



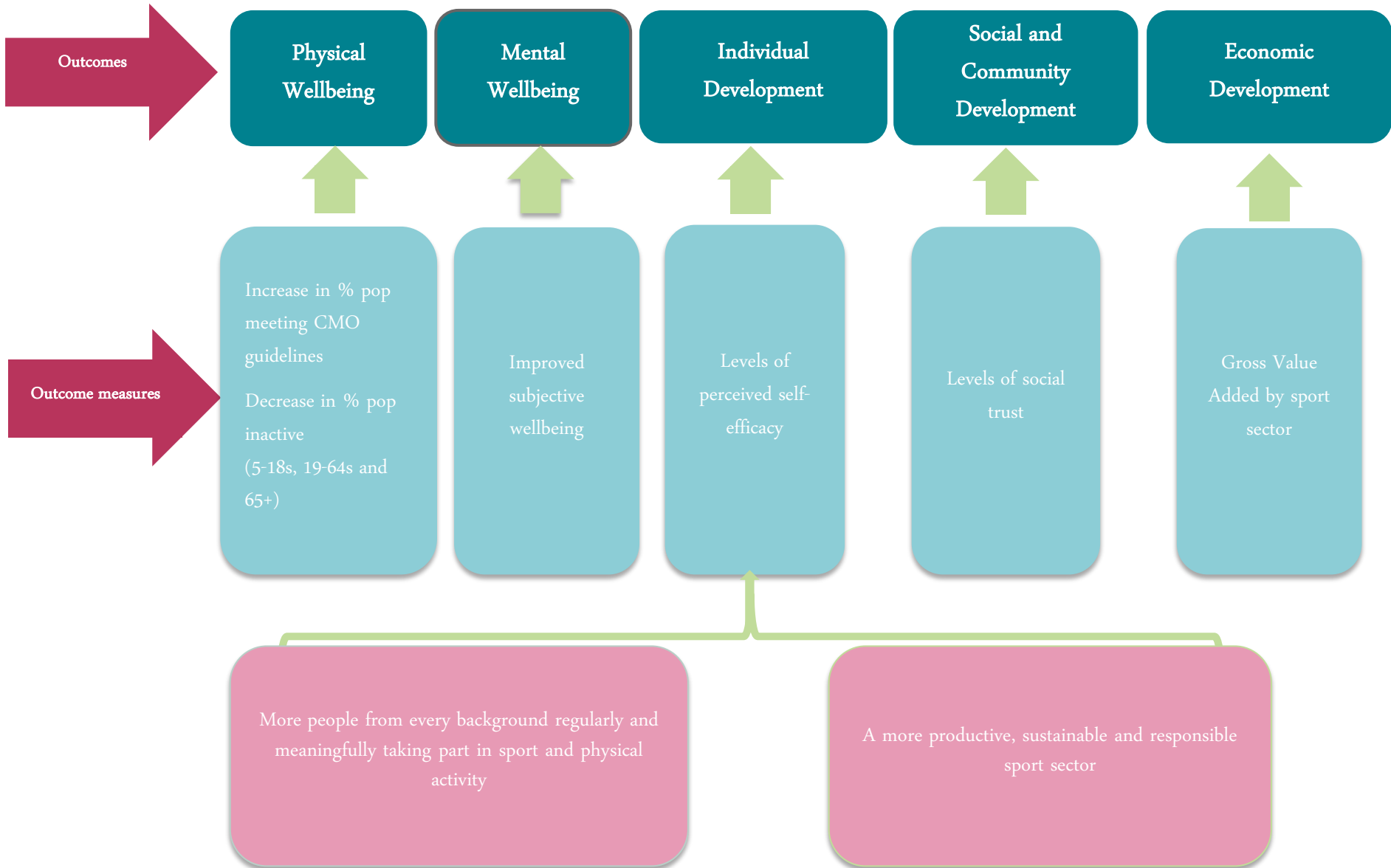
***SPORT  
ENGLAND***

# Sport England Strategy & Evidence of Impact

**Jon Horne**

**Local Government Relationship Manager,  
Sport England**

# Government Strategy: *Sporting Future*



# Sport England Strategy: Towards An Active Nation

Outcomes

Physical Wellbeing

Mental Wellbeing

Individual Development

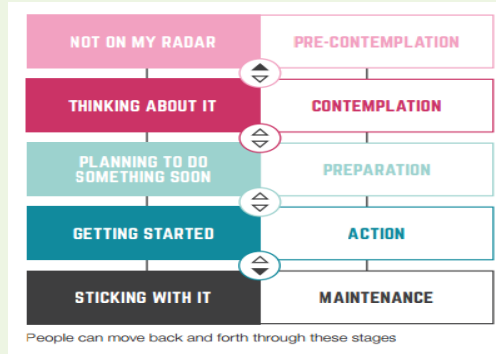
Social and Community Development

Economic Development

How we think

Customer Focus

+



How we decide

Seven investment principles

What we invest in

Tackling inactivity

Children and young people

Mass market

Core market

Volunteering

Facilities

Local delivery

Underpinned by

Workforce

Coaching

Active Lives

# 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

# Community Sport Activation Fund

- National Evaluation
  - Yearly online survey of project leads
  - Short online survey of all participants at registration & then annual progress surveys
  - 15 detailed case studies with up to 8 interviews across 2 sampling points (or equivalent qualitative methods)
  - ...of which, 6 will be case studies focusing on the Social Return on Investment (SROI)
  - 30 in-depth interviews

# CSAF - Key delivery considerations

- Taster sessions
- Range of activities
- Different ability levels
- Bespoke activities
- Type of venue
- Location of activity
- Cost: Cost can be a barrier to participation
- Childcare can be a barrier for some.
- Rewards: Little evidence that rewards work in engaging/sustaining participation

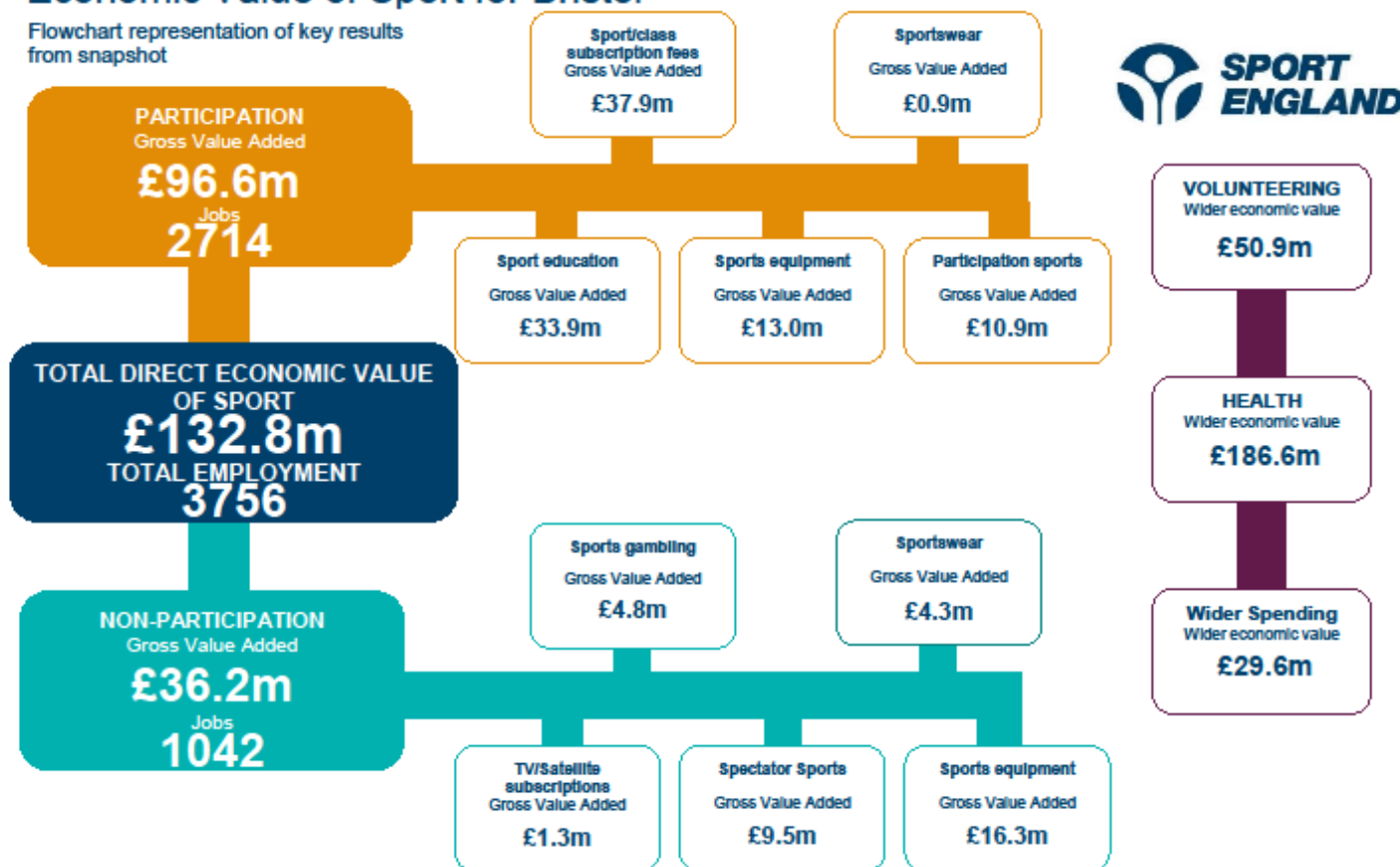
# CSAF – Evidence of Impacts

- Before joining only 59% of participants took part in sport the previous week, compared to 84% after joining. Over half of all people surveyed (52.5%) increased their participation at a CSAF project.
- Wider impacts
  - 92% reported impact on physical health
  - 90% increased fitness
  - 84% impact on mental health
  - 76% increased confidence
  - 75% increased self-esteem
  - 45% reduced social isolation
  - 42% improved employability skills
  - 21% impact on attendance at school/college/university
  - 19% improvement in grades at school/college/university

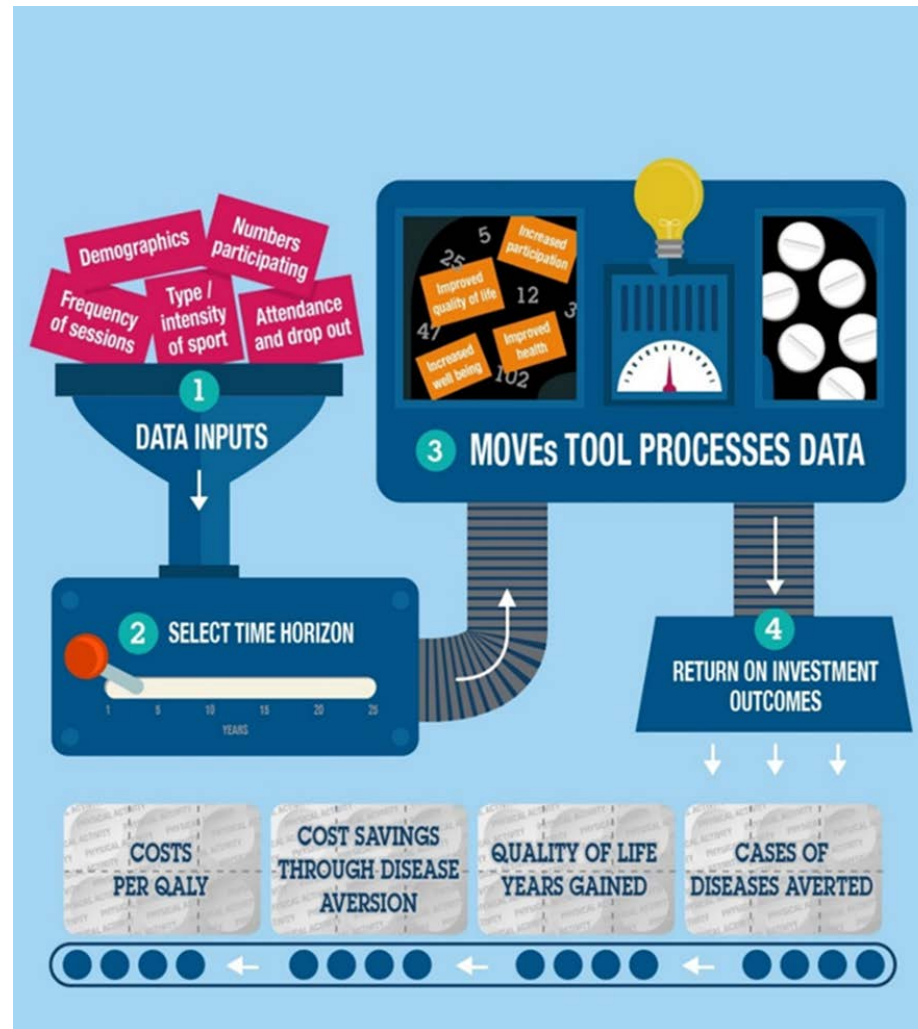
# Economic Value of Sport

## Economic Value of Sport for Bristol

Flowchart representation of key results from snapshot



# Model for estimating the Outcomes and Values in the Economics of Sport



# MOVES Tool - What can it be used for?

- Evaluating the cost-effectiveness as well as to:
  - set objectives and measures
  - measure true impact & results
  - demonstrate ROI
  - reports to stakeholders
  - use at procurement stage
- Can be used to model potential programmes or evaluate existing ones

# Get Healthy Get Active

- Resources published on our website
- **Tackling Inactivity – Design Principles**: A guide to help you design projects and services that effectively target and support inactive people to get active.
- **Tackling Inactivity – Design Principles checklist**: A checklist to help you embed the principles and approaches into your service delivery and project design.

# Get Healthy Get Active

- **Tackling Inactivity – What we know:  
Key insights from our Get Healthy Get Active Pilots**
- We will shortly be publishing real-world examples of how the GHGA projects have applied behaviour change theories.

# Designing projects and services to effectively target & support inactive people to get active

1. Understand the complex nature of inactivity
2. Make the most of behaviour change theories
3. Use community insight
4. Reframe the message (sport and activity by another name)
5. Work in partnerships
6. Make sport and physical activity the norm
7. Make sure what we're offering suits the audience
8. Behaviour change needs lots of support
9. Measure the behavioural change
10. Scale up what works and make it sustainable

# Any Questions and Discussion

