



Department
for Culture
Media & Sport

Our Sporting Future

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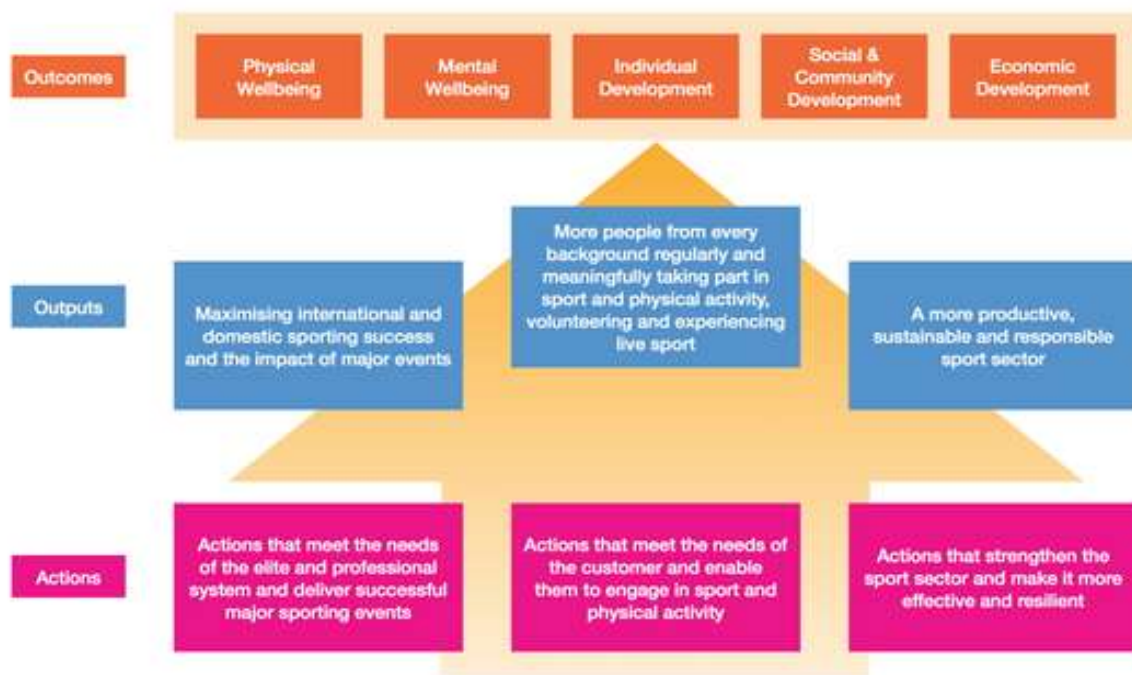
***Sporting Future* - Context**

- 13 years since the previous sport strategy and participation rates had been flatlining. Active People Survey June 2015 figures disappointing
- Increasing awareness of the need to take concerted cross-sector action against physical inactivity: Moving More, Living More (Feb 2014), Everybody Active Every Day (October 2014)
- Public consultation summer 2015 - strategy published December 2015
- Comprehensive and cross departmental strategy that sets the long-term direction for all aspects of sport.

So, what does the strategy say?

- A brand **new Framework** which sets out broader **outcomes** that sport should deliver.
- 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 much stronger focus on reaching **under-represented groups** and getting **inactive people** moving in ways that suit them
- **Sport England to cover age 5+ (outside school) and wider physical activity.**

The Framework for a new Sport Strategy



A sporting contribution...

- **Physical Health** (prevention of variety of health issues, future cost savings to the NHS)
- **Mental Health and Wellbeing** (emotional health, positive body image, feeling good, tackle isolation, cost savings - social care)
- **Individual Self Development** (skills development, employability, educational attainment, teamwork, economic growth)
- **Social/community good** (community cohesion, civic engagement, positive distraction activity)
- **Economy and Brand Britain** (top 15 economic sector, soft power)

... sport can contribute but of course will not be the sole vehicle for delivering these benefits.

Progress so far - includes

- Sports governance code - October 2016
- New Active Lives Survey - January 2017
- Sport England strategy with commitment to £250m to fight inactivity - May 2016
- Duty of Care report - April 2017
- Appraisal of County Sports Partnerships - August 2016
- Sports Business Council - June 2017
- Coaching Plan - November 2016
- Volunteering strategy - December 2016
- PHE report on Everybody Active Every Day implementation - February 2017
- Rio 2016 - second in O&P medal tables

Fighting inactivity

- Massive shift from funding sport through NGBs to funding wide variety of partners to fight inactivity
- 25% of Sport England funding (c£250m over 4 years) to go on fighting inactivity
- £10m on Active Ageing Fund
- £40m on funding to get families active
- Up to £130m on Local Delivery Pilots

Local Delivery Pilots

- Investment of up to £130m in c10 areas
- Work in local areas with range of partners, trialling new interventions to achieve lasting behavioural change
- Whole system change, huge opportunity/challenge
- Need mix of areas: urban/rural etc
- Strong commitment up to at least 2020
- Share learning with other areas, drive wider change
- Some areas may start in late 2017

Data/digital

- Active Lives survey - from Jan 2017, gives broad and robust understanding of sport and physical activity
- Active Lives Children now in schools, huge potential to provide better understanding
- Sport England collaboration with Open Data Institute

Workforce

- Need for greater diversity in wider sport workforce, clearer pathways for progression and career development
- Need to support *Sporting Future* agenda, importance of soft skills and making environment welcoming for inactive and less active people
- HE, FE, apprenticeships
- Sport England: coaching plan (Dec 2016), coaching plan (Jan 2017), workforce strategy (autumn 2017)
- Role of CIMSPA and UK Coaching

Cross-government picture

- Childhood Obesity Plan (August 2016) - strong emphasis on sport and physical activity, including money from sugar levy going on school sport and PE and a high quality offer to schools from County Sports Partnerships
- Cycling and Walking Investment Strategy (April 2017) - double cycling activity by 2025, increase walking activity by 2020, making cycling and walking the natural choices for shorter journeys, or as part of longer journeys
- Mental health...
- Social Integration...
- Crime prevention, gangs...
- Link with civil society, inc volunteering, social investment...

Challenges/opportunities

- Funding, including of local government
- Falling lottery sales
- Spending Review
- Brexit/international trade
- Digital
- Safeguarding/Duty of Care

Contact details

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