



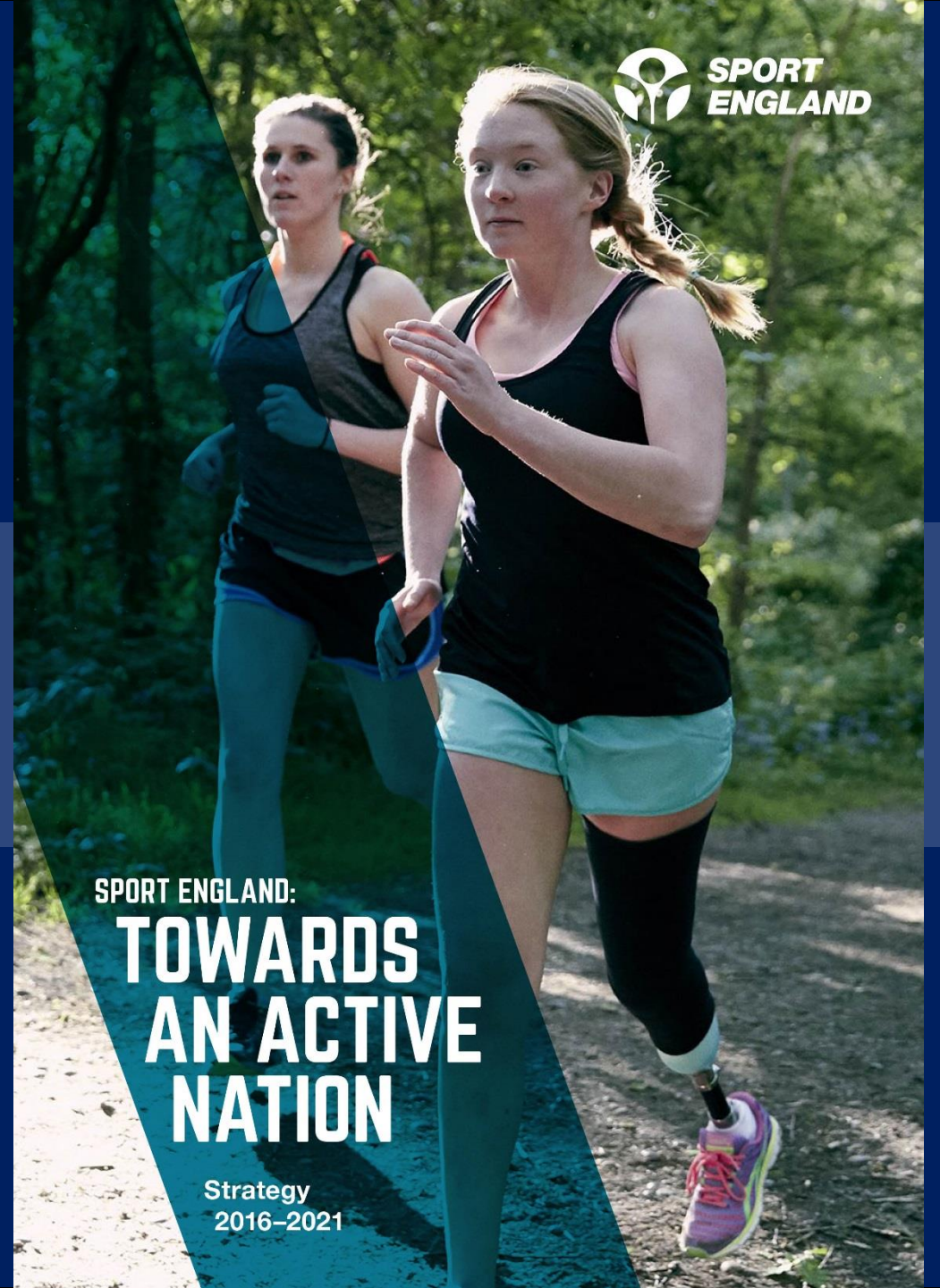
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SPORT ENGLAND: **TOWARDS AN ACTIVE NATION**

Strategy
2016–2021

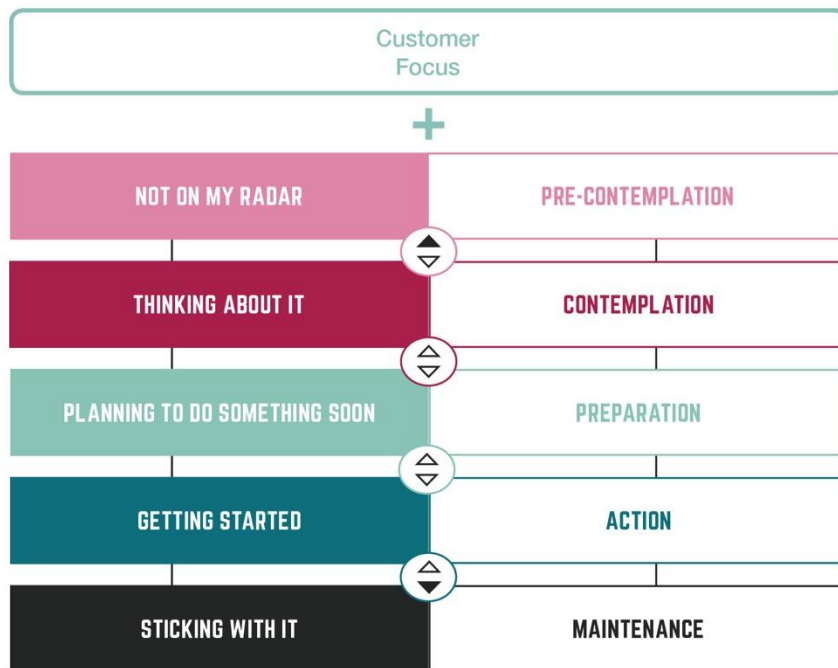


SPORT ENGLAND STRATEGY: TOWARDS AN ACTIVE NATION

OUTCOMES



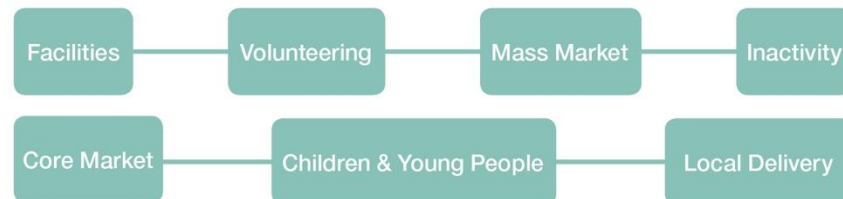
HOW WE THINK



HOW WE DECIDE



WHAT WE INVEST IN



UNDERPINNED BY

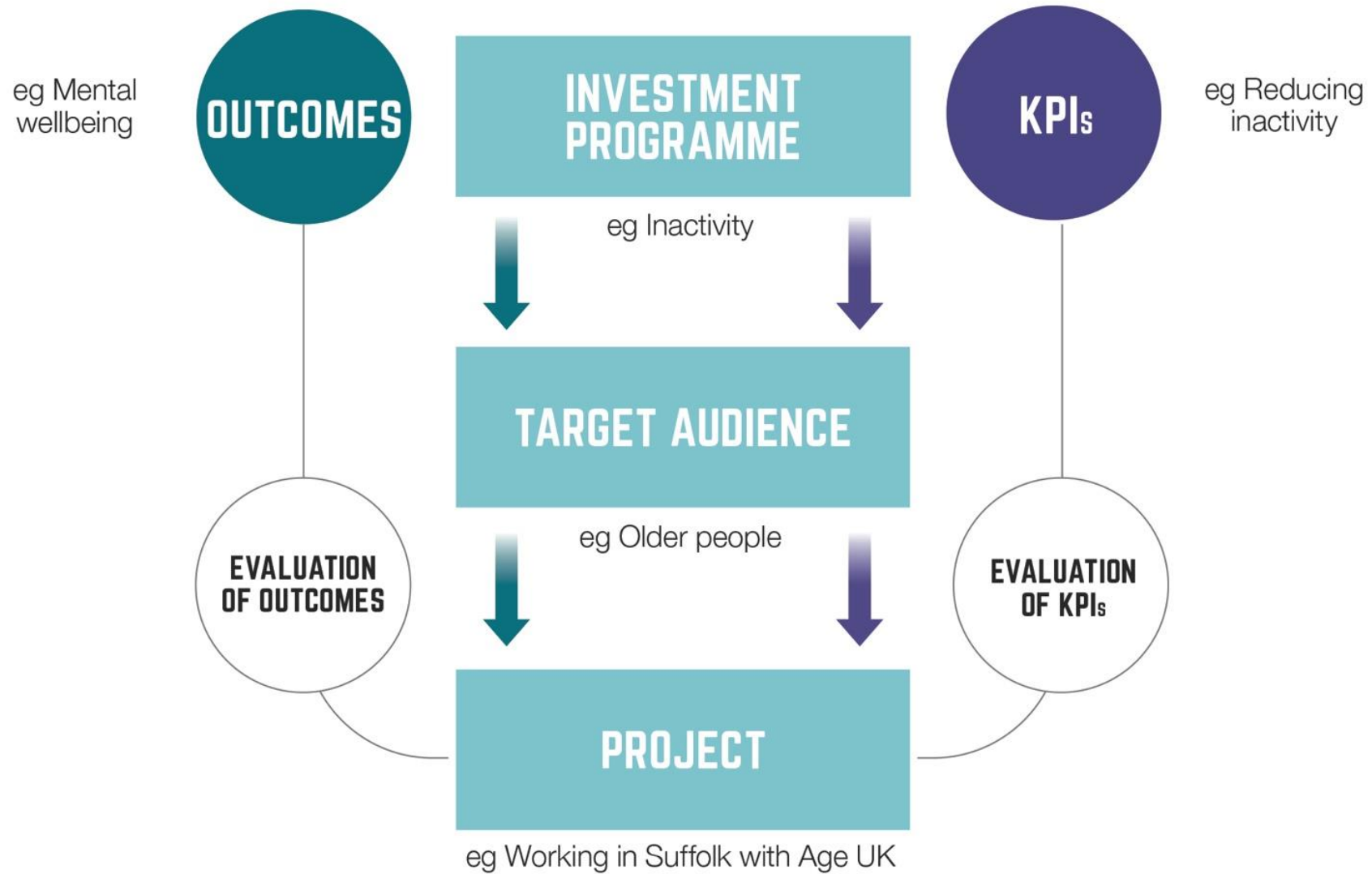


customer focus

- Who is the customer?
- What do they need and want?
- Designing the offer based on
 - audience
 - insight
- Feedback and redesign
- Measurement and evaluation



LINE OF SIGHT



investment programmes

1. Tackling inactivity
2. Children and young people
3. Volunteering
4. Taking sport and activity into the mass market
5. Supporting sport's core market
6. Local delivery
7. Facilities



Sport England – investment opportunities

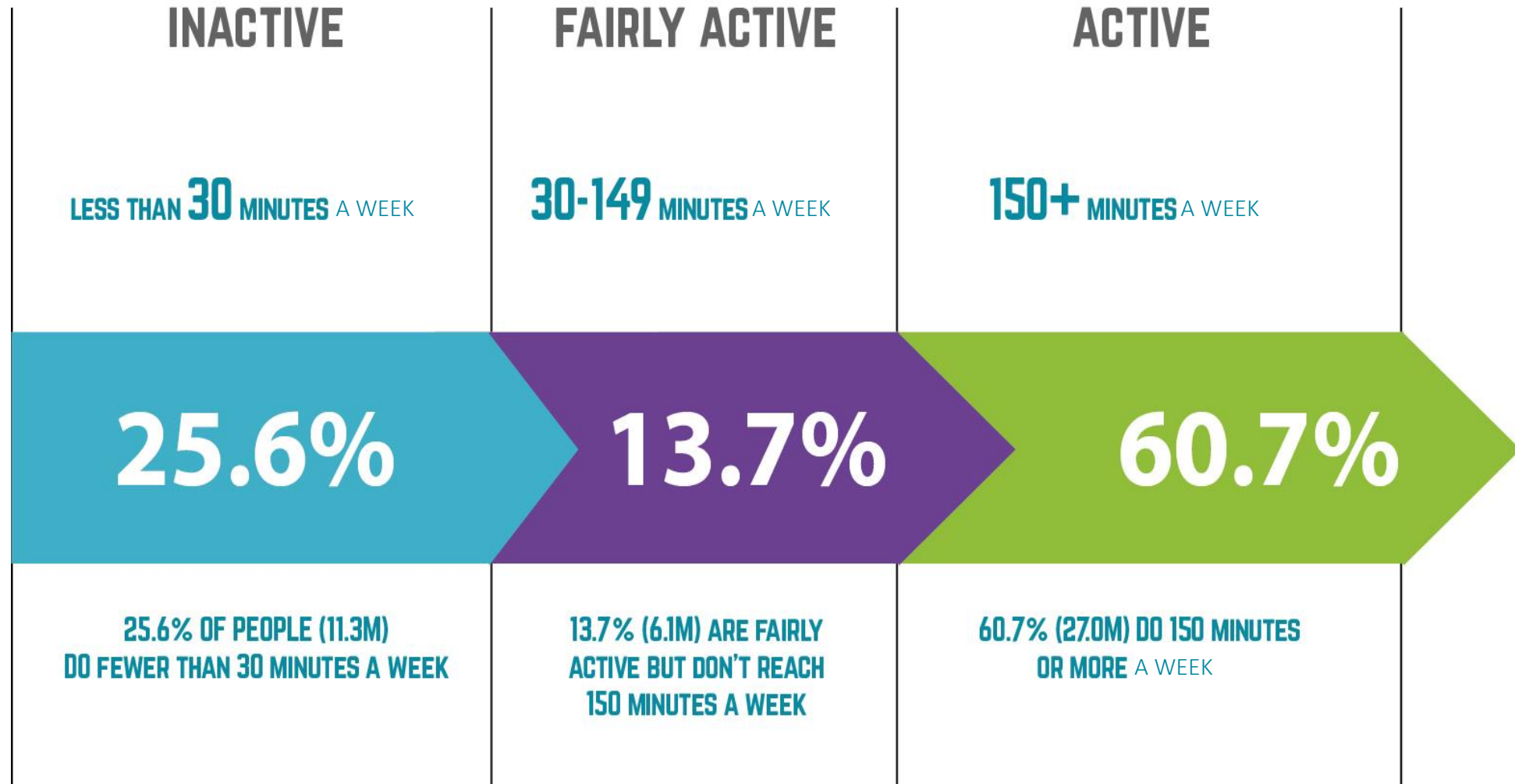
Investment Programme	Fund	Available funding	Range of investment	Date open
Inactivity	Active Ageing	£10m	£50k-£500k	Open
Inactivity	Lower-socio-economic groups	£3m	£10k-£150k	March 17
Children and Young People	Children and Families	£10m	£50k-£500k	April 17
Volunteering	Opportunities Fund	£3m	TBC	Open
Volunteering	Potentials Fund	£3m	TBC	Open
Core Market	Supporting Core Market	TBA	£50k-£500k	Open
Core Market	Small Grants	£6m	£300-£10k	Open
Local Delivery	Local Delivery	£40m	N/A	Open
Facilities	Community Asset	£15m	£1k-£150k	Open
Facilities	Strategic	£15m	£500k-£2m	Open

Active Lives Survey 2015-16

Year 1 Results



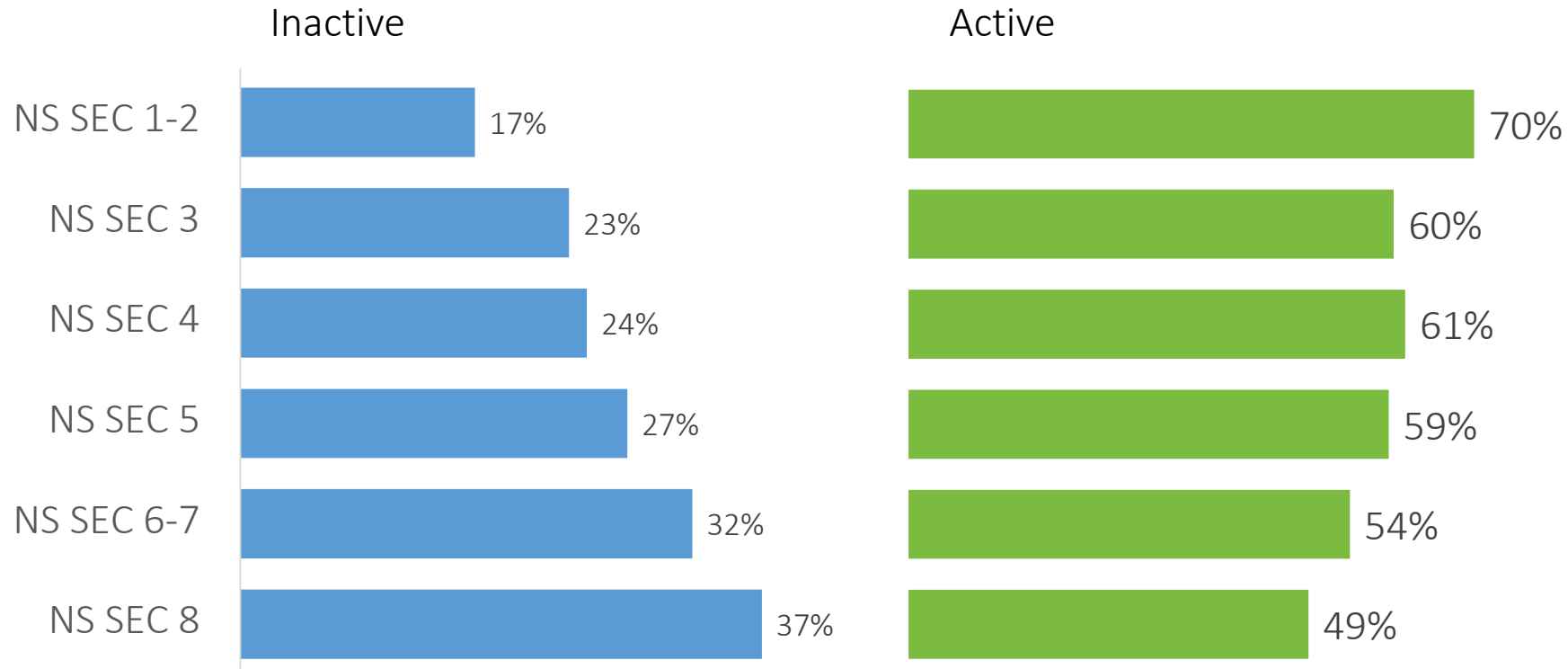
Levels of activity



Note: The physical activity data presented in this presentation excludes gardening.

SOCIOECONOMIC GROUPS

There is a social gradient to the amount of sport and physical activity people do.



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

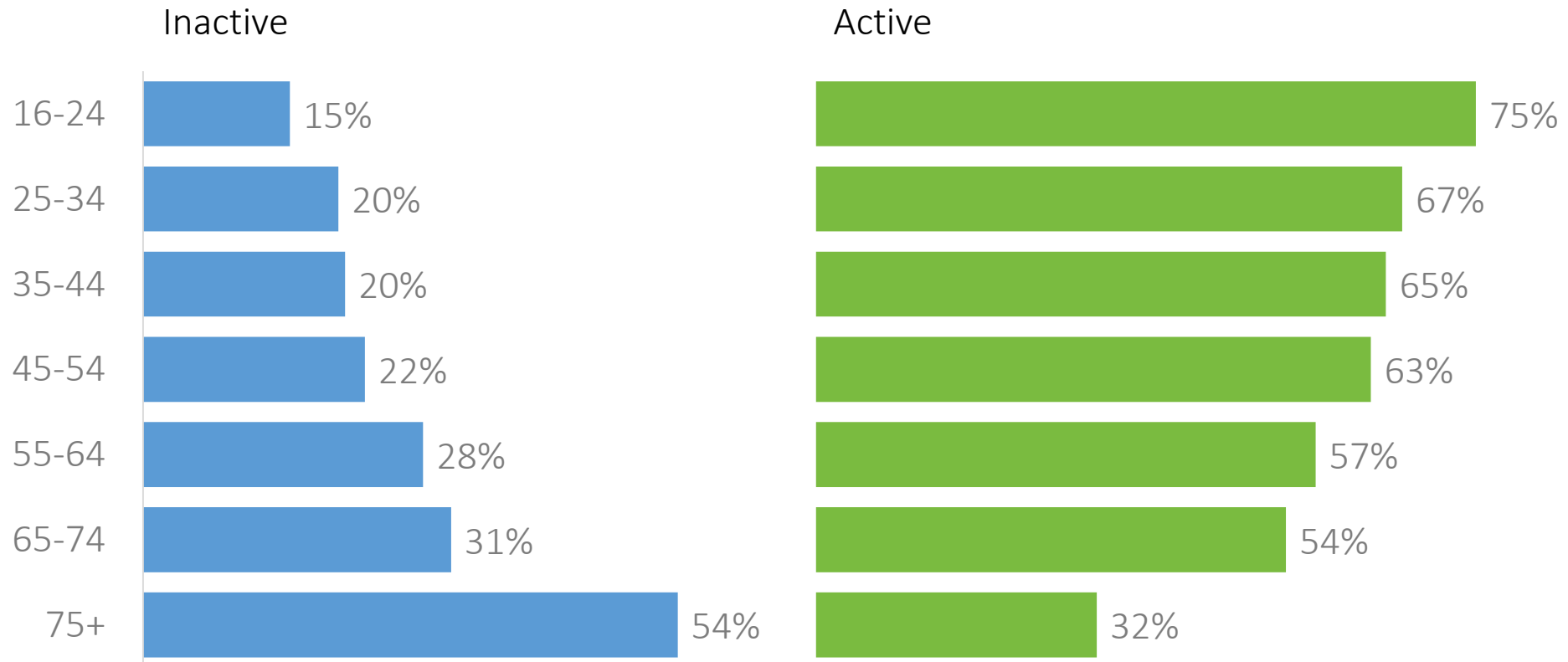
(NS SEC 5): Lower supervisory and technical
occupations (e.g. plumber, gardener, train driver)

(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

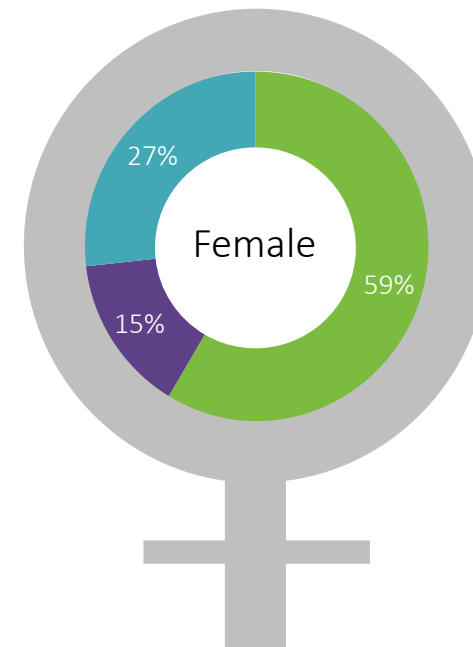
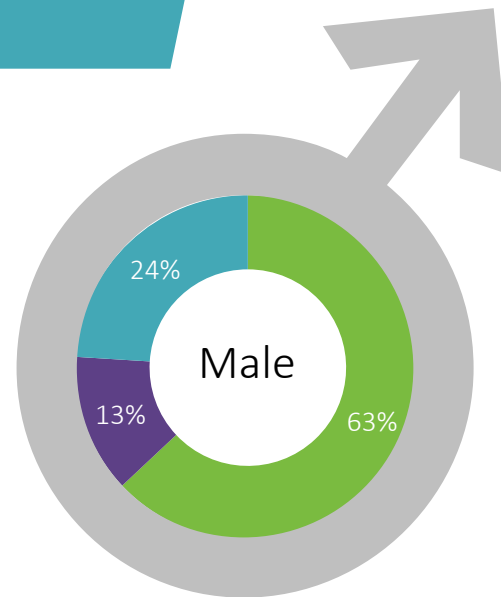
Age

Inactivity increases with age.

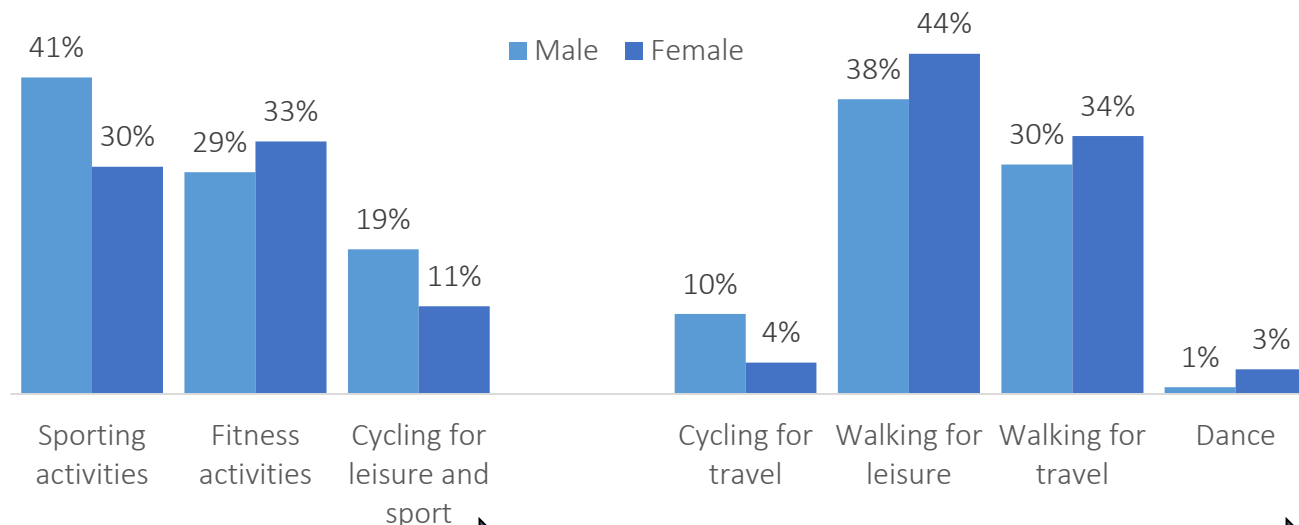


GENDER

Men are more likely to be active than women.



■ Active
■ Fairly active
■ Inactive



Continued focus

Extended remit

Based on those activities that are the continued focus of Sport England's work men (57% or 12.4m) are more likely to be active than women (49% or 11.1m).