



Lisa O'Keefe  
Insight Director

@OKeefeLisa

# STRATEGIC PRIORITIES



# MEASURING SUCCESS

FIVE OUTCOMES FROM SPORTING  
FUTURE

THREE TARGETS AGREED WITH  
GOVERNMENT

OUTCOME BASED PROJECTS MUST STILL DELIVER  
NUMBERS

PHYSICAL WELLBEING

MENTAL WELLBEING

INDIVIDUAL DEVELOPMENT

SOCIAL & COMMUNITY  
DEVELOPMENT  
ECONOMIC DEVELOPMENT

AN INCREASE OF 500,000 IN THE  
NUMBER OF PEOPLE PHYSICALLY  
ACTIVE **OVERALL**

AN INCREASE OF 250,000 IN THE  
NUMBER OF **WOMEN** WHO ARE  
PHYSICALLY ACTIVE

AN INCREASE OF 100,000 IN THE  
NUMBER OF PEOPLE FROM **LSEG**  
**GROUPS** MORE ACTIVE

PURSUIT OF NUMBERS MUST NOT NEGLECT  
OUTCOMES

# GOVERNMENT OUTCOMES (1)



Outcome	Source	Specified Measure
<b>Physical Wellbeing</b>	Active Lives	Increase in the percentage of the population in England doing at least 150 minutes of moderate intensity activity per week
<b>Physical Wellbeing</b>	Active Lives	Decrease in the percentage of the population in England doing less than 30 minutes of moderate intensity activity per week
<b>Mental Wellbeing</b>	Active Lives	Four questions (developed by Office for National Statistics) to establish subjective wellbeing through - life satisfaction, happiness, anxiety and how worthwhile people feel things are

# GOVERNMENT OUTCOMES (2)



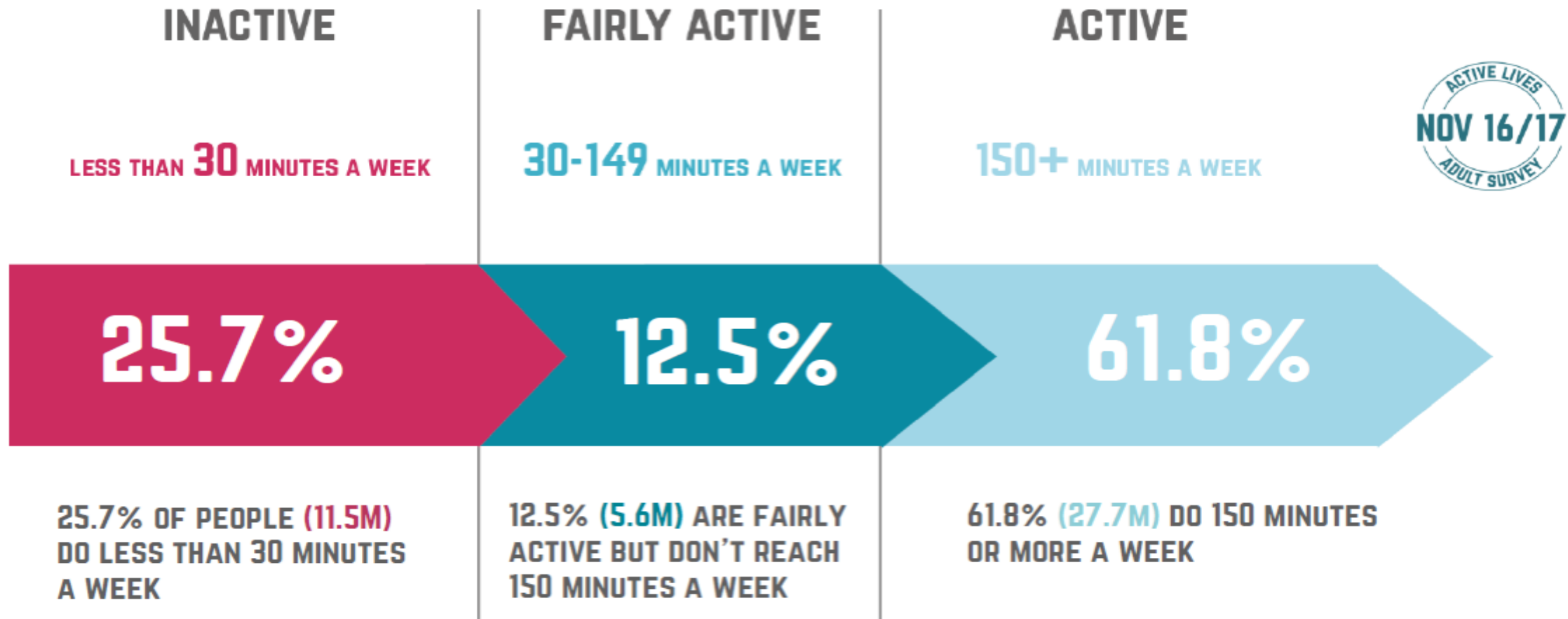
Outcome	Source	Specified Measure
<b>Individual Development</b>	Active Lives	To what extent do you agree with the statement ‘I can achieve most of the goals I set myself’
<b>Social &amp; Community Development</b>	Active Lives	To what extent do you agree or disagree that most people in your area can be trusted
<b>Economic Development</b>	Sport Satellite Accounts	Economic value of sport to the UK economy using Gross Value Added (GVA) and Jobs as the specific measures

# HELP IS AT HAND

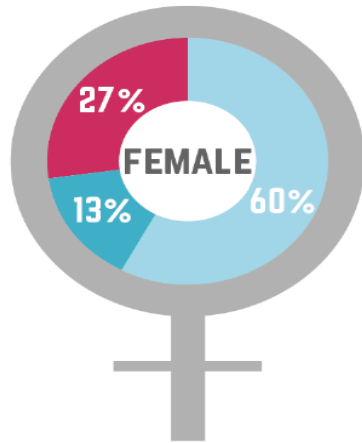
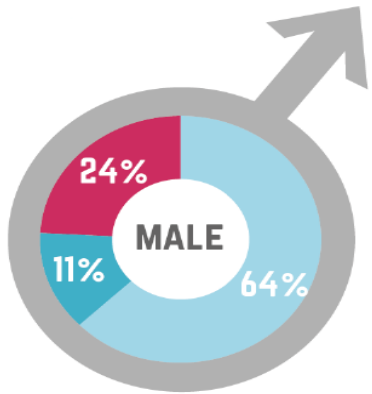


[EVALUATIONFRAMEWORK.SPORTENGLAND.ORG](https://evaluationframework.sportengland.org)

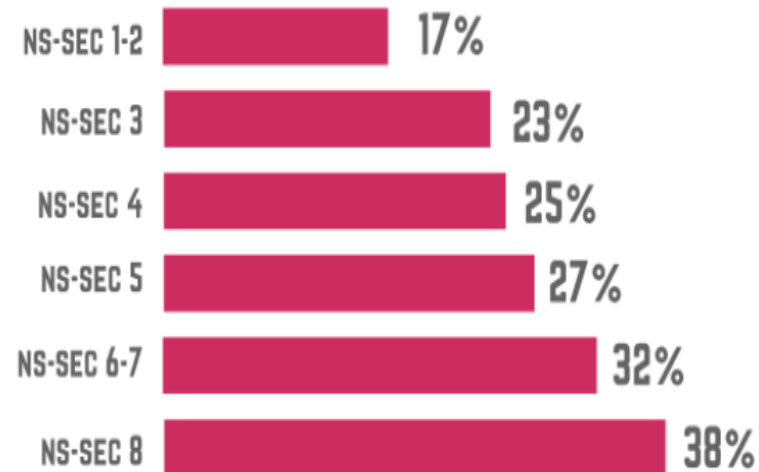
# THE CURRENT PICTURE



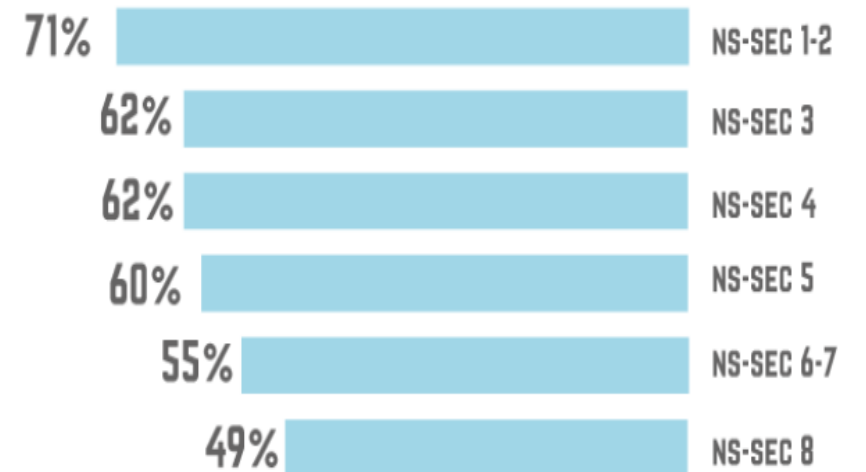
# TACKLING INEQUALITY



**INACTIVE** (LESS THAN 30 MINUTES A WEEK)



**ACTIVE** (150+ MINUTES A WEEK)





# MEASURING SUCCESS

FIVE OUTCOMES FROM SPORTING  
FUTURE

THREE TARGETS AGREED WITH  
GOVERNMENT

OUTCOME BASED PROJECTS MUST STILL DELIVER  
NUMBERS

PHYSICAL WELLBEING

MENTAL WELLBEING

INDIVIDUAL DEVELOPMENT

SOCIAL & COMMUNITY  
DEVELOPMENT  
ECONOMIC DEVELOPMENT

AN INCREASE OF 500,000 IN THE  
NUMBER OF PEOPLE PHYSICALLY  
ACTIVE **OVERALL**

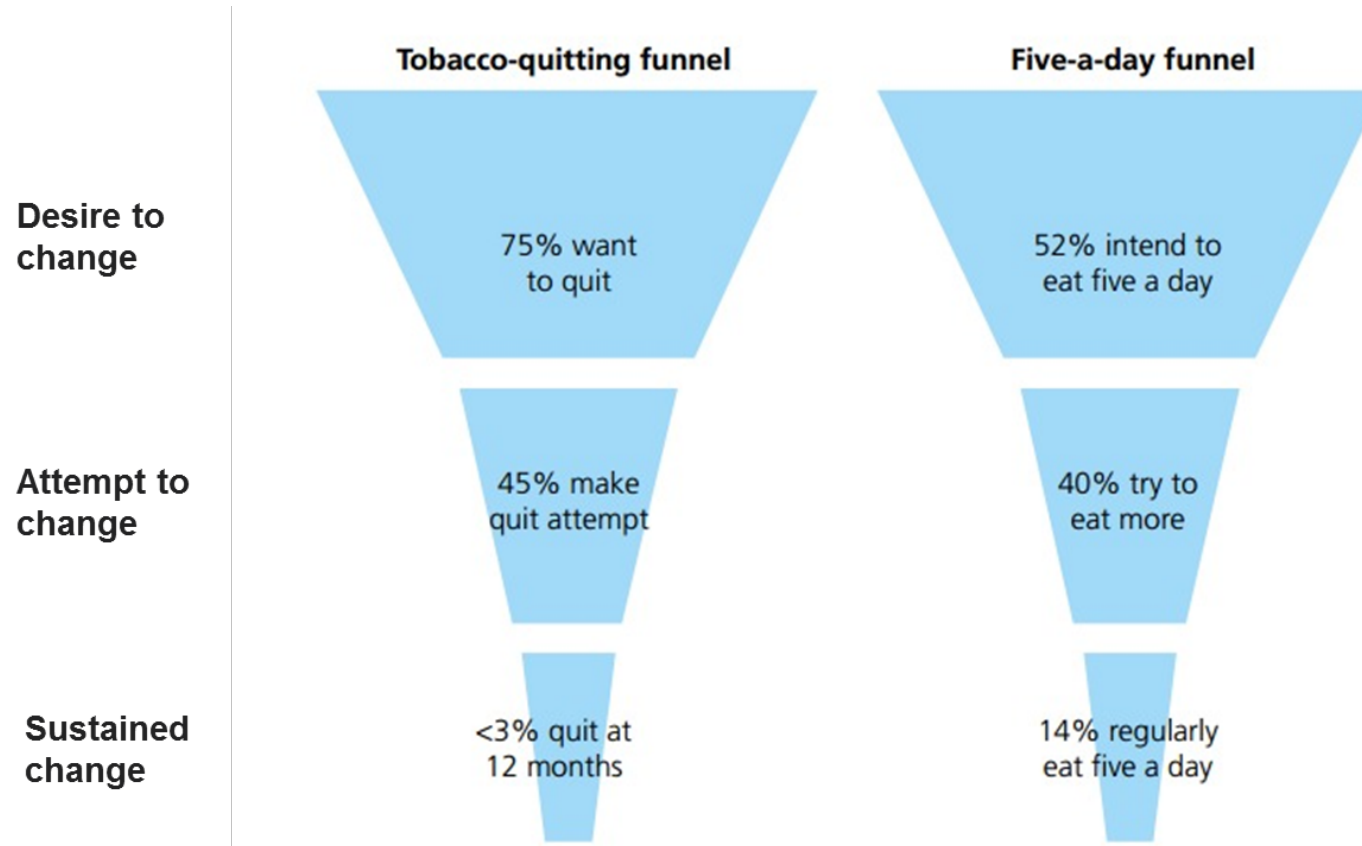
AN INCREASE OF 250,000 IN THE  
NUMBER OF **WOMEN** WHO ARE  
PHYSICALLY ACTIVE

AN INCREASE OF 100,000 IN THE  
NUMBER OF PEOPLE FROM **LSEG**  
**GROUPS** MORE ACTIVE

PURSUIT OF NUMBERS MUST NOT NEGLECT  
OUTCOMES

# THE BEHAVIOURAL CHALLENGE

Case studies of major behaviour change programmes show us that real sustained change is hard and conversion rates are low



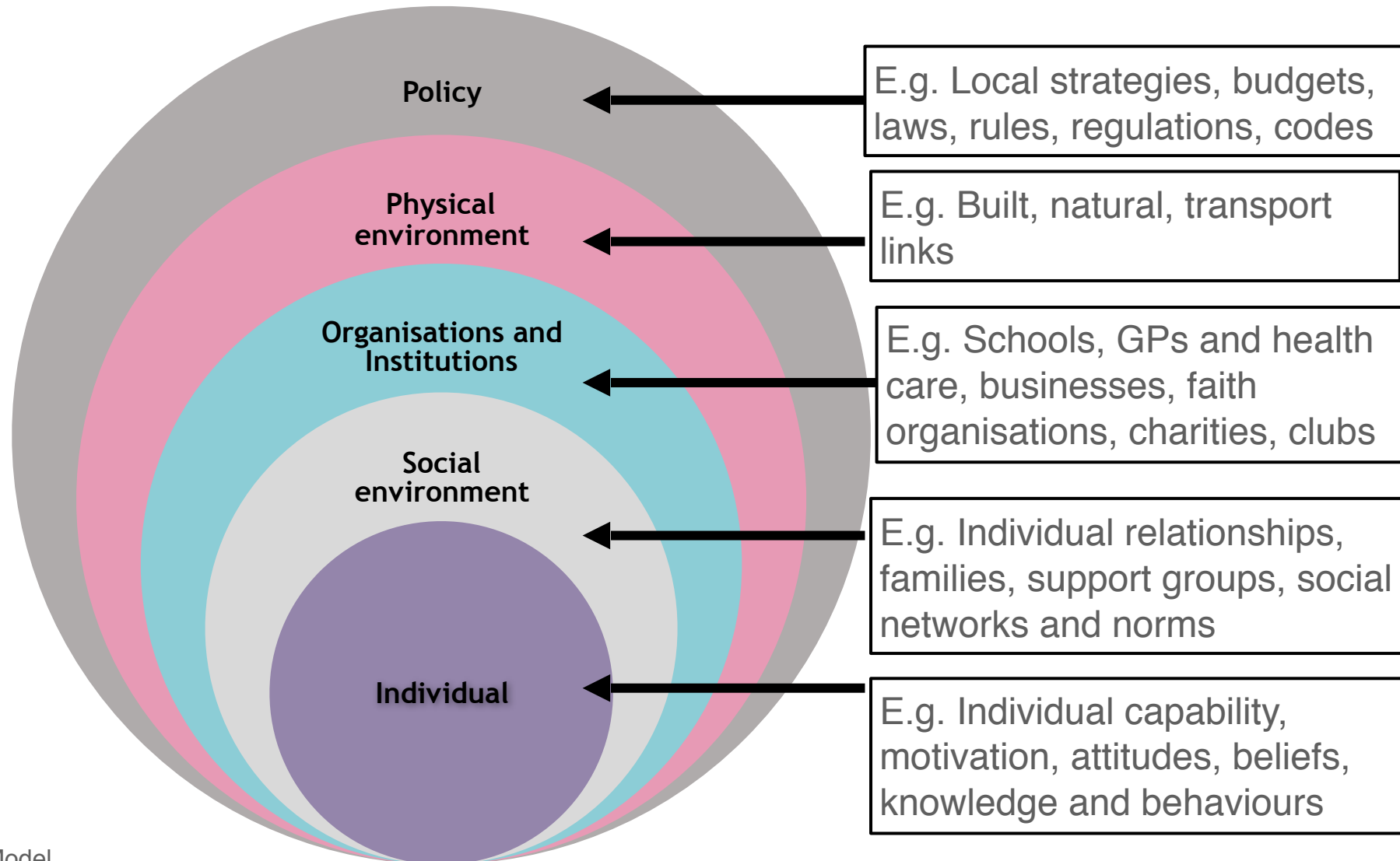
# SOME OTHER LESSONS LEARNT

1. UNIVERSAL OFFERS ARE NOT UNIVERSAL
2. INFLUENCES UPON ACTIVITY LEVELS ARE MANY AND VARIED
3. ITS HARD TO FIND OPPORTUNITIES TO BE ACTIVE

# UNIVERSAL OFFERS ARE NOT UNIVERSAL



# THE INFLUENCES AROUND US



# HARD TO FIND OPPORTUNITIES TO BE ACTIVE



# LOOKING AHEAD

Investing in new  
entrepreneurial  
models

Improving the  
experience of  
traditional sport

Digital  
transformation

local delivery  
pilots

Active  
environments

Nationwide  
campaigns