Lead Local Delivery
Sport England**

November 2018

Less than 3 years ago...



Sporting Future:

A New Strategy for an Active Nation



Outcomes we all care about

**PHYSICAL
WELLBEING**

**MENTAL
WELLBEING**

**INDIVIDUAL
DEVELOPMENT**

**SOCIAL &
COMMUNITY
DEVELOPMENT**

**ECONOMIC
DEVELOPMENT**



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.

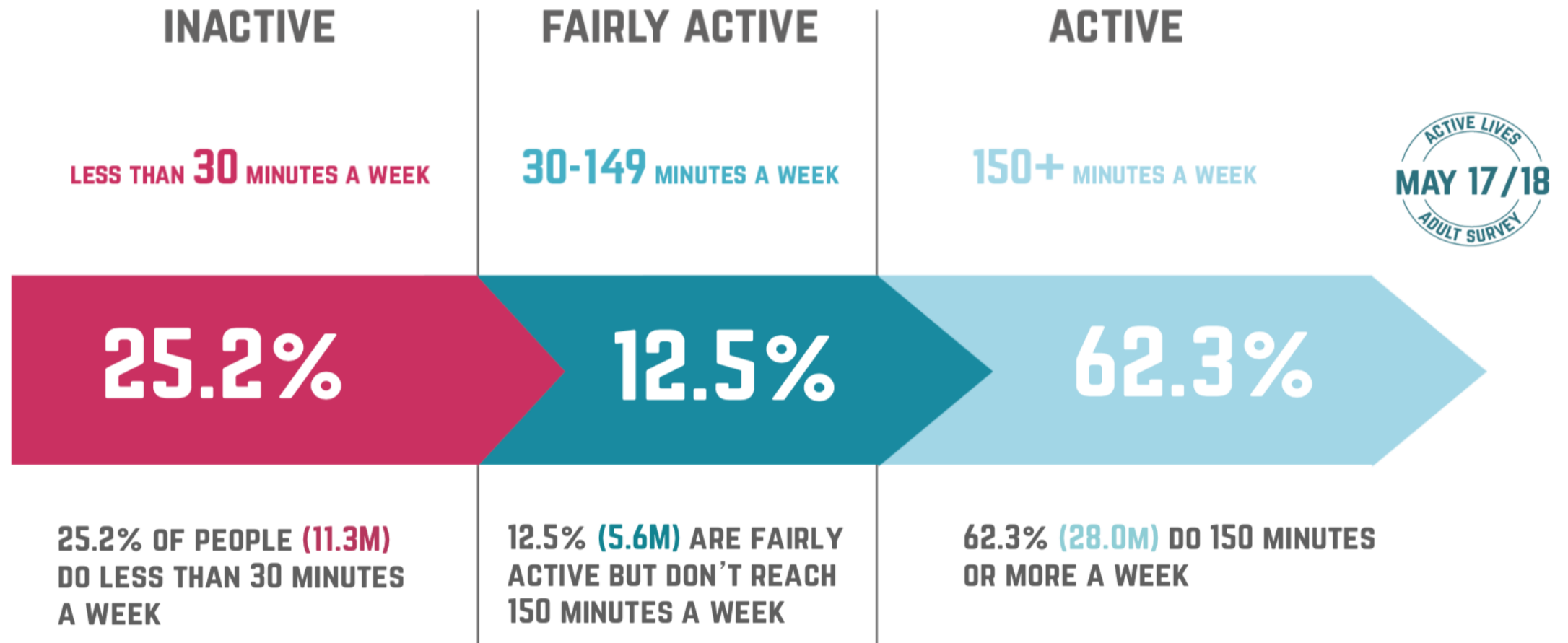
Some will be young, fit and talented – but most will not.

We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.

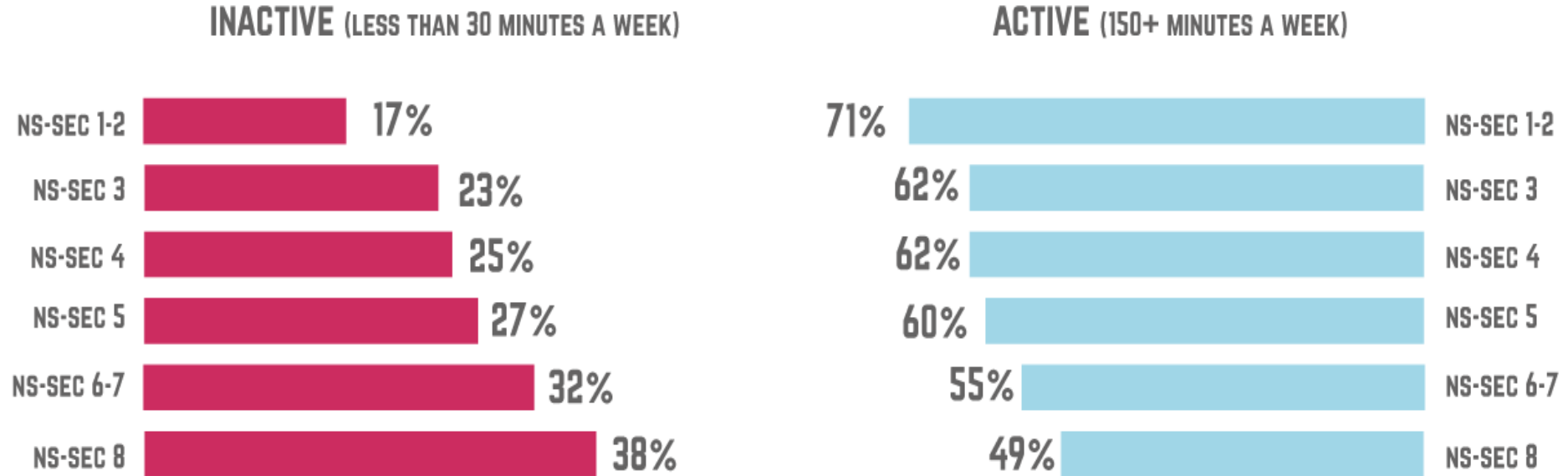
LEVELS OF ACTIVITY

HEADLINES

Our data shows that just over 6 in 10 adults (28.0m) are getting the health benefits from achieving 150+ minutes of activity a week.



Averages mask stark inequalities



NS SEC 1-2: MANAGERIAL AND PROFESSIONAL OCCUPATIONS (E.G. CHIEF EXECUTIVE, DOCTOR)
(NS SEC 3): INTERMEDIATE OCCUPATIONS (E.G. AUXILIARY NURSE, SECRETARY)

(NS SEC 4): SELF EMPLOYED AND SMALL EMPLOYERS
(NS SEC 5): LOWER SUPERVISORY AND TECHNICAL OCCUPATIONS (E.G. PLUMBER, GARDENER, TRAIN DRIVER) WORKED

(NS SEC 6-7): SEMI-ROUTINE AND ROUTINE OCCUPATIONS (E.G. SHOP ASSISTANT, BUS DRIVER, WAITRESS)
(NS SEC 8): LONG TERM UNEMPLOYED OR NEVER



THIS
GIRL
CAN

CUSTOMER FOCUS



Getting Active Outdoors:

A study of Demography, Motivation, Participation and Provision in Outdoor Sport and Recreation in England

MARKET ANALYSIS



June 2015

THE EXPLORER

Profile: Sense of being part of and exploring the natural world. Physical activity is driven by emotional purposes and revolves around exploring and learning. May be secondary to other hobbies such as bird watching or photography.

THE CHALLENGER

Profile: Put their body on the line and controls the battle against nature. Pushes self and focused on personal achievement/reaching a goal. They probably don't enjoy the majority of the experience, enjoyment comes from gaining a sense of control and learning about themselves. Learnings from the experience are applied to life.

FITNESS IN NATURE

Profile: Chooses to keep fit outdoors for the fresh air and freedom. Prefers to be exercising outdoors and generally doesn't like the gym or indoor sports. Sense of physical and mental wellbeing and challenging self is important. Competing is not important.

THE TRIBE MEMBER

Profile: Committed to their sport or activity and take it very seriously. Training and skill improvement is important to them, as is competing and winning. Likely to be part of a specific club.

THE ADVENTURER

Profile: Lives life to the full. Enjoys the sense of adventure and pushing themselves physically. Personal achievement as well as 'having a good time with their mates' is important to them. The countryside is a giant playground for Adventurers.

THE LEARNER

Profile: Primary purpose of visit to outdoors is for learning/personal development, physical activity is used as a means by which to learn/personally develop. These people may discover a love of a sport along the way.

THE FREESTYLER

Profile: Predominantly young people who are motivated to take part in alternative freestyle sports for the lifestyle and culture that's associated with it. Activities are perceived as 'cool' and play a role in defining who they are and their lifestyle. Music and fashion are fundamental elements of this lifestyle choice.

THE THRILL SEEKER

Profile: Enjoys taking part in extreme sports and other activities involving physical risk. The experience is all about the adrenaline rush. They enjoy being out of control but are willing for someone/ thing else to manage the risk.

p32

p36

p40

p44

p46

p50

p52

p54

The six youth personalities

Key traits and group size

10%

Sport Enthusiasts

Self-assured / Sociable / Image-conscious



12%

Confident Intellectuals

Driven / Educated / Focused



15%

Ambitious Self-starters

Achievers / Proactive / On the go



17%

Cautious Introverts

Loyal / Careful / Self-reliant



19%

Thoughtful Improvers

Natural / Competitive / Self-development



27%

Everyday Youths

Mainstream / Easy-going / Content



AUDIENCE ANALYSIS

Insight Driven



Insight –
define the
problem and
how to tackle
it

Evaluate
– prove
and
improve

Implement –
customer
centric design
and delivery

Something has to change... and it's us!

Our role in 'whole system' change to create a great place to live and be active.

Middlesbrough
moving forward



Come and join us at our inaugural conference with national and local speakers, table discussions, showcase opportunities and networking.

WHY?

Physical inactivity is responsible for one in six UK deaths (equal to smoking). 39% (almost two million people) do not achieve the level of physical activity recommended by the Chief Medical Officer and inactivity is estimated to cost the UK £7.4 billion annually.

In contrast, being physically active plays a key part in helping us live longer, healthier and happier lives as it provides significant health and well-being benefits. It can help to prevent and manage over 20 chronic conditions, including some cancers, type 2 diabetes heart and respiratory diseases.

Locally, we have low levels of participation, tackling physical inactivity has to be one of our priorities.

To achieve a significant level of change requires a 'whole system' approach to tackling physical inactivity.

However, systems are often complex and the impact of interactions within them unclear. To change the system requires strong relationships, an agreed vision and shared values and the drive from people within the system – people like YOU.

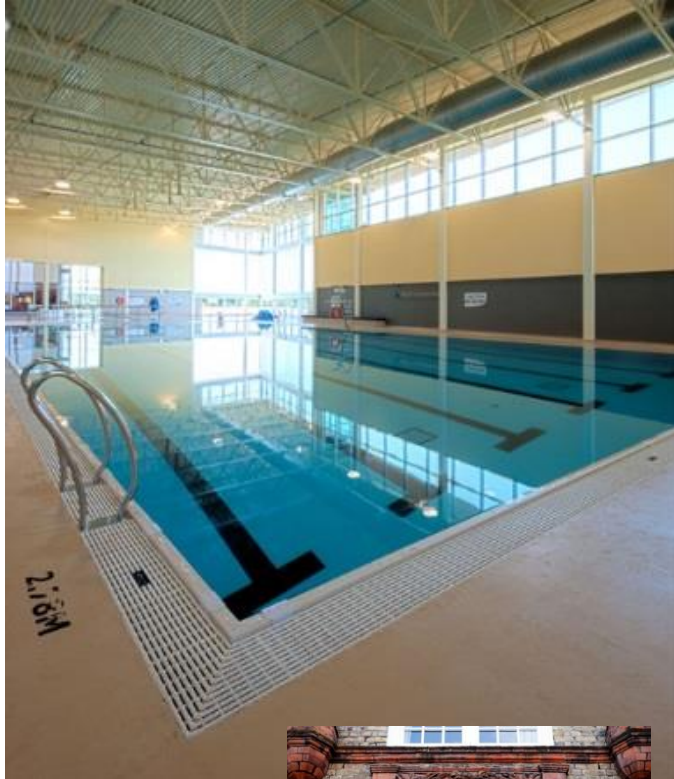
We are at the very start of our journey. Please join us at the conference to make your contribution on how we can change the local 'system' to create a great place to live and be active!

If you would like a stand, please email malcolmfitzgerald@everyoneactive.com to book your place at the conference (two places per organisation).

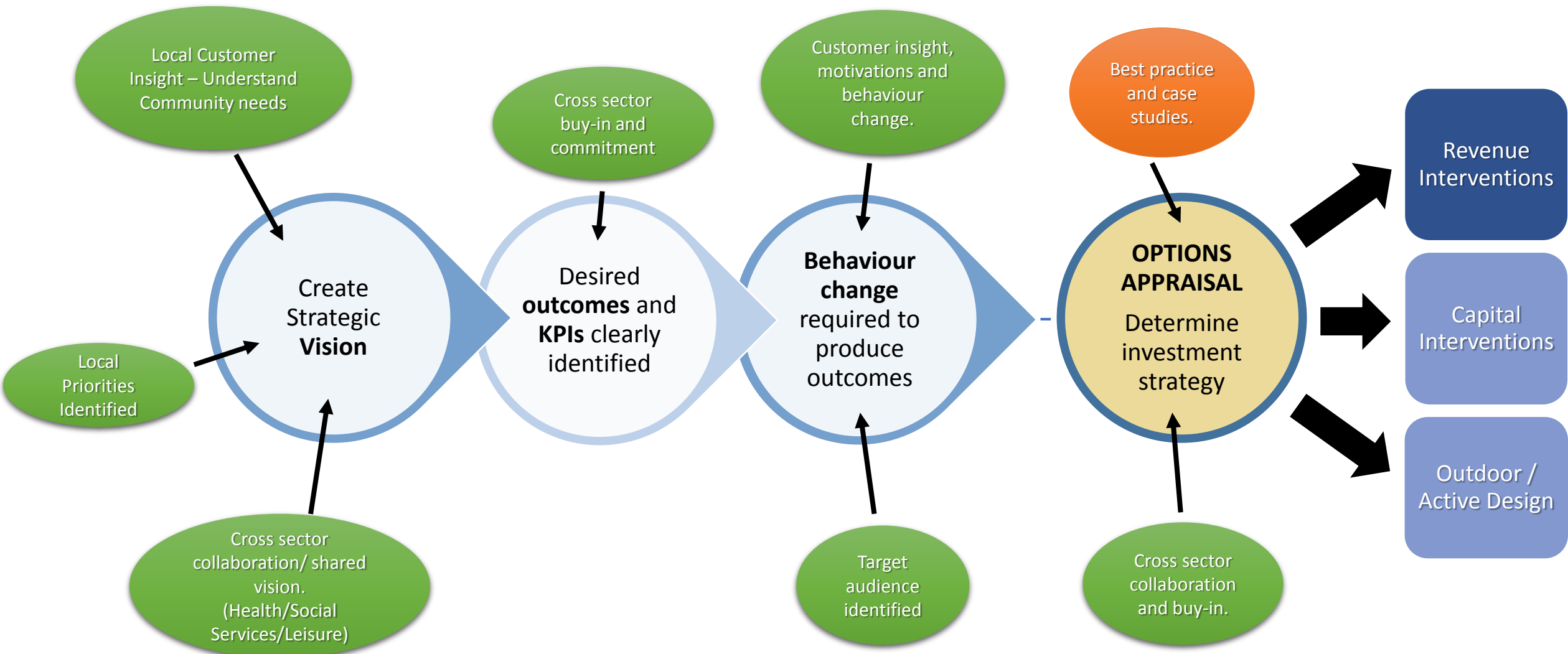
Supply. Who are you providing for?

- Its all your residents - isn't it?
- Are some more in need?
- Corporate outcomes and focus
- Austerity forces tough choices
- Need to maximise income
- Demands and history of certain local sports
- Priority communities/clarity about subsidy
- Consumer expectation

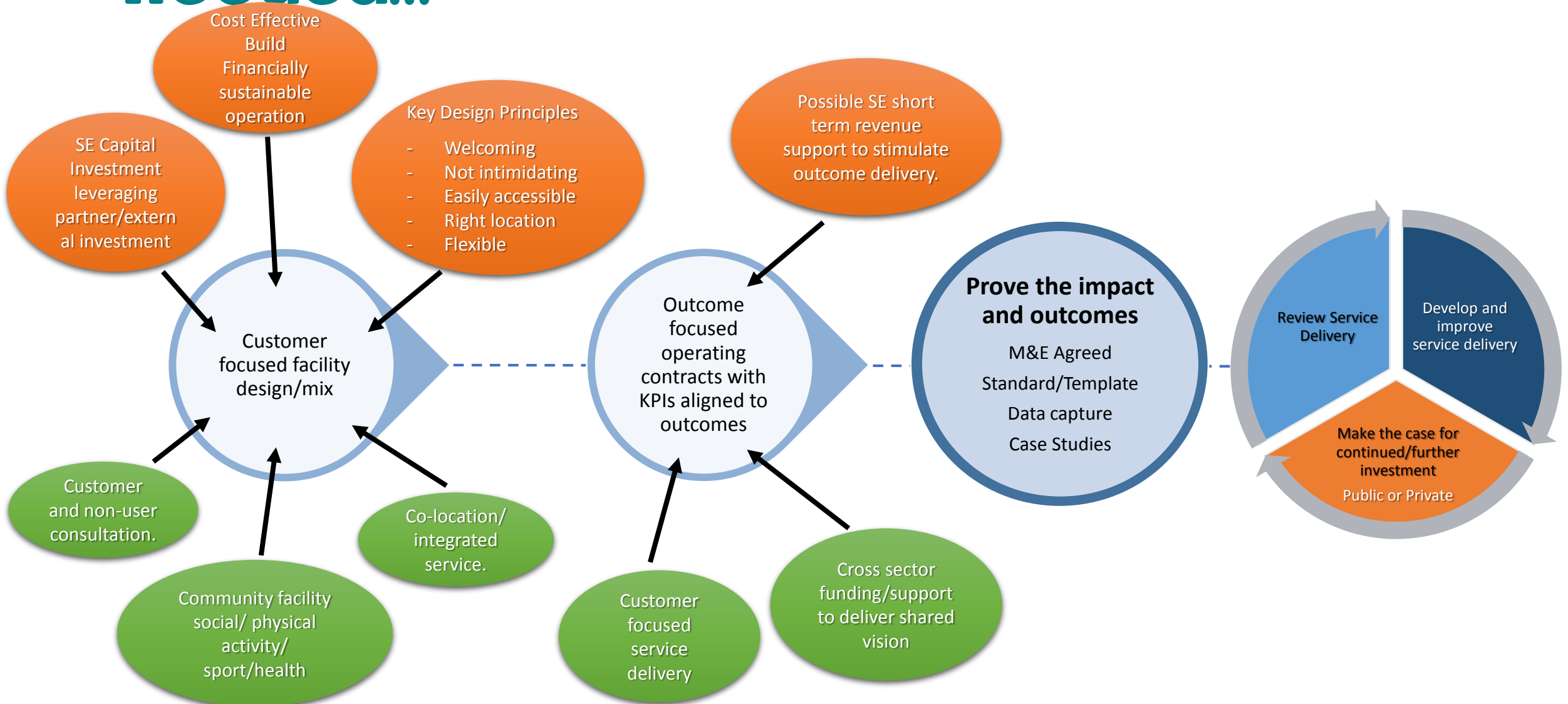
Rethinking the where



Shaping the Environment

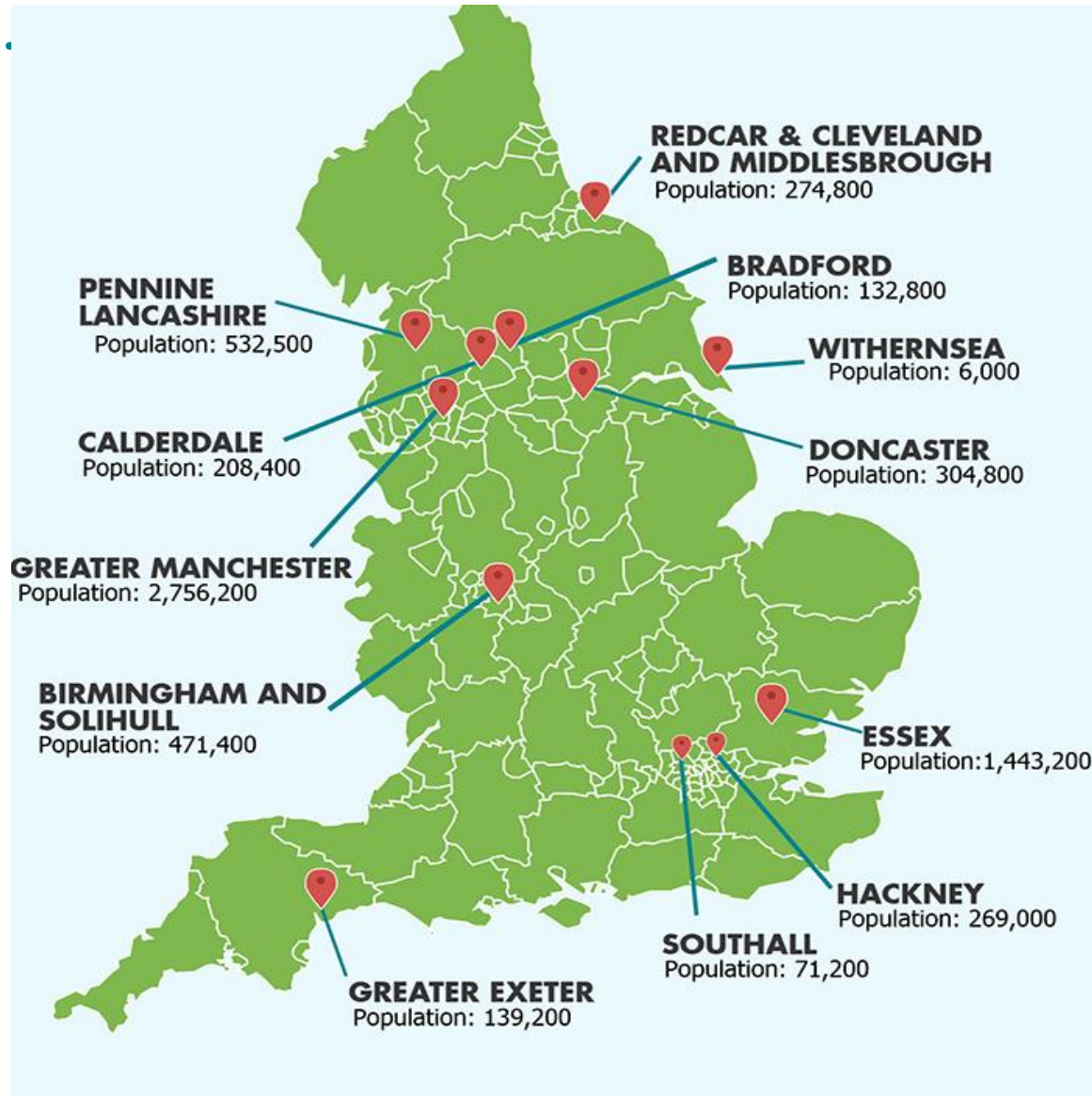


And if capital intervention is needed...

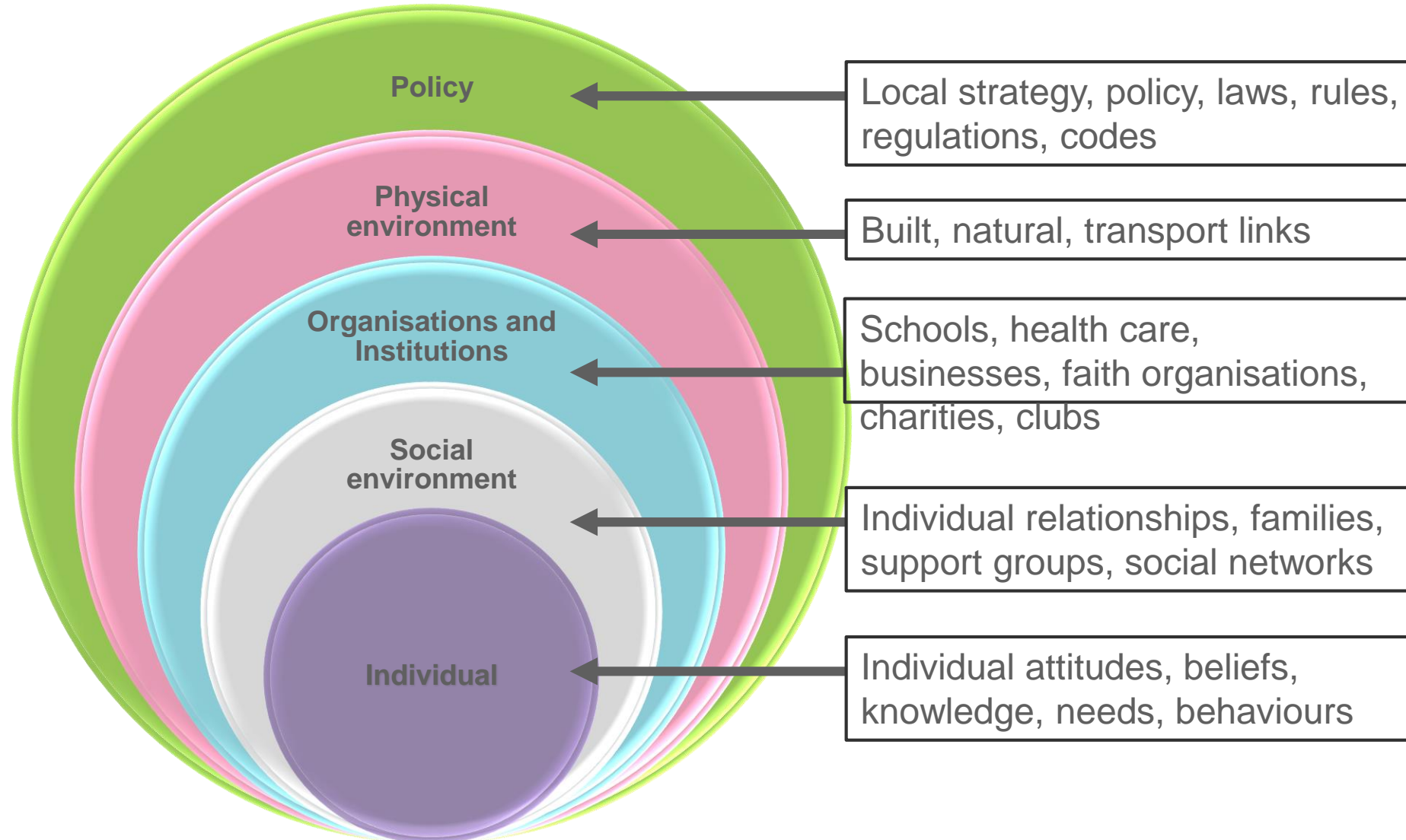


Local

Deliver



Population level change = 'whole system' approaches



'Building blocks' of the pathway:

Planning for Systems Change

Planning for system change is a collaborative process of agreeing a shared purpose, a simple set of goals around what needs to change, and the ways that people will work together.

"We all agree where we're trying to get to and why it matters to us."

Doing Systems Change

Doing systems change is about practically making a start somewhere, and adapting to respond to what is needed, what is uncovered, and what is working. This involves many more people – closer to the 'front line' – having the power to make decisions and change things.

"We are all playing our role, learning as we go, and doing what it takes."

Mindsets and Behaviours — System change is a journey which requires a radical change in perspectives as well as the ways people work. People need to see that everything is connected – and see from other people's perspectives - for action to be effective. **"We can't solve problems in the same mindset we created them in."**

Working Together

- **County Sport Partnerships**
- **Data and Insight e.g. Swim Local**
- **Leadership programmes with the LGA**
- **Community of Learning from Local Delivery Pilots**
- **Commissioning Support with CLOA**