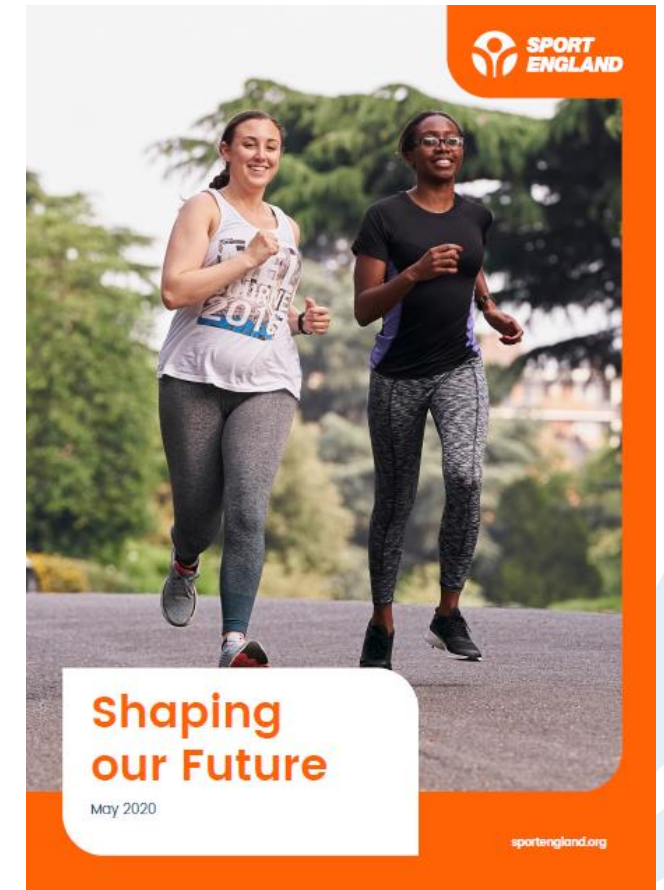


Kent Sport Partner Webinar

Sport England Strategy consultation

2021 onwards

<https://www.sportengland.org/why-were-here/shaping-our-future-strategy>



Progress has been delayed but...

- Sport England quickly reprioritised
- Government has deemed exercise as essential, along with food and medicine.
- CMO said “*there is no age and no condition where exercise is not a good thing*”
- This is shaping mindsets – adults believe being active is more important than before and are using physical activity to stay physically and mentally healthy

Behaviour and attitudes during lockdown

The latest data July 2020

Adults agree physical activity helps manage their health

70%

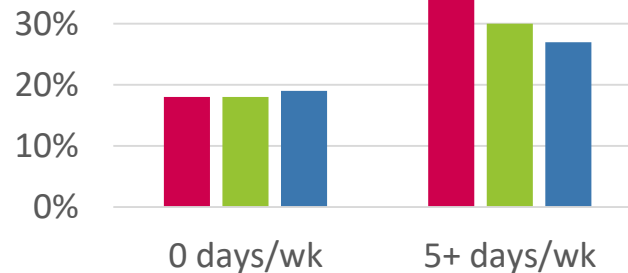


64%

Adult levels of activity per week



■ May-20 ■ Jun-20 ■ Jul-20



Home activity



48% May 20



34% July 20

Outdoor activity
May-July 20



16% to
14%



65% to
58%

20% to
20%

Children's activity levels 60mins/day

47%

Pre-covid



Lock down
19%

Looking forward ▶▶

60% Intend to walk & cycle more for everyday journeys

61% Intend to be more active

32% Say it will be harder to be active

The inequalities gap has grown

– people who are finding it harder to be active

- Black Asian & Minority Ethnic Communities
- Lower socio economic groups
- Long term health conditions
- Disability
- Older adults
- Women

“There is a real risk that despite our best efforts and good intentions, the inequalities in activity gets even bigger”

Sport England Purpose

**When we move, we are stronger
(individually and together)**

Play a part in creating:

- More integrated and resilient communities
- A stronger economy
- A society where physical activity is the norm



**Champion the role of
sport and physical
activity**

Sport England's Values



We are collaborative

One team, committed to delivering together and working with others to make a difference to people's lives.



We are inclusive

Harnessing our collective strengths and respecting difference to create the conditions for everyone to engage and excel.



We are ambitious

Determined in pursuit of our goals, prioritising work and partnerships that will most advance our mission, help us to succeed and make a positive impact on the nation.



We are innovative

Curious, optimistic and relentless, we question established ways of working and learn from each other and from our experiences.

The consultation to date says...

- Focus on the people who need the most help to live active lives
- Support the backbone of sport and activity
- Deliver the basics brilliantly
- Step up on the big issues



What are the BIG issues?

1. Active Environments
2. Climate Emergency
3. Connecting with health & well-being
4. Digital and data
5. Diminishing local resources & capacity
6. School experiences
7. Tackling inequalities
8. Workforce

Is there anything missing from the list?

How should Sport England (and the sector) operate going forward?



- A longer-term strategy
- Stop working in silos
- Grow expertise
- Join things up
- Share insight and information
- Utilise different perspectives & roles
- Learn – what works well
- Let go – trust others to deliver



Questions to consider

1. Is the document on the right track? Score 1 to 10
(1 = totally missed the mark, 10 = I'm completely supportive of the proposed direction).
2. Which elements of 'Shaping our Future' do you **like the most**?
3. Which elements of 'Shaping our Future' do you **like the least**?
4. Any further comments on 'Shaping our Future'?

www.sportengland.org/shapingourfuturestrategy

Thank you

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