



Improving Lives through Sport
The Big Local 15 Feb 2017

Engage, support, inspire
through Sport & Physical Activity



How can Sport:

Inspire everyone?

Support well-being?

Bring communities together?

What we will cover



- **An intro to Sport England and County Sports Partnerships (CSPs)**
- **The magic of *Sport**
- **The benefits of Sport and PA to your community**
- **How active should we be? How active are we?**
- **The barriers to getting active.**
- **What can you do to get your communities moving?**
- **What can CSPs do to help?**

Who are you?

Who are you with? (area/org)

On a scale of 1-10 How important is sport or physical activity in your life?

Max 30 secs to explain!

Government Strategy (2016-21)

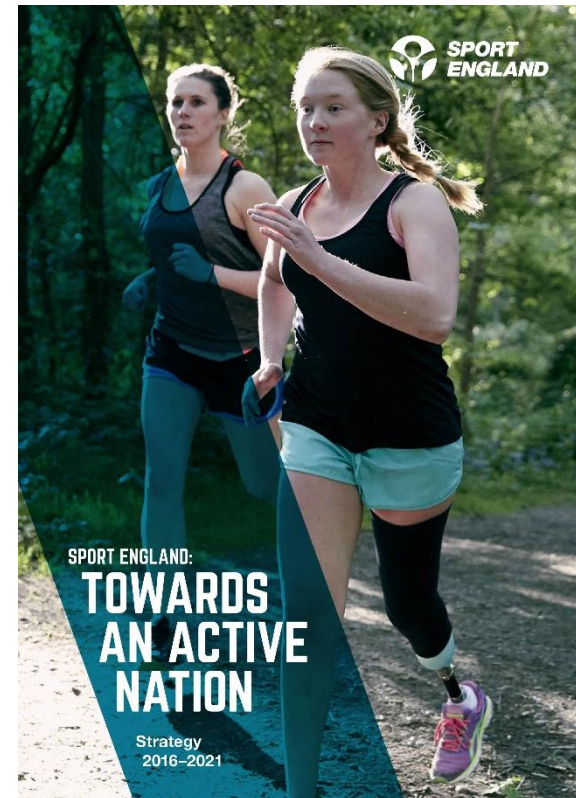
Sporting Future:

A New Strategy for an Active Nation



#SportingFuture

Sport England's Strategy



Sport England's Vision

We're here to increase the number of people doing sport and activity – no matter what their background, ability or age

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.





More people taking part in sport and activity

More young people (11-18) having a positive attitude to sport and pa

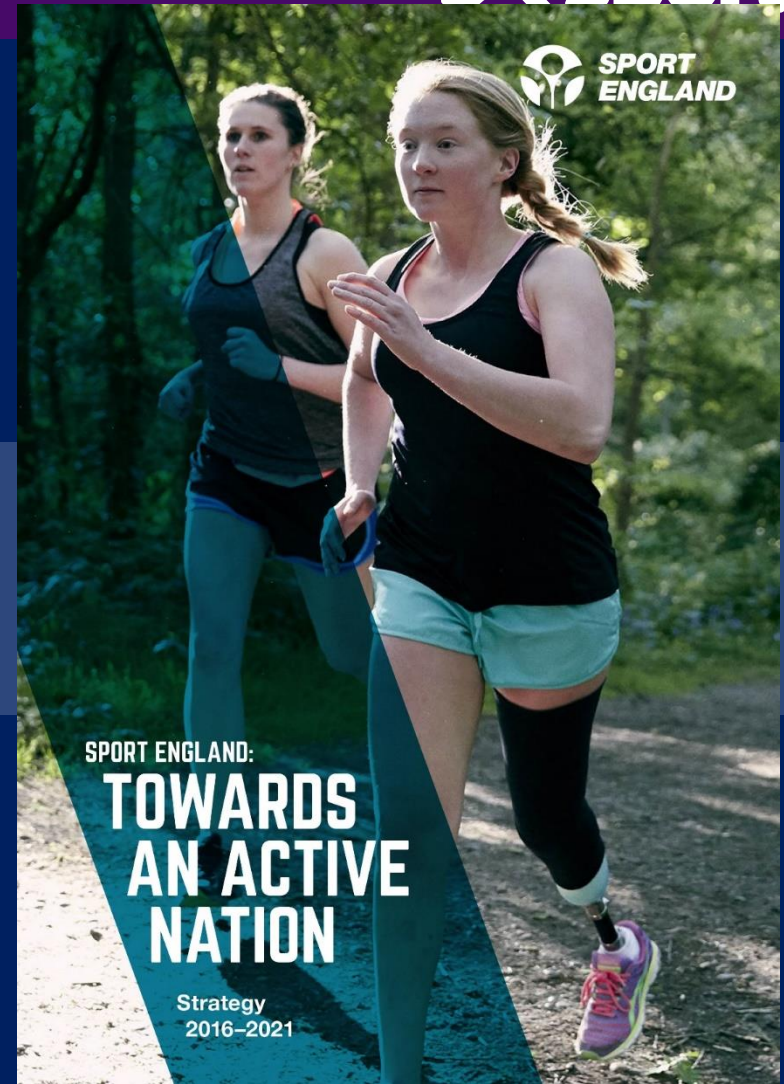
Better use of public facilities by communities

Improve children's (5+) confidence and competent

More adults using the great outdoors for being active

Increase investment in sport (outside public sector)

More people volunteering in sport (wider backgrounds)



What they will invest in & how much?



1. Tackling inactivity
2. Children and young people
3. Volunteering
4. Taking sport and activity into the mass market
5. Supporting sport's core market
6. Local delivery
7. Facilities



County Sports Partnerships



CSP - our role

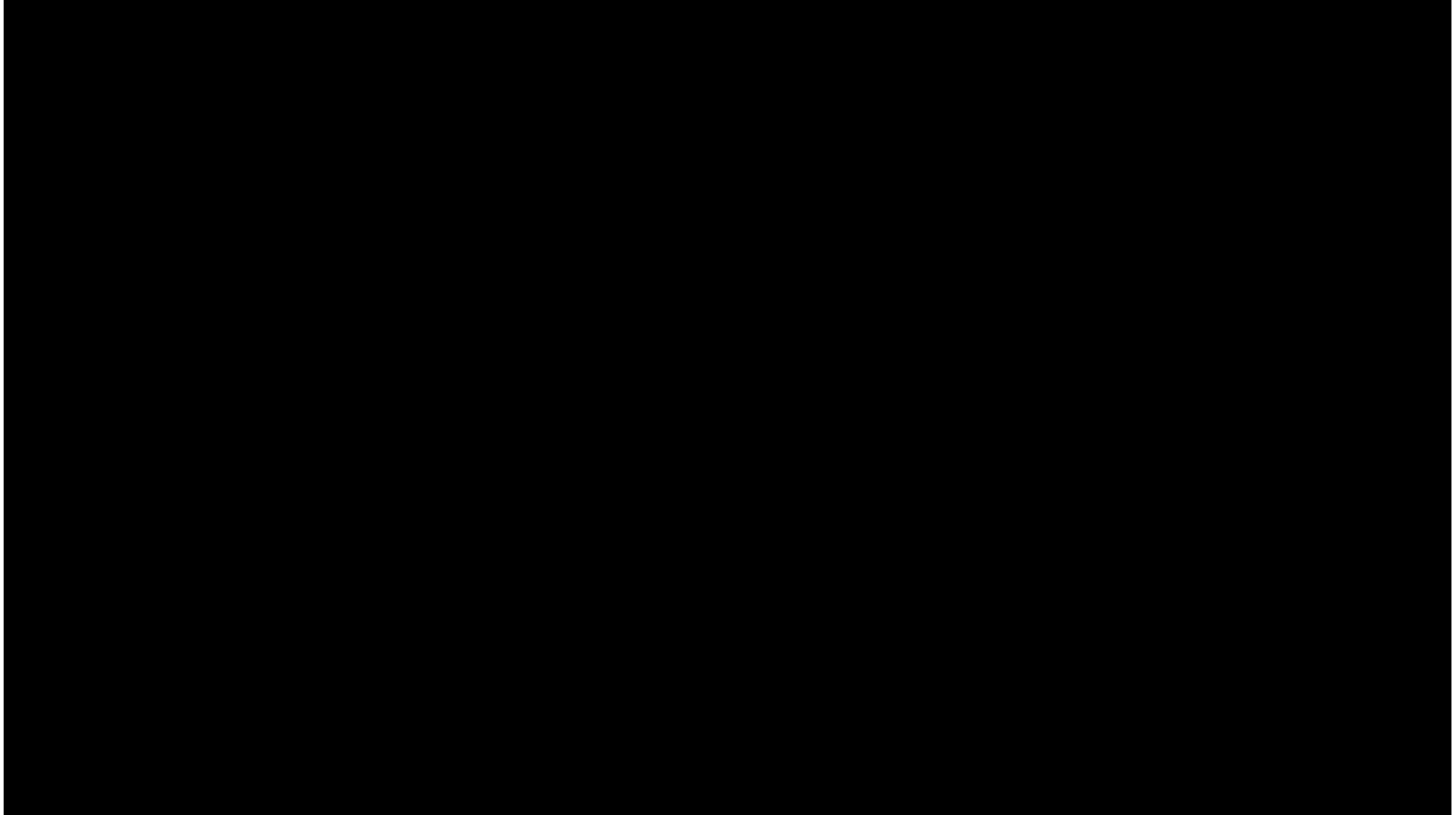


Our role - now

Future (post Sept 17)

- The Eyes & Ears for SE
- A granular understanding of our area - 'knowing our patch'
- Sharing this understanding - Developing, analysing, communicating insight.
- Brokering – bringing partners together
- Engaging more non-traditional partners in to help in-actives get active

The Magic of Sport



Group exercise



The Magic and Power of Sport.

What are the benefits of being involved in sport or physical activity for:

Individuals

Communities



The Magic and Power of Sport.

What are the benefits of being involved in sport or physical activity for:

Individuals

Communities

The social value of sport



How much activity should we be doing?



How active should we be?



CMO recommended physical activity levels

5 x 30 per week (150 minutes total) **YELLOW**

1 x 30 per day **GREEN**

3 x 30 per week (90 minutes total) **BLUE**

What level of intensity is recommend?

Gently exercise **GREEN**

Huffing and puffing so you can't talk **YELLOW**

Getting warmer, heart beats faster, breathing harder but still able to chat. **BLUE**

Strength work necessary

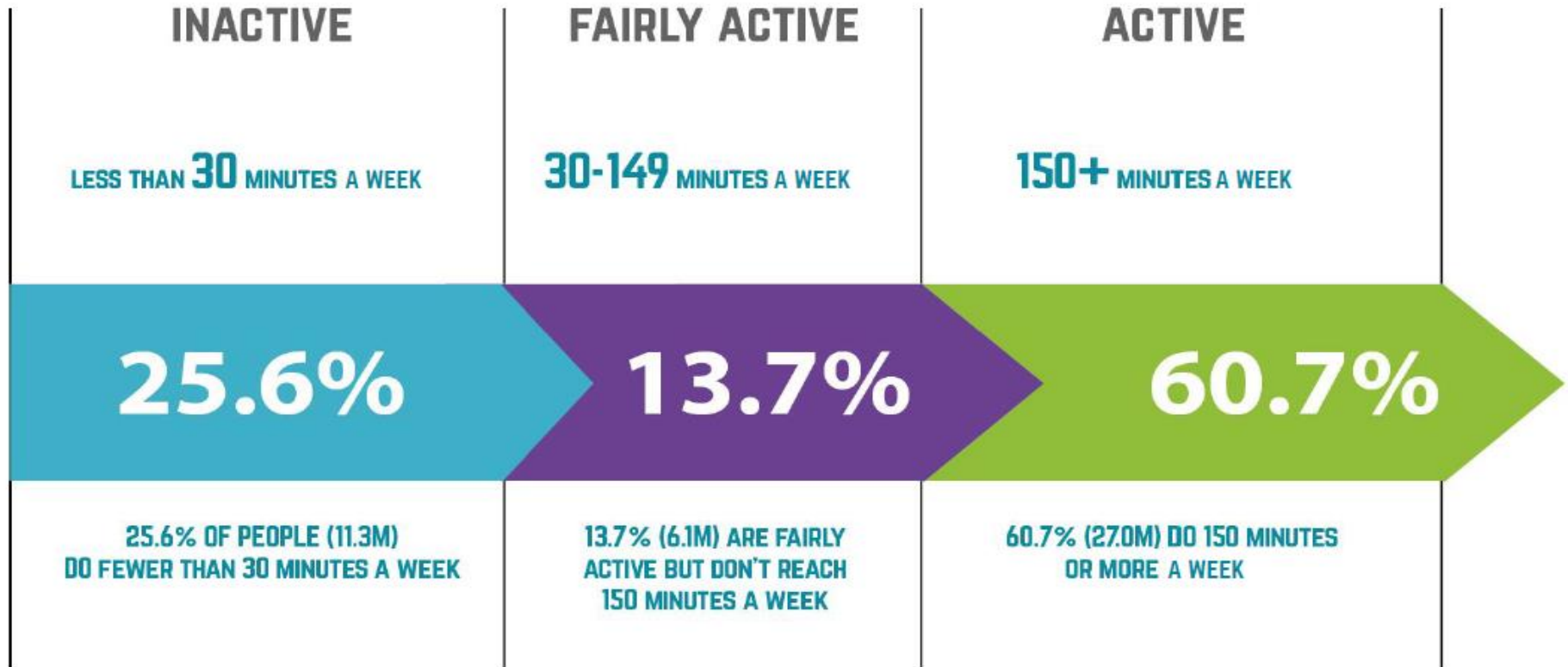
Adults over the age of 40 should not undertake strength training. **YELLOW**

Adults should undertake physical activity to improve muscle strength on at least two days a week. **GREEN**

The older adults become more at risk of injury if they undertake strength building activities and therefore it is NOT recommended. **BLUE**

How active are we?

LEVELS OF ACTIVITY



Source Active Lives (Jan 2017)

Why aren't we active enough?



The barriers to being active – exercise.

Why aren't we more active?

What stops us being more active?

What makes it harder for us?

A Big Active Local



What's your cunning plan?

**What would your Big Active Local
Community look like?**

**How could your Big Local help
achieve some of this?**

What can you do to get your communities moving?



What could you do through The Big Local to get your communities moving.

Think about:

What's really positive/ working well in your communities around sport/pa?

Do you know what you have / what exists – clubs / programmes / sports / facilities / green spaces / opportunities to get active in your local community?

Do you know what sort of clubs you have? Do they cater for the whole community?

What's missing?

Is there a specific group in their communities that are not particularly catered for Sport/pa.

How can your CSP help?



Insight - Help you to know your area / your clubs / your facilities / to understand your community and how active / inactive particular groups may be.

Research – research about what works for particular target groups.

Customer insight – help you to understand your audience / what they need / want

Access to tool kits and advice to help explore programme / product design

Funding support – to access match funding

Brokerage – help to tap into partners / partnership / expertise

Promotion and marketing – getting the message out

Improving Lives through Sport



In your community could sport:

Inspire everyone?

Support well-being?

Bring communities together?



This Girl Can



Thank you



Everyone able to improve the quality of their life through involvement in sport and physical activity