Towards an Active Nation

Chris Perks
Director Local Delivery

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The outcomes we all care about

- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social & Community Development
- Economic Development
The Challenge

This number is going up and has reached 28m

This number is decreasing but 11.3m do very little or nothing

<table>
<thead>
<tr>
<th>INACTIVE</th>
<th>FAIRLY ACTIVE</th>
<th>ACTIVE</th>
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<tbody>
<tr>
<td>LESS THAN 30 MINUTES A WEEK</td>
<td>30-149 MINUTES A WEEK</td>
<td>150+ MINUTES A WEEK</td>
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<tr>
<td>25.2%</td>
<td>12.5%</td>
<td>62.3%</td>
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25.2% of people (11.3m) did less than 30 minutes a week
12.5% (5.6m) were fairly active but didn’t reach 150 minutes a week
62.3% (28.0m) did 150 minutes or more a week
Inequalities that are stubborn

Socio-economics (Inactivity)

| NS SEC 1-2 | 16% |
| NS SEC 3 | 22% |
| NS SEC 4 | 25% |
| NS SEC 5 | 27% |
| NS SEC 6-7 | 31% |
| NS SEC 8 | 38% |

Managerial, administrative and professional occupations (e.g. chief executive, doctor, actor, journalist) (NS SEC 1-2)
Intermediate occupations (e.g. auxiliary nurse, secretary) (NS SEC 3)
Self employed and small employers (NS SEC 4)
Lower supervisory and technical occupations (e.g. plumber, gardener, train driver) (NS SEC 5)
Semi-routine and routine occupations (e.g. postman, shop assistant, bus driver, waitress) (NS SEC 6-7)
Long term unemployed or never worked (NS SEC 8)
Creating a lifelong sporting habit

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

The behavioural challenge

<table>
<thead>
<tr>
<th>Tobacco-quit function</th>
<th>Five-a-day funnel</th>
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<tbody>
<tr>
<td>Desire to change</td>
<td>75% want to quit</td>
</tr>
<tr>
<td>Attempt to change</td>
<td>45% make quit attempt</td>
</tr>
<tr>
<td>Sustained change</td>
<td>&lt;3% quit at 12 months</td>
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<tr>
<td></td>
<td>52% intend to eat five a day</td>
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<tr>
<td></td>
<td>40% try to eat more</td>
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<td>14% regularly eat five a day</td>
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Unprecedented challenges

- Political uncertainty
- Housing, social care, health costs
- On-going pressure on resources
- Here and now issues - facilities
- Joining up

But there are opportunities
Our Vision

We want everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity.

Some will be young, fit and talented – but most will not.

We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.
Measuring success

FIVE OUTCOMES FROM SPORTING FUTURE

PHYSICAL WELLBEING
MENTAL WELLBEING
INDIVIDUAL DEVELOPMENT
SOCIAL & COMMUNITY DEVELOPMENT
ECONOMIC DEVELOPMENT

THREE TARGETS AGREED WITH GOVERNMENT

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

OUTCOME BASED PROJECTS MUST STILL DELIVER NUMBERS

PURSUIT OF NUMBERS MUST NOT NEGLECT OUTCOMES
**OVERALL TARGET**

500,000

Increase of in the number of people in England doing 150 minutes of moderate intensity activity or more per week.

*Current Position:*

471K

**WOMEN’S TARGET**

250,000

Increase in the number of women (aged 16-60) in England doing 150 minutes of moderate intensity activity or more per week.

*Current Position:*

100K

**LSEG TARGET**

100,000

People from lower socio-economic groups (LSEG) crossing the 30 minutes per week and/or 150 minutes per week activity thresholds within the places and projects in which we dedicate investment to this audience.

*Current Position:*

TBC

**Baseline:**

27.5M (Nov 2015/16)

Latest Position: 28M (May 2017/18)

**Baseline:**

10.7M (Nov 2015/16)

Latest Position: 10.8M (May 2017/18)

**Baseline:**

TBC (Nov 2015/16)

Latest Position: TBC (May 2017/18)
The influences around us – joining up

- **Policy**: E.g. Local strategies, budgets, laws, rules, regulations, codes
- **Physical environment**: E.g. Built, natural, transport links
- **Organizations and Institutions**: E.g. Schools, GPs and health care, businesses, faith organisations, charities, clubs
- **Social environment**: E.g. Individual relationships, families, support groups, social networks and norms
- **Individual**: E.g. Individual capability, motivation, attitudes, beliefs, knowledge and behaviours

Source: Social-Ecological Model
Sharing our experience on joining up

- Physical activity – its role in the whole, real change needed and takes time

- Have to have an honest conversation about who we are reaching

- Real engagement with communities is hard

- Its not what you do it’s the way you do it, say yes to the mess
Evolving our local offer with you

- Expertise and advice – commissioning
- Insight and data
- Investment – capital and revenue
- Leadership programmes
- Campaigning – This Girl Can
- County Sports Partnerships
- Approach to ‘joining up the system’