

Sport England

Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

Hannah McDonald – National Partnership Lead – Health, September 2024

Today's session

- Uniting the Movement – our 10-year strategy
- Understand a bit more about our Health Advocacy work at Sport England
- Our Place Expansion work
- Supporting the local Health Agenda through Active Partnerships

OUR VISION

Imagine a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives.

There's no quick fix to make this vision a reality. But we know being active is one of the most effective and sustainable ways to achieve it. This is why Sport England exists.



WHO WE ARE

Sport England is an arm's length body of government established by Royal Charter in 1996. We're responsible for growing and developing grassroots sport and helping more people get active across England. We use our expertise, insight, campaigns and targeted funding from the government and the National Lottery to do just that.

OUR MISSION

We're here to invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are.

Because it's not always a level playing field.

Right now, the opportunities to get involved in sport and activity – and reap the rewards of being active – depend too much on your background, your gender, your bank balance and your postcode.

We're determined to tackle this and unlock the advantages of sport and physical activity for everyone.

HEALTH & WELLBEING

KEY OPPORTUNITIES FOR CHANGE 2022-25

Influence people working in the NHS and social care to prioritise physical activity to address health inequalities

Improve the pathway between health and organised activity by removing barriers associated with risk

Champion the role of sport & physical activity in supporting positive mental health and wellbeing



National Academy for Social Prescribing



Office for Health Improvement & Disparities

The Richmond Group of Charities



WE ARE UNDEFEATABLE





**SPORT
ENGLAND**

UNITING THE MOVEMENT

EXPANDING PLACE PARTNERSHIPS



Our 22-25 IMPLEMENTATION PLAN SAID..

EXPANDING PLACE PARTNERSHIPS

...to focus our investment and resources on the communities that need it most, we'll significantly increase the number of places across England that we partner with and invest in, building the movement from the ground up by working with organisations and communities to understand the issues and barriers facing people to get active, and working together to develop local solutions..."

PLACE PARTNERSHIPS

Commitment

£250m over next 5 years to expand our place partnerships to 80-100 additional places via the network of people in our existing LDPs and Active Partnerships alongside a universal offer that all places can benefit from and deepening in the existing pilot areas.

Delivering impact against our 4 key outcomes:

- **Increasing Activity**
- **Decreasing Inactivity**
- **Tackling Inequality**
- **Providing positive experiences for children and young people**

How does that breakdown?

£225m of revenue and capital investment to further develop our current Place Partnerships and to grow to a further 80-100 new ones by 2025

£25m for Place-based components of a universal offer and a common approach to measurement and evaluation across the whole of our place work

PLACE PARTNERSHIPS

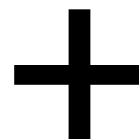


Place Needs Classification (PNC)

For expanding our place-based partnerships, we will classify a place as somewhere of greatest need when data indicates there is *both* “sport and physical activity need” and “social need”.

Sport and physical activity need

This data speaks most directly to our mission to increase activity, reduce inactivity and reduce inequalities



Social need

Data that describes places where outcomes are less favourable

What is the Place Universal Offer?

- The Place Universal Offer is a proportionate way of supporting the entire sector to work in a systemic way.
- We have allocated investment towards a Place Universal Offer meaning that we can provide effective support, tools and resources to more places than the 80-100 we have committed to through our place partnerships.
- To advocate for systemic change in as many places as possible we are developing a continuum of support to achieve this.

What are Active Partnerships?

There are 43 Active Partnerships across England, all working on the same challenge: **physical inactivity and the inequalities within this.**

Our shared purpose and ambition with Sport England is to **grow a Movement for Movement beyond ourselves.**

A unique feature of Active Partnerships is their independence, working across all activities, providers and audiences, focused on the needs of their local communities.

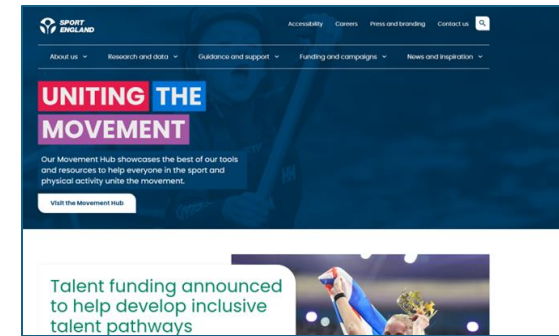
Active Partnerships work collaboratively with a range of National and Local stakeholders, across sectors, taking a whole systems approach, working in a place-based way to.

To get in touch with your Active Partnership, use our [interactive map](#).



How can I find out more?

- Visit our website.. www.sportengland.org
- Contact your local Active Partnership through the [interactive map](#)
- Contact me – Hannah.mcdonald@sportengland.org



Thank you for listening!