SPORT ENGLAND

New Strategy and Future Direction

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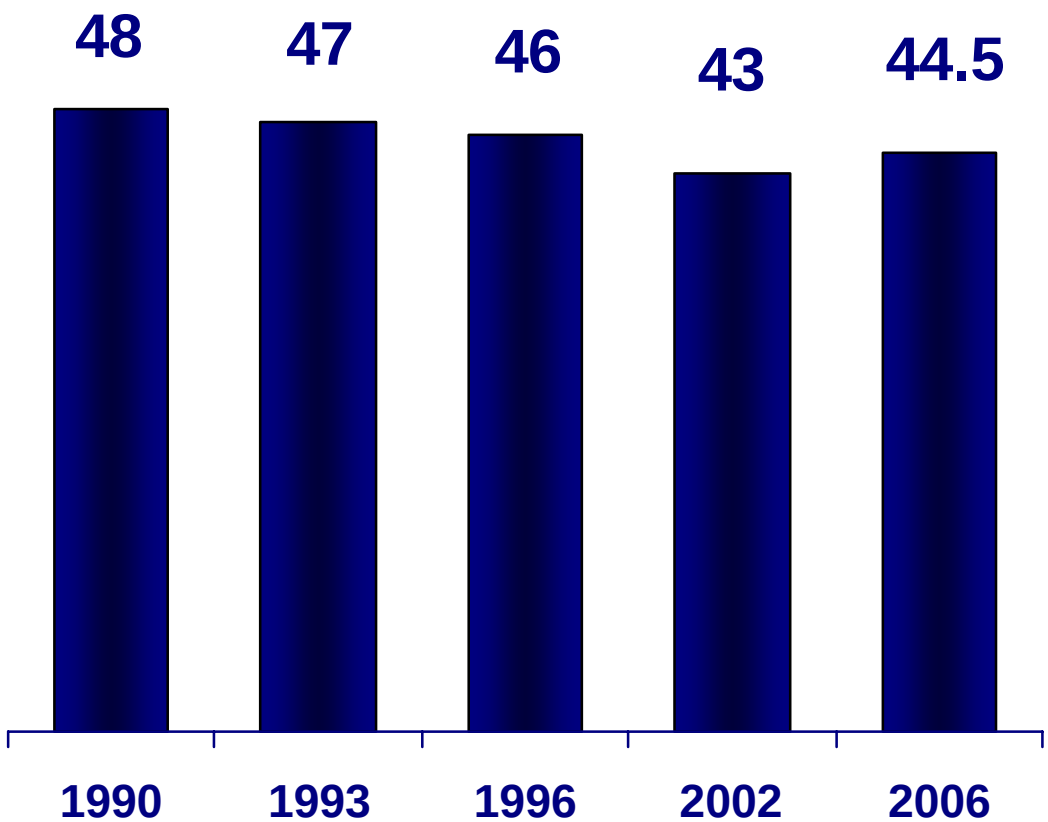
Agenda

Challenges facing community sport
2008-11 Strategy
Partnering with Local Government

Three key challenges facing community sport:
1) Growing participation *in sport*

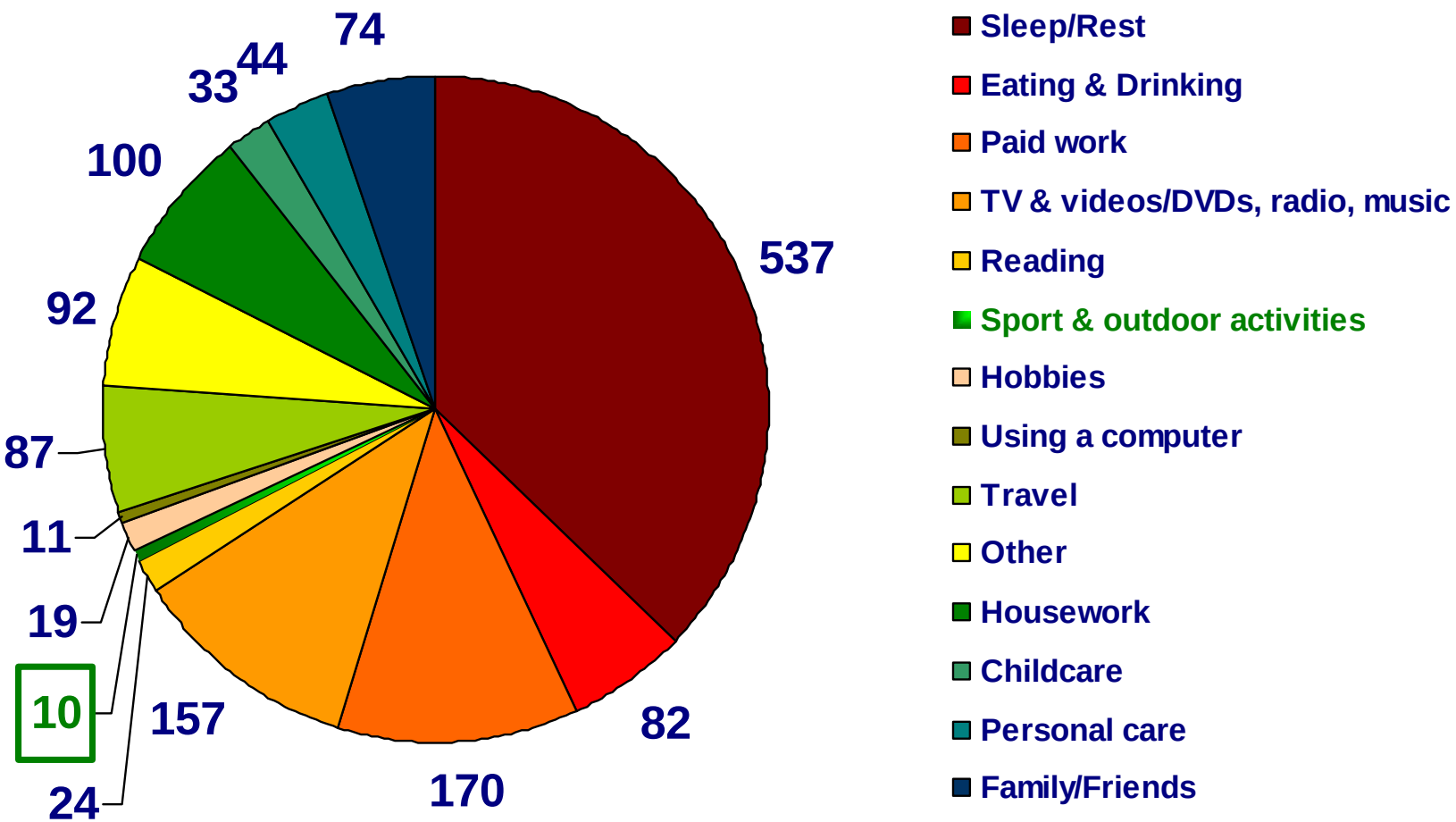
Percentage participating in at least one sport in last 4 weeks



Source: 1996 and 2002 results derived from General Household Survey (ONS); 2006 result from Active People

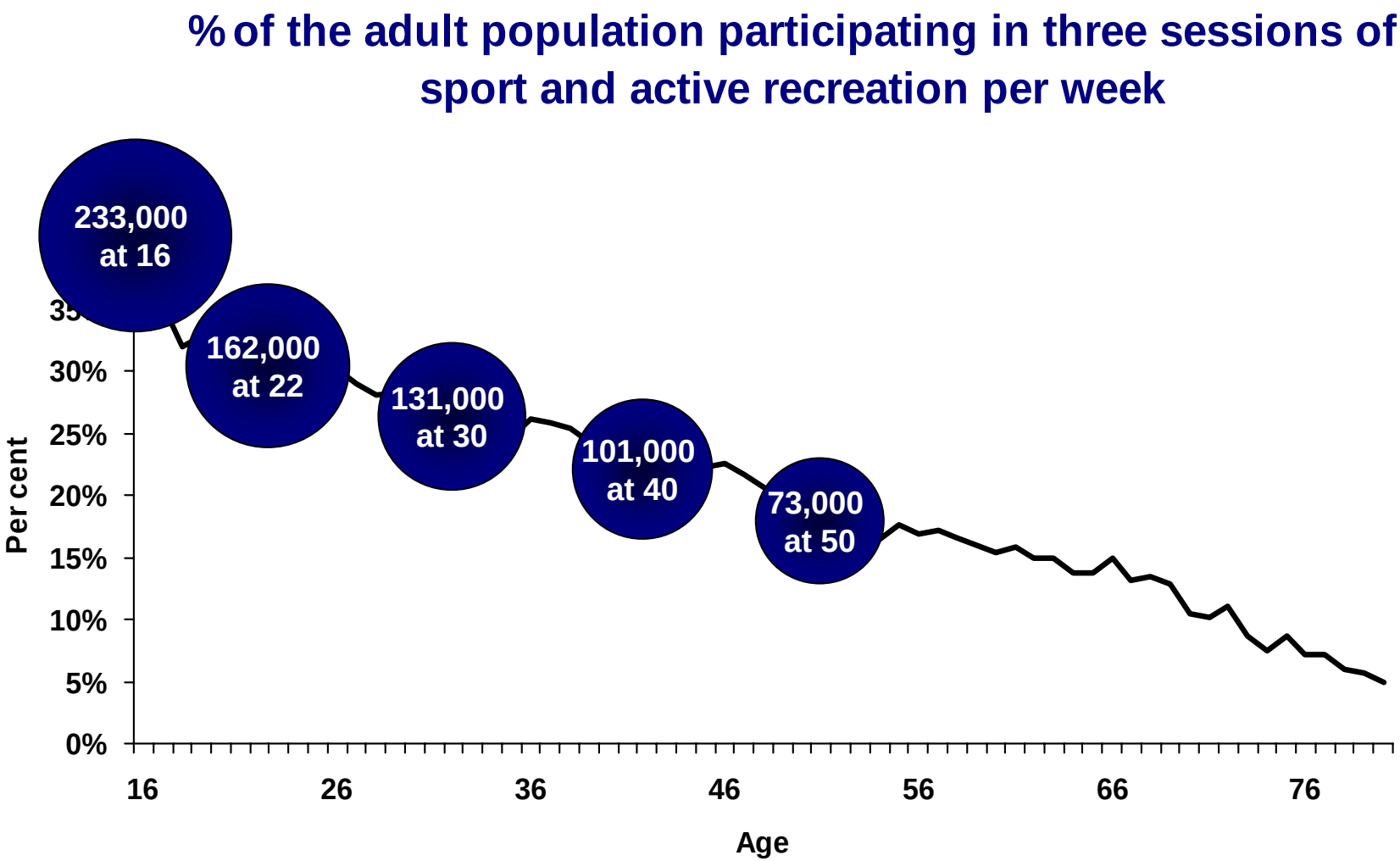
Three key challenges facing community sport:
1) Growing participation *in sport*

Minutes spent per day on different activities, all adults, 2005



Source: ONS Time Use Study 2005

Three key challenges facing community sport:
2) Sustaining participation and providing a great experience



Three key challenges facing community sport:
2) Sustaining participation and providing a great experience

85,000 16 year-olds currently play Netball

Three key challenges facing community sport:
3) Enabling people to achieve excellence and success

Agenda

2008-11 Strategy

Sport England Purpose

- Our purpose is to build the foundations of sporting success through a world-leading community sport system in which:
  - a substantial – and growing – number of people from across the community play sport regularly
  - talented people of all backgrounds are identified early, nurtured and have the opportunity to progress to the elite level
  - everyone who plays sport has a quality experience and is able to fulfil their potential
- The result – a world-leading community sport system – will be a key element of the Olympic Legacy

The Strategic Headlines

EXCEL
Talent identified and accelerated (25% of investment)

SUSTAIN
Achieving potential and having a quality experience (60% of investment)

GROW
Participant numbers increasing (15% of investment)

Outcomes

- Well-defined, appropriate talent support systems for each sport resulting in more talented performers moving onto elite programmes

Reduce the drop-off at 16 by young people in at least 5 selected sports by 25%

Increase proportion of people satisfied with the aspects of sport that are important to them

Increasing participation in sport by 1m by 2012/13

- Contributing to more young people accessing 5 hours of sport a week

How we will deliver?

- Acting as an **advocate** for community sport with national, regional and local government
- **Enabling** the delivery of community sport by creating partnerships
- **Investing** in community sport through our partners
- **Influencing** policy and decision-making through high quality research and identification of best-practice
- Holding our funded partners **accountable** for the delivery of results

Investment into community sport

- £30m ‘Themed Rounds’
- £10m Small Grants scheme
- £5m Innovation Fund
- £10m Facilities Fund
- £100-£120m National Governing Body funding

Who we plan to work with?

- Work with local authorities to sustain and secure investment in community sport
- Work with and through National Governing Bodies of sport
  - commissioning them to deliver the key outcomes identified in our strategy
  - supporting them to grow their capacity where necessary
  - encouraging them to understand and work with local government
- Engaging with other partners to influence their investment in sport or to draw on their specialist expertise to help achieve public outcomes
  - e.g. equality groups, the voluntary sector
- Creating new partnerships with the private sector, to lever investment and new skills for community sport

Agenda

Partnering and supporting Local Government is key

A core common agenda

- Providing a great experience for those in community sport
- Developing sustainable sports opportunities
- Delivering Local Area Agreements – NI8, N110 and NI157

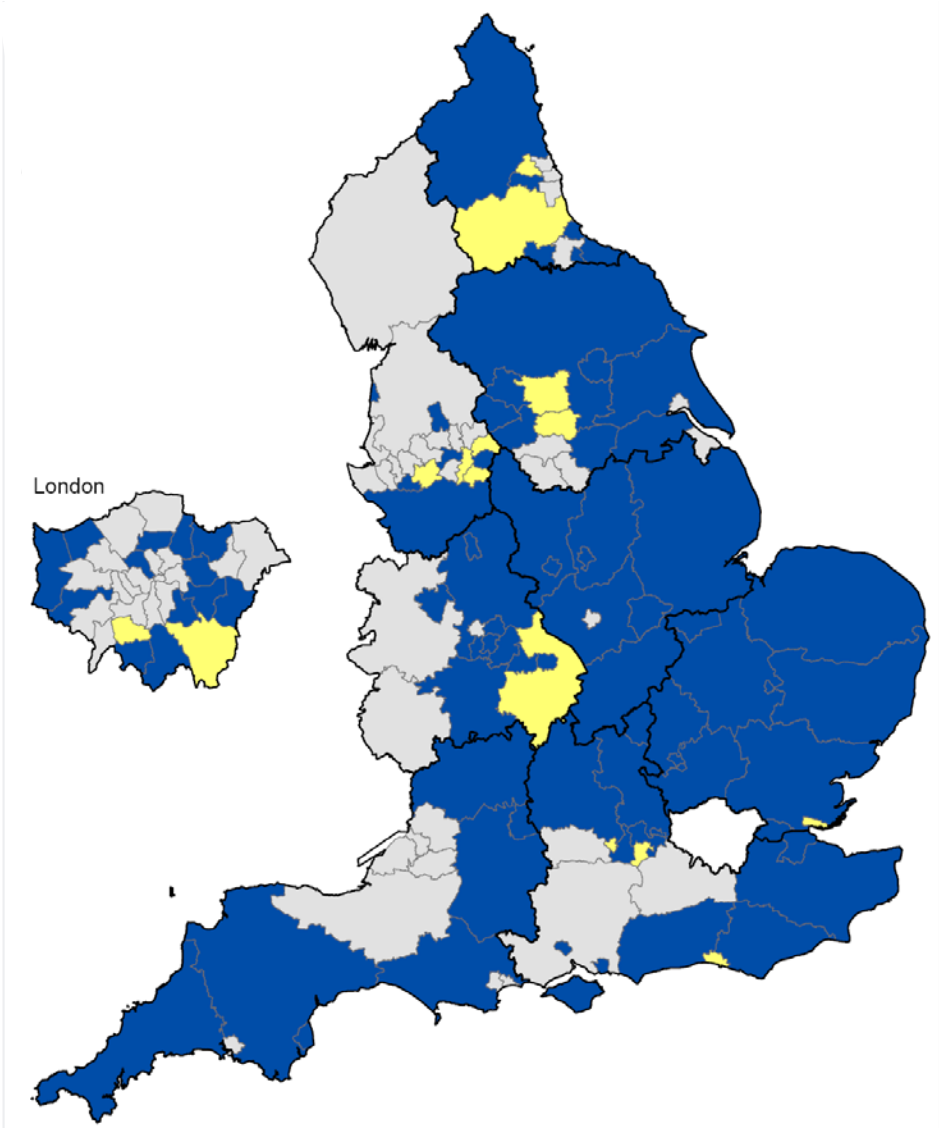
Sport offers key benefits for Local Government

- Unique reach – particularly amongst the socially deprived
- Addresses health issues
- Helps build Sustainable Communities

80 Local Authorities have included adult sport and active recreation as an improvement priority in their LAA

Improvement target

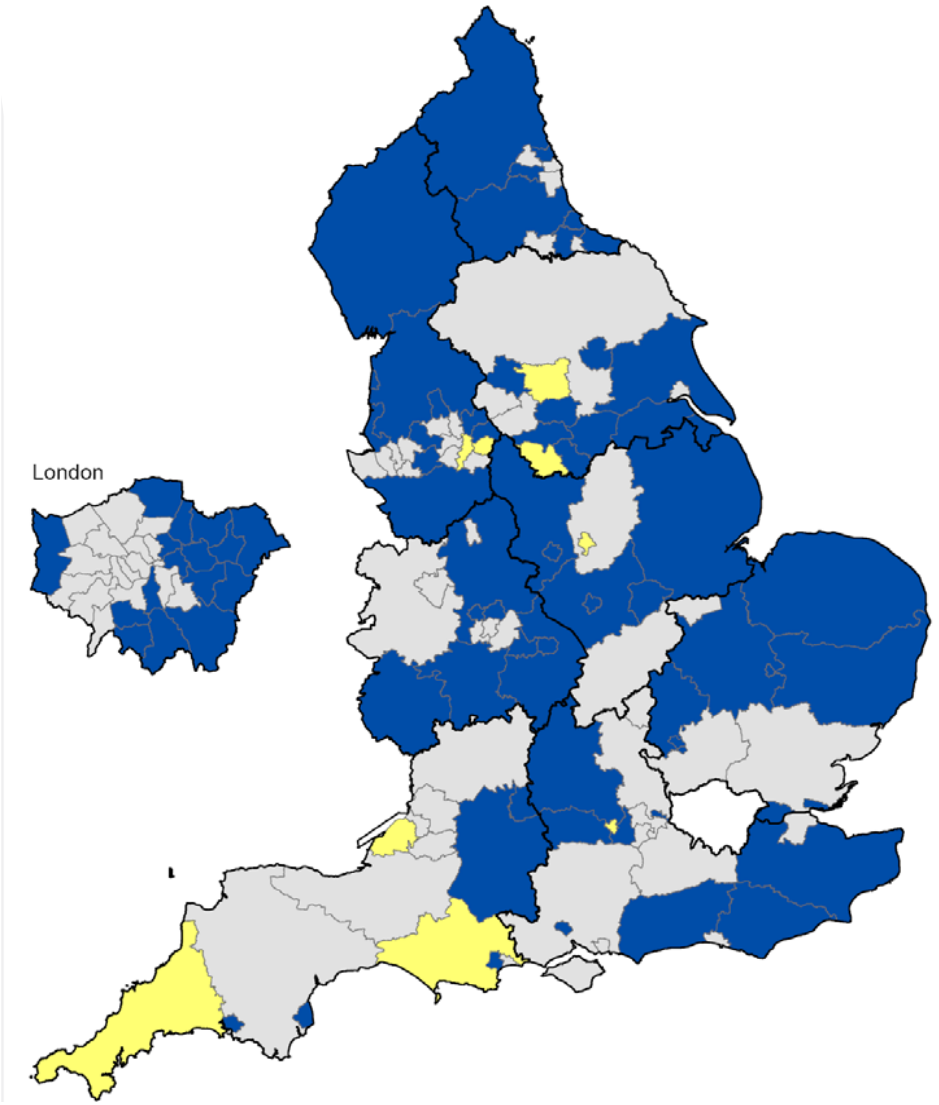
Local Target



77 Local Authorities have included positive activities for young people as an improvement priority in their LAA

Improvement target

Local Target



The Sport England Offer

Sustained funding into community sport

Creating Partnerships

- Core funding for County Sports Partnerships
- Supporting LAAs

Expertise

- Statutory and Strategic Planning
- Building Schools for the Future Team
- Facilities Improvement Service

The Sport England Offer

Tools and information services

- Active People
- Active Places
- Active Design
- Shaping Places Through Sport

People

- National Local Government and Sustainable Communities Team
- Dedicated Local Government Relationship Team in every Region

Summary

Our strategy is to:

- Work with local authorities to inform, sustain and secure investment in community sport
- Work with and through National Governing Bodies of sport to deliver public outcomes
- Engage with other partners to influence their investment in sport or to draw on their specialist expertise to help achieve public outcomes
  - e.g. equality groups, the voluntary sector, private sector
- Work to create a strong, mutually-beneficial ‘offer’ between SE, local government and National Governing Bodies