

Kent Sport and Physical Activity Service – Strategic Framework Consultation

Background and Context

The current Strategic Framework for Sport and Physical Activity (a ten year vision November 2012) was produced to build on the success of London 2012 and to provide a direction of travel for sport and physical activity across the County. It is designed to complement and support partners and other agencies plans and strategies, recognising many partners have their own sports policies and plans for their area.

The scope of the Framework includes both sport and physical activity for all ages. It focuses on formal and informal sport and physical activities relating to physical exercise, but excludes personal home activities such as gardening, housework and DIY.

Physical Education is within the curriculum and delivered directly by schools and the Strategic Framework is designed to complement and support this with an emphasis on non-curricular and community sport and physical activity.

The legacy of hosting the Olympic and Paralympic Games has built the foundations for a **new Government Strategy, Sporting Future**, which moves beyond merely looking at how many people take part. It will consider what people get out of participating and what more can be done to make a physically active life truly transformative. Government's focus for the future is on the benefits that sport can bring to people and to society, built around the following outcomes:

- Physical well being
- Mental well being
- Individual development
- Social and community development
- Economic development

Public funding will be directed to delivering these outcomes and success will be measured against improvements in each of them.

Linked to this, Sport England's vision is that everyone, regardless of their age, background or level of ability feels able to engage in sport and physical activity. **Sport England has created seven new investment programmes**, directly responding to the policy direction set in Sporting Future:

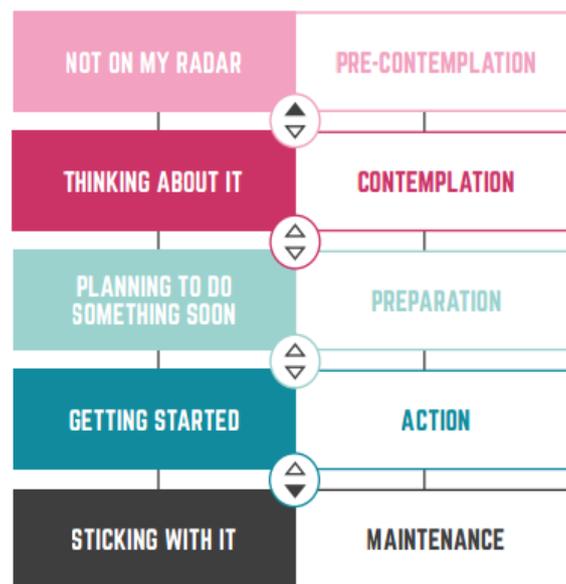
- Tackling inactivity
- Children and young people
- Volunteering
- Taking sport and activity into the mass market
- Supporting sport's core market
- Local delivery
- Facilities

Behaviour change will be used to guide investment decisions focusing on three behavioural challenges:

- Tackling inactivity (inactivity is defined as doing less than 30 minutes of moderate intensity activity per week)
- Creating regular activity habits
- Helping those with a resilient habit stay that way.

25% of Sport England’s resources over the next four years, over £250 million, will be focused on inactive people, whilst continuing to invest in people who play sport and are active now, including talented athletes, albeit at lower cost to the public purse.

The following behaviour change model features five key stages of behaviour that will define the interventions Sport England make and the programmes they fund in the future.



People can move back and forth through these stages

It is recognised that in terms of the inactive, there are those who are inactive but want to do something and those for whom sport and physical activity is not yet in their thoughts at all.

To capture change in behaviour the Active People Survey will be replaced by Active Lives to help understand how active people are overall (rather than the historic focus on how many people are playing one sport or another at a particular moment).

It is both within this context and taking into account the current and future needs within Kent and Medway that we are refreshing the Strategic Framework. For the last measured period (mid-January 2014 – mid-January 2015) 28.6% of the Kent population aged 16+ were inactive. A further 15.2% were insufficiently active.

The top five inactive market segments within Kent are (from highest to lowest in terms of population size):

1. Comfortably off singles and couples aged over 55
2. Residents aged 55 or over on low incomes, often living in social housing
3. Families on low incomes with school-age children in areas of higher deprivation
4. Younger residents on low incomes living in social housing
5. South Asian singles aged 55+ who own their own homes

This consultation aims to capture a wide variety of views across the County on three main areas:

- 1. The vision for sport and physical activity in Kent**
- 2. Underpinning principles for the development of sport and physical activity**
- 3. The priorities for the development of sport and physical activity in the County.**

In order to measure progress, we will establish baseline figures and targets when the first Active Lives data is released. We aim to undertake a further consultation exercise once this data is available. We will also consider other relevant, well recognised and robust tools that can be used.