

Local Delivery Pilots

LGA Culture, Tourism and Sport Conference

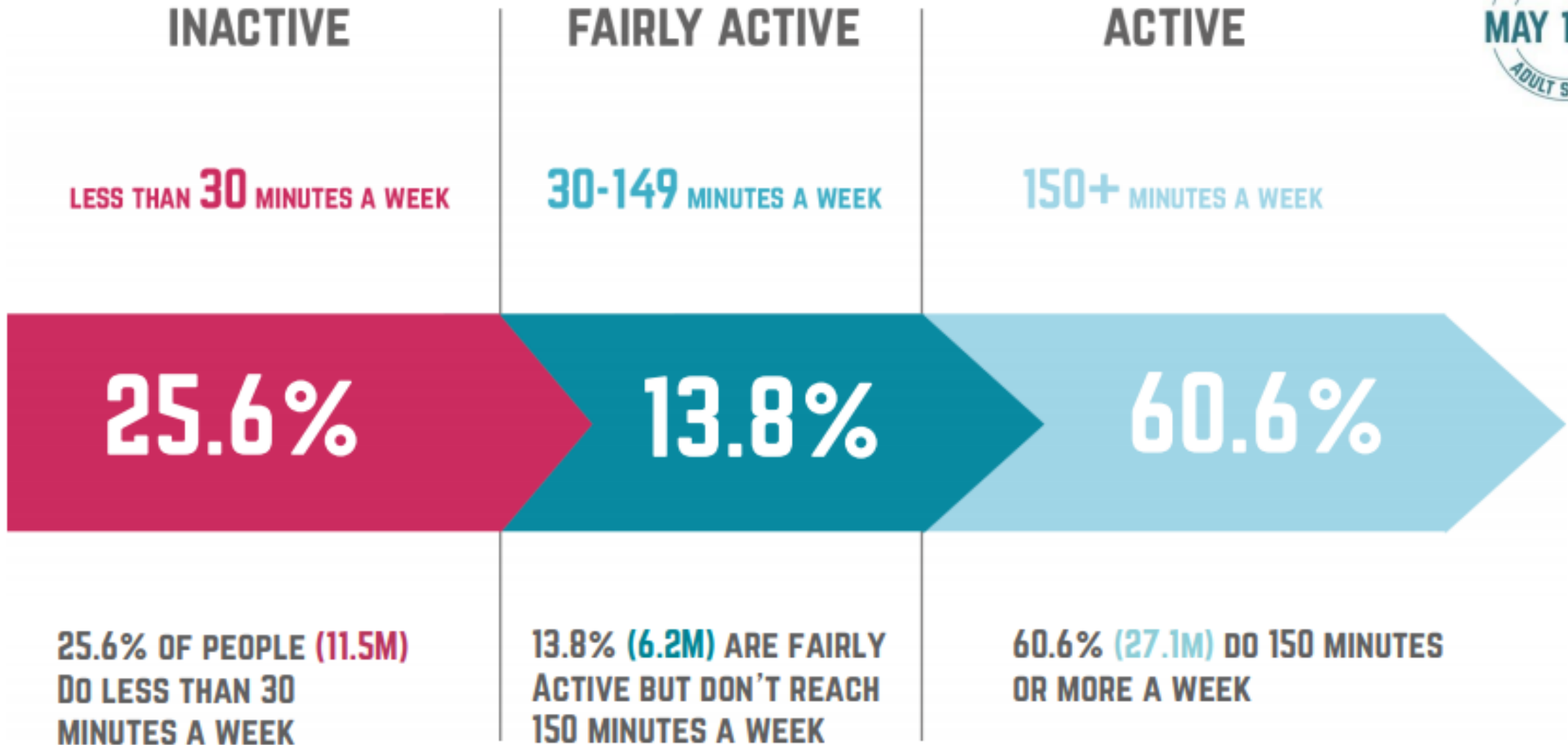
**Ruth Alleyne
Sport England**

March 2018

Workshop content:

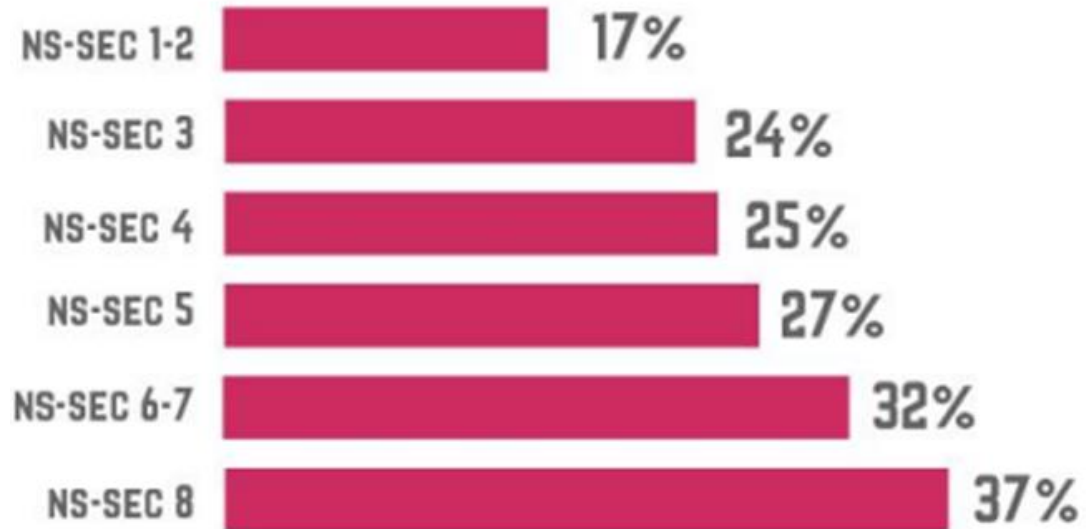
- 1. Context and what we are aiming for**
- 2. Withernsea**
- 3. Greater Manchester**
- 4. Evaluation and learning**
- 5. Discussion**

Context: the inactivity challenge:

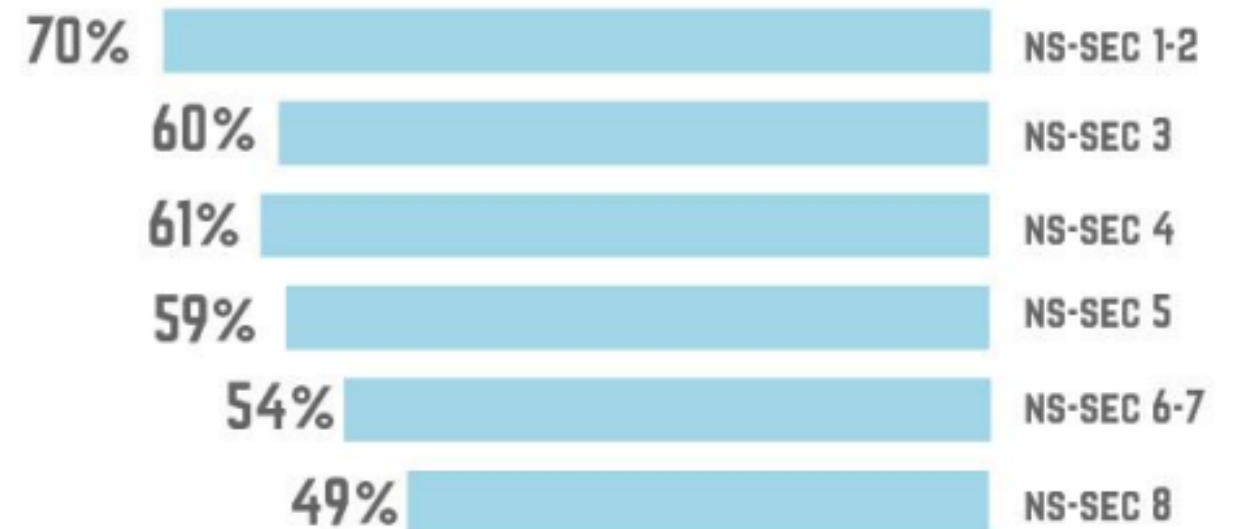


Context: averages mask stubborn inequalities:

INACTIVE (LESS THAN 30 MINUTES A WEEK)



ACTIVE (150+ MINUTES A WEEK)



NS SEC 1-2: MANAGERIAL AND PROFESSIONAL OCCUPATIONS (E.G. CHIEF EXECUTIVE, DOCTOR)
(NS SEC 3): INTERMEDIATE OCCUPATIONS (E.G. AUXILIARY NURSE, SECRETARY)

(NS SEC 4): SELF EMPLOYED AND SMALL EMPLOYERS

(NS SEC 5): LOWER SUPERVISORY AND TECHNICAL OCCUPATIONS (E.G. PLUMBER, GARDENER, TRAIN DRIVER)

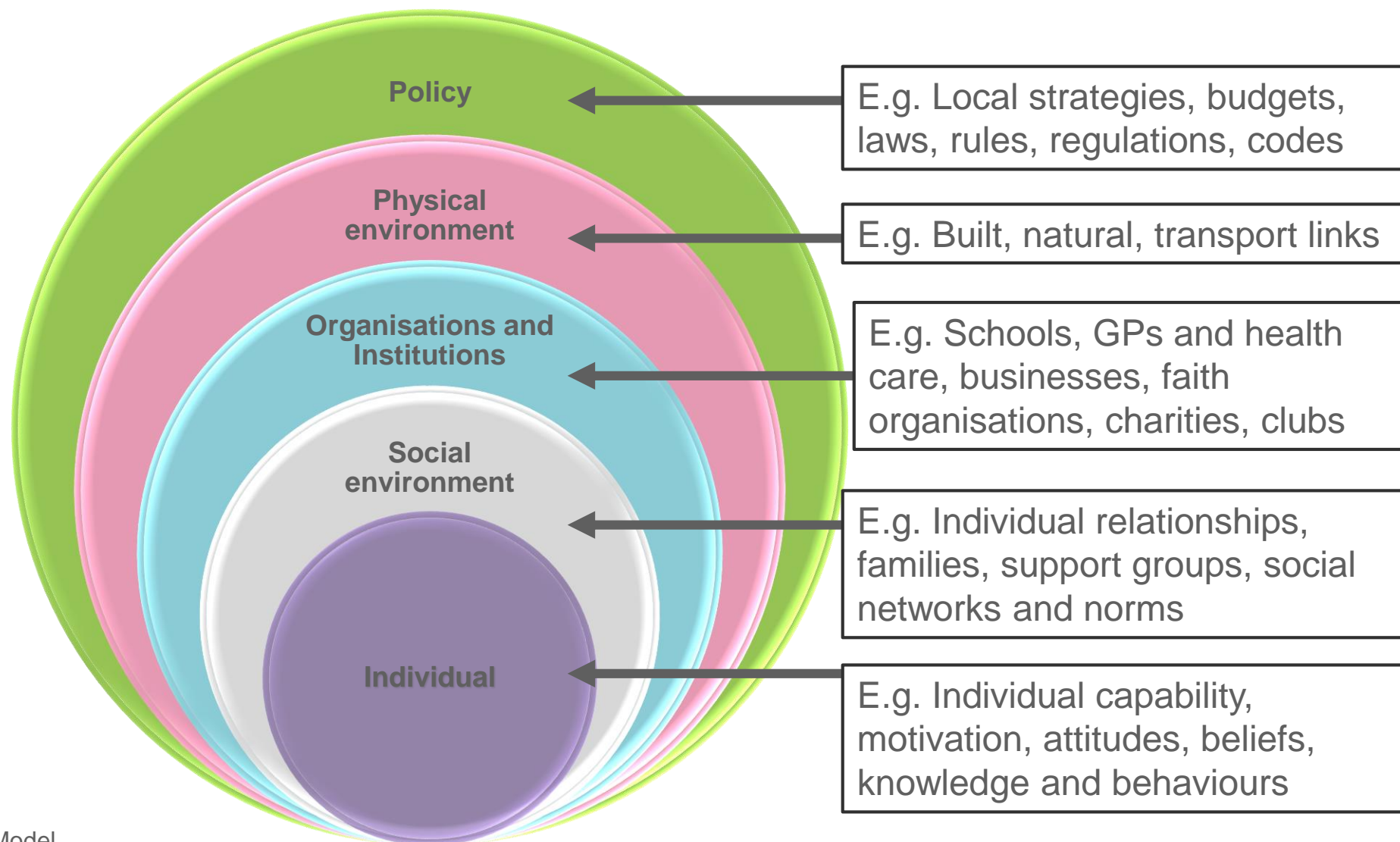
(NS SEC 6-7): SEMI-ROUTINE AND ROUTINE OCCUPATIONS (E.G. SHOP ASSISTANT, BUS DRIVER, WAITRESS)

(NS SEC 8): LONG TERM UNEMPLOYED OR NEVER WORKED

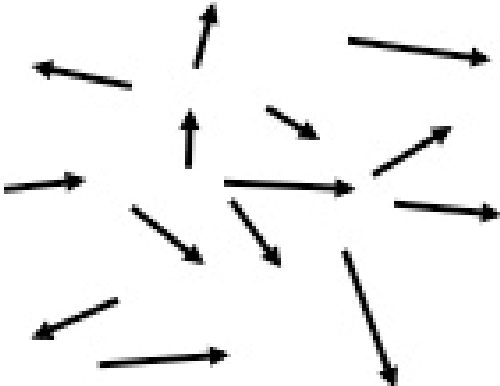
Context: the role of the pilots

- 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

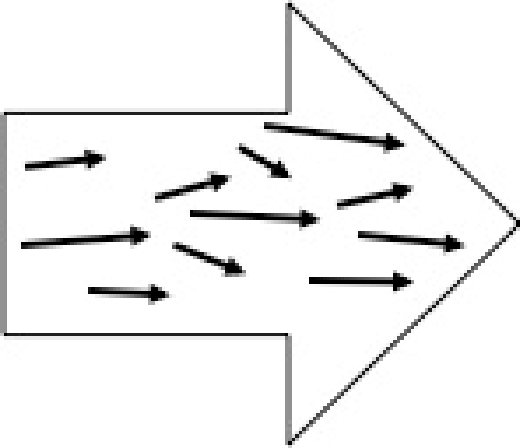
Change needs interventions in 'layers' of the system



Looking for greater alignment of major influences



TO



Pilot places



Challenges locally

- Eating or somewhere to live is more important than being active
- Understanding of people's "lived experience"
- Demand pressure on services and less money
- Capacity and capability – people to think and people to do
- Reaching everyone or targeting some places and people?
- People often know what they would like to do – they don't need to be told, but need help to make it happen
- Time and space to see and prove impact

Evaluation and learning

- **National Evaluation Partner procured:**
 - develop a measurement and evaluation for the programme of pilots
 - collaborate with each pilot on their own local evaluation
 - provide overview and connections
 - extract impact and process learning reports regularly

- **‘Community of Learning’ in development:**
 - crucial that we share what we’re learning
 - high levels of interest
 - consulting with interested parties
 - scoping the community of learning

