



Lancashire Sport Partnership


Sport – A tool for health and wealth in disadvantaged communities?

Adrian Leather
Chief Executive

www.lancashiresport.org.uk

Find us @LancashireSport



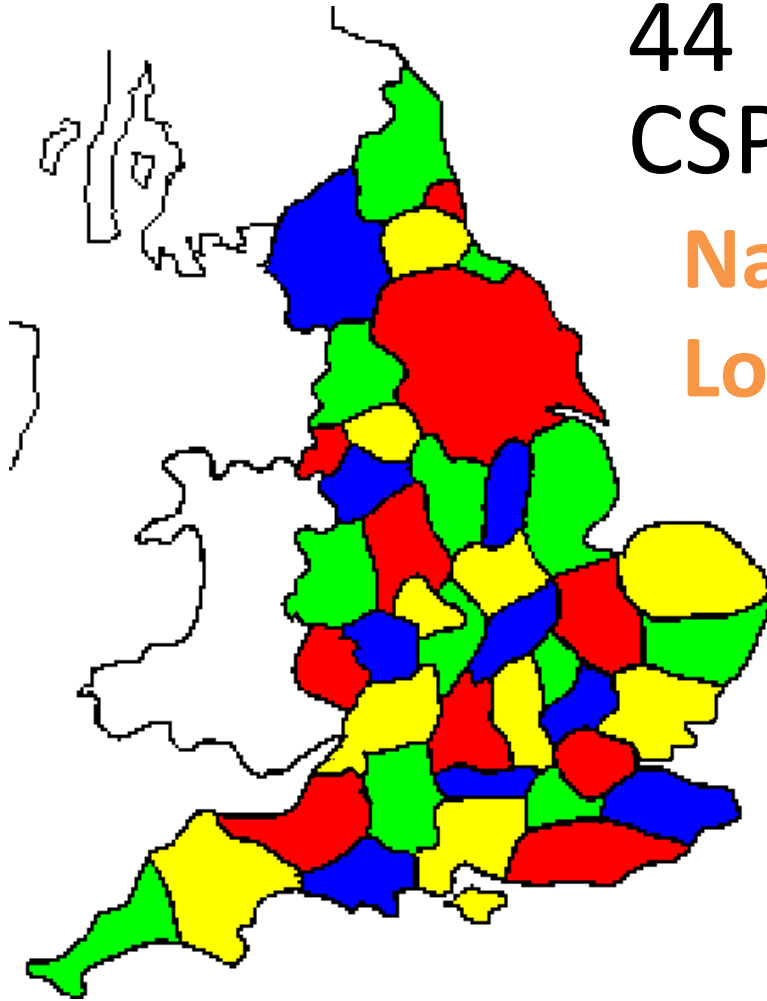
Supported by the NHS 



CSP NETWORK
NATIONAL REACH • LOCAL IMPACT

44 Independent CSPs

**National Reach,
Local Impact**



Vision

Active lifestyles and participation in sport is the new social norm for everyone.

Mission

Transforming lives by growing grassroots sport and championing active lifestyles.

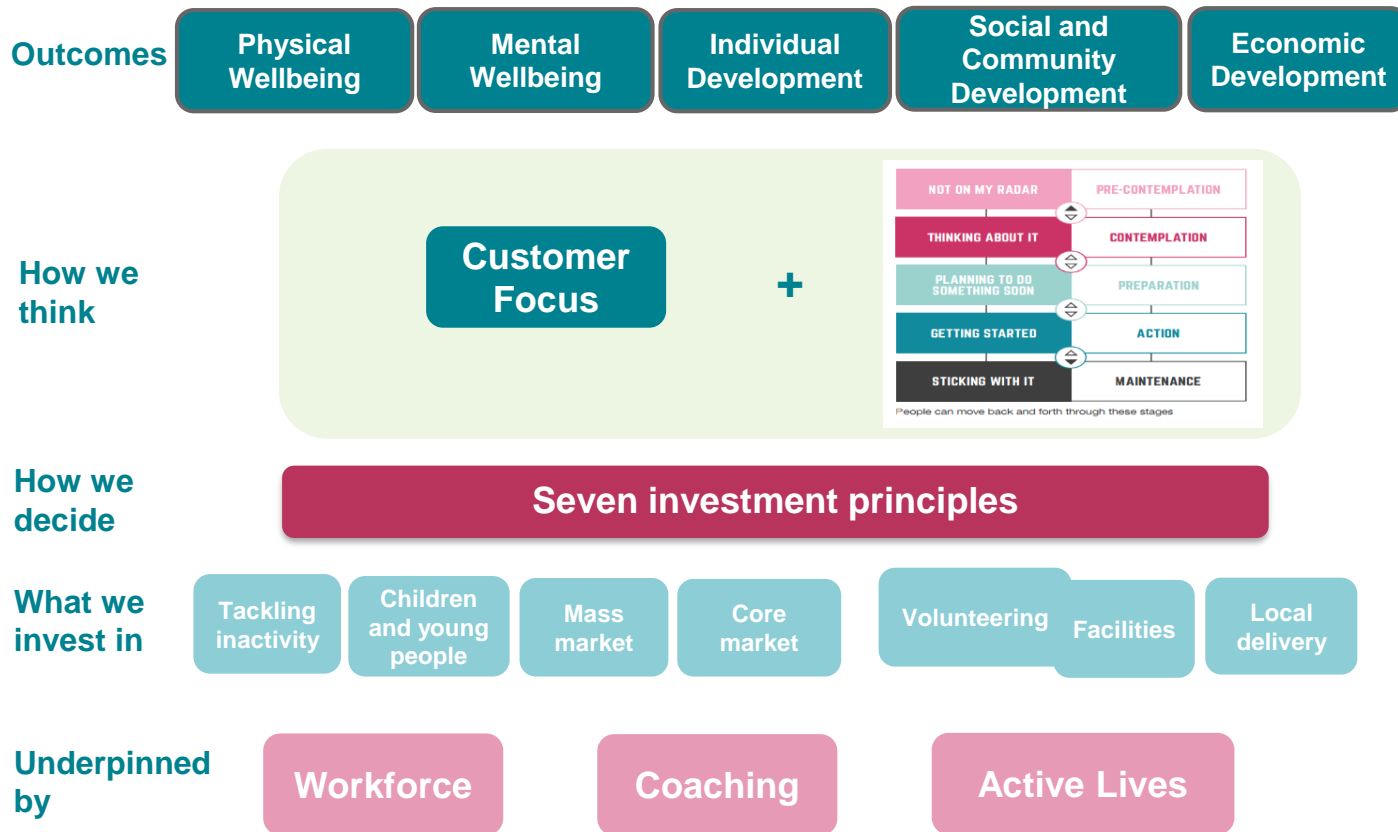
Core Functions

Influence local strategy and investment
Guide participants relationship with sport & physical activity
Shape the sport and physical activity market

Core Values

Customer focus, high performing, enterprising, collaborative, equitable

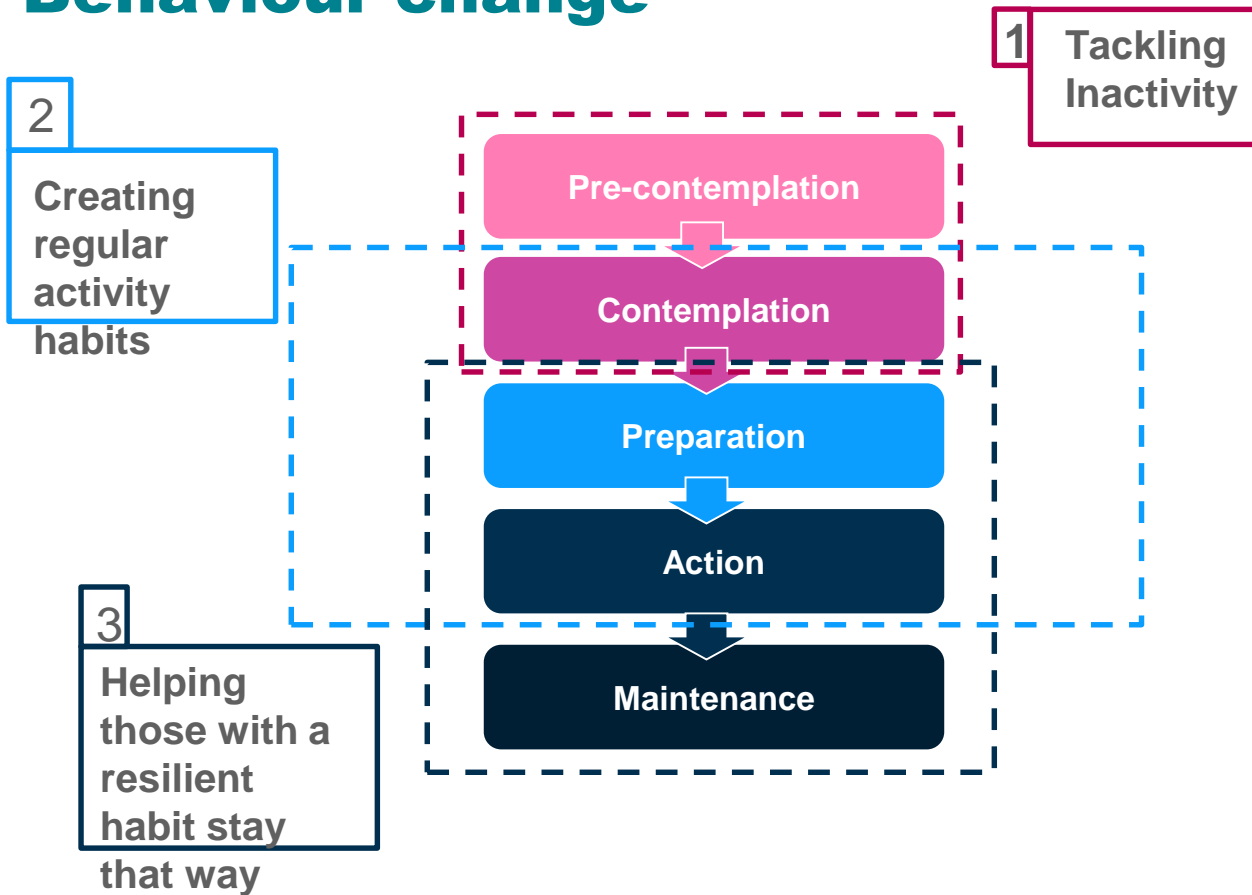
Sport England Strategy: Towards An Active Nation



Key themes

- Investing for a purpose, not sport for sport's sake
- Behaviour change
- Customer focus
- Under-represented groups
- Children and young people
- Wider partnerships
- Governance and efficiency
- A new approach to measurement and evaluation

Behaviour change



Under-represented groups

- Women
- Older people
- Lower socio-economic groups
- People with a disability
- Some ethnic groups

They need to drive growth

**"People don't buy what you do,
they buy why you do it."**

- Simon Sinek

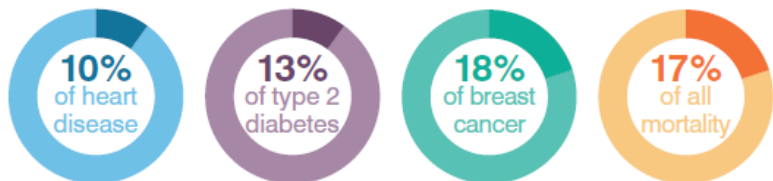


Physical activity



Inactivity, described by the DH as a “silent killer,” directly costs the NHS across the UK an estimated **£1.06 billion**

Estimates suggest that in England, physical inactivity causes



- Six districts in Lancashire are significantly worse than the national average in terms of children’s activity levels (England average 55.13%)
- In Lancashire, at a county level, the level of inactivity is 30.41% in adults.
- This amounts to 284 premature deaths per annum at a cost of £19,937,814.
- This percentage of inactivity in adults is significantly higher than the national average for England.

We have been adding years to our lives but not necessarily life to our years. Healthy life expectancy in males has decreased since 2009. If not addressed, this is likely to affect the economy and productivity of our workforce.

STEP Capabilities for mainstream school and club participants



SOCIAL

Communication

Teamwork

Leadership



THINKING

Problem-solving & Creativity

Planning

Self-reflection



EMOTIONAL

Confidence

Determination

Self-discipline



PHYSICAL

Agility, Balance & Coordination

Fitness

Sporting Skill

Social Impact


www.lancshiresport.org.uk

Find us @LancashireSport



Lancashire Sport
Partnership



Supported by the NHS 

People who volunteer in sport have...



10%

Higher

self-esteem, emotional wellbeing and resilience



15%

Less likely

to worry than those who have never volunteered



18%

More likely

to feel proud of themselves



28%

More likely

to feel what they do has importance³

Engaging with change:

- Place based
- ABCD models of investment
- Partnerships focused on the customer journey
- Health and wealth narrative
- No single provider models
- SROI



Where will this approach take us:

- Place based
- ABCD models of investment
- Partnerships focused on the customer journey
- Health and wealth
- No single provider models
- Research, learning, evidence

Examples in Lancashire:

- Recovery project
- Mental health partnerships
- Workplace Health and digital partnerships
- Anti Social Behaviour programmes (Street Games)
- Employability programmes
- Better Care: Active Ageing Alliance