## Appendix 1: National Context

<table>
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<tr>
<th>Strategic Document</th>
<th>Summary Key Points</th>
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<td><strong>National Context</strong></td>
<td>The Department for Culture, Media and Sport released a new strategy for Sport in December 2015 - the government’s sport strategy Sporting Future: A New Strategy for an Active Nation. Public investment into community sport is to reach children as young as five. The move will see Sport England’s remit changed from investing in sport for those aged 14 and over to supporting people from five years old right through to pensioners, in a bid to create a more active nation. Investment will be targeted at sport projects that have a meaningful, measurable impact on how they are improving people’s lives – from helping young people gain skills to get into work, to tackling social inclusion and improving physical and mental health. Funding will also be targeted at groups who have low participation rates to encourage those who do not take part in sport and physical activity to get involved. This includes supporting women, disabled people, those in lower socio-economic groups and older people. Sport England will set up a new fund in 2016 to get inactive people physically active and will support and measure participation in sport and wider physical activity going forward. At the elite end of sport, government is supporting our Olympic and Paralympic athletes beyond Rio 2016 through to Tokyo 2020 with increased exchequer funding. The key driver for the strategy is to increase participation in sport and physical activity and to make activity an integral part of everyday life in the UK, for everyone.</td>
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<td><strong>A New Strategy for Sport – Department for Culture, Media and Sport</strong></td>
<td><strong>Sport England Strategy 2016–‘Towards an Active Nation’</strong></td>
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This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:

- **Focusing more money and resources on tackling inactivity** because this is where the gains for the individual and for society are greatest.

- **Investing more in children and young people from the age of five** to build positive attitudes to sport and activity as the foundations of an active life.

- **Helping those who are active now to carry on, but at lower cost to the public purse over time.** Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient.

- **Putting customers at the heart** of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport.

- **Helping sport to keep pace with the digital expectations** of customers.

- **Working nationally where it makes sense to do so** (for example on infrastructure and workforce) but **encouraging stronger local collaboration** to deliver a more joined-up experience of sport and activity for customers.

- **Working with a wider range of partners,** including the private sector, using our expertise as well as our investment to help others align their resources.

- **Working with the sector to encourage innovation and share best practice particularly through applying the principles** and practical learning of **behaviour change.**

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The strategy aims to change the culture of sport and physical activity in England in order to increase participation across all social groups. Changing the culture will lead to improvements in health and other social and economic benefits and provide the basis for progression into higher levels of performance.

Six priority areas for change are identified including promotion and marketing, legislation and regulatory change, innovation and delivery and strategic planning and evidence.
**Summary Key Points**

A summary of Sport England’s strategy 2011-12 to 2014-15: For England to be a world leading sporting nation where many more people choose to play sport.

**Mission:** Sport England aims to deliver a world leading community sport system. We will make participation in sport a regular habit for many more people, and ensure the delivery of sporting opportunities in the ways and places that people want.

**Strategy Rationale:** For sport’s own sake and for the wider benefits it can bring. These include economic benefits, improved public health, happiness and well being, and stronger and safer communities.

5 strategic approaches will be implemented to achieve the above:

1. **By maximising the value delivered from our current investment in NGBs:**
   - Helping them achieve their grow and sustain targets by developing interventions to capture and leverage demand from current and potential participants
   - Applying our knowledge and intelligence to help them solve their problems
   - Withdrawing funding and re-investing it when necessary to maximise value for money
   - Supporting their talent pathways through their excel programmes
   - Joining up work between NGBs to achieve critical mass and grow demand

2. **By delivering Places People Play to:**
   - Create a major improvement in local club facilities, linked to the London 2012 Olympic and Paralympic Games
   - Create iconic facilities for community sport
   - Create a new generation of volunteer ‘sport makers’ inspired by the Games
   - Improve the sporting experience of young people through Sportivate
   - Capitalise on the interest in sport generated by the London 2012 Games, and provide opportunities for spectators to become participants

3. **By developing the right criteria and support system for the next round of NGB investment which:**
   - Rewards success in growing and sustaining participation
   - Incentivises an approach centred on what existing and potential participants really want
   - Uses our insight about what works and what doesn’t
   - Helps NGBs to convert latent demand in their sport to drive participant numbers
   - Supports the development of specific programmes to build participation among younger adults, aged between 16 to 25
### Summary Key Points

#### 4. By creating an environment in which the key providers continue to invest in sport, through:
- Making sport a better business proposition by continuing to drive excellence and equality in sports structures and provision
- Identifying how we can work with the private sector providers of sport, for example by improving market conditions to incentivise private sector investment in sport
- Encourage a focus on consumer needs, driving demand and generating volumes of participants
- Helping local authorities make positive decisions about their sports provision
- Setting a clear priority to improve community access to education facilities
- Working with the voluntary sector (including clubs) to increase its capacity and skills, to develop sustainable solutions for community ownership and operation of sports facilities (looking in particular at asset transfer)

#### 5. By providing strategic direction and market intelligence, through:
- Collecting and sharing evidence about the impact of our investment
- Disseminating insight into cross-sector trends and analysis
- Providing easy to use tools that support local development and delivery
- Working with the appropriate partners to develop our knowledge of those people who are currently inactive and the encouragement they need to participate in sport


Developed by the Department of Culture Media and Sport and with a major role for Sport England in coordinating its delivery, this strategy identifies a significant drop in participation rates in key sports in the 16-25 age range.

The gender difference is particularly stark as only 1 in 3 girls participate compared with 1 in 2 boys. The focus is therefore to increase consistently the number of young people developing sport as a habit for life.

Over the next 5 years Sport England will invest £1 billion pounds working with schools, colleges, universities and County Sport Partnerships. A key aim is to establish a sustainable network between schools and clubs in local communities, and this will be achieved by:

**Building a legacy of competitive sport in schools**

An investment of £150m from DCMS, Sport England, Health Education and sponsorship will develop inter and intra school competition, and local, regional and national games.
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<td><strong>Investing in local facilities and the voluntary sector</strong></td>
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**Promoting Physical Activity for Children and Young People. NICE Public Health Guidance 17 (2009)**

- This strategy informs the future commissioning of physical activity provision, and contributes to the Physical Activity pathway. It emphasises the importance of physical activity for health in children and young people, and sets out how health can be improved through regular participation in physical activity.

**Developing A Sporting Habit For Life (Sport England 2011)**

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<td><strong>The Localism Bill</strong></td>
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<td><strong>Greater freedom and flexibility for local government</strong></td>
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<td><strong>Reforms to the planning system placing more influence in the hands of local people over issues that make a big difference</strong></td>
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<td><strong>New rights and powers for local communities. For example, makes it easier for local people to take over amenities and keep them part of local life</strong></td>
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- **Ensures that local social enterprises, volunteers and community groups with ideas for improving local services get a chance to change how things are done.**

  This Act effects a passing of power to a local level creating space for local authorities to lead and innovate, and give people the opportunity to take control of decisions that matter to them”

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The White Paper outlines the Government's plans for funding of 'public health' to be decentralised and controlled at a local authority level from 2013 onwards. £4bn will be ring-fenced for local authorities to spend on areas within the definition of 'public health'  
**Background**  
This paper forms part of the wider Government plans to reform the NHS. The Coalition's ambition is to reform the NHS by devolving power from the centre and commissioning GPs to run their own practices.  
Key announcements include the introduction of:  
- 'Public Health England' - a 'dedicated new public health service' sitting within the Department of Health  
- Directors of Public Health, who will work at a local authority level and lead on the public health offer  
- A health premium, to reward local authorities for progress against a new outcomes framework. This will take into account health inequalities  
Statutory health and well-being boards, bringing together local authorities and health officials.  
**Relevance to sport**  
The White Paper contains a number of key themes. These range from mental health, tobacco control, pandemic flu and social marketing through to sexual health and pregnancy. |
## Strategic Document
**Summary Key Points**
Of direct relevance to sport are the areas focussing on physical activity and obesity. While there is little detail in the paper at this stage, sport and physical activity are referenced throughout the document as examples of how to improve public health from a health and well-being perspective.

The paper specifically references physical activity initiatives, noting the mass participation legacy, as one part of the public health drive. The Olympic and Paralympic style sports competition is also referenced.

While both of these initiatives are already in the public domain, it is welcome that sport and physical activity feature so predominantly in the paper.

Given the ring-fenced nature of the £4bn budget, sport needs to be included within the definition of 'public health' in order to benefit from funding at a local level. While the definition has not been set, the frequent mentions of sport and physical activity demonstrate that they are on the public health agenda.

## The Physical Activity Guidelines – Start Active, Stay Active – July 2011
A report from the Chief Medical Officer presents guidance on the volume, duration, frequency and type of physical activity across the full age ranges to achieve general health benefits. It is aimed at all authorities and organisations developing services to promote physical activity, and it is aimed at professionals, practitioners and policymakers concerned with planning and implementing policies and programmes that use the promotion of physical activity, sport, exercise and active travel to achieve health gains.

The report covers early years, children and young people, adults and older adults; there are specific recommendations for each sector, with a succinct fact sheet setting out recommendations for each age group.

## Health and Social Care Reform Act (2012)
The Act was passed in Parliament in March 2012 as part of the Government’s vision to modernise the NHS. The bill moves commissioning responsibilities to both the GP consortia and also to Local Authorities for public health. These will come together in health and wellbeing boards.

## Public Health Outcomes Framework 2013-2016
Published in January 2012, the Public Health Framework identifies two overall outcomes to be achieved:

- **Increased healthy life expectancy**
- **Reduced differences in life expectancy and healthy life expectancy between communities**

Public health will be measured against 66 health measures, including a physical activity indicator.