



Department
for Culture
Media & Sport

Sporting Future: A New Strategy for an Active Nation

Andrew Honeyman, Head of Sport, DCMS

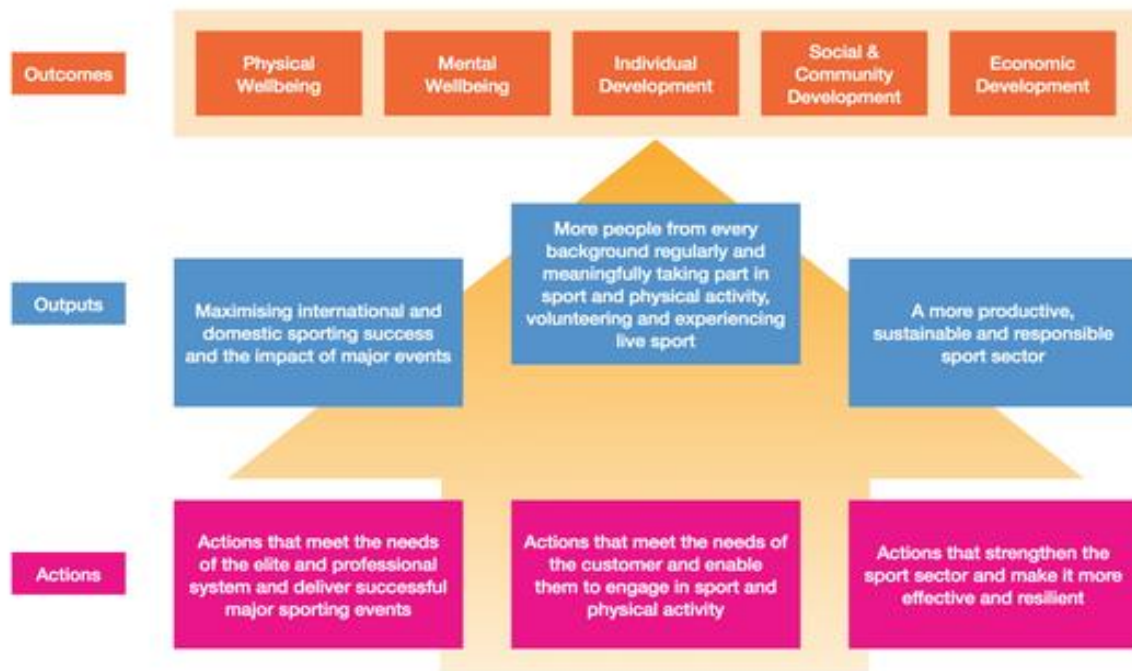
Sporting Future - Context

- 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 focussed 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**
- **Winning**- we want success, both for our domestic leagues and internationally
- Using **the power of sport** to further the UK's interests abroad
- Importance of **integrity and safety within sport** - Duty of Care & new sport governance code

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

Workforce

- Need for greater diversity in wider sport workforce, greater transparency in recruitment and clearer pathways for progression and career development
- Skills framework being developed for each level (1-9), covering paid and voluntary, back-office and front-line roles
- HE and FE sector to ensure graduates are high-quality and have right skills set for employers and making new apprenticeships system work for sector
- **Sport England developing a workforce strategy for October 2017 to build on coaching plan and volunteering strategy and work with Chartered Institute for the Management of Sport and Physical Activity towards greater professionalisation of sport sector, including good quality CPD provision**
- CIMSPA-led Professional Development Board providing strategic oversight of sport and physical activity workforce issues

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...

Role of local authorities and CLOA

- Local authorities continue to be key: biggest public sector investor in sport and physical activity; understanding of communities drives participation
- What scope for further joint working?
- What specifically can CLOA offer?

Contact details

Andrew Honeyman, Head of Sport, DCMS

andrew.honeyman@culture.gov.uk