

APSE conference

10th March 2015

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What I'm going to cover

- Perspectives on Sport and Leisure in the UK and who will be delivering and funding Sport and Leisure in the future.
- Challenges and changes ahead to 2020.

Perspective

What does the future hold?

Physical inactivity costs England over £8bn per year (£8.2bn in direct and indirect costs).

Over £1bn direct cost of physical inactivity to the NHS across the UK (£1.06bn).

Inactive people spend 38% more days in hospital .They visit the doctor 5.5% more often.

Physical inactivity now fourth leading risk factor for global mortality.

£50bn by 2050 – estimated cost of obesity to the UK.

48% of men and 43% of women predicted to be overweight by 2030.

Between 1961 and 2005 (one generation) physical activity declined by 20%. It is predicted to decline by a further 15% by 2030.

If everyone in England were sufficiently active, nearly 37,000 deaths a year could be prevented.

Only 6% of men and 4% of women in England are doing enough activity.

Physical inactivity is responsible for 17% of premature deaths in the UK.

Also responsible for 10.5% of heart disease cases.

Being inactive shortens the lifespan by 3-5 years.

By 2020 the average Brit will be so sedentary that they will use only 25% more energy than if they spent the whole day sleeping.

Inactive people are 59% more likely to develop osteoporosis than an active person.

Progress?

Government cross department launch of 'Moving More, Living More'.

PHE launch of 'Everybody Active, Every Day'.

SE launch of 'Get Healthy, Get Active' fund.

Government 'Cycling Delivery Plan'.

NHS England has specifically identified physical inactivity in their 'Five Year Forward Review'.

LGA has called for a funding injection in activity programmes through their manifesto 'Investing in our Nation's Future'.

The Government has backed the report 'Steps to Solving Inactivity' commissioned by UK Active and supported by PHE, LGA and CSPN.

Labour have pledged that they will make physical activity the core business of Government.

Local Authorities are responding by nearly doubling their investment from 2 – 4pc of top tier Public Health Grant Funding.

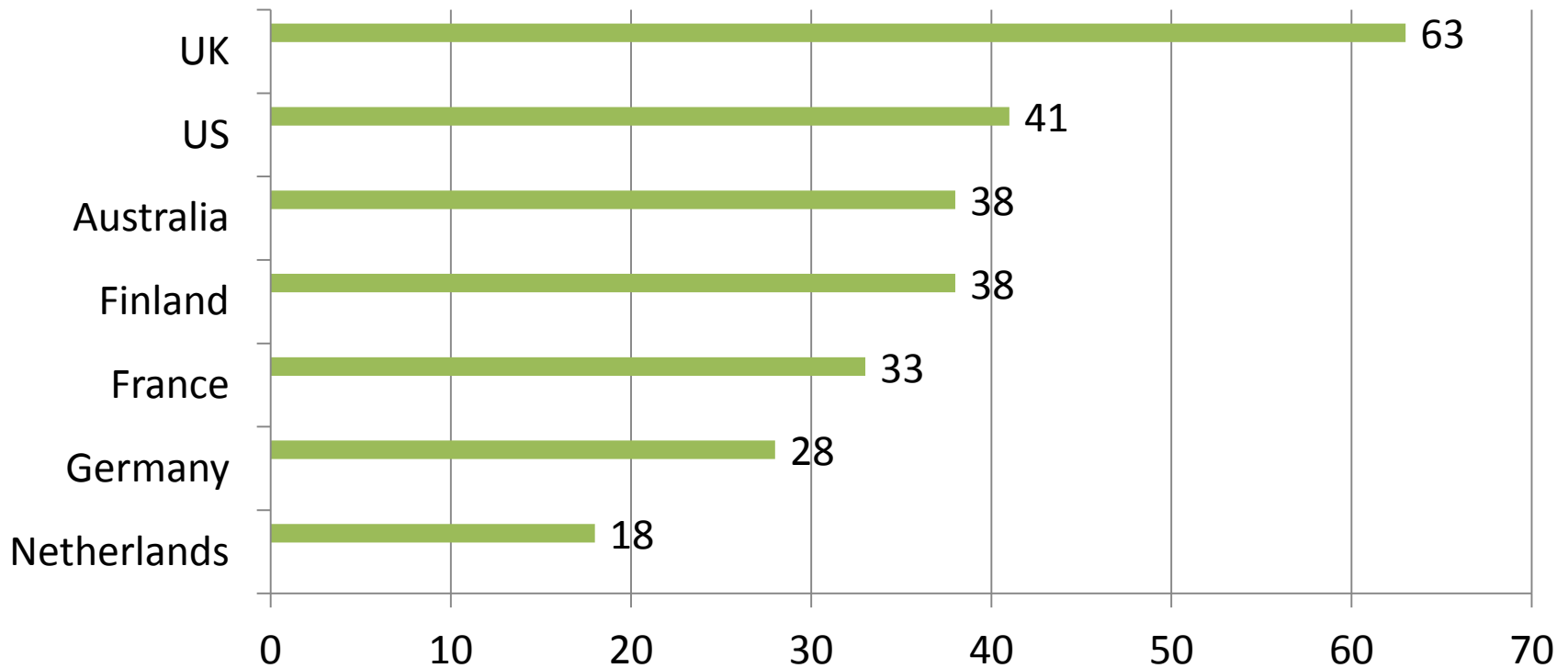
In fact 70% of LA responses show they have increased spending on inactivity interventions in 2014.

Sounds great, where is the 'but'....?

- A perspective: There must be a continued focus and investment that targets physically inactive groups at a population level, because....
- In perspective: This increased investment will meet a clear need and needs to fall in line with other top tier PH spend
- Sexual health 36%
- Drug misuse 31%
- Smoking 9%
- Inactivity 4%

A bit more perspective:

International comparisons of populations not meeting recommended levels of physical activity



Challenges and changes ahead (and some ideas and recommendations)

- Despite the good news 1 in 4 of the population are classed as inactive and fall into the Chief Medical Officer's 'high risk' category.
- Projections show that by 2030 there will be a further 15% increase in inactivity.
- Inactivity is the 4th largest cause of disease and disability and directly contributes to 1 in 6 deaths in the UK – making it as dangerous as smoking.

The plight of the Local Authority?

For the future prosperity of a (changing) society we need a two pronged approach which **supports** the most at risk to change behaviour but never at the expense of **facilitating** healthy lifestyles within the larger population.

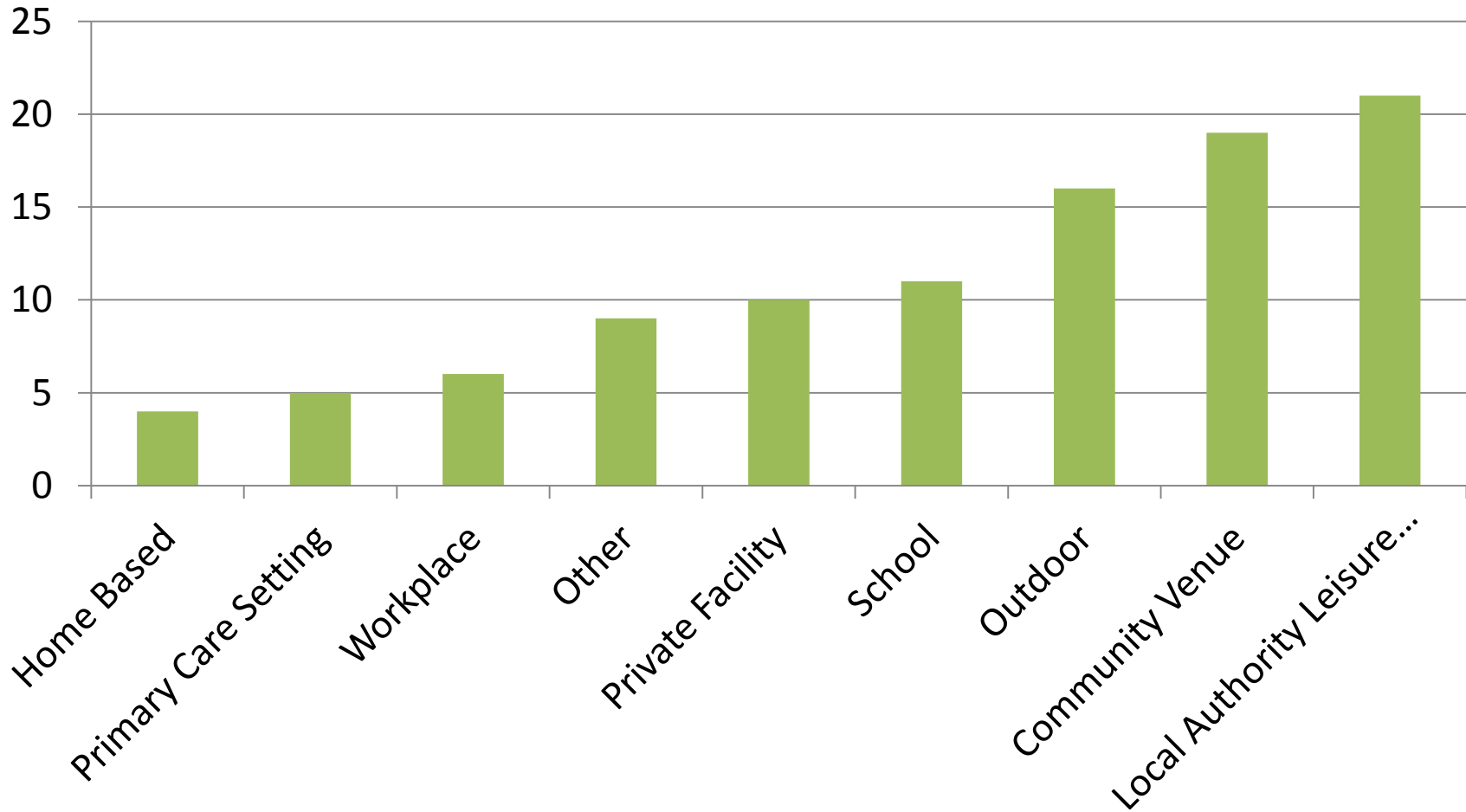


Make the case – you're the boss.

The evidence gap

- An evidence gap has emerged between laboratory based research studies that have proved the effectiveness of physical activity in controlled environments and the real world delivery of physical activity interventions.
- This inhibits scalability and wider commissioning of physical activity programmes, amongst others.

How to make the case?



Recommendations

(with a bit of coordination and commitment)

Government

Improve the collation, coordination and breadth of physical inactivity data for adults and children within a single UK-wide framework.

Increase investment into researching physical inactivity interventions that can be applied to every day settings including leisure, transport, planning and education.

Establish a UK-wide framework to support the development of a more data-oriented approach to measuring outcomes and benchmark progress across the physical activity sector.

Local Authorities

Prioritise and resource physical inactivity interventions to the same level as other top tier public health risks.

Ensure physical activity provision is integrated into planning and implementation across areas such as public health, social care, education, environmental planning and transport policies.

Require all Health and Wellbeing Boards to have a designated physical activity champion, who will specifically work to ensure its appropriate integration and provision based on local needs.

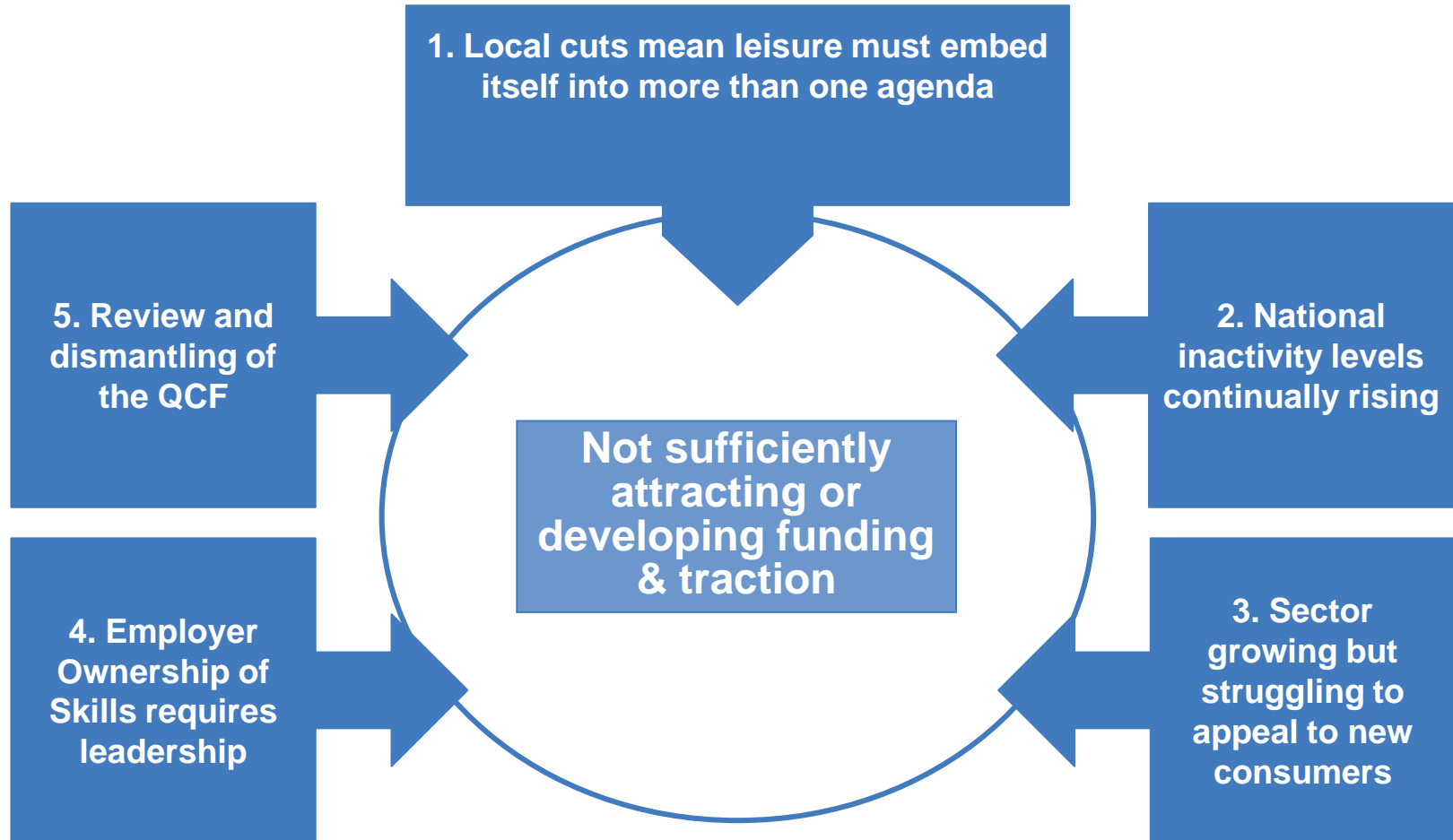
The Activity Sector

Design and implement programmes with a focus on engaging inactive people and providing inclusive services aimed at reducing health inequalities.

Implement routine data collection at base line, exit and follow up for programmes to demonstrate impact in the short and long term.

Use the data that has been collected to shape and refine physical activity programmes, interventions and services.

Our landscape



Our mission

Skilled workforce



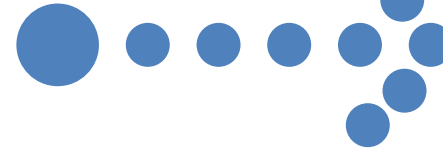
Talent Acquisition



Talent Retention



Workforce
fit for
purpose of
an active
nation



Thriving
sector &
active
nation

CIMSPA

CHARTERED INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY

The Strategic Lead for Professional Development

CIMSPA's aspirations: "Shape the Future"

- Major growth in membership, credibility and relevance
- Represents the standard for management and leadership in the industry
- Membership and fellowship highly valued by members and recognised across and outside the sector
- Professional pathways clear and effective for managers and leaders within the sector

Growth in the number of managers attracted to the sector and quality of management/ leadership within it

Implications for CIMSPA's role:

- Be more "strategic"; play a lead role in setting direction and standards for the sector
- Drive the creation of a Professional Development Framework - holistic programme targeted at middle and senior management
- Accredit providers of qualifications/ courses at all levels in the pathway
- Provide a strong membership offering at all levels
- Build stronger trust based relationships with key partners

Our long term vision

Providing opportunities for young leaders to develop and succeed

“Shaping the future” - in 5 years

- Major x 10 growth in membership, credibility and relevance of CIMSPA
- Represents the standard for Management and Leadership in the Industry
- Membership and fellowship highly valued by members and recognised across and outside the sector
- Professional pathways clear and effective for managers and leaders within the sector

Providing leadership on the development and management of talent pathways



Some recommended reading:

- “Identifying ‘what works’ for local physical activity interventions”.
- www.researchinstitute.ukactive.com
- “Steps to Solving Inactivity” report
- www.ukactive.com
- “Labour’s New Approach to Public Health in the 21st Century”
- www.yourbritain.org.uk