



### Lisa O'Keefe Insight Director

@OKeefeLisa

### WHULE POPULATION

Increase & sustain activity of those doing 150mins of moderate exercise per week

+500k increase

### WOMEN

Increase levels of activity by at least 250k nationally

#### LOW SOCIO-ECONOMIC COMMUNITIES

Increase activity levels by at least 100k in targeted places

### CHILDREN & YOUNG PEOPLE

Positive attitude towards sport & physical activity

### DECREASE INACTIVITY

Making a difference to mental health, confidence & social connections

OUR VISION:
everyone in
England feels
able to take part
in sport or
activity,
regardless of age,
background or
ability

#### **VOLUNTEERS**

Increase number & diversity to enhance community sport Create the world's best sports TALENT system

#### ACTIVE ENVIRONMENT

The physical environment provides conditions for people to be more active

CUSTOMER-FOCUSED SYSTEM

Effective & efficient programs

SAFEGUARDING

Everyone taking part is safeguarded physically & mentally

> STRONG EVIDENCE BASE

to provide successful, cost-effective & replicable delivery models



## STRATEGIC PRIORITIES

LEADERSHIP & GOVERNANCE

Enhanced across the sector



## MEASURING SUCCESS

FIVE <u>OUTCOMES</u> FROM SPORTING FUTURE

THREE <u>TARGETS</u> 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 NEGLEGI





## GOVERNMENT OUTCOMES (1)

Outcome

Source Specified Measure

**Physical** Active Increase in the percentage of the population in England doing Wellbeing Lives at least 150 minutes of moderate intensity activity per week

**Physical** Active Decrease in the percentage of the population in England doing **Wellbeing** Lives less than 30 minutes of moderate intensity activity per week

Active Four questions (developed by Office for National Statistics) to Mental Wellbeing Lives establish subjective wellbeing through - life satisfaction, happiness, anxiety and how worthwhile people feel things are



## GOVERNMENT OUTCOMES (2)

Outcome

Source

Specified Measure

Individual Active **Development** Lives

To what extent do you agree with the statement 'I can achieve most of the goals I set myself'

Social & Community **Development** 

Active Lives

To what extent do you agree or disagree that most people in your area can be trusted

Economic

Sport Account

Economic value of sport to the UK economy using Gross **Development** Satellite Value Added (GVA) and Jobs as the specific measures



## HELP IS AT HAND



EVALUATIONFRAMEWORK.SPORTENGLAND.ORG



## THE CURRENT PICTURE

INACTIVE

**FAIRLY ACTIVE** 

**ACTIVE** 

LESS THAN 30 MINUTES A WEEK

30-149 MINUTES A WEEK

150+ MINUTES A WEEK



25.7%

12.5%

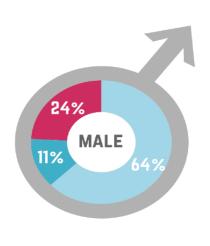
61.8%

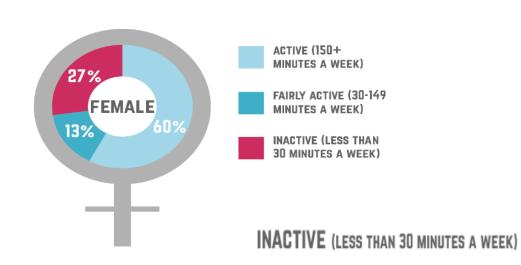
25.7% OF PEOPLE (11.5M)
DO LESS THAN 30 MINUTES
A WEEK

12.5% (5.6M) ARE FAIRLY ACTIVE BUT DON'T REACH 150 MINUTES A WEEK 61.8% (27.7M) DO 150 MINUTES OR MORE A WEEK

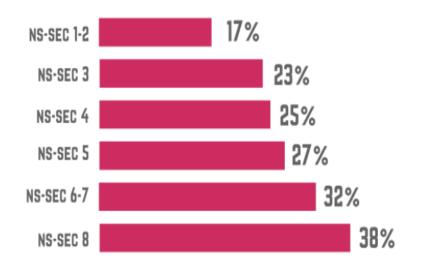


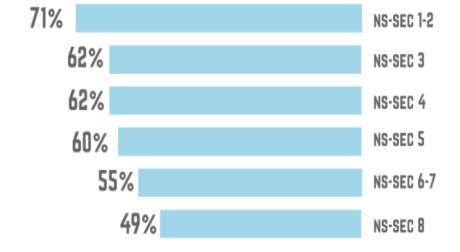
## TACKLING INEQUALITY











## MEASURING SUCCESS

FIVE <u>OUTCOMES</u> FROM SPORTING FUTURE

THREE <u>TARGETS</u> 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

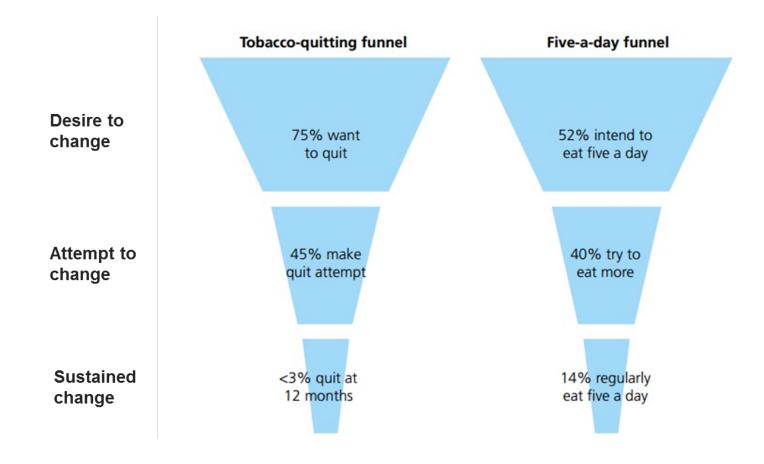
AN INCREASE OF 100,000 IN THE NUMBER OF PEOPLE FROM LSEG GROUPS MORE ACTIVE

PURSUIT OF NUMBERS MUST NOT NEGLEGT



## 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

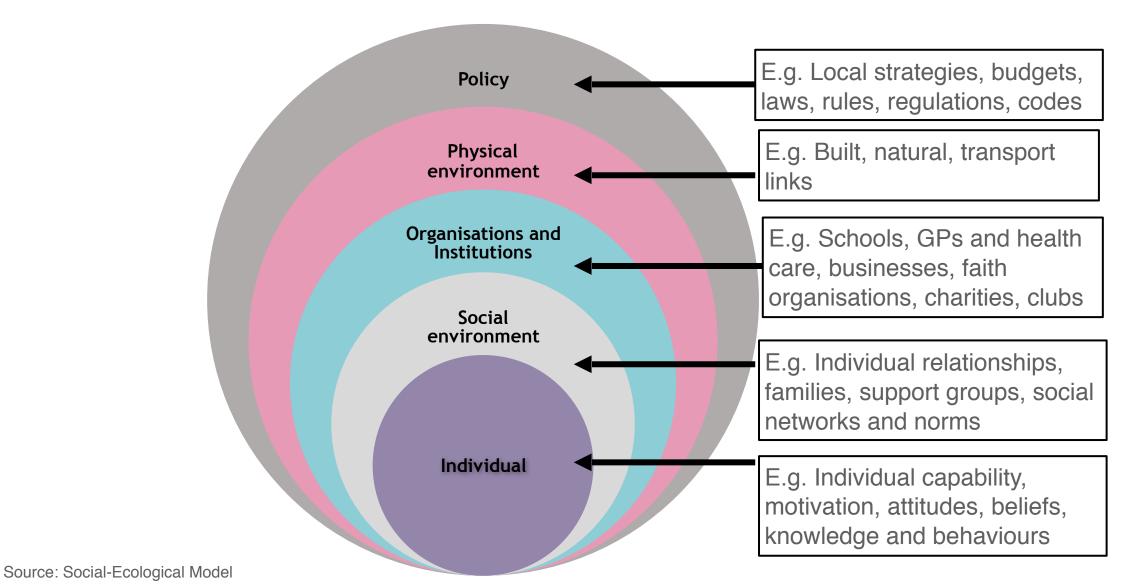


# UNIVERSAL OFFERS ARE NOT UNIVERSAL





### 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