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Sporting Future – First Annual Report

ukactive Strategic Partner Group Briefing

Summary

Government has today released its first annual report of *Sporting Future: A New Strategy for an Active Nation*, outlining the progress they have made against implementing each of the recommendations it made in December 2015. This briefing outlines the key developments highlighted in the government's review, and the various avenues where ukactive is working alongside government departments to support their development.

A New Framework

In December 2015, *Sporting Future* introduced five new, clear outcomes that physical activity delivers. The strategy stated that all organisations seeking public funding should be able to demonstrate that they deliver against one or all of: **Physical wellbeing, Mental Wellbeing, Individual Development, Social and Community Development and Economic Development**. Any type of organisation can receive government funding based on its ability to deliver.

A Cross-Government Approach

To continue to drive forward the recommendations which have yet to be implemented, the review today has announced that an inter-ministerial group will soon be established to promote physical activity across departmental work. Beyond the traditional involvement of DCMS, the Department of Health and the Department for Education, its remit will span:

- > The Home Office – using activity to tackle gang violence
- > The Ministry of Justice – to reduce rates of reoffending
- > The Department for Communities and Local Government – supporting local planning and social integration
- > The Department for Transport – to encourage active, sustainable travel
- > The Department for Environment, Food and Rural Affairs – linking to its 25-year plan for the environment

A New Framework and a cross-government approach: Analysis

Sporting Future represented the biggest change in sport policy in decades, reorienting the government's focus away from promoting participation in sport and towards getting more people, more active, more often, tackling inactivity and introducing a new funding framework based on the positive outcomes sport and physical activity can deliver to the individual and to local communities. *Sporting Future* makes it clear that tackling inactivity has now become a shared goal across government departments.



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Tackling inactivity

Sporting Future named tackling physical inactivity as a central government priority for the first time, and has since ring-fenced a substantial amount of public money to address it. The annual review states government has made progress in the following areas:

Sport England

- Sport England has announced it is developing targets for 2020 to increase participation in sport and physical activity. These will be published in April 2017.
- It has also created a new £120 million pot of funding to directly tackle inactivity over four years. The first round of funding opened in December 2016, focusing on older people, and projects will begin in summer 2017.
- The review confirms that 25% of Sport England's total budget will be spent on tackling inactivity.

Health Policy

- Physical activity and sport are being embedded into care pathways and health policy in a number of ways; including a Clinical Leadership programme, chaired by the Deputy Chief Medical Officer.
- Public Health England will shortly publish its progress report on the implementation of its plan to embed activity throughout all aspects of daily life, *Everybody Active, Every Day*.

Workplace Wellbeing

- Government will announce proposals to support employers promoting physical activity in March 2017.

Impact measurement

- The Active People Survey has been significantly expanded into the Active Lives survey, which measures the number of active minutes rather than participation in sport.

Tackling inactivity: Analysis

A comprehensive, cross-government strategy to tackle inactivity was the headline recommendation of ukactive's first policy manifesto, *Blueprint for an Active Britain*. Over the past eighteen months, government has launched such a strategy, radically expanding Sport England's remit, taking steps to ensure the NHS can effectively prescribe and signpost to activity opportunities and earmarking significant new investment – in a time of limited public funds – to address the inactivity crisis.

This announcement also sheds more light on government's plans to support workplaces to be more active, pledging to share its proposals in spring this year. ukactive will continue to monitor this area of policy and keep its members abreast of any developments. ukactive has been advising Government on this agenda and discussion remain ongoing.



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Children and young people

Sporting Future pledged to introduce a range of new measures to ensure all children grow up with a positive experience of sport and physical activity. Over the previous twelve months, the annual review states that progress has been made in:

New Funding and Opportunities for Children's Activity

- Committing to double the annual funding for the Primary PE and Sport Premium from £160m to £320m from September 2017.
- A new £40 million investment into projects which offer opportunities for families with children to get active together outside schools.

School Measurement

- The Government is committed creating a new healthy rating scheme for schools to evaluate a school's success in promoting exercise and healthy eating.
- Sport England has extended the Active Lives Survey to include a new approach for measuring children's engagement in sport and physical activity.

Widening the focus

- In early 2017, the Early Years Foundation Stage Framework will be updated to reference to the Chief Medical Officer's guidelines for physical activity in the early years.
- Sport England committed to offer specialist training in PE for at least two teachers in every secondary school by 2020.
- Sport England are working with DCMS, DfE, DH and partners including the Youth Sport Trust and county sports partnerships, to implement the recommendations on the School Games.

Children and young people: Analysis

Tackling childhood inactivity is one of ukactive's priority areas, as today's children are the least active generation in history. While in this Strategy the Government committed to double the Primary PE and Sport Premium, data from the ukactive Research Institute shows that children lose 80% of the fitness gained during the school year throughout inactive summer holidays. This is why ukactive is campaigning on a suite of policy initiatives to get more children active both within *and* beyond the school gates.

Earlier this year ukactive worked with Justin Tomlinson MP, Chair of the All Party Parliamentary Group for Sport, to host a debate in Parliament on how the newly doubled Premium funding can be used to engage children in activity beyond sport, and a number of MPs cited ukactive's work and its policy ambition for a national roll-out of the Active Mile concept in schools. Following this debate, Families Minister Ed Timpson pledged to meet with ukactive in February to discuss in more detail.



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Physical Activity Workforce and Diversity

The pressing need to develop a robust, professional physical activity workforce, with all the skills, knowledge and behaviours required to thrive, was recognised in *Sporting Future*. In response HM Government echoed the call made by the ukactive Membership Council, and the physical activity sector at large, to formally back CIMSPA as the sole organisation responsible for the sector's skills and workforce development. The annual review released today reiterates this commitment and has stated the following:

CIMSPA

- CIMSPA is making progress working alongside Sport England and employers to develop a single set of standards for all activity-related professions, and a system of assessing, awarding and validating qualifications. This work should be completed in June 2018.
- Sport England will publish its professional workforce strategy in 2017. Within in CIMSPA will play a key role, including overseeing the development of employer-led standards.
- Sport England and UK Sport are developing a single staff survey for the sector in 2017, drawing on the staff insight survey delivered by CIMSPA.
- CIMSPA and Sport England are working closely with employers and partners to develop updated apprenticeship standards in line with the needs of employers.

Leadership programmes

- Sport England is developing its own future leadership programme, based on its own and existing programmes. The new programme will be launched in 2017.

Governance and Diversity

- UK Sport and Sport England published a Code for Sports Governance, which sets new governance guidelines on inclusivity and diversity for sports and activity organisations receiving public funding.

Physical activity workforce and diversity: Analysis

This update reaffirms government's and Sport England's commitment to CIMSPA, and the key role the organisation will play in delivering its ambitions for an adept and fully qualified activity workforce. This is also a priority area for ukactive, which remains committed to working with both organisations to ensure the process remains fully employer-led and stakeholder supported.

Sport England has also signalled its intention to develop its own leadership programme, joining ukactive in its recognition that more can be done in the activity sector to support talented individuals reach the highest levels of management. Sport England's initial development programme will take place in 2017, as well as the second year of ukactive's Future Leaders programme.



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Commercial Support and Capital Investment

A separate theme running throughout *Sporting Future* was to provide economic and regulatory support for the physical activity sector, ensuring it can continue to grow and become entirely financially sustainable. This is a core area of interest to ukactive and the annual review announces that progress has been made in the following areas:

Tax incentives

- Government will consider a number of tax proposals to explore whether the tax system can be used to encourage sports and active lifestyles.

Sports Business Council

- A Sports Business Council is being convened to support the growth, improve access to finance and develop the skills of the physical activity sector.
- The Council's work will be aligned with the government's industrial strategy and its terms of reference will be announced shortly.

Capital Investment

- Sport England's £45 million Strategic Facilities Fund has been made available to support the development of facilities co-located with other community services.

Diversification of funding

- Sport England is developing a revised framework to support national governing bodies develop strategies for commercial growth and non-public investment.
- Development has also begun on a Social Impact Fund for outcome-based commissioning models and to develop projects that use social investment.

Commercial Support and Capital Investment: Analysis

ukactive's Blueprint for an Active Britain: Milestone Review, launched at ukactive's National Summit, put forward a number of policies to government to support the growth conditions of the physical activity sector. These included 'Workout from Work,' ukactive's proposed expansion to the cycle to work scheme, to make a much broader array of activity memberships and equipment available tax-free for employees, and a call for £1 billion capital investment scheme to transform many of the UK's ageing leisure centres into new community wellness hubs – facilities which are cheaper for the taxpayer to run and deliver positive health outcomes to local communities.

Supporting the core commercial agenda of ukactive's members remains one of its central priorities, and while the announcement today outlines the positive direction of travel there remains significantly more progress to be made. ukactive has worked closely with HM Treasury, the Department of Culture, Media and Sport and Sport England on both of these proposals in recent months and will continue to do so to drive forward their implementation.