



***SPORT  
ENGLAND***

# Creating a sporting habit for life

APSE Sports and Leisure Seminar 2015

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# What I want to cover today

- An overview of our work
- Focusing on local authorities / communities - the challenges we all face and
- How we are working with local government to tackle these



# What Sport England does

## Community/grassroots sport – a broad remit

<b>Participation</b>	<b>Talent</b>	<b>Facilities</b>	<b>Statutory Planning</b>
More people playing sport at least once a week	Feed the high performance system Support grassroots sport	Enough well managed facilities in the right places	Fulfil statutory duty on playing fields

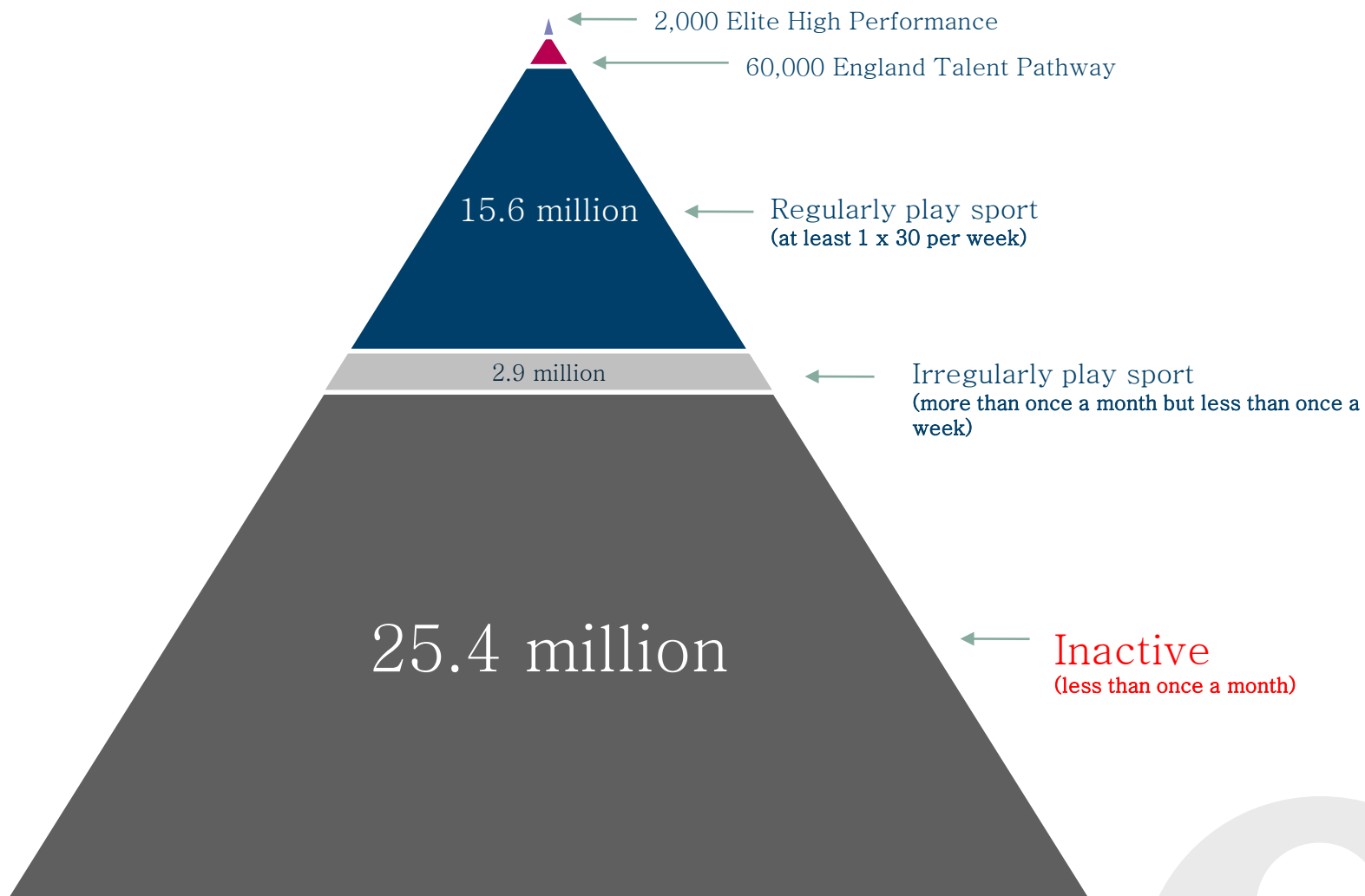


# Outcomes

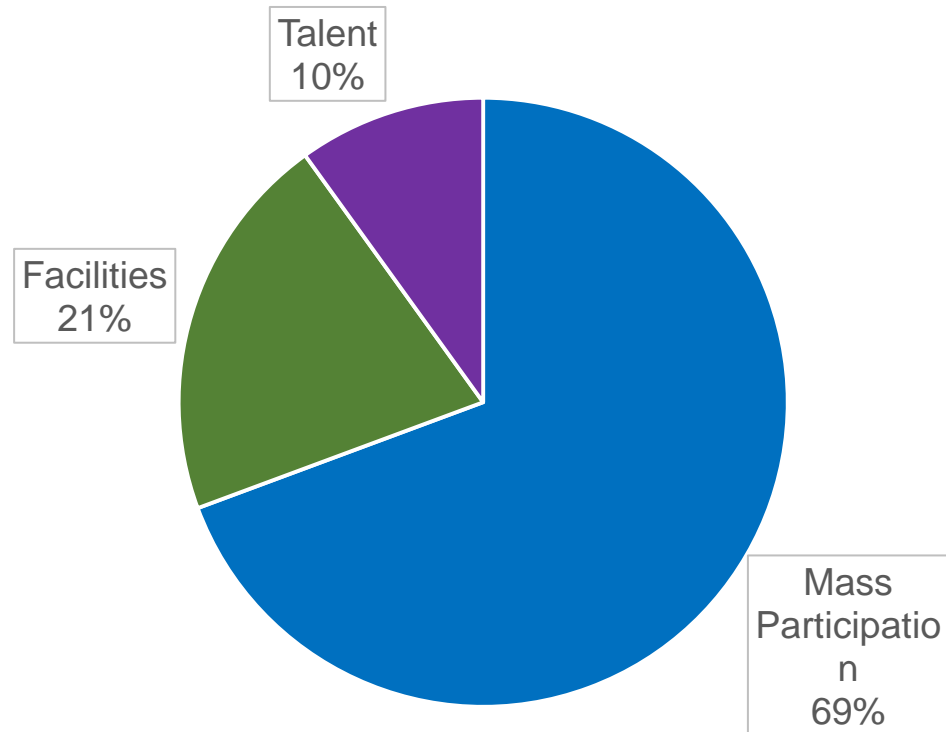
- Year-on-year increase in the number of people playing sport at moderate intensity for 30 minutes a week, every week
  - Particular focus on:
    - young people (14 - 25-year olds)
    - disabled people
    - women
- Support talented athletes to fulfil their potential
- A sports facility stock that supports these outcomes
- Protecting Playing Fields



# The Scale of the Participation Challenge



# Investment



Average annual investment is £279 million for the period 2014/15 to 2017/18



# Why we work locally

- Grassroots sport is delivered in communities
- More funding is held at local than at national level
- Most sports facilities are owned and managed locally

## Through our local work we aim to

- Protect and improve local provision
- Secure and safeguard local investment
- Successfully land NGB delivery locally
- Maximise Sport England's local investments all in order to drive weekly participation in sport



# Sport delivers much more than participation numbers

Growing the number of people regularly playing sport directly delivers:

- health;
- economic; and
- social benefits

Often more cheaply, more holistically and with a better chance of sustaining the behavioural change.





# Specifically our work with local government

- Advocacy (for example elected members' workshops)
- Expertise and advice (our tools and insight)
- Focused support through 3 local teams to local authorities
- Range of help on facilities
- Investment (for example Community Sport Activation and Get Healthy Get Active funds)
- 44 County Sports Partnerships (core services and programmes for example Sportivate)



## We all want to improve the quality of life for our communities.

Evidence shows that by increasing participation in sport and physical activity we can reduce health inequalities, spur economic growth, and energise community engagement.

17%

of deaths are caused by inactivity. International comparison shows physical inactivity is a greater cause of death nationally than almost every other economically comparable country.

£7.4bn

is the estimated figure that physical inactivity costs the national economy in healthcare, premature deaths and sickness absence.

£1,760 -  
£6,900

can be saved in healthcare costs per person by taking part in sport.

£20.3bn

was contributed to the English economy in 2010 through sport and sport-related activity.

29%

increase in numeracy levels can be achieved by underachieving young people who take part in sport.

£7.35

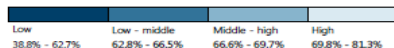
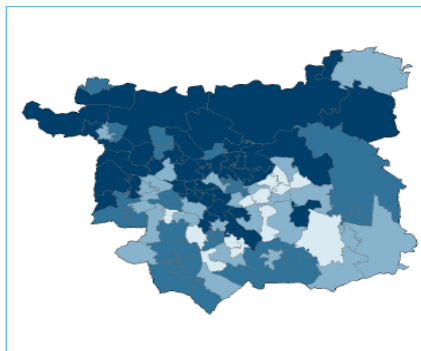
is the estimated return on investment for every £1 spent on sports for at-risk youth through, for example, reducing crime and anti social behaviour.

Source data can be found at <http://www.sportengland.org/our-work/local-work/partnering-local-government/local-sports-data>



## How healthy is your community?

### Excess weight in adults



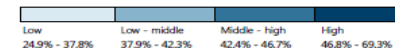
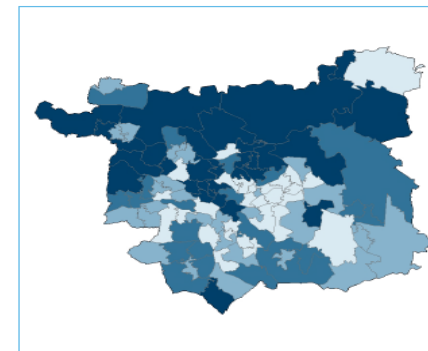
Dataset: Active People Survey model based MSOA estimates January 2012-2013 for adults classed as overweight or obese. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

- 78.0** is the life expectancy of males, compared to the national average of 79.2.
- 82.1** is the life expectancy for females, compared to the national average of 83.
- 16.8%** of the population have a long term health problem or disability.
- 354** deaths are estimated to be prevented per year if 75% of the population aged 40 – 79 were engaged in the recommended levels of physical activity.
- 21.0%** of adults (16+) are inactive in your community.
- £11.0m** is the estimated health costs of inactivity in your community.



## How active is your community?

### Adult participation in sport



Dataset: Active People Survey model based MSOA estimates 2011-12 for once a week sport participation. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

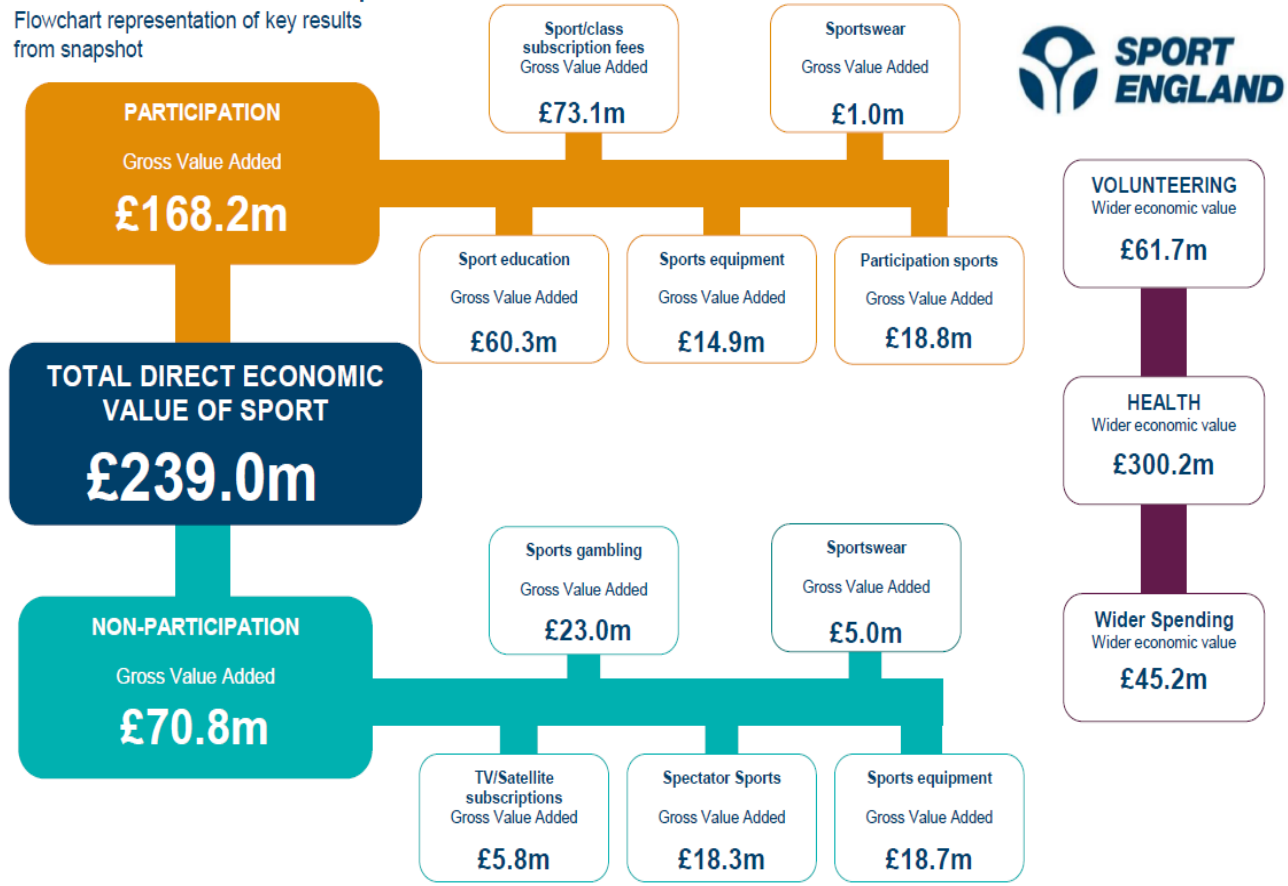
- 57.8%** of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 55.6%.
- 38.4%** adults (14+) take part in sport at least once a week compared to the national average of 36.7%: that's **43.2%** of men and **33.7%** of women in your community.
- 30.1%** adults (16+) take part in sport and active recreation three times a week compared to the national average of 26.0%: that's **35.7%** of men and **25.2%** of women in your community.
- 46.8%** of adults who are inactive, want to take part in sport, demonstrating there is an opportunity to increase participation.



Value of Sport in England  
**£20bn** GVA

## Economic Value of Sport for Leeds

Flowchart representation of key results from snapshot



# Local work - Investment into education

- Primary schools – supporting the premium
- School Games
- Secondary schools – young volunteers and coaches
- 5,000 satellite clubs
- Further education – 150 college Sport Makers and new participation projects
- Higher education - projects to widen participation by students
- Further education – 150 college Sport Makers and new participation projects
- Higher education - projects to widen participation by students



# Why invest in Facilities

- Facilities underpin the majority of activities.
- Fundamental part of community sport infrastructure.
- Key factor in attracting and retaining participants.
- More discerning standards from consumers.
- History of underinvestment and lack of strategic planning.



# What is our approach to facilities?

- Work with the sector – LAs, Operators, Architects, Contractors to shape strategy and **identify best practice**.
- Focus on a consumer focussed **business plan** led efficiency model ( rationalisation)
- Develop a comprehensive suite of **support tools** to help Facility providers meet the challenge
- Focus **funding streams** on helping LAs achieve the investment needed in particular facility categories.



# The Challenges we are seeing

- Financial pressures are challenging us all
  - Staff capacity and capability
  - Service improvements, efficiencies and effectiveness
  - Commissioning
  - Rationalisation/ externalisation
  - The idea of Zero subsidy and income
- This forces the question why is sport important? Who is it for? Who uses sport at the moment?
- This forces the question What's the market? And our role within that?
- wider outcomes (public health) come first?



# How we approach increasing participation

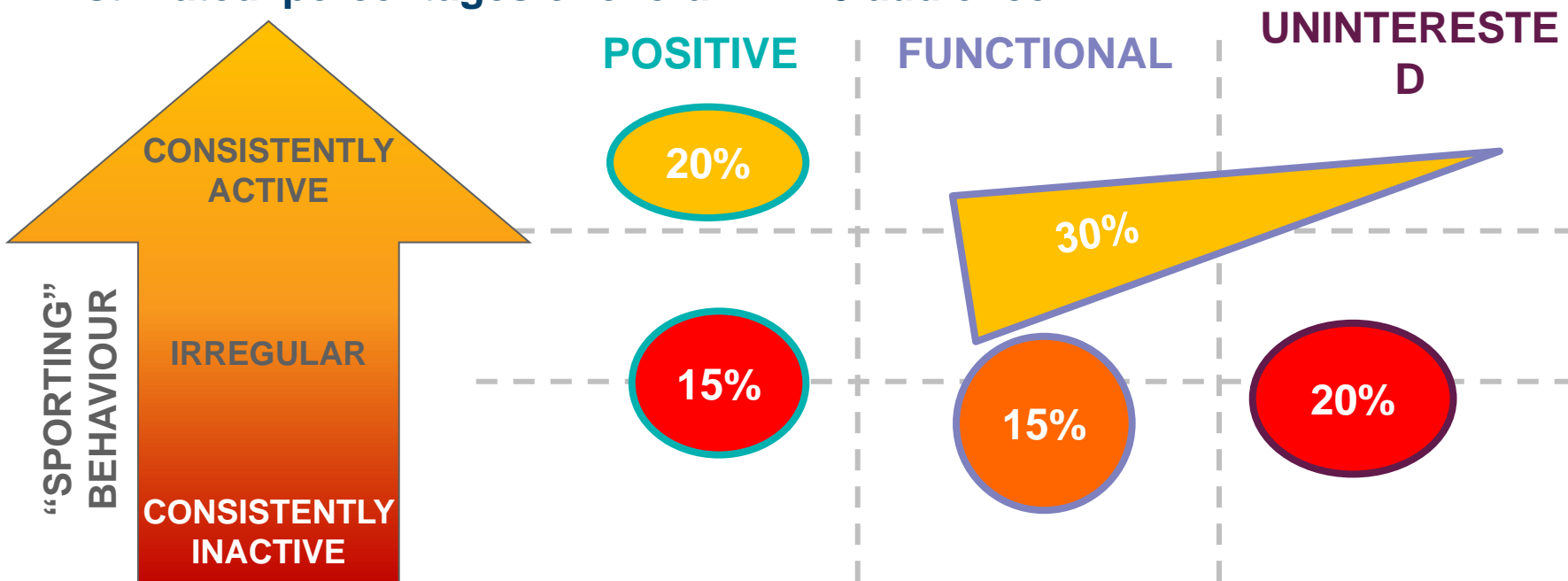
- A behavioural change challenge
- Increasingly insight led
- Applying market principles – supply and demand
- To create the environment for growth in participation





# Estimating young people's attitudes and behaviours

Estimated\* percentages of overall 14-25 audience



\* Extrapolated from Active People Survey and Habit for Life research data



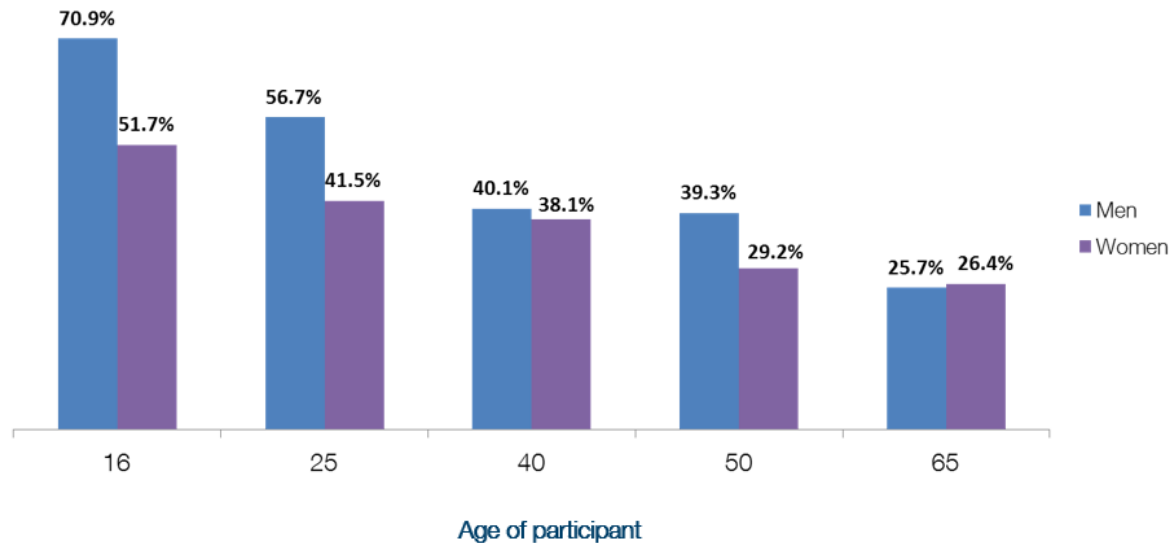
A woman with blonde hair, wearing a black helmet, a purple zip-up hoodie, a black tank top, black leggings, and white sneakers, is riding a bicycle on a paved road. She is smiling and looking towards the camera. The bicycle has a basket on the front containing red flowers. The background shows a blurred town or village on a hillside under a blue sky. The text "I'm slow but I'm lapping everyone on the couch." is overlaid in white serif font across the center of the image.

I'm slow but I'm lapping  
everyone on the couch.

# It's important because there are 2 million fewer women than men regularly playing sport

## More men play sport than women at every age

Although participation is at its highest for women at the youngest age group, this is also where we see the largest gender gap.



Adults (16+) sports participation (millions) – Active People Survey, results for 12 months to April 2014

THIS GIRL CAN



## What Motivates Women to take part?

They may take part if they get support



Enjoying the social aspects is key



Needing a sense of achievement



Sources: Oliver Boo (I will if you will focus groups), Active Women year 1 and yr 2 evaluations (IFF) and others including, ChildWise, MORI, GfK NOP, SIRC, WIS and StreetGames.

# Campaign objective

More women and girls aged 14 – 40 regularly exercising or playing sport



Less fear of judgment, more confidence and more enjoyment



A new way of thinking and talking about women and girls exercising and playing sport



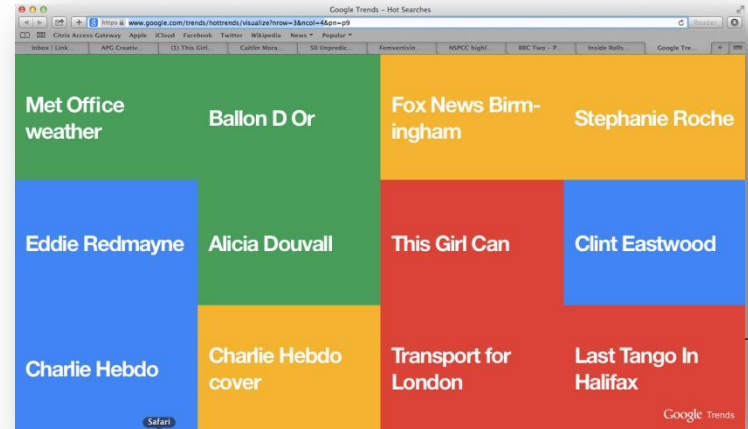
A suite of material that the whole sport sector can use



A communications campaign that sets a new tone, creates new images and resonates for the long term

# Response on social media

- **> 15.6 million views of 90sec ad** across Facebook and YouTube
- Trended at **#2** in the UK on Twitter and on Google hot trends
- **> 170,000** followers across Facebook and Twitter
- Over **31,000** mentions of the campaign, equaling **2.1 mentions every minute** around the clock

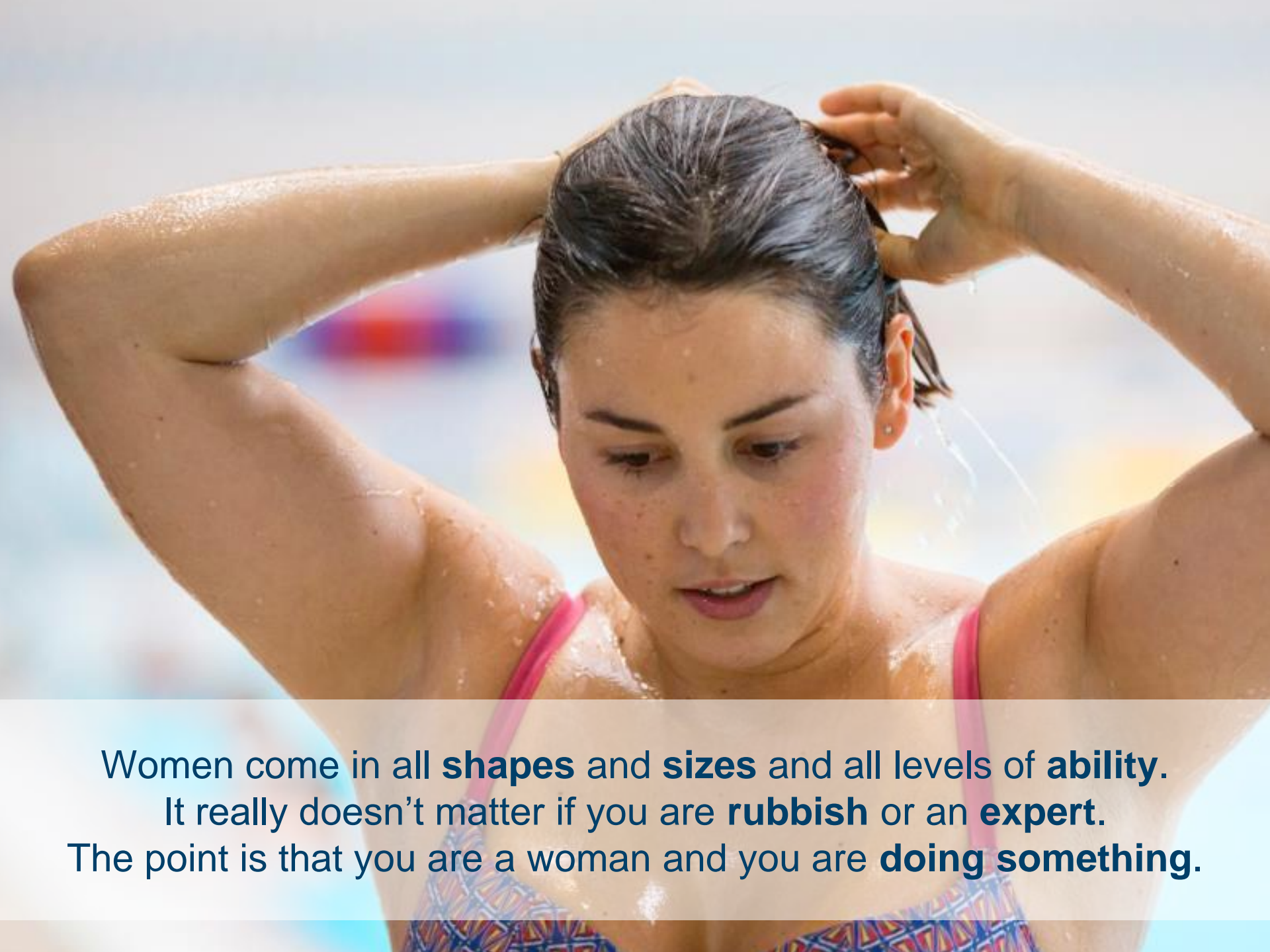


@letha\_dorado

TT UK

- 1 #BallonDOr2014
- 2 #thisgirlcan
- 3 #KissAGingerDay

#BusStrike  
 #thisgirlcan  
 #Happywarp  
 #TMMcBusted  
 London  
 David Luiz  
 #foxnewsfacts  
 Roy Hodgson  
 Charlie Hebdo



Women come in all **shapes** and **sizes** and all levels of **ability**.  
It really doesn't matter if you are **rubbish** or an **expert**.  
The point is that you are a woman and you are **doing something**.





# Questions

