



**SPORT
ENGLAND**

Mike Diaper Sport England



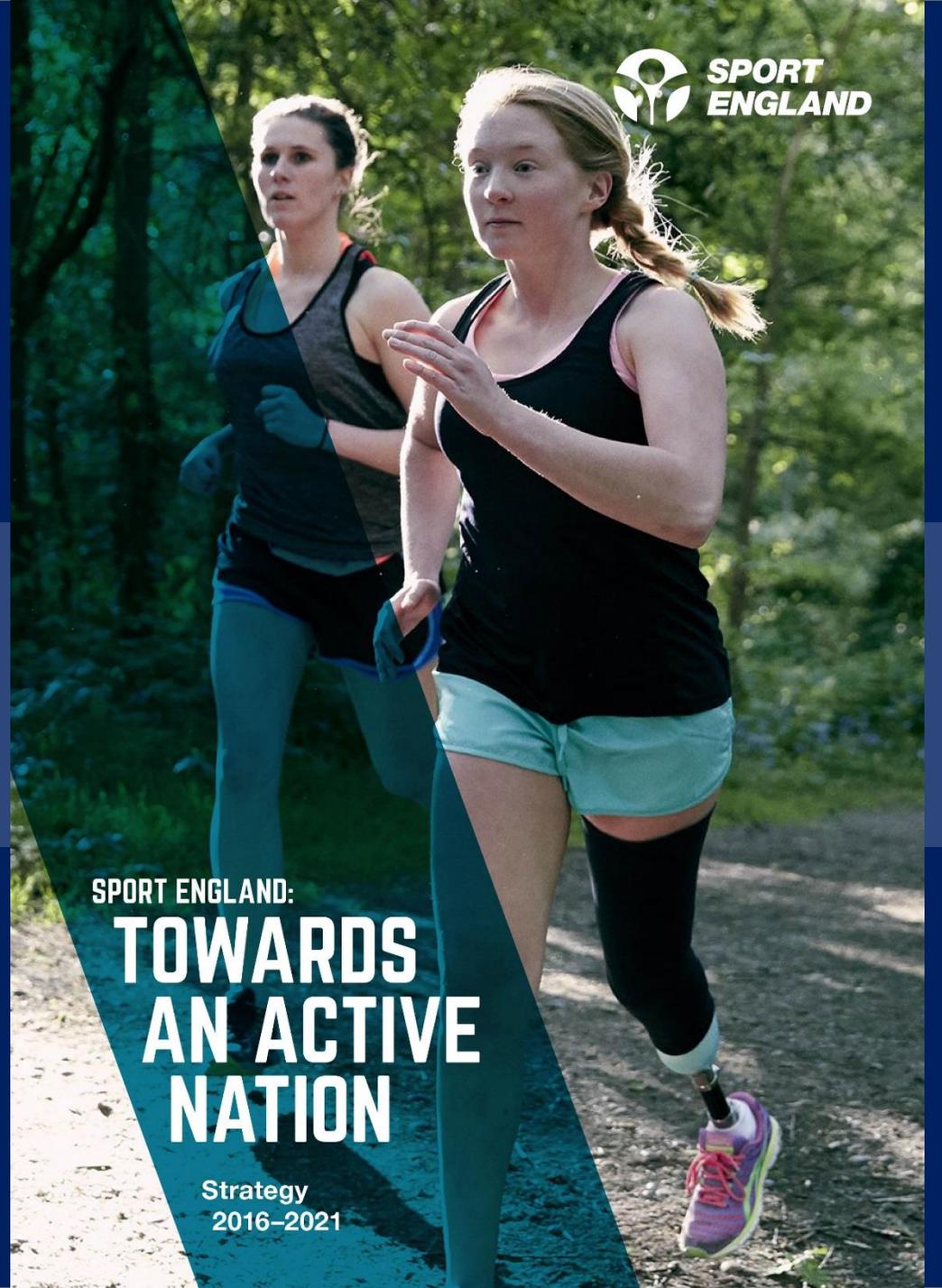
@mikediaper



**SPORT
ENGLAND**

SPORT ENGLAND:
**TOWARDS
AN ACTIVE
NATION**

Strategy
2016–2021



Government Strategy: *Sporting Future*

Outcomes



Outcome Measures



More people from every background regularly and meaningfully taking part in sport and physical activity

A more productive, sustainable and responsible sport sector

Sporting Future:
A New Strategy for an Active Nation



#SportingFuture



Sport England's Vision

We want everyone, regardless of age, background and level of ability, to feel able to engage in sport and physical activity.

Some will be young, fit and talented, but most will not. We need a sport sector that welcomes and meets the needs of everyone, treats them as individuals and values them as customers.

Sport England Strategy: Towards An Active Nation (2016-21)

Outcomes

Physical Wellbeing

Mental Wellbeing

Individual Development

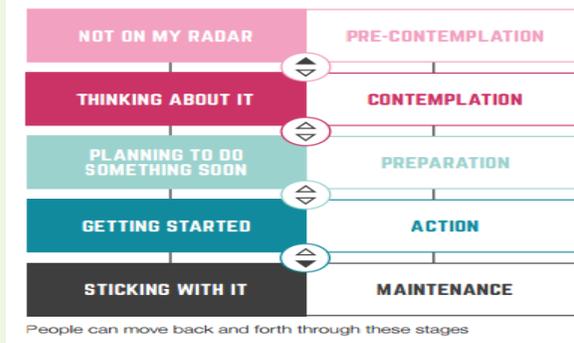
Social and Community Development

Economic Development

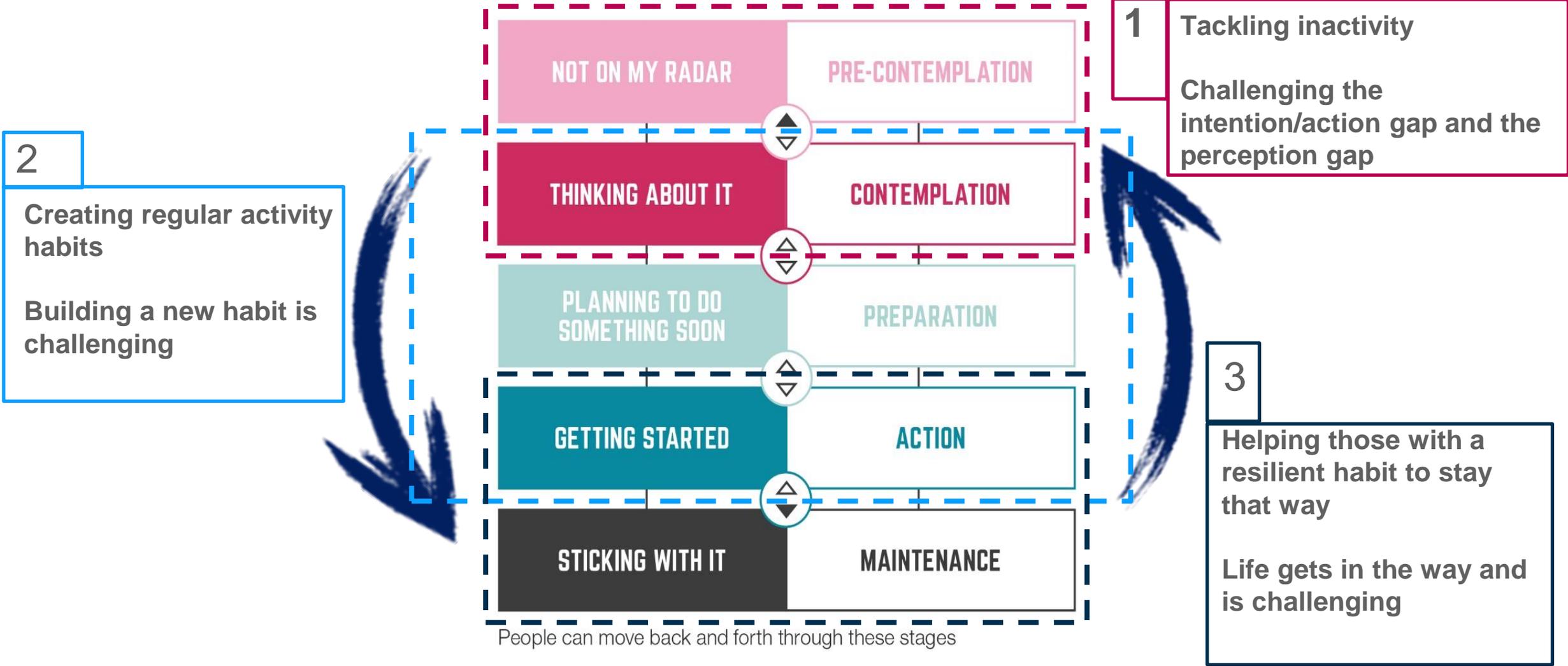
How we think

Customer Focus

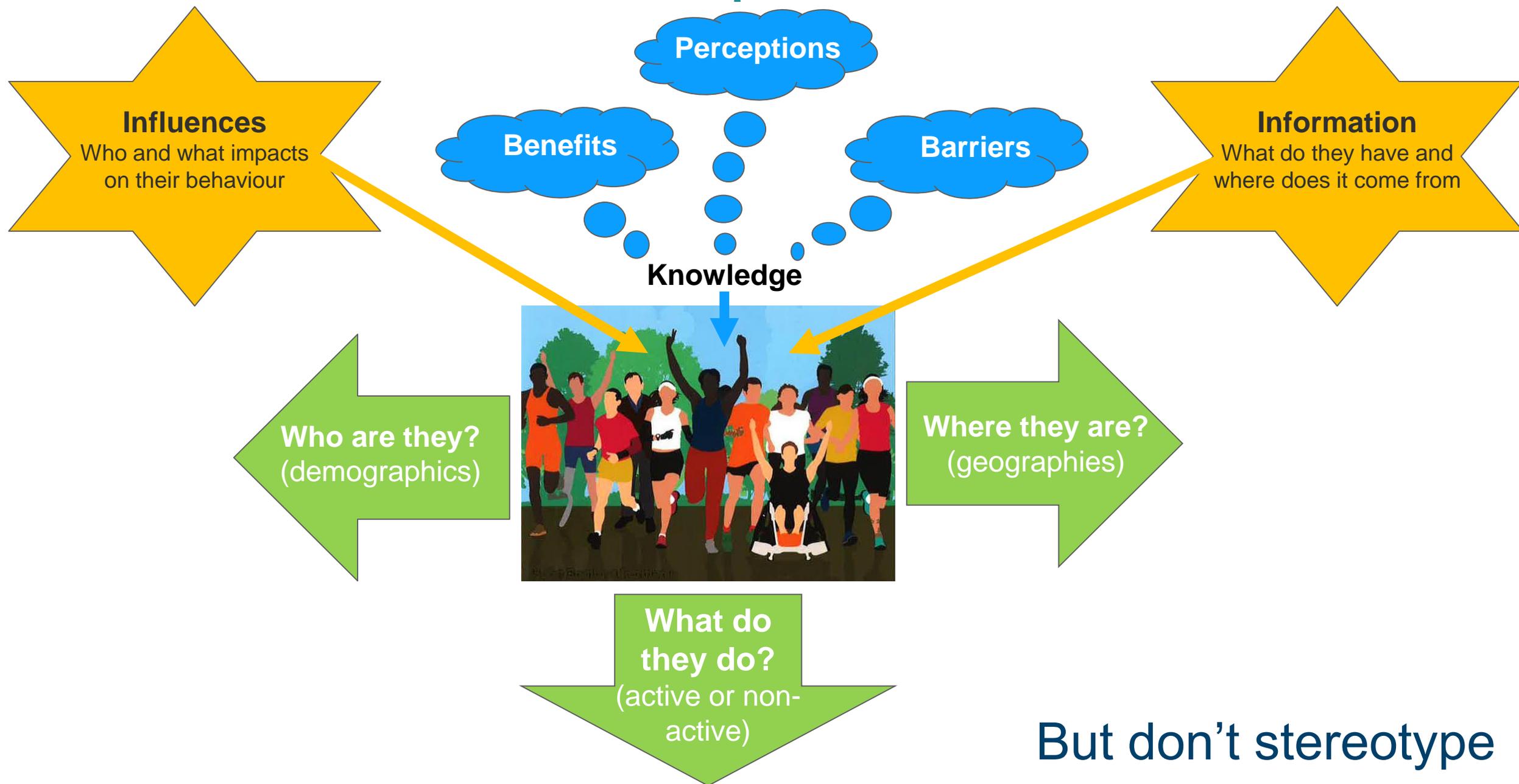
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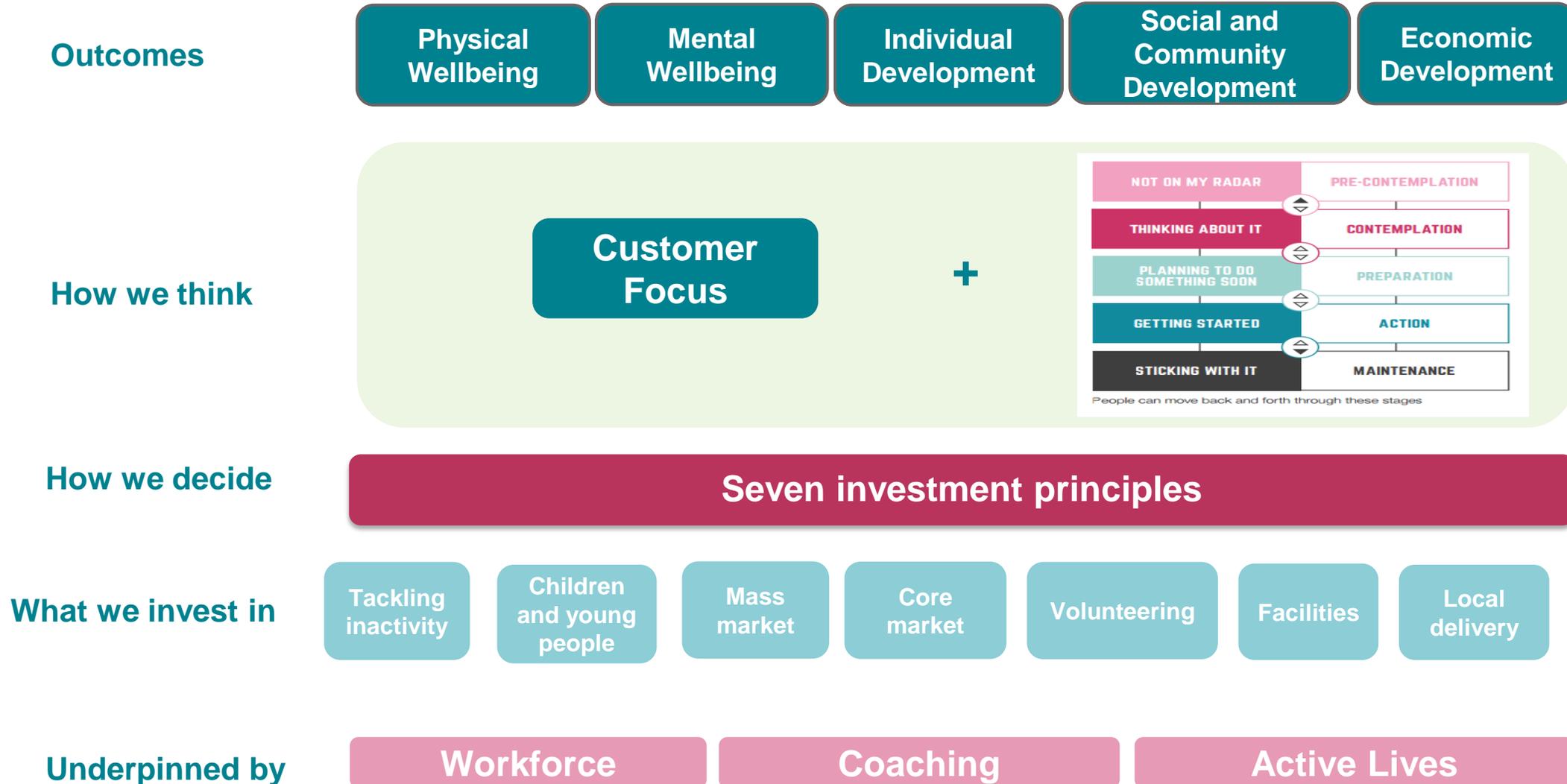
We are all somewhere on the behaviour change journey



We need to understand the whole person



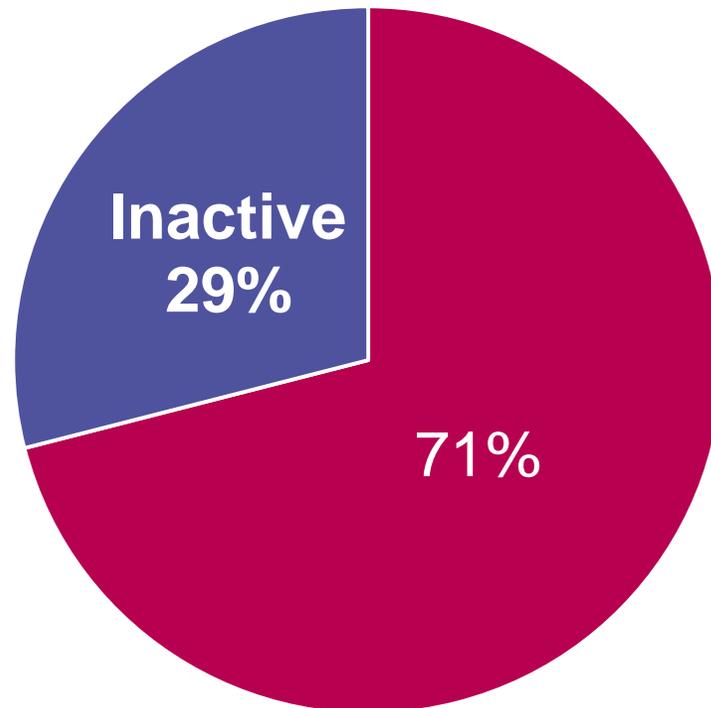
Sport England Strategy: Towards An Active Nation (2016-21)



Inactive definition

Means for adults fewer than 30 **moderate equivalent** minutes of physical activity per week

% of the adult population



Why tackle inactivity?

"If sport and physical activity was a drug, it would be regarded as a miracle"
Professor Sally Davies, Chief Medical Officer – Department of Health

Inactivity costs the UK economy: **£7.4 BILLION**

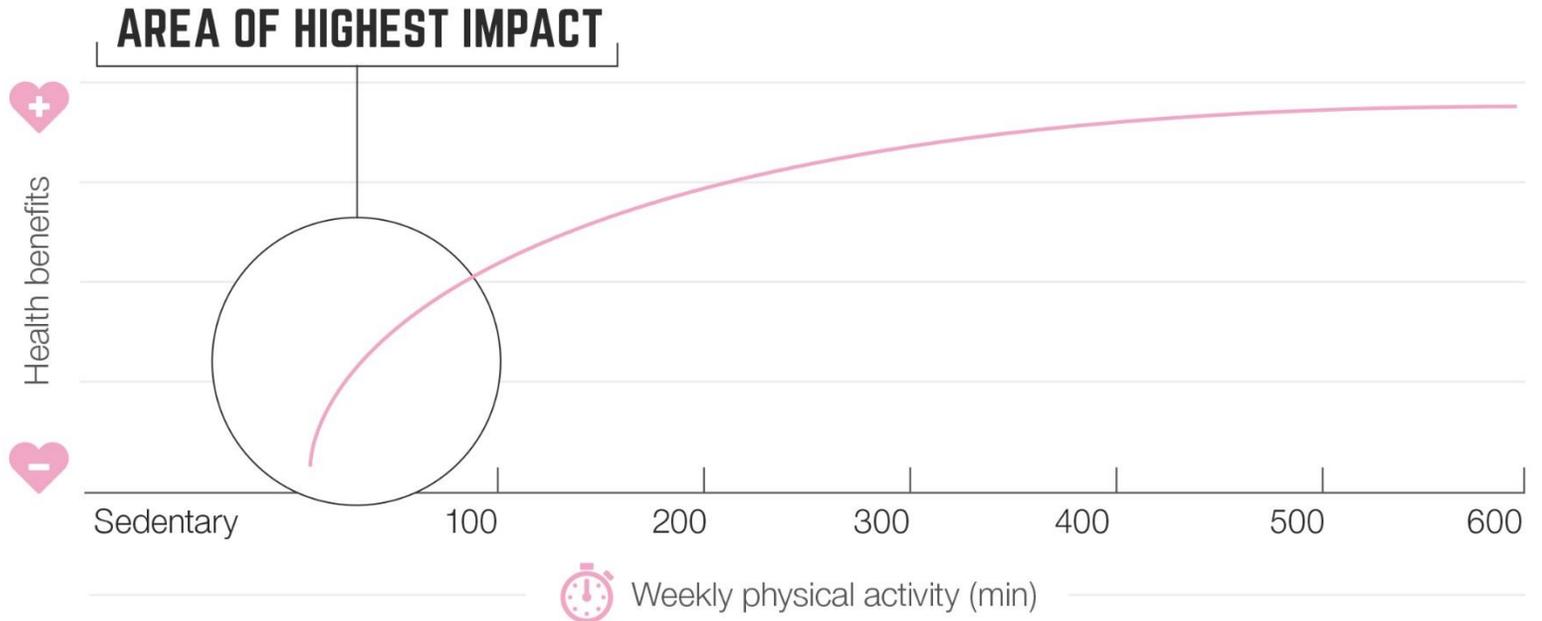
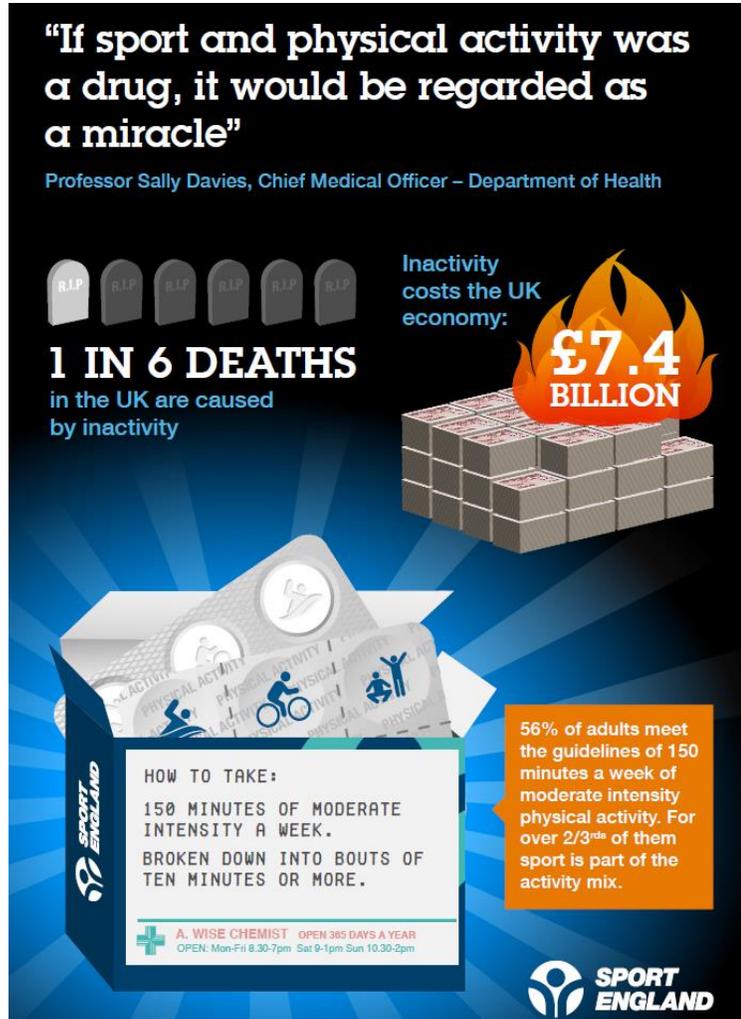
1 IN 6 DEATHS in the UK are caused by inactivity

HOW TO TAKE:
150 MINUTES OF MODERATE INTENSITY A WEEK.
BROKEN DOWN INTO BOUTS OF TEN MINUTES OR MORE.

56% of adults meet the guidelines of 150 minutes a week of moderate intensity physical activity. For over 2/3rds of them sport is part of the activity mix.

SPORT ENGLAND

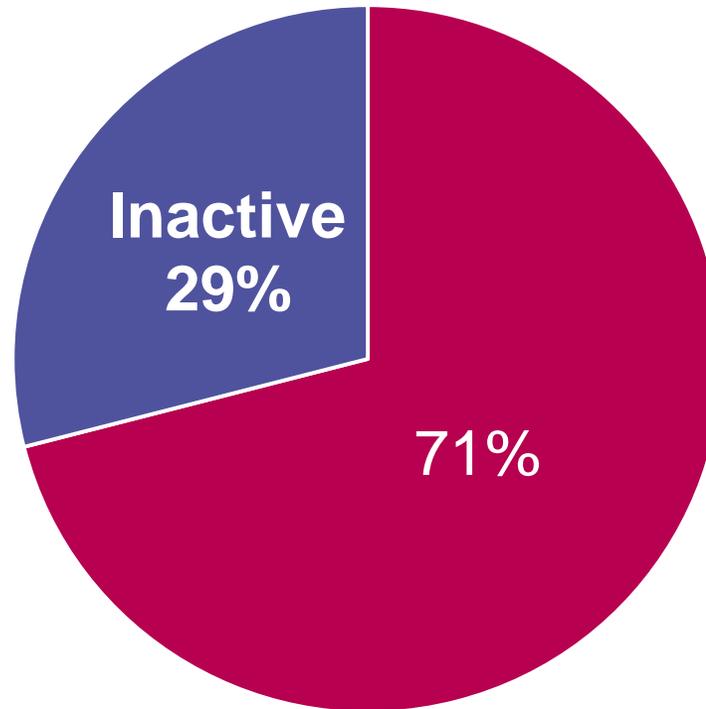
A. WISE CHEMIST OPEN 365 DAYS A YEAR
OPEN: Mon-Fri 8.30-7pm Sat 9-1pm Sun 10.30-2pm



Inactivity definition

Means for adults fewer than 30 **moderate equivalent** minutes of physical activity per week

% of the adult population



.... But 3 distinct behaviours

7%

3.1m Doing Nothing

(no activity at all in the last 28 days)

Closest fit to inactive stereotype:

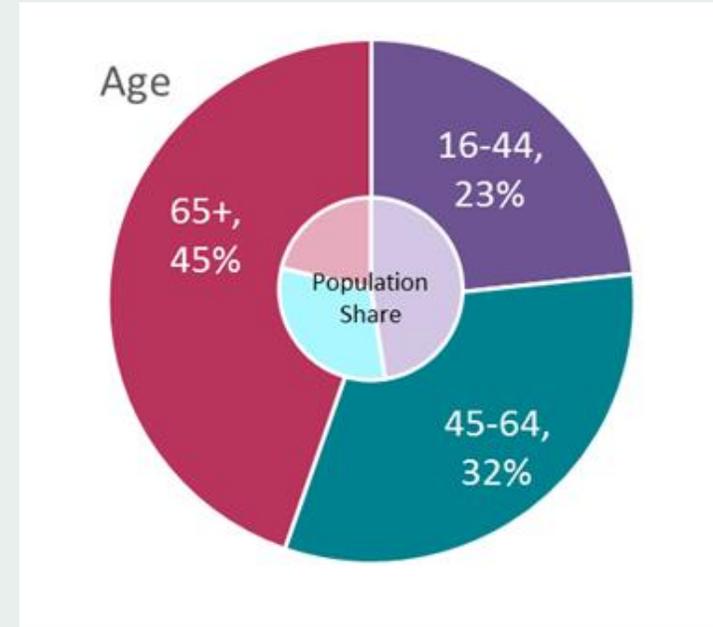
- Older profile
- Over half with a limiting illness/disability

But behaviour is **seasonal**:

- Size of this group varies depending on the time of year
- 8% of the population in winter, 5% in summer.

Other demographics:

- 16% BAME (population 18%)
- 58% female (population 51%)
- 47% NS-SEC 5-8 (population 38%)



3%

1.4m Not Doing Enough

(some moderate activity but less than 30 minutes)

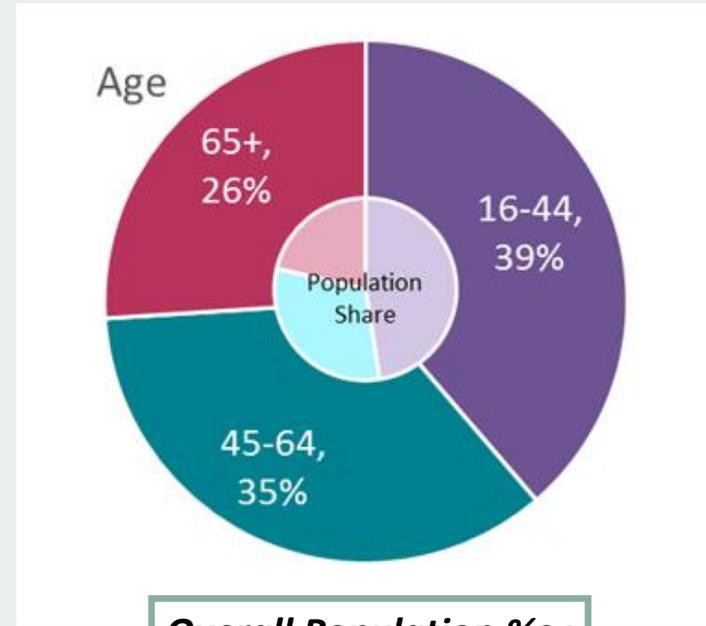
Younger profile than the other inactive groups—
most representative of society

Low levels of overall activity (even including
light intensity):

- Relatively few 'active' sessions in a week and short average duration
- **Gardening** (literally on the doorstep) is often the main activity

Other demographics:

- 22% BAME (population 18%)
- 57% female (population 51%)
- 39% NS-SEC 5-8 (population 38%)
- 27% disability (population 20%)



Overall Population %s :

16-44—47%

45-64—31%

65+ - 22%

19%

8.2m Missing the Intensity

(only light intensity activity in the last 28 days)

The largest group is already quite 'active' - on average **4.5 hours per week** of usually just one lifestyle activity

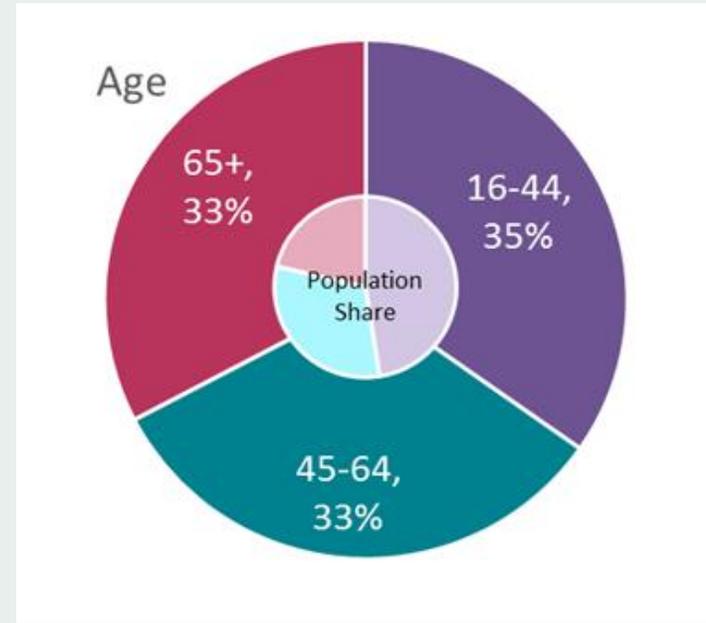
- E.g. **walking the dog**

For the small number engaged in some sport, it's almost 8 hours per week of light activity

- 58% female, 22% disability
- But spread across society

Other demographics:

- 19% BAME (population 18%)
- 41% NS-SEC 5-8 (population 38%)



So what can we do?

I jiggle, therefore I am.

THIS
GIRL
CAN

Get Healthy Get Active Pilots



Get Healthy Get Active – Learnings so far

1. Understand the complex nature of inactivity
2. Understand the role of behaviour change theories
3. Undertake and utilise community insight
4. Reframe the messages (sport and activity by another name)
5. Work in partnership (strength in numbers)
6. Make sport and activity the norm
- 7. Design the offer to suit inactive people**
8. Make sure people are well supported to change their behaviour
9. Measure the behavioural change
10. Scale up what works and make it sustainable

What next?

“The biggest gains and best value for public investment”

- £120m with **accelerator** for what works
- 25% of total investment
- Closer **collaboration** with Public Health England and other health charities



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Questions?



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