



***SPORT  
ENGLAND***

## **Local Delivery Pilots**

**WELCOME**



## OUR VISION

**We want everyone in England  
Regardless of age, background or  
level of ability to feel able to engage  
in sport and physical activity. Some  
will be young fit and talented, but  
most will not be. We need a sport  
sector that welcomes everyone –  
meets their needs, treats them  
as individuals and values them  
as customers.**

# Government Outcomes for Physical Activity

## PHYSICAL WELLBEING

- Prevention of medical conditions
- Maintenance of strength, balance and motor skills
- Management of medical conditions
- Improved sleep
- Increased energy levels
- Healthy development in early years

## MENTAL WELLBEING

- Enjoyment and happiness
- Improved self-esteem
- Reduced anxiety, stress or depression
- Improved cognitive functions
- Dementia prevention and treatment

## INDIVIDUAL DEVELOPMENT

- Impact on employment opportunities
- Improved confidence and self-esteem
- Development of soft/social skills
- Educational behaviour and attainment
- Increased self-efficacy
- Reductions in anti-social behaviour

## SOCIAL & COMMUNITY DEVELOPMENT

- Promoting social trust
- Reducing isolation
- Bringing people from diverse backgrounds together
- Volunteering and social engagement
- Helping new migrant communities to integrate

## ECONOMIC DEVELOPMENT

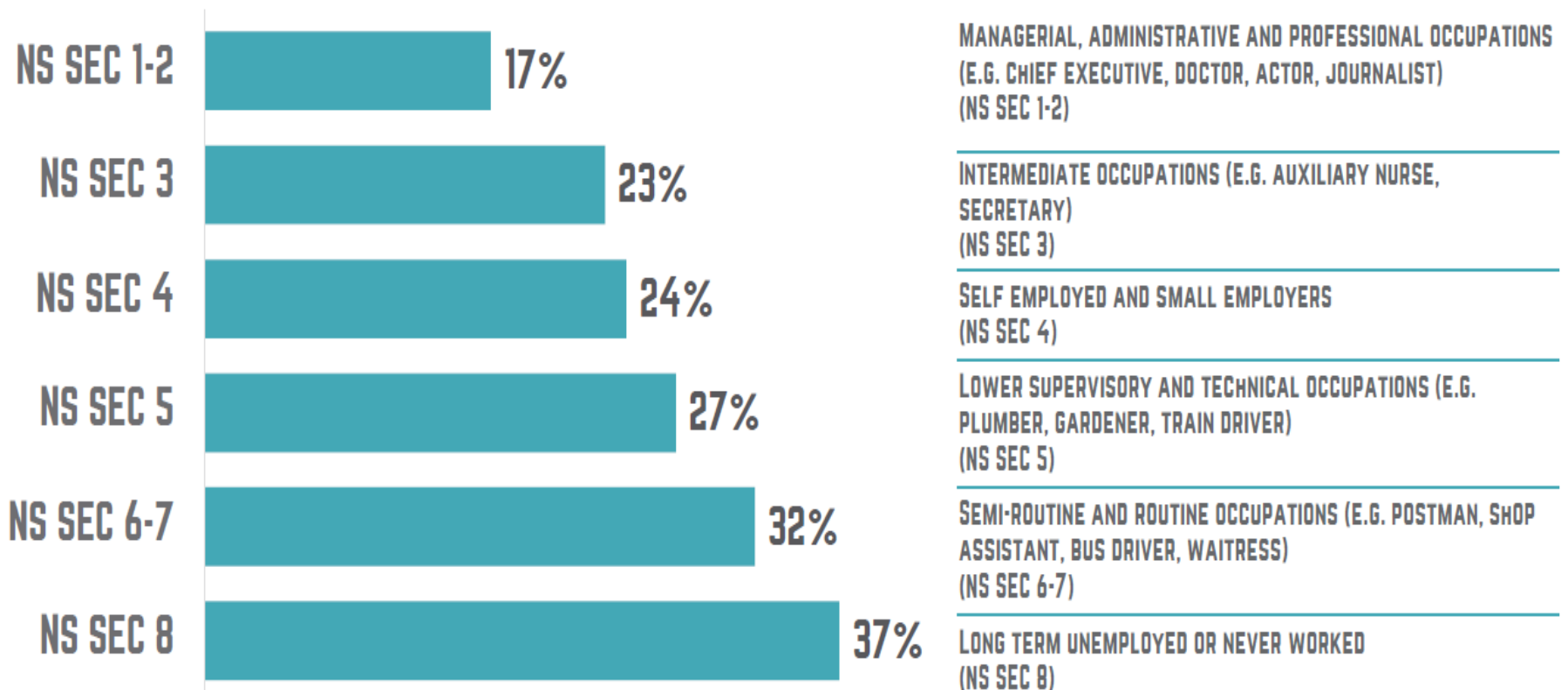
- Employability and employment
- Sport tourism
- Health sector savings
- Economic value of crime reduction
- Increased economic activity
- Savings through prevention of public sector spending

# Key themes from our strategy

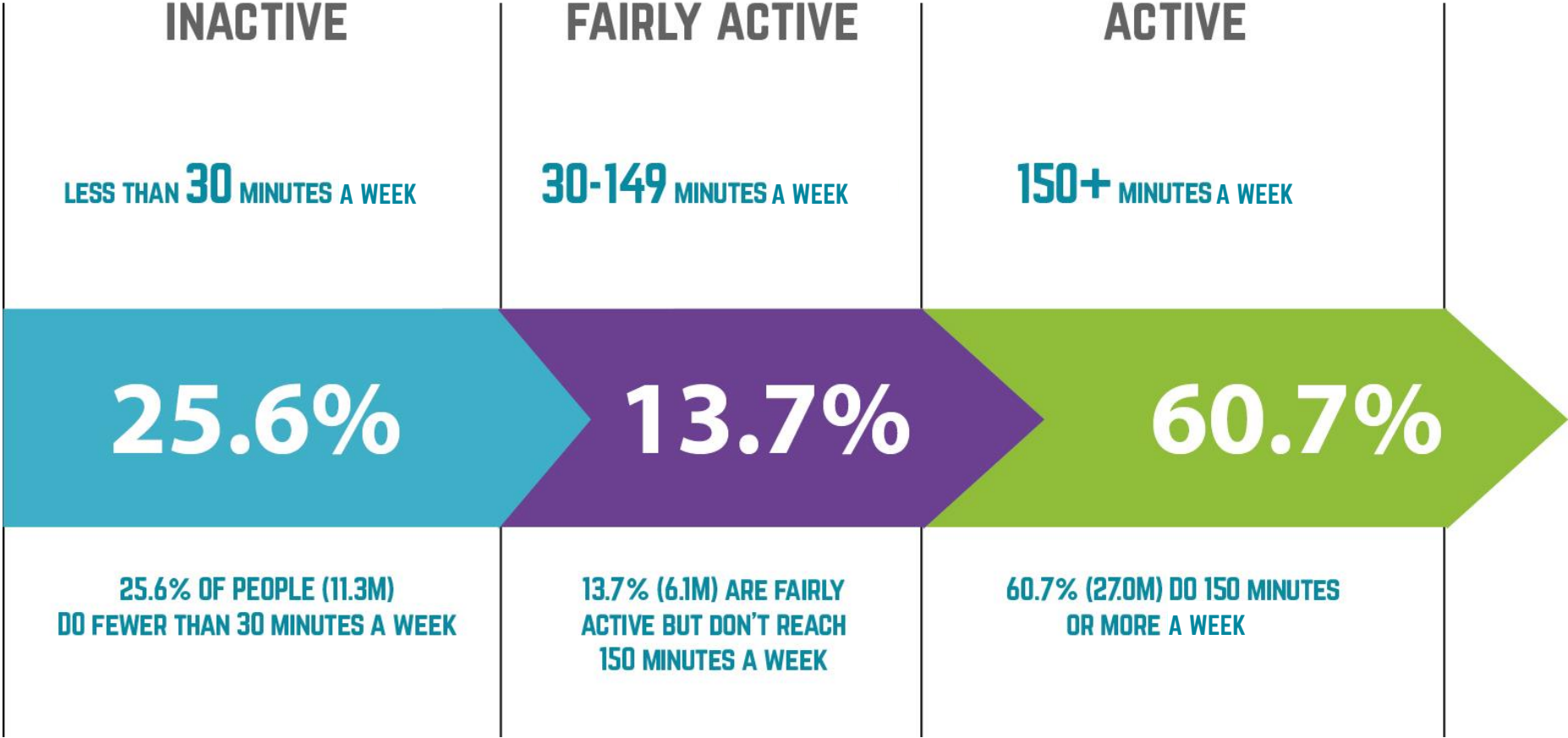
- Investing for a purpose – wider outcomes
- Customer focus
- Tackling inactivity is an absolute priority
- Sport AND physical activity
- The challenge of stubborn inequalities

# Stubborn inequalities

## Socio-economics (Inactivity)



# What are we trying to achieve?



# The role of local pilots

- By 2020 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 ten places we are looking to work with



# Our key messages for today

- This is the key plank of our strategy
- We will devote the time and resources to support it
- It must also make sense for you – this is a big commitment for the place
- We want to work in a different way – strategy and shared objectives first, money second
- Increased activity needs to come through growth in under-represented groups
- We want wider and different partnerships – and they must command influence and respect

# Style of Today

- Please be direct and honest
- Feel free to ask questions
- Please don't make your mind up now
- You will get as much value from the other attendees as you will from us

# Today's Session

# The aim of today:

## To **share** with you:

- our vision for the Local Delivery Pilots
- the key insight /evidence that is informing our approach
- the process and criteria we will be using to shortlist

## To **learn** from you:

- why you're interested and what you want to learn
- your insight into the local challenge
- your ideas about your next steps

# How today will run:

- flow and timing
- part of the journey
- adding some value

# Notes for key points or questions



# Why Local Delivery Pilots?

# Table Discussion – 20 minutes



1. Why do you view this as an **opportunity** for your place?
2. What are you **seeking to learn**?

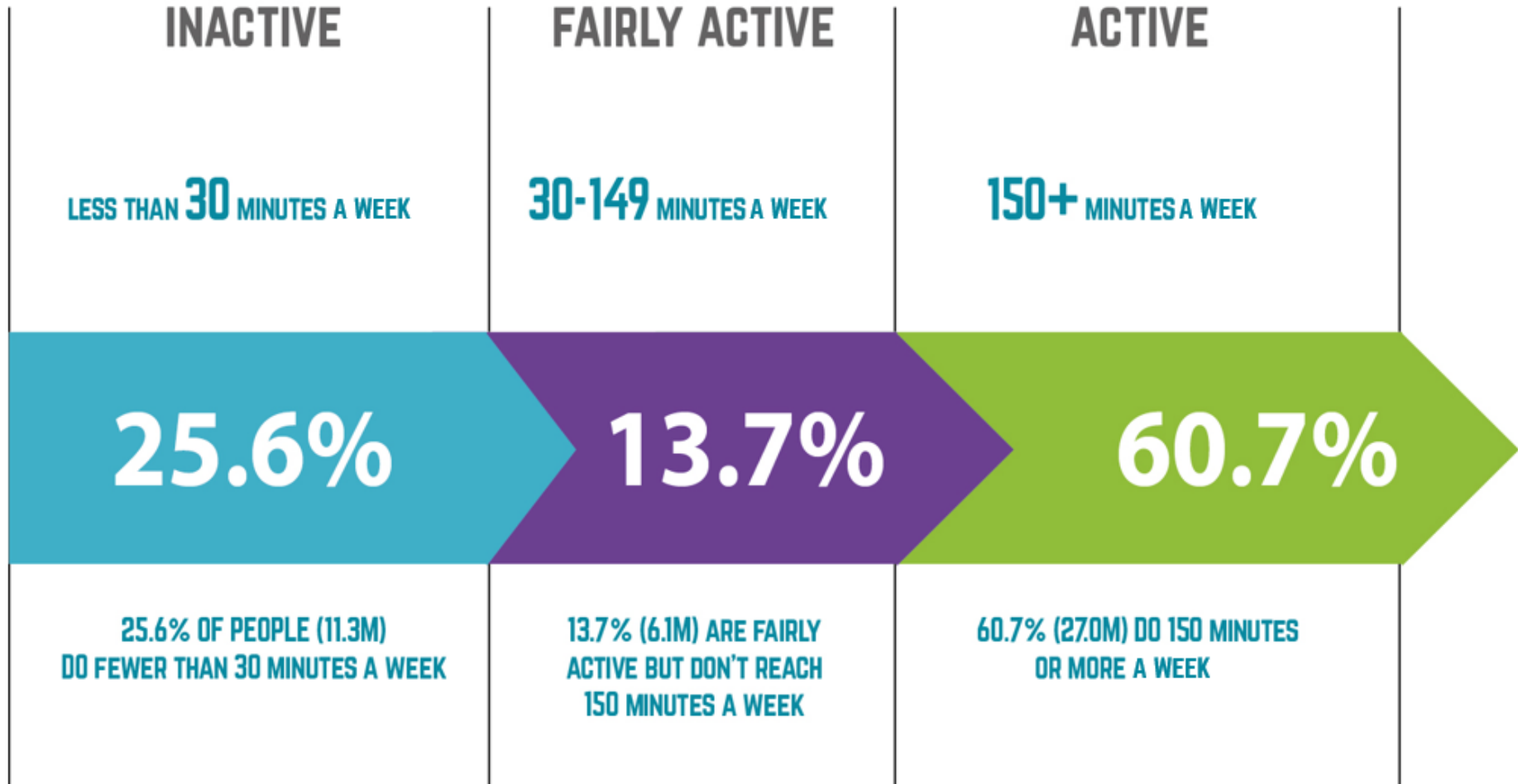


**BREAK**

# Why Local Delivery Pilots?

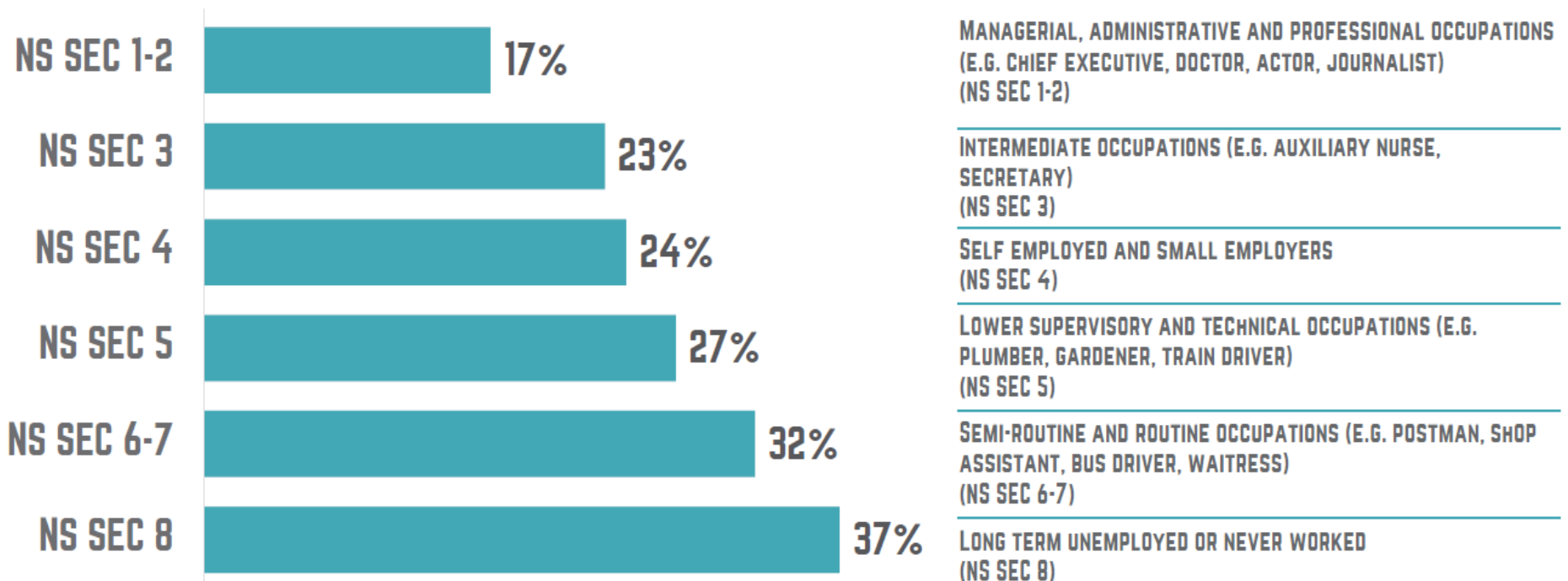
The National Perspective

# We are not as active as we need to be

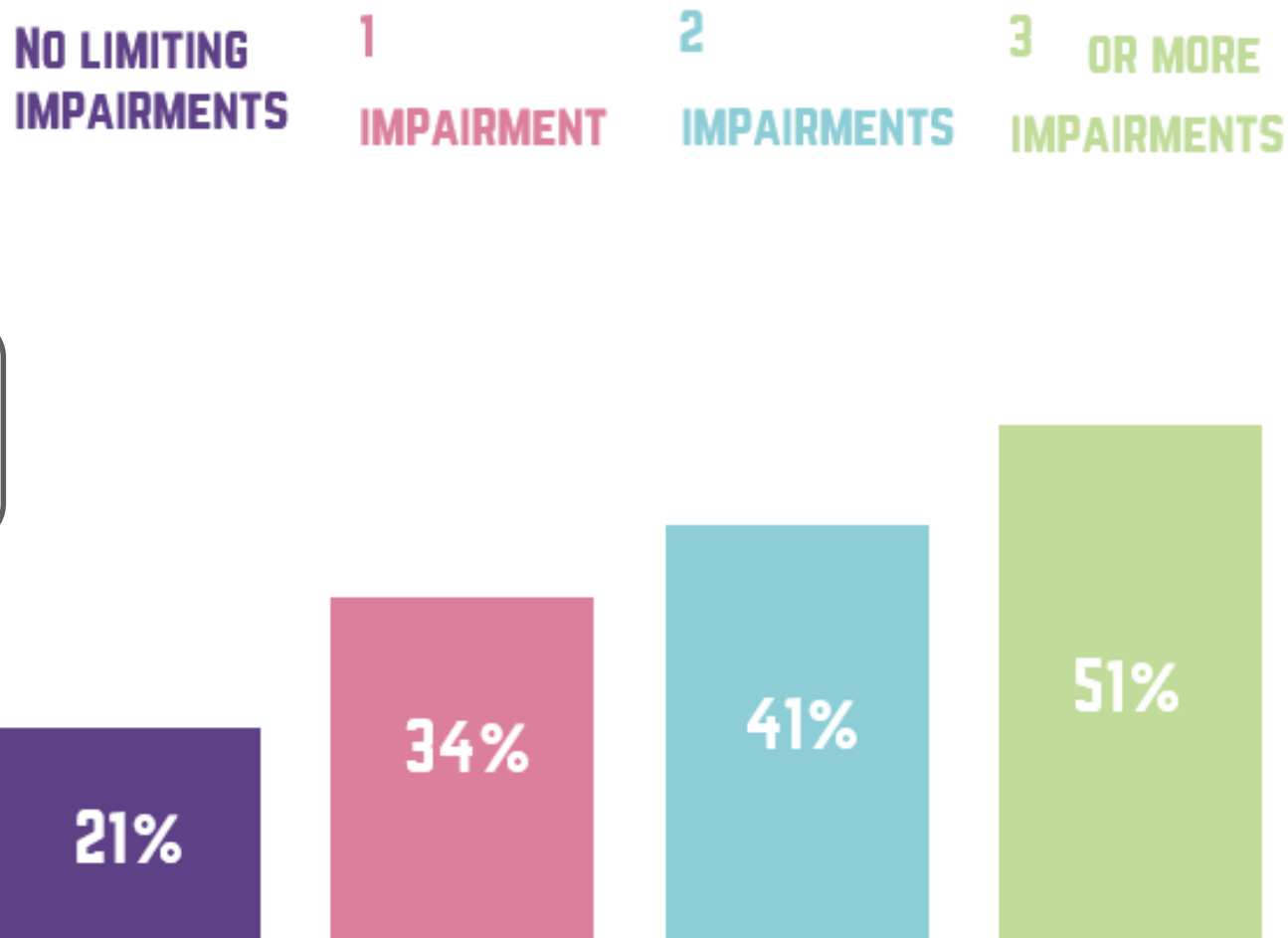


# There are stubborn inequalities in physical activity levels

## Socio-economics (Inactivity)



# There are stubborn inequalities in physical activity levels



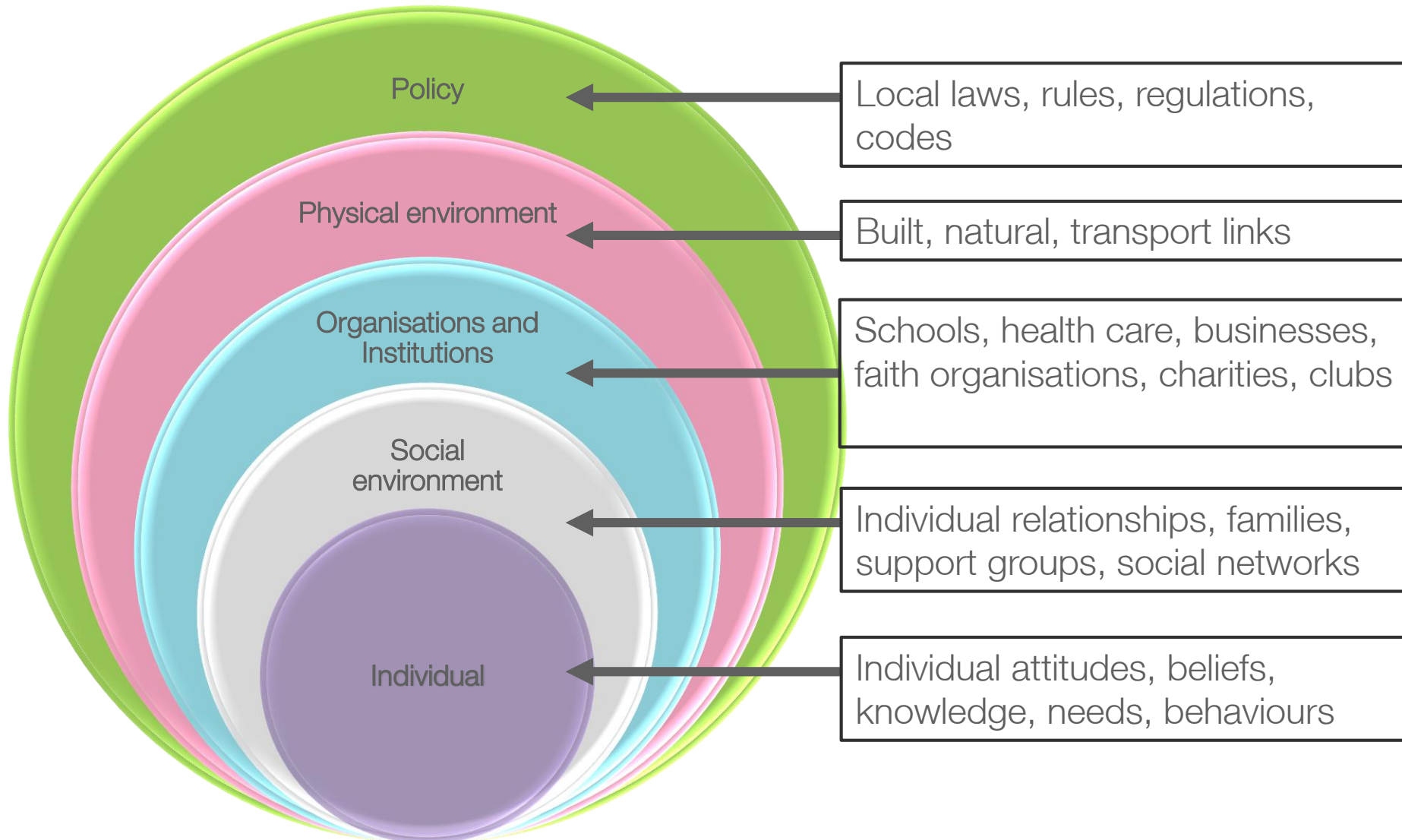
Disability  
(Inactivity)

# Inactivity is a complex issue – but many influencing factors are in our communities



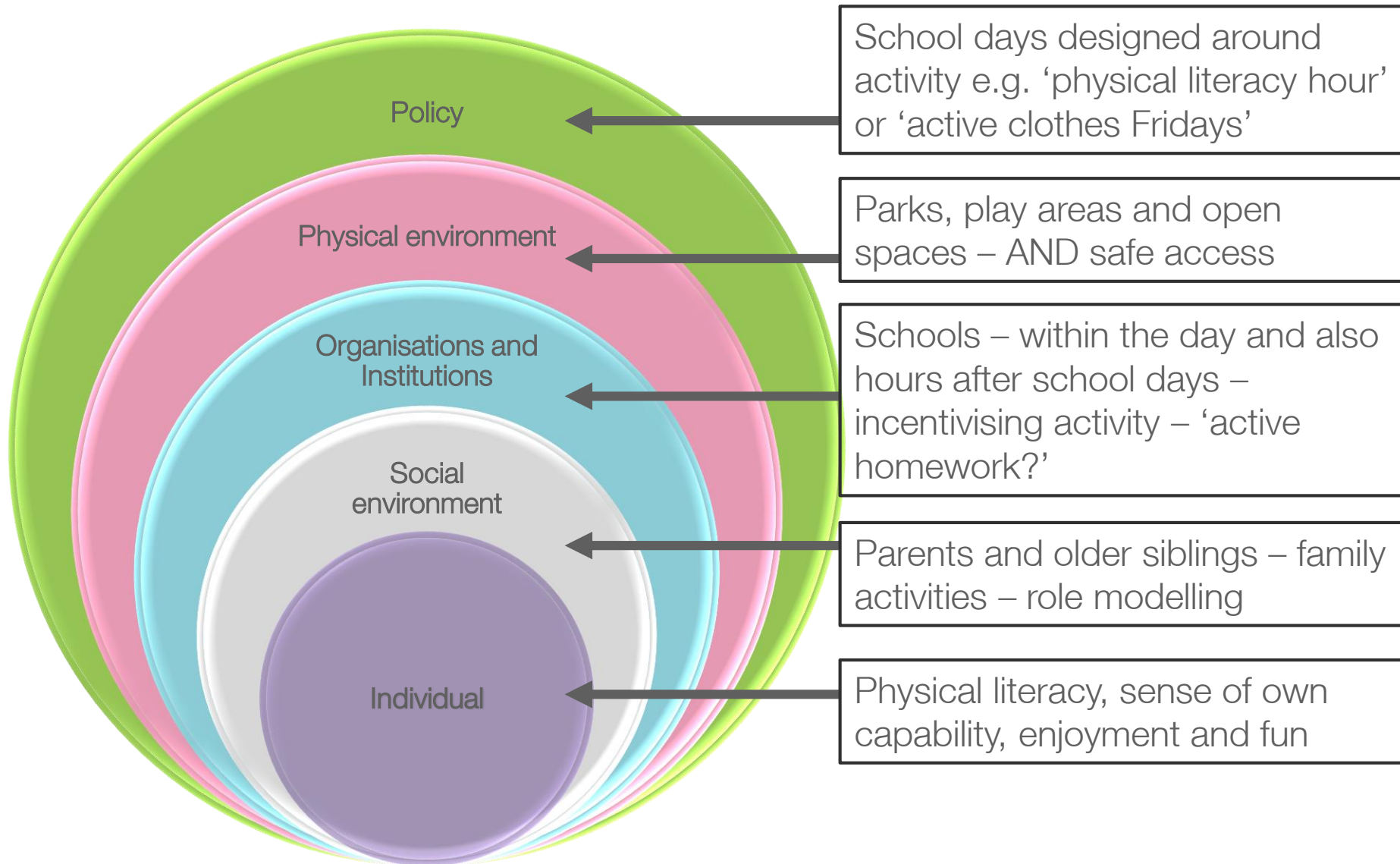


# Population level change requires 'whole system' approaches

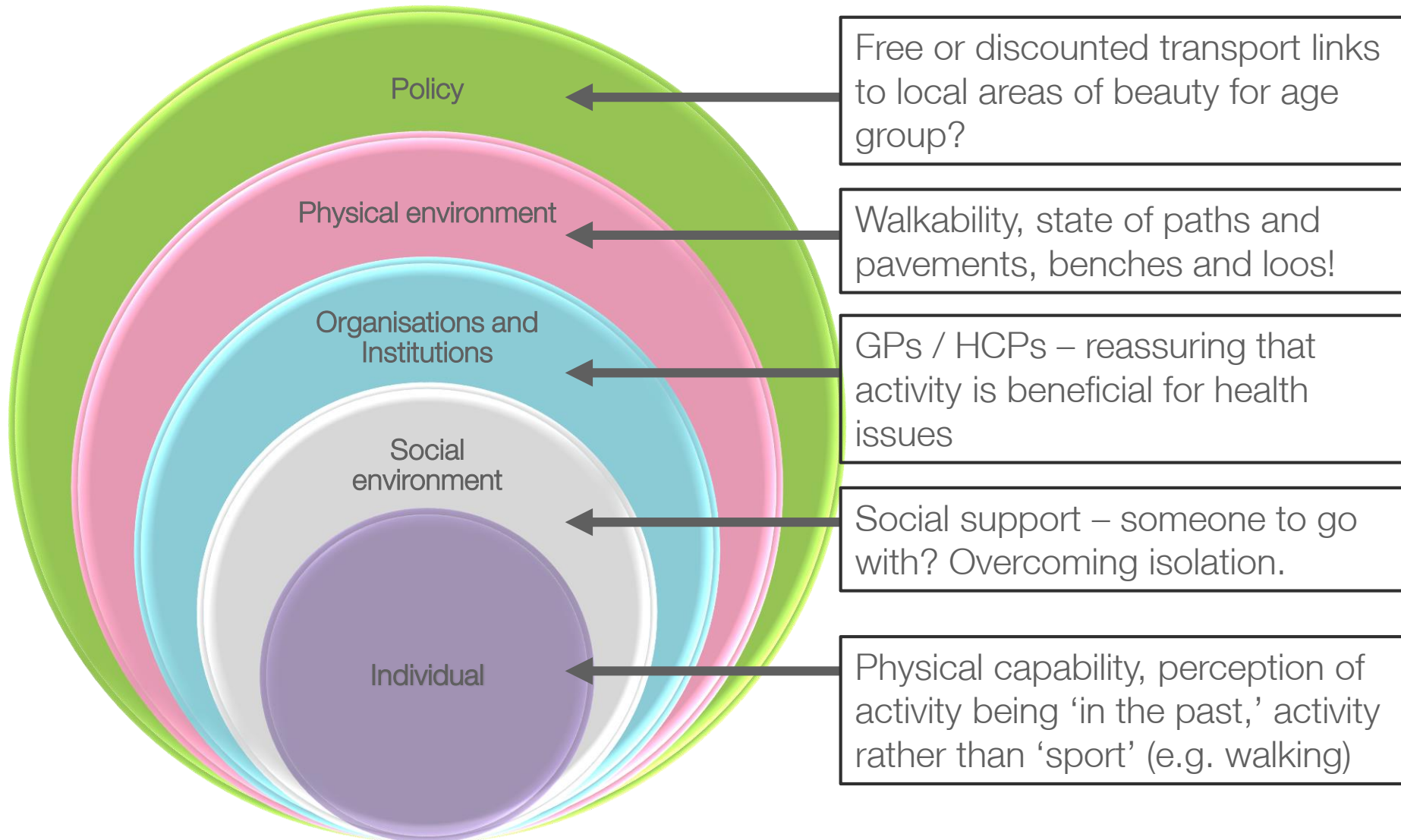




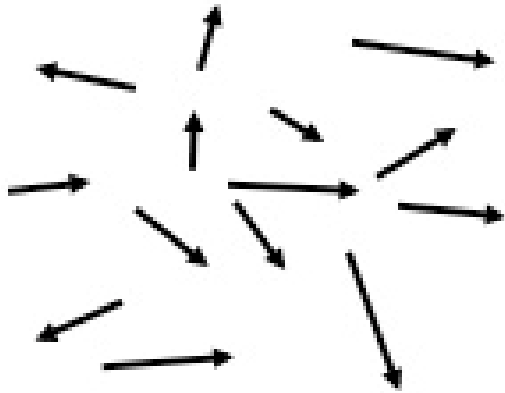
# An example - children



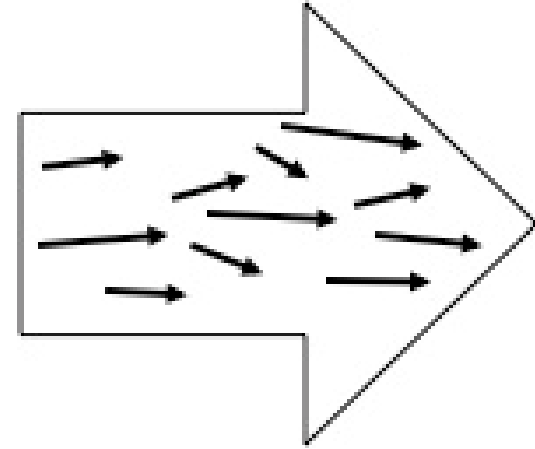
# An example – older adults (over 55s)



# Why Local Delivery Pilots?



TO



# The Local Perspective

# Table Discussion – 20 minutes



What are your **experiences of connecting** with other local services and organisations to deliver a **‘whole system’** approach?

# Local Delivery Pilots - Outcomes

SHORT TERM (2017-19)	MEDIUM TERM (2019-21)	LONG TERM (2025)
<p><u>Pilot</u> level INDICATORS. Each pilot is meeting milestones and working in ways that give us confidence in success:</p>	<p><u>Programme</u> level impact. The group of pilots have achieved impact and learning:</p>	<p><u>Population</u> level impact. Reproduce growth in engagement at a population wide level:</p>
<ul style="list-style-type: none"> <li>• Development of evidence-based plans</li> <li>• Identification of priority audience groups connected to inactivity and local challenges / goals</li> <li>• Building deeper understanding of audiences and their needs</li> <li>• Genuine engagement and consultation with relevant communities</li> <li>• Changes in ways of working to increase collaboration and inter-connection across services and provision ('whole system')</li> </ul>	<ul style="list-style-type: none"> <li>• A greater level of change in our <b>group</b> of pilot locations vs. the overall national trend in terms of:               <ul style="list-style-type: none"> <li>○ activity levels</li> <li>○ who is active (equality)</li> </ul> </li> <li>• Proven contributions to some or all of Government's outcomes</li> <li>• Practical learning that conveys what has worked (and hasn't worked) to achieve the above</li> </ul>	<ul style="list-style-type: none"> <li>• More people taking part - significant decrease in the number of people who are inactive</li> <li>• Improved inclusivity - in terms of who is taking part. Demonstrate that the profile of active people (in terms of demographics) is more representative of the population</li> <li>• Proven contribution to some or all of Government's outcomes as a result of the above.</li> <li>• National physical activity policy is influenced by learning</li> </ul>

# We have learned important lessons about 'place-based' piloting:

- **A focus on outcomes** (impact *and* learning) rather than targets
- **Size of place** – objective boundaries should be balanced with subjective sense of 'community'
- The most effective partnership is a **strategic partner within a consortium of local leaders**
- We should set the direction (what and why) work with partners to **collaborate on how it's done**
- We must **evaluate closely** in order to learn – both impact and process
- Behaviour change takes time – but we can help to **overcome some of the barriers that hold up momentum**

# Table Discussion – 20 minutes



What do you see as the **major barriers** to working in a **‘whole system’** way?



**LUNCH**

# The Application Process

# Local Delivery Pilots - outcomes

We need to learn how to get:

- **More people living active lives** - *significantly decrease inactivity*
- **Improved inclusivity** - *increase the proportion of under-represented groups*
- **Improved wider outcomes** – *as a result of activity*
- **Transformational change** – *replicated*

Local Delivery Pilots are the key plank in our strategy

# Getting behind the outcomes....

- We want to understand how **local identities** and **structures** can adapt to deliver sustainable increases in activity – “Transformational Change”.
- We want to test whether taking a **behaviour change approach in a place** can make this happen.
- We want to understand how change can happen in a mix of places.
- We want it to be led by the need, vision and creativity in your places – the **money comes later**.
- The **focus on customer and community** must underpin everything – it won't work without that.

# Our Principles

- A **simple & clear process** at the outset then getting deeper
- Fair, reasonable, proportionate and transparent
- **Clear links** between the criteria and outcomes
- Less about detail at the outset; more about **“quality of approach”**
- **Customer focussed** - added value throughout the process
- **Co-design** and collaboration

# Timeline



- **Dec 2016** – launch & invite expressions of interest
- **2nd February 2017** – EoI live
- **February/March 2017** – series of workshops to help interested partners develop their ideas.
- **5pm 31st March 2017** – EOI deadline
- **May/June 2017** - following a robust assessment select those places to go forward to Stage 2

# Expression of Interest – Stage 1

- 9 elements - 5 of which we are examining at this point in the journey:
  1. Your Place
  2. Leadership
  3. Audience
  4. Outcomes
  5. Learning
  6. Your Partners
  7. Readiness
  8. Commitment
  9. Sustainability
- The final question
- Word limit
- Form and map only
- Assessment
- Overall mix
- Stage 2

# Some guidance

- This isn't about **textbook answers**
- There is **no 'right' way** to answer the questions
- Be honest with us about your **challenges** and what you don't know
- **Quality of approach** is key
- Showing this makes sense for your **direction of travel**

There is a lot of interest – so think about what stands out about your place and makes it compelling.



# Table Discussion



- Given all you have heard today... any key questions?
- What steps do you need to take to decide whether to express an interest?

# Final thoughts

# Local Delivery Pilots - key messages

- the key plank of our strategy
- It must also make sense for you (2/3 priorities)
- Inactive / under-represented groups – the lens
- Working in a different way – easy to say
- Its ok not to take a bid forward/ other funding
- We are genuine about sharing learning .....

**Before you go... Final Thoughts?**

**Thank You**