



Still slow. Still lapping
everyone on the couch.



LOTTERY FUNDED

#thisgirlcan

Role of Activation in context

Our ultimate goal

BUSINESS OBJECTIVE

To address the gender gap by 2020

The way women respond to TGC

CAMPAIGN OBJECTIVES

To create a change in behaviour (**Action**)

To create a societal norm (**Attitude**)

Increase the number of women who are regularly active

Decrease the number of women who are inactive

CONFIDENCE-

Increase the number of women saying "I don't worry about what others think of me when I'm exercising"

RESILIENCE-

Decrease the number of women saying "I feel less confident returning to exercise if I miss a sport or exercise session(s)"

BELONGING-

Increase the number of women saying "People like me are doing sport and exercise"

The way women experience TGC

WOMEN'S EXPERIENCES of THIS GIRL CAN ACTIVATION

Awareness of campaign and judgement barriers

Gathering information and researching options

Find a way of managing barriers to try something out

Investigating the environment/ space

Testing out the atmosphere/ social dynamic

Assessing the trainer/ instructor/ leader

Try it again/
Try something else/
Have a break

This can take different lengths of time depending on the individual and they can lapse at any point

The way sport is presented to women

ACTIVATION OBJECTIVES

Primary Objective – To change the way sport and physical activity is delivered to women:

To provide appropriate, tailored sport and physical activity opportunities that respond to our women's needs and fears

Secondary Objective – To change the way sport and physical activity is promoted to women:

- i) To sign-post women to locally available opportunities
- ii) To make the national campaign feel locally relevant and like "it's something for me"
- iii) To amplify and raise awareness of the campaign at a local level

Investment Programme - Local Delivery

“Because our customers don’t live in a vacuum”

- Strong sustainable partnerships building on wider existing relationships
- More co-ordinated investment appropriate for that location as a principle.
- Focussed intervention to support Place Based Thinking

Investment Programme – Facilities

“Easy access to the right facilities”

- New support for Community Assets
- Increased investment in Strategic Facilities
- Stronger focus on co-located and integrated Community Centres.

Total Capital Investment 2012-16

- SE Investment made: **£258million**
- Total Project Investment: **£1.2billion**
- Leverage across programmes ranges from **1:1** to **1:10**
- Number of projects funded: **2,867**
- Strategic Facilities achieved a **30% reduction in capital build cost** and **40%** improvement in efficiency averaging **c.£750,000**
- Combined Throughput in the first full year of operation for completed capital projects: **19.5million** visits.

Future Investment Portfolio

- **Two proposed strands** – plus potential capital investment into programmes
 - **Strategic Facilities**
 - to influence the market to be clear on the purpose of their investment
 - to encourage an environment which sustainably delivers local outcomes
 - **Community Asset Fund**
 - to help maximise opportunities to transform community environment and
 - create more sustainable, non-grant dependent community organisations
- Capital Investment across other SE Investment Programmes
 - strategically positioned to influence the market and meet the needs of the specific target audience.

Facilities that meet the needs of the customer

**Facilities must be suitable
for their purpose**

Competitive sport and training for sport



**Community clubs and competition
SE/NGB existing guidance**

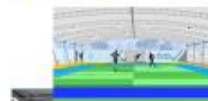
Core Market

**Definitions and
terminology**



Play activity for
enjoyment rather than a
serious or practical purpose

Games activity or sport played
according to rules



Sport for recreation
activity done for enjoyment



Training for sport
structured teaching and
coaching to improve
performance



Competitive Sport
structured activity where the
outcome is determined and
recorded



Mass Market, Tackling Inactivity

Warrington – Orford Park



Facility
Case Study
Creating a sporting habit for life

Facility
Case Study

ORFORD JUBILEE PARK

WARRINGTON

Status: Completed 2012
Client: Warrington Borough Council
Value: £30 million



Orford Jubilee Park is the biggest Olympic legacy site outside London. It represents the culmination of a 15-year project to develop a flagship community, leisure, health and education centre for Warrington. Officially opened by HRH Queen Elizabeth II on 17 May 2012, it is the first example of a sustainable community sports hub.

The project was developed through a unique partnership involving over twenty national, regional and local funding partners from the public, private and voluntary sectors and the 25-year lifecycle costs will be met from the *Community Investment Fund*.

Situated on a former landfill site next to a Victorian park, the development includes the private sector Decathlon retail unit and provides externally-lit pathways around the outdoor sports facilities and park.



Main pool hall with seating for 250 spectators



Main reception area with views through to external seating area and parkland beyond

May Revision 001

1

© Sport England 2013

Visitor numbers for the new 'Hub' building are three times higher than the leisure centre it has replaced. Compared to the previous year, there has been a sevenfold increase in the numbers joining the library.



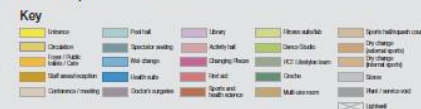
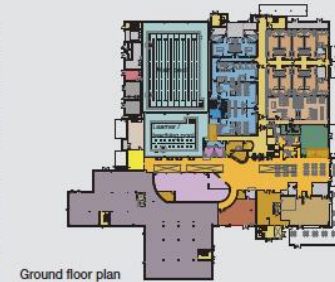
Unique Features

The project is situated in a newly-created community park that is easily accessed from a number of established routes used by the wider community. It co-locates a variety of high-quality indoor and outdoor leisure facilities with a range of additional community services. This promotes inclusive and social regeneration on a single site in line with Warrington's regeneration strategy.

Indoor leisure facilities include an 8 lane 25 m competition pool, a 15 x 9 m teaching pool with movable floor, two dance studios, a 4 court sports hall, an activity hall and a 90 station health and fitness gym. The community facilities comprise an education unit, a library, three GP surgeries, a Primary Care Trust (PCT) lifestyles team and a central café area with views on to the rear sports fields.



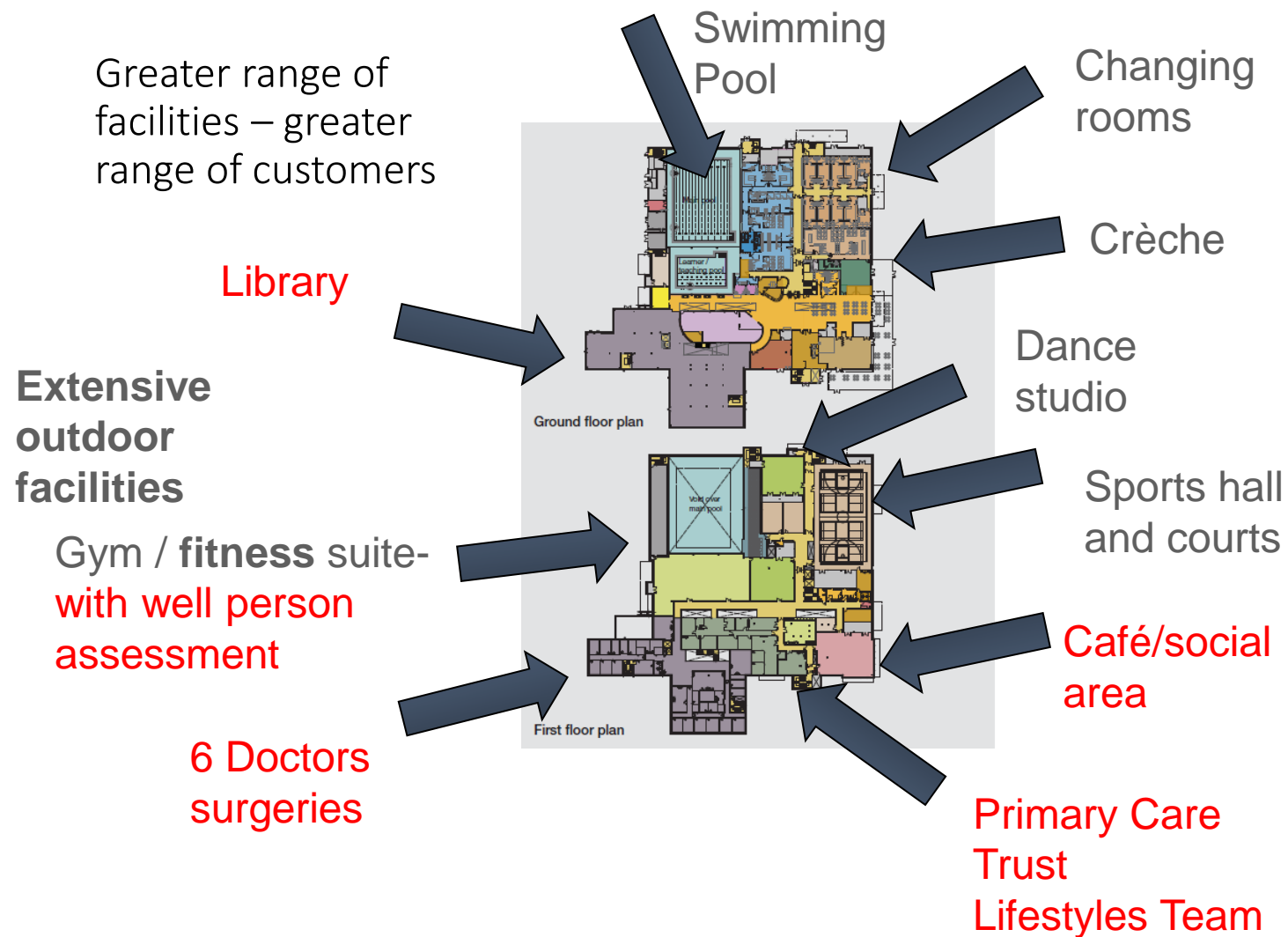
Outdoor leisure facilities include a full-size floodlit artificial football pitch, an enclosed five-a-side *Powerleague* centre, flat green bowls, a BMX and skateboard park and a campus-wide trim trail.



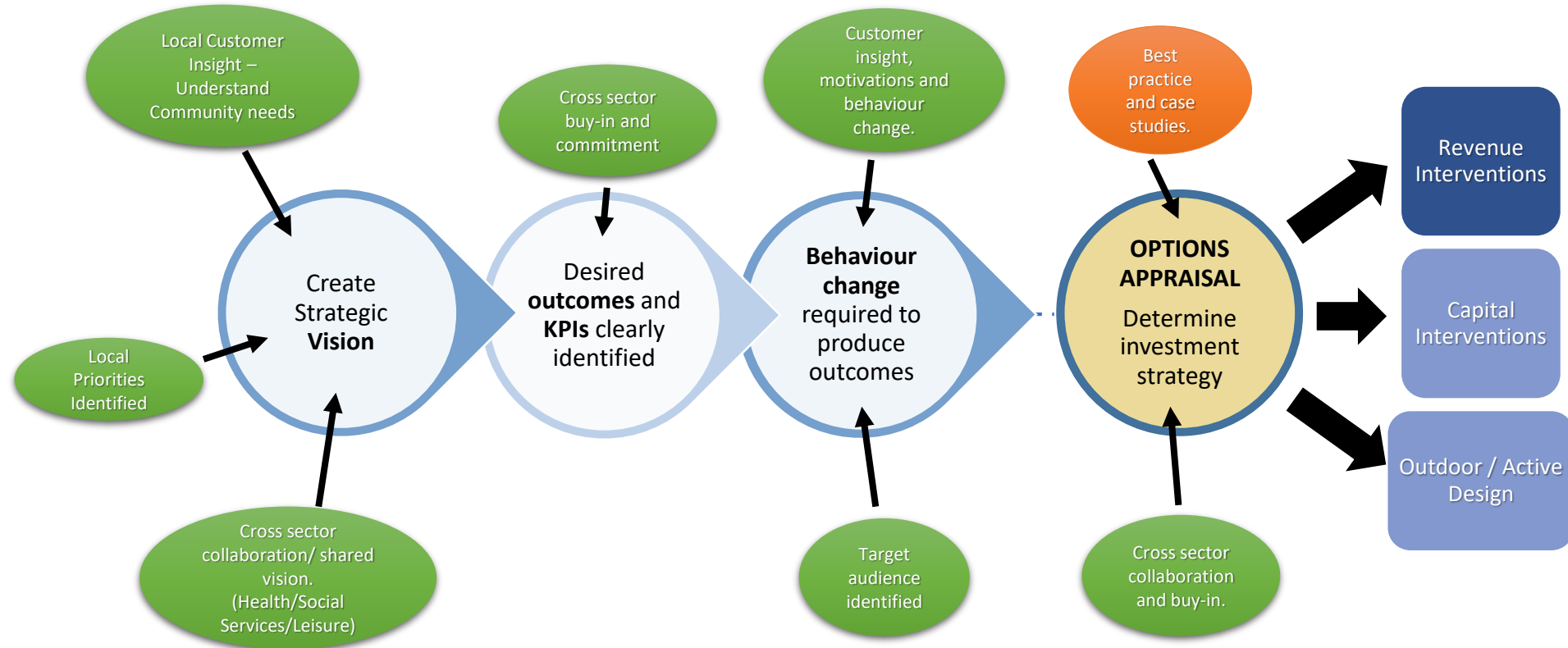
May Revision 001

2

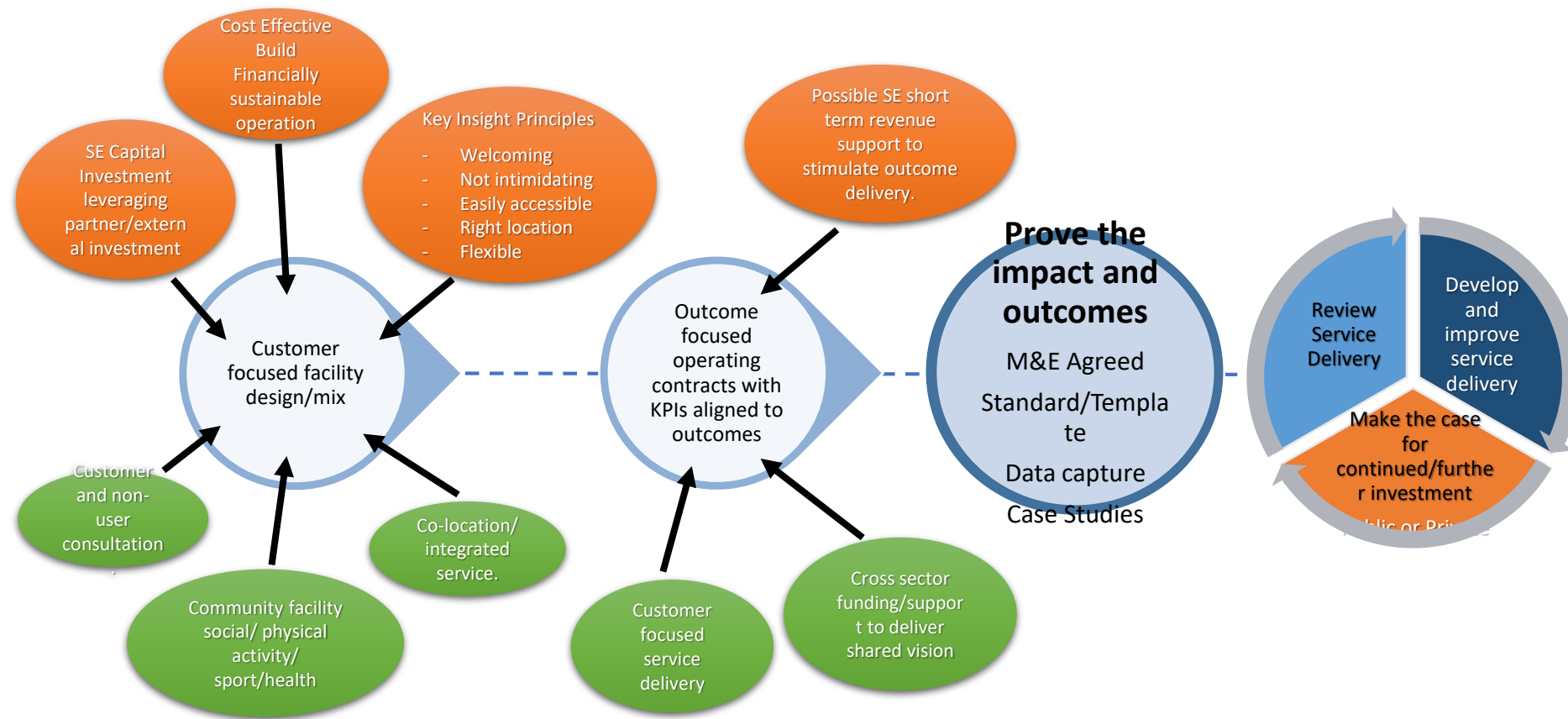
© Sport England 2013



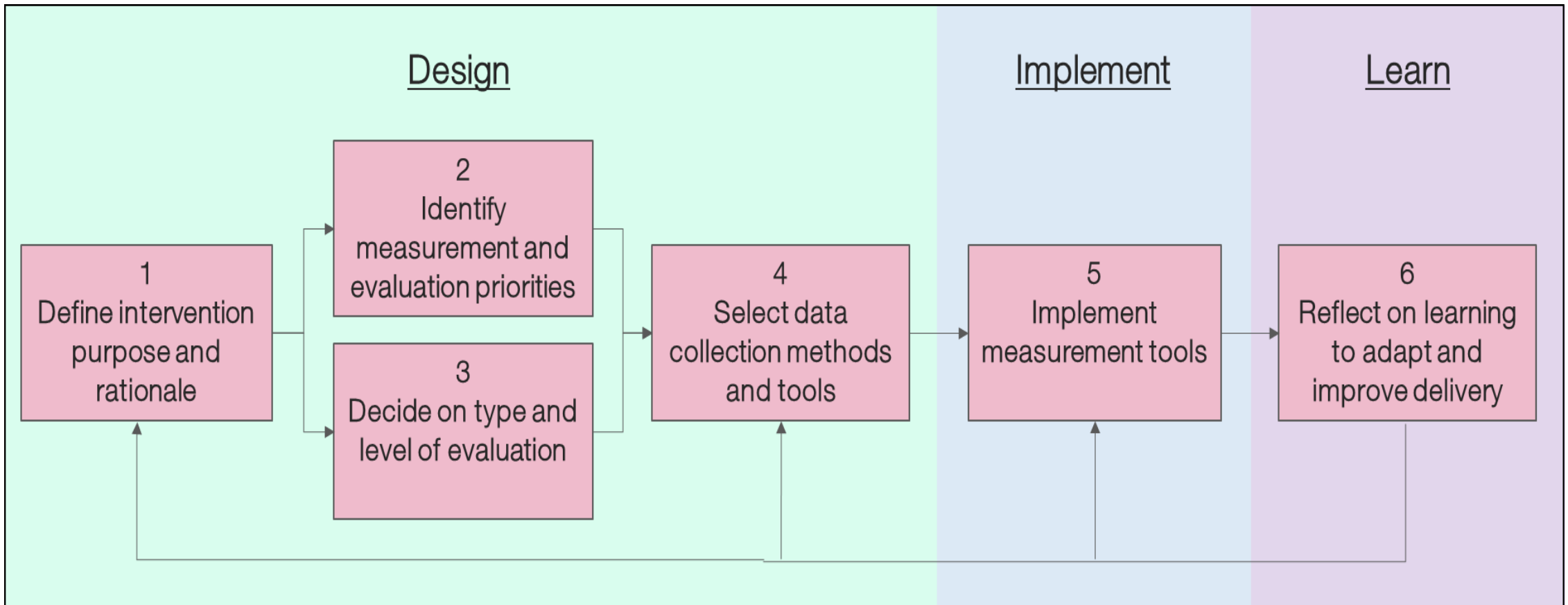
Shaping the Environment



If capital intervention determined...



Measurement Process Overview



In Conclusion: Key Shifts in Focus

- Investing for a purpose, not sport for sport's sake
- Behaviour change
- Customer focus
- Under-represented groups
- Wider partnerships - its what you can do that counts, not who you are
- Sport England as broker and collaborator: “active investor”