



Towards an Active Nation

Trudi Else
Strategic Lead

Trudi.Else@sportengland.org



SPORT ENGLAND:

TOWARDS AN ACTIVE NATION

Strategy
2016-2021

Government Strategy: *Sporting Future*

Outcomes



Outcome Measures



Sporting Future:
A New Strategy for an Active Nation



#SportingFuture



Sport England's Vision

We want everyone, regardless of age, background and level of ability, to feel able to engage in sport and physical activity.

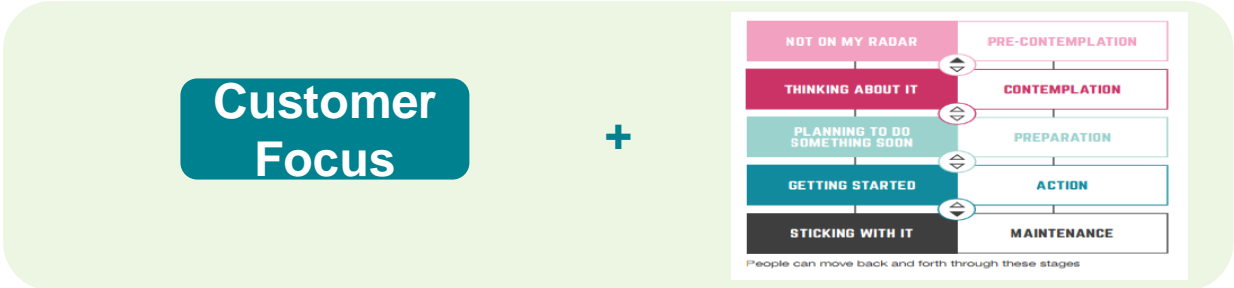
Some will be young, fit and talented, but most will not. We need a sport sector that welcomes and meets the needs of everyone, treats them as individuals and values them as customers.

Sport England Strategy: Towards An Active Nation (2016-21)

Outcomes



How we think



How we decide



What we invest in



Underpinned by



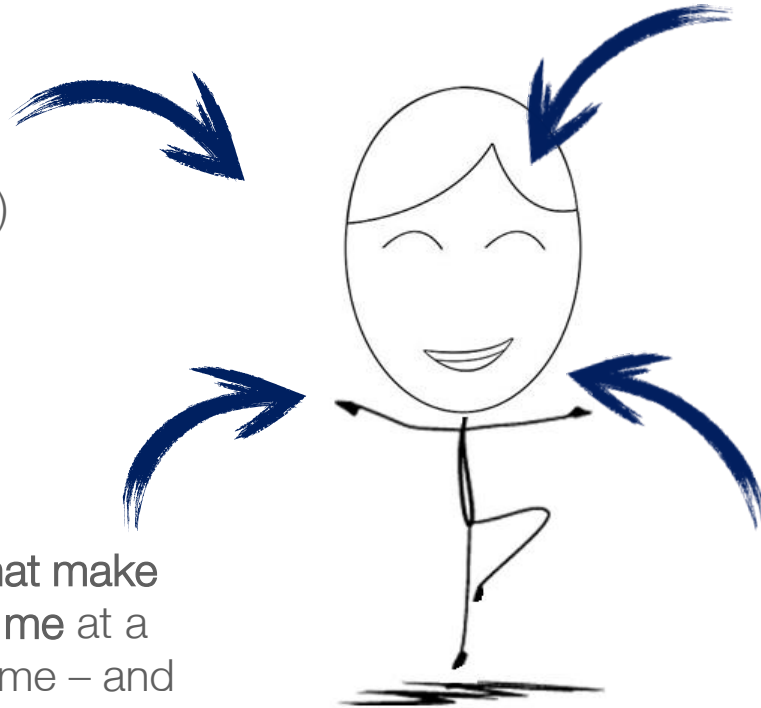
Key themes

- Inactive to active
- Growth through working with under-represented groups
- Extended remit for Sport England to cover 5-14
- Insight led, customer focussed
- Focus on the active person, not the activity



We now know what the realities of an 'active life' are:

I'm active most of the time (more often than not!)



Things get in the way sometimes – but I get back into it as soon as I can

I do the activities that make the most sense for me at a particular point in time – and that mix can change over time

I'm usually doing some sport but as part of a wider active lifestyle (walking to work etc.)

Three Key Focus Areas

- Challenge One – Tackling Inactivity
 - The intention – Actin Gap
- Challenge Two – Mass Markets
 - Building a new habit is hard
- Challenge Three – Core Market
 - Even with a strong habit life gets in the way



What does this mean for the Outdoor Sector?



Opportunities

- Insight led, customer focussed
- Occasional/intermittent activities now more valued
- Increased emphasis on families
- Physical activity as well as 'sport'
- Sport England investment to be 'organisationally neutral'



Insight led



ADVENTURER



TRIBE MEMBER



FITNESS IN NATURE



LEARNER



FREESTYLER



THRILL SEEKER



EXPLORER



CHALLENGER



Customer focussed

No 1.



To Spend Time
with Family

U18 yrs



To Have Fun
with Friends

10%



Alternative to
Traditional Sport



Challenges

- A wider range of customers, not all affluent
- Customer led provision
- Tackling inactivity
- Evaluation, especially of impact on wider values



Summary – how is behaviour change driving our strategy?

- A realistic behavioural goal – an ‘active life’
- Clear on the major behavioural challenges that prevent people from reaching our goal
- A way of working that starts with an understanding of audiences, communities and social norms at the heart of design and delivery
- New way to measure changes in behaviour (Active Lives)

