Local Delivery Pilots

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The Challenge

This number is going up and has reached 28m

- **Inactive**
  - Less than 30 minutes a week
  - 25.2% of people (11.3m) did less than 30 minutes a week

- **Fairly Active**
  - 30-149 minutes a week
  - 12.5% (5.6m) were fairly active but didn’t reach 150 minutes a week

- **Active**
  - 150+ minutes a week
  - 62.3% (28.0m) did 150 minutes or more a week

This number is decreasing but 11.3m do very little or nothing
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%
Behaviour change is hard

1. Tackling inactivity
   Challenging the intention/action Gap

2. Creating regular activity habits
   Building a new habit is challenging

3. Helping those with a resilient habit to stay that way
   Life gets in the way and is challenging
Inactivity is a complex issue – but many influencing factors are in our communities
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
Looking for greater alignment of major influences
The role of the pilots

• By 2021 we need to prove change is possible at population level
• We need to learn how to influence it
• It’s ground breaking so there are no blueprints
• We have chosen to do it by geography not demographic group
• The ‘geography’ is the places we are looking to work with
Local delivery pilot outcomes

We need to learn how to get:

• **More people living active lives** - significantly decrease inactivity

• **Improve inclusivity** - increase the proportion of under-represented groups

• **Improved wider outcomes** – as a result of activity

• **Transformational change** – replicated
Pilot places

- Redcar & Cleveland and Middlesbrough: Population: 274,800
- Bradford: Population: 132,800
- Withernsea: Population: 6,000
- Calderdale: Population: 208,400
- Doncaster: Population: 304,800
- Greater Manchester: Population: 2,756,200
- Birmingham and Solihull: Population: 471,400
- Essex: Population: 1,443,200
- Hackney: Population: 269,000
- Southall: Population: 269,000
- Greater Exeter: Population: 139,200
- Pennine Lancashire: Population: 532,500
Sharing as we go with a wider community of learning