

Sport England Strategy update Jan 2017 for Partners:

The following information has been published by Sport England since the launch of the strategy 'Towards An Active Nation'. All of these documents can be found on the Sport England website. www.sportengland.org

Towards An Active Nation: (May 16)
<p>Sport England's strategy (followed the DCMS strategy – Sporting Futures – Dec 15). Key themes: focus on behaviour change, tackling inactivity and creating more resilient habits; investing for purpose, not sport for sports sake; work with new partners (those who work with under-represented groups and the inactive); Active Lives a new measure re: peoples levels of activity; Investment – 7 funds – all projects must have a 'clear line of sight' to one or more of the DCMS outcomes: Physical wellbeing; mental wellbeing; individual development; social & community development, and; economic development.</p>
NGB Investment Guide: (July 16) (from the Core Market Fund)
<ul style="list-style-type: none"> • NGB s only - for their core Services – retaining and developing participants • Some applications going to Dec & Feb SE panels – not aware of any awards yet.
A Code for Sports Governance (Oct 16)
<p>A new Code for Sports Governance sets out the levels of transparency, accountability and financial integrity that will be required from those who ask for Government and National Lottery funding from April 2017. There are 3 Tiers of Governance depending on the scale of funding, size of organisation and length of project.</p>
Guide to Research (Nov 16)
<p>Insight is only as good as the research that underpins it – so this guide is designed to help you carry out top-quality research that has a big impact on your organisational goals.</p>
Community Asset Fund (part of the Facilities Fund)
<ul style="list-style-type: none"> • The Community Asset Fund is Sport England's new capital fund dedicated to improving facilities in local communities that give people the opportunity to be active. Traditional sports facilities are an important part of this, but it can be much wider too. There are thousands of outdoor spaces up and down the country – like canal towpaths, reservoirs and woodlands – all with great potential to be used and enjoyed as part of an active lifestyle. • Jan 17- released a guide on the fund plus a supporting document to help develop ideas. • Open for applications on 30th Jan 17, awards from Feb 17. 3 levels of funding: • Small-scale investments (£1,000 to £15,000). to address emergency works due to something like storm or flood damage, or something totally unexpected that is stopping people from being able to stay active right now. • Medium-scale investments (£15,000 to £50,000) to address more substantial changes. This might be an upgrade to an existing facility or developing a new space in the community. • By exception, larger investments will be considered (£50,000 to £150,000) when organisations can demonstrate a considerable impact or are targeting under-represented groups. These organisations are also unlikely to have received funding from Sport England previously.
Local Delivery Fund
<ul style="list-style-type: none"> • Aims to support projects, both urban & rural, in different parts of England, bids from local consortia - local partners and organisations who work collectively to make up the 'system' and aspire to improve local communities. They will be clear on the role sport and physical activity can play towards broader social outcomes such as personal and community development.

<ul style="list-style-type: none"> • Dec 16 – invites to attend workshops in Jan/Feb 17 about this fund. • End Feb 17 – submissions of Expressions of Interest by projects • March 17 – 3-4 pilot projects selected to go forward, first awards Summer • A further 6-7 projects to be developed throughout 2017.
Tackling Inactivity Fund (Dec 16 – tbc)
<p>Nov 16 - Insight guides x 4 based on the findings from the Get Healthy Get Active pilots</p> <ul style="list-style-type: none"> • Executive Summary • Key Insights – more details on the various projects • The Design Principles – an explanation and examples for each of the 10 design principles identified from the pilot projects to help design projects and services to target inactive people and support them to get active. • Design principles checklist – to be used when designing projects. <p>Dec 16 – Published the ‘Tackling Inactivity – A guide to SE’s approach and investment’ plus the ‘Active Ageing Prospectus’ which relates to the first round of funding – a focus on projects that help older adults (55+) to get active. Awards £50k to £500k. Expressions of interest by 13 Feb 17, expect to make first awards in June 17</p>
Coaching In An Active Nation Plan: (Nov 16)
<ul style="list-style-type: none"> • New definition of Coaching: Improving a person’s experience of sport and physical activity by providing specialised support and guidance aligned to their individual needs and aspirations • Objectives: <ul style="list-style-type: none"> ○ Change culture - behaviours, values & attitudes to meet the needs of individuals ○ Gather insight – understand more to improve ○ Increase diversity – more empathetic to needs & reflective of social environment ○ Improve perception – among the population re: what good coaching looks like. • Implementation: new partners, create innovative solutions, adapt & learn, range of measures.
Volunteering In An Active Nation Strategy: (Dec 16)
<p>Revolutionise volunteering:</p> <ul style="list-style-type: none"> • Invest in improving the volunteer experience to make it more enjoyable and meaningful. • Inspire and recruit people from more diverse backgrounds • Work with new partners as well as existing to get to a more diverse audience. <p>Two funds – publish details in Jan 2017, funds open in Feb 2017</p> <ul style="list-style-type: none"> • £3m - The Opportunity Fund – targeting the most under-represented groups in target communities. 50% of funding expected to go to new partners. • £3m - The Potentials Fund – targeted 10-20yr olds • Also £3m into improving Club Matters to support volunteers in clubs.
Core Market (Dec 16 investment guide)
<ul style="list-style-type: none"> • Projects that ensure those with a strong affinity for sport are valued as customers. • Major events – engage a broader range of people in and around major sporting events.
Children & Young People Fund (Feb 2017)
<p>Create more opportunities for children to improve skills and fun being active outside of school time. Priorities identified in Sport England Strategy include: 5yrs +, Family & Transition times eg. primary to secondary school.</p>
Mass Market Fund (March 2017)
<p>Funding for projects that can get huge numbers of people active. (expect this to include technology</p>

eg. making it easier to book, consumer campaign eg. This Girl Can being relaunched Jan 17)

Other

- Strategic Capital Funding (part of the Facilities Fund)– to include: larger multi-sport & co-located integrated into other community facilities; Elite Training Centre programme; Football hubs in 20 locations.
- Workforce Strategy – due end 2016 - 400,000 employees in the sector, working in Chartered Institute for the Management of Sport & Physical Activity CIMSPA
- Common Evaluation Framework (Feb 16) – to allow projects of any scale to be compared with one another.

In addition there is a wealth of research information and tools to analyse local data, available on the Sport England website: <https://www.sportengland.org/research/>

Examples include:

- Active People Interactive: <http://activepeople.sportengland.org/> APS 10 Q2 to Oct 16 was published on 8th Dec 16.
- Active Lives first data due to published 26th Jan 2017
- Active Places Power: <https://www.activeplacespower.com/>
- Active People Market Segmentation: <http://segments.sportengland.org/index.aspx>
- Sport England Small Area Estimates: <http://sae.sportengland.org/>
- Local Sport Profile Tool & Mini Profiles: <https://www.sportengland.org/our-work/partnering-local-government/local-sports-data/>
- Moves Tool – (Return on Investment): <https://www.sportengland.org/our-work/health-and-inactivity/what-is-moves/>