



**SPORT  
ENGLAND**

# Increasing Participation in Sport

**Mihir Warty**

Director of Strategy & Research

# Key messages



**Sport and physical activity complement rather than compete**

**Sport England wants to support NGB and Local Government delivery**

**Partnerships are key to delivery**

# The ambition to help two million people become more active by 2012 is at the heart of Olympic legacy

Make the UK a world-leading sporting nation

Ensure a generation of young people

Help at least two million more people in England become more active (one million through sport)

Make the Olympic Park a blueprint for sustainable living

Transform the heart of East London

Demonstrate UK is a creative, inclusive and welcoming place

**Success will only be achieved through work in both sport and physical activity**






**Sport and physical activity**

11.7m adults

**Sport**

6.8m adults

# On the ground physical activity and sport clearly complement rather than compete

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Physical activity							
Sport							

# Key messages

**Sport and physical activity complement rather than compete**

**Sport England wants to support NGB and Local Government delivery**

**Partnerships are key to delivery**

# We will making significant investment into community sport each year

**£10m  
Facilities**

**£5m  
Innovation**

**£120m  
National  
Governing  
Bodies**

**£30m  
Themed  
Rounds**

**£10m  
Small  
Grants**

# A range of partnerships and interventions will be harnessed to deliver Sport's one million and beyond



**Underpinned by Local Government / NI8**

# For example, Football are looking to increase participation through a series of partnerships

## INPUTS

5 Strategic Officer posts

30 paid local community Football Development Officers

## ACTIVITIES

40 strategic Local Authority football plans and 51 County FA strategies

New league and competition structures

## OUTPUTS

Sustainable infrastructure in 40 Local Authorities and 51 Counties

445 new leagues

## PROJECT OUTCOMES

60,500 more participants taking part in football once per week

7,518 more BME participants taking part in football once per week

## STRATEGIC OUTCOME

**Grow**

Football contribution to the overall 1m target

Project processes

# Key messages



**Sport and physical activity complement rather than compete**

**Sport England wants to support NGB and Local Government delivery**

**Partnerships are key to delivery**

# Partnering and supporting Local Government is key

A group of people in wheelchairs are playing basketball. A basketball is in the air, and several people have their hands raised to reach for it. The scene is set in a gymnasium with a dark background.


## A core common agenda

- Providing a great experience for those in community sport
- Developing sustainable sports opportunities
- Delivering Local Area Agreements – NI8, NI110

## Sport offers key benefits for Local Government

- Unique reach – particularly amongst the socially deprived
- Addresses health issues
- Helps build Sustainable Communities

# The Sport England Offer

A group of people, including a man in a yellow jacket and a woman in a black top, are cycling on a paved path in a park. They are wearing helmets and high-visibility vests. The background shows trees and a grassy area.

**Sustained funding into community sport**

**Creating partnerships**

- Core funding for County Sports Partnerships
- Supporting LAAs

**Expertise**

- Statutory and Strategic Planning
- Building Schools for the Future Team
- Facilities Improvement Service

# The Sport England Offer

A group of mountain bikers performing stunts in a field. The bikers are wearing helmets and protective gear. One biker in the foreground is wearing a blue and white outfit, another in a red and white outfit, and a third in a yellow and white outfit. They are all on their bikes, some with one wheel off the ground. The background is a grassy field with a blue sky.

## Tools and information services

- Active People
- Market segmentation
- Active Places
- Active Design
- Shaping Places Through Sport

## People

- A National Local Government and Sustainable Communities Team
- Local Government Relationship Team in every Region

## Key messages

A photograph of two women rowing a boat on a body of water. The woman in the foreground is older, with short grey hair and glasses, wearing a white t-shirt. The woman behind her is younger, with dark hair, wearing a light blue polo shirt. They are both looking forward. The boat is white with a green seat. The water is dark and reflects the sky. The background is slightly blurred.

**Sport and physical activity complement rather than compete**

**Sport England wants to support NGB and Local Government delivery**

**Partnerships are key to delivery**