Active Sussex Network 2018
‘Activating Sussex; Place-Based Solutions to Local People’s Health and Wellbeing'

Digital delegate pack:
www.activesussex.org/asn2018pack
Active Sussex Strategic Update

Sadie Mason MBE, Chief Executive, Active Sussex
Strategic updates

- Central government news

- Sport England - Active Lives Spotlight Report [on Gender]

- Active Sussex - funding news, CSP structure, strategic focus, priority groups and wards

- Sport meets technology

- Dates for your diary
Central Government

Department for Environment, Food & Rural Affairs (DEFRA)

‘Getting more people experiencing the physical and mental wellbeing benefits of the natural environment - a key priority for 25 Year Environment Plan’

• 12 Jan 2018 - DEFRA launched a new strategy for the environment, A Green Future: Our 25 Year Plan to Improve the Environment

• The Plan identifies a number of key areas of action, including ‘connecting people with the environment to improve health and wellbeing’. The intent being to open up the mental and physical health benefits of the natural world to ‘people from the widest possible range of ages and backgrounds.’

• Call to action: good to see this recognition and confident that partners in Sussex are already ‘taking steps’ to facilitate access through their parks and walks programmes, lakes and waterways.
Central Government

Department for Digital, Culture Media & Sport (DDCMS)

- New Secretary of State for DDCMS, **Nick Hancock MP** - strong supporter of the sector
- **Tracey Crouch MP** re-appointed as Minister for Sport & Civil Society Sports Minister
- SRA say: “Given her commitment and interest in the sport and recreation sector. It’s now important that we build on our existing relationship with the Minister and continue to demonstrate how sport and recreation is a key policy tool for some of the nation’s biggest issues, including obesity and mental health.”
Sport England update

1. Active Lives Survey - Spotlight Series ‘Gender’
   • Gender gap
   • Ethnicity
   • Life stages
   • www.sportengland.org/activelives

2. Investment opportunities
The relationship we have with sport and physical activity differs significantly depending on our gender.

Sport England’s Active Lives Adult report shows there are still more men than women getting active – though that gap has been closing.

The gender gap differs depending on the type of activity, and is widest for activities such as team sports, water sports and racquet sports.
THE GENDER GAP: THE EVIDENCE

We need to delve into specific audiences at particular life stages to understand what lies behind the gender gap, unpicking the opportunities and challenges for men and women.

But before doing that, our data shows some patterns of engagement that are important to understand:

> Men are more likely to take part in higher intensity activities, while women tend to do lower intensity activities.

> For example, more men choose to take part in gym sessions and are more likely to do activities like rugby, cycling and running, while women are more likely to choose a fitness class, swimming or walking for leisure, as the chart on the right shows. Walking becomes even more important to women who are pregnant or have young children.

> On average, men do one more session of physical activity a week and the sessions they do last around 11 minutes longer. This is because the activities women choose to do tend to last for shorter periods of time.
**INSIGHT-LED CHANGE**

Talking to women and girls about activity has helped us understand what influences some of their choices. For example:

> Adverts for quick workouts and other short-term challenges are very visible on social media channels. Although some women are sceptical about the benefits, they are appealing to women looking for ways to fit activity into their life. For many mums, short bursts of activity can be more manageable where the day can often feel disjointed or unfixed.

> Certain sports and the environments where they take place can feel intimidating for some women. For women who have not been active for a while, memories of unpleasant past experiences of sport can be strong (Sport England, [Go where women are](https://www.sportengland.org/activelives)). In response, our insight-led This Girl Can campaign has opened many women’s eyes to the sheer breadth of activities out there and challenged those who deliver sport to make the experience more attractive and welcoming.

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**Female preference for:**

- Quick workouts and short term challenges
- Attractive and welcoming environments
THE GENDER GAP: ETHNICITY

The proportion of women who are active varies hugely between different ethnic backgrounds. The gender gap is widest between men and women who are black or South Asian, while women from these backgrounds also have the lowest activity levels overall. Our chart below shows the gender gap for each group.

THE GENDER GAP BY ETHNIC BACKGROUND, AGED 16+

Proportion who are active (do 150+ moderate equivalent minutes a week)

- **Black**
  - Male: 70%
  - Female: 60%
  - Gender gap: 10%

- **South Asian**
  - Male: 75%
  - Female: 65%
  - Gender gap: 10%

- **White British**
  - Male: 85%
  - Female: 80%
  - Gender gap: 5%

- **Chinese**
  - Male: 90%
  - Female: 86%
  - Gender gap: 4%

- **Mixed**
  - Male: 80%
  - Female: 78%
  - Gender gap: 2%

- **White Other**
  - Male: 78%
  - Female: 76%
  - Gender gap: 2%

- **Other Ethnic Origin**
  - Male: 75%
  - Female: 74%
  - Gender gap: 1%

ETHNICITY
RESEARCH SHOWS THAT 84% OF PREGNANT WOMEN AND NEW MUMS SAID THEY WOULD LIKE TO BE MORE ACTIVE AND ONE IN THREE SAID THEY HAD RECEIVED POSITIVE COMMENTS FOR EXERCISING WHILE PREGNANT”

ONLINE SURVEY CARRIED OUT BY THE FAMILY PANEL FOR SPORT ENGLAND, FEBRUARY 2017
The gender gap is also wider than average amongst parents living with young children, with parenthood appearing to have a bigger impact on women than men when it comes to how active they are. And research shows that the activity levels of mums have a greater influence on their children’s activity levels than dads (Taking Part Survey Year 8, Apr 12-Mar 13).

**How Parenthood Affects Activity Levels (Age 25-54)**

- **No Children**: 69% Active (67% Male, 67% Female)
- **1 Child**: 3% Gap
  - 64% Active (61% Male, 66% Female)
- **2 Children**: 2% Gap
  - 65% Active (63% Male, 67% Female)
- **3 or More Children**: 1% Gap
  - 61% Active (60% Male, 60% Female)
LIFE STAGES: RETIREMENT

Retirement is a key point in someone’s life where old habits can be broken – and new habits formed. Our data shows that the gender gap is wider for those who are retired, compared to those who are employed, unemployed or not working for other reasons.

Within this, there is a wider gender gap amongst retired people aged 55-64. This is driven by the fact that while retired men aged 55-64 are more active than working men of the same age, women aged 55-64 are equally as active regardless of whether they’re retired or still working.

ACTIVE IN RETIREMENT

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
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<tbody>
<tr>
<td>51%</td>
<td></td>
<td>43%</td>
</tr>
<tr>
<td>OF RETIRED MEN ARE ACTIVE</td>
<td>OF RETIRED WOMEN ARE ACTIVE</td>
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</table>
CONCLUSION

The information in this report shows there is work to do to further close the gender gap and help more women do sport and physical activity.

As well as reflecting on the talking points at the end of each section, we would also encourage you to read these two key insight documents on women: Go where women are, and Helping women and girls to get active: a practical guide.

Sport England will be publishing more reports in this Spotlight series, including fresh insights on people in lower socio-economic groups.
Sport England updates

Investment opportunities - current live schemes

- **Small Grants**: adults & young people aged 14+ (£300 - £10,000)
- **Community Asset Fund**: local infrastructure fund that gives people the opportunity to get active (£1,000 - £150,000)
- **Strategic Facilities Fund**: local authority applicants, but others may be considered (£500,000 - £2,000,000)

- [https://www.sportengland.org/funding/funding-key-dates/](https://www.sportengland.org/funding/funding-key-dates/)
Sport England announces investment into local workforce priorities

- A workforce funding pot of £2 million per year will be made available from 2018-21 to align with the CSP Primary Offer. This will be a 3 year award. This will focus on workforce development based on local insight.

- A further £500K workforce ‘innovation fund’ is also being made available on an annual basis.

- EOI by 30 March, followed by workshops and full applications later in the year.

- The funding is partner neutral, however CSPs are being asked to apply in the first instance.
Other National News

Sport England Professional Workforce Strategy

A sector wide strategy to address employee retention, leadership and skill development and workforce diversity - critical factors in the delivery of a more active and sporting nation. Sport England/CSPN Think Tanks held last week.

UK Coaching Week - 4-10 June 2018

- **UK Coaching** has confirmed that 2018 will see the inaugural Coaching Week launched
- The week will raise the profile of coaching across the UK and highlight the enormous benefit it provides to society – not only physically but for mental well-being and social development.
Active Sussex News

Sport England confirm investment in Sussex to 2021

• Sport England confirmed that it would be making the following investment into the CSP to deliver the following contracts in Sussex.

• CSP Primary Role - 1,044,000 for the period April 2018 to March 2021

• CSP Satellite Club programme (£174,600 for 2018/19)

• Ongoing investment in current children & young people programmes
  – Primary Links (Primary PE premium support)
  – School Games (level 3 festival)
CSP Primary Role - the Sport England commission

- Focused strategic direction for CSPs in line with DCMS and Sport England policy

- Investment in CSPs is primarily to work in those local areas where physical inactivity levels are highest, where there is evidence of socio-economic deprivation and under-representation in key groups.

- Sport England is keen, through CSP and partner insight to have a better understanding of the opportunities available to increase activity and of the partnerships, and workforce is needed to achieve this.

- CSPs also mandated to support Sport England locally, and local authorities by consent
Board Away Day - Jan 2018

- Deliver core commitments to Sport England
- Focus on 3 population segments & demonstrate impact
- Build case studies & evidence base
- Align work to achieve well defined outcomes
- Make the CSP role that of strategic enabler
- Become a hub for physical activity in Sussex
- Spot opportunities for innovative projects
- Gradually extend scope to look at all physical activity
- Invest in income generation
- As an independent charity, separate the analysis of the need for new income generation versus SE core
Active Sussex Strategic Framework

**ACTIVE SUSSEX PURPOSE**
To promote and enable sport and physical activity in Sussex

**SCOPE OF OUR WORK**
- Strategic networking and advocacy
- Insight for guidance and communication campaigns
- Programme oversight and compliance
- Limited direct programme delivery
- Bespoke consultancy and advice

**ENABLERS OF DELIVERY**
- Financial
- Organisational capacity and capability (including Board and 9 staff)
- Partnerships, Joint Ventures, the wider workforce
- Visibility, credibility and a trusted inclusive brand – advocacy and comms
- Insight to inform prioritisation of investments
- Performance management and impact assurance systems and processes
- **Technology**, office space, systems, processes and protocols (inc safeguarding)
- Culture
Active Sussex News

Strategy for Sport & Physical Activity in Sussex 2018-21

This focus of tackling inactivity levels will drive our strategic direction

Targeting three main audiences

- Older people and those with disabilities
- Young people aged 14-19
- People living in Sussex wards designated with high inactivity levels & high deprivation

Call to action: for our partners to feedback on this direction. Can we, as a wider network, sign up to a common strategic goal and challenge traditional working cultures/practices - given the ever-constrained economic environment?
Active Sussex News

Sport meets technology

- Outdoor activity tracker - Active Sussex has teamed up with Wildgoose Events to combine technology with activity using smartphones/tablets

- Purchased a 12-month app license for a GPS based activity tracker that can help local activity providers track individual and group participation levels in an outdoor setting (although it can also be used indoors). Appeal to a different audience

- Tech is here to stay...**collectively UK citizens look at their smartphones 1bn times/day**

- Build activities around seasonal events or culturally significant venues, use in educational settings integrating activity into outdoor learning, also workplace health
Wildgoose events app

Phase 1 Feb- April
• Identify a range of pilots
• Get staff trained and tasks populated
• Identify settings/partners (e.g. Workplace / Open spaces / CVS partners / Mental Health partners or event / Wildlife trust)

Phase 2 May - Sept
• Recruitment of events taking place in spring/summer
• Focus on open spaces / families and commercial activities
• Partner delivered events
Take Aways

- **Active Lives** - spotlight series - use of insight in programme design
- **Sport England investment** - visit our funding pages
- **Active Sussex Strategy** - opportunity for partners to engage via consultation
- **Technology** - Wildgoose, opportunity to use technology to encourage/measure participation in outdoor activity

DATES FOR DIARY

- 23 May 2018 - Parallel Youth Games, K2 Crawley
- 27 June 2018, Sussex School Games, K2 Crawley
- 13 September 2018, Active Sussex Network Conference (venue tbc)
- 23 November 2018, Sussex Sports Awards - The Grand Hotel, Brighton
Proving Activity with Inactive Communities

Karen Creavin, CEO of The Active Wellbeing Society
karen.creavin@theaws.onmicrosoft.com
“TACKLING INACTIVITY AT SCALE - HOW WE MAKE A DIFFERENCE FOR PEOPLE WHO NEED IT THE MOST.”

BIRMINGHAM’S STORY

Karen Creavin
Chief Executive
The Active Wellbeing Society
Birmingham... Background to the challenge

• 1.1 million people in the city
• 408,000 Birmingham citizens live in the top 10% most deprived in England
• Large health inequalities directly linked to poverty in the city
• Austerity means reduction in role of public services, including health
• Over 80% of the population are inactive in the city
• Around ¼ of Birmingham children are overweight/obese when they start school (rising to 40% by the time they leave primary school)
Why do we care about tackling inactivity?

• The impact of inequality burdens some communities more than others...
• Emerging evidence of physical and mental health benefits
• Prevention of a number of key lifestyle illnesses including diabetes, cancers and other causes of early mortality
• Reduction in premature death and premature ageing
• Combats stress

• Can help tackle social isolation
Life Expectancy

Rate at birth (2007/09)
Birmingham Mean: 79

Within only eight stops you can shave nine years off the average life expectancy of a citizen.
What we have always done

- Sport for the sporty
Doing it differently then?
Can do we create a City of 1.1 million happy and healthy people by provoking both physical and social activity as part of peoples daily lives?
What are the barriers that stop people being more active?

Not being able to afford the cost of attending the activity
Not having the kit for the activity, or the money to buy it.
Social distance.... Not seeing people like me doing the activity
Geographical distance - not near enough to me....
Not having the right venues for the activities ...
82,840
April 16 to Jan 17

Estimate 100K+ for 16/17 (+10%)
61 street closures so far (April 16 to December 16)
3,400 Bikes Delivered

1,000 Completed Cycle Maintenance

928 Cycle Trained (level1), 650 level 2

278 Trained on Adult Volunteering Cycle programme

36hr average volunteer time, equivalent value £25,000

133 Trained as Ride Leaders (50 actively doing this)

12 Cycle community groups established with 700+ participations

Ashden UK Award Winner 2017 (sustainable transport)

Major event with closed roads
GPS Bikes

July 15 – March 16

79,000 miles cycled
(from 1,265 GPS units = 63 per bike)

7,937 kg Carbon Offset

Bike Pings by Road Segment
July 2015 to March 2016

<table>
<thead>
<tr>
<th>Pings</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
<td>20+</td>
<td>(930)</td>
</tr>
<tr>
<td>20 to 50</td>
<td>(2614)</td>
</tr>
<tr>
<td>10 to 20</td>
<td>(3076)</td>
</tr>
<tr>
<td>5 to 10</td>
<td>(3789)</td>
</tr>
<tr>
<td>1 to 5</td>
<td>(9874)</td>
</tr>
<tr>
<td>0</td>
<td>(17082)</td>
</tr>
</tbody>
</table>

Data proving hugely valuable for active travel planning including Horizon 2020 SETA

Early result indicate increased activity levels*
Working differently looks like this...
working out new ways of being active....

- Biggest impact - those doing nothing, to do something
- Really understanding what ‘nudge’ looks like for inactive people
- How does that link to the citizen experience/ wider community wellbeing
- Issues about long term retention and wider community engagement
With new audiences....

- who participates and how
- What does it mean to be ‘engaged’
- Designing out barriers...
- Starting where communities and individuals are at
In new places....
It’s more than the physical activity...

It’s about that sense of community too.....

Coming together, playing together... having the excuse to get together... and get to know each other
Health theory of behaviour change.... ‘the Birmingham model’

1. Clarify the behaviour change
2. Identify priority communities and establish who already works with them?
3. Share intelligence and agree outcomes
4. Identify the barriers for communities based on above
5. Remove or mitigate the barriers
6. Implement and market to target groups through collaboration
7. Shift the norm to healthier behaviour
Understand the human in the experience....
We can change lives....
YOU can too...
Using Insight to Support Funding Bids

Kerry McDonald, Managing Director, The Bid Writing Business
USING INSIGHT TO SUPPORT FUNDING BIDS

Active Sussex CSP Network Event

Thursday 22nd August 2018
Kerry McDonald
Founder and Managing Director, The Bid Writing Business
Focus on .... Funding
It’s all about …
‘Income Diversification’

Are you too dependent on one source of income?

Sector Average

Your charity

Legacies
This is excellent!
Whose job is fundraising?

“an organisation that is insight and cause-focused - where fundraising is naturally at the heart of the organisation”

Stephen George, Vice-Chair, Institute of Fundraising
The national funding context

“once in a life-time public sector austerity, falling lottery revenues, and never seen before competition for funds in the charitable sector”

National Institute of Economic and Social Research
How many different types of income generation are there?
Different Types of Income

1. Traditional Fundraising
2. Fundraising Events
3. Individual donors (cash and digital)
4. Small Grants
5. Large Grants
6. Contracts and commissions
7. Trading
8. Corporate Investment
9. Philanthropy / Very wealthy people
10. Legacies/Wills
11. Social Investment
Different Types of Sector requiring income

1. Public sector including Local Authorities
2. NGB sector including sports clubs
3. Education sector including schools, FE, HE
4. Charitable sector – including charities, CIC’s, leisure trusts, voluntary and community organisations
5. Social enterprise sector
6. Private sector
What are the most effective types of fundraising?

- 12% of all expenditure on fundraising in charitable sector

- £1 spent on fundraising to gain £4.20 return (excluding legacies)

• Best returns on fundraising (Institute of Fundraising)
  - Wealthy individuals (£1 : £3) – up 20% - Britain’s wealthiest people gave £3.2bn to charitable causes in 2016 up 20% from 2015
  - Legacies (£1 : £36) – up 11%
  - Grants and Trusts (£1 : £7) – up 15%
  - Individual donor giving (£1 : £6) – up 25%
  - Corporates (£1 : £5) – up 12%
  - Fundraising events (£1 : £2) – down 5%
Why do people give?

Figure 3: Which of the following causes have you given to in the last four weeks?

- 26% Medical research
- 25% Animal welfare
- 24% Children or young people
- 22% Hospitals and hospices
- 19% Overseas aid & disaster relief
Sport = 2% of all givers and 1% of total money
What do funders think about?

COMIC RELIEF

BBC Children in Need

LOTTERY FUNDED

SPORT ENGLAND
What do funders think about?
Focus on .... Insight
What insight do funders want?

What we want from you

1. Audience

This section is for you to demonstrate a detailed understanding of people from lower socio-economic groups who are inactive:

Please consider the following in your answer:

- Who are your target audience?
- Who do they tend to be? i.e. age, gender etc.
- Where do you tend to find them? i.e. environment, geography, setting etc.
- What do you know about them and how do you know this? Have you consulted with them? How do you know they are inactive?
- How will you reach your audience and what methods of communication will you use?
- What else do you know about your audience that will help shape your project? i.e. how do they spend their time? Social interactions?

Applicants applying for Development Award Funding should outline what else they need to learn about their target audience for their project to be effective.
WHY INSIGHT?

Insight used for variety of outcomes
1. Establish need and demand
2. Understand barriers, attitudes, motivation,
3. Design new products, services, and programmes
4. Train workforce
5. Improve current services
6. Bid writing and fundraising
7. Public relations and communications
8. Share learning
9. Contribute to sustainability
1. Dedicated insight team/worker
2. External insight – other agencies data and information
   - Demographics
   - Statistics
   - Behaviour insight
3. Internal insight - data and information you collect
   - Your users/beneficiaries – quantity
   - Your users/beneficiaries – quality
   - Your impact/track record
4. Internal/External Insight! – the external evaluator
   - Impact reports
5. Systems to measure and evaluate quantity and quality
   - Views and Upshot
   - National standards (ONS Wellbeing Questions, Physical Activity Questions)
   - National Tools (Outcomes Star, Warwick/Edinburgh, COM-B Behaviour Change)
   - Bespoke local methods (surveys, focus groups, case studies,)
Recent Impact Reports

**EVALUATION OF STREET LEAGUE**

**AND MADE OUTSIDE THE CLASSROOM**

Submitted by Brunel University London

**Research Team**

Dr Laura Hills
Dr Emma Wainwright
Ms Tarryn Steenekamp
Ms Nicola Crawley

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**Examining the Impact of Greenhouse Sports Programmes in Schools**

**StreetGames Community Research**

December 2017
SPENT AGES LOOKING FOR COMPREHENSIVE INSIGHT TRAINING

FOUND IT!
Thank You
LARGE GRANT EXAMPLES

- CSP PRIMARY ROLE APPLICATION FORM!
- SPORT ENGLAND FAMILIES FUND
- SPIRIT OF 2012 CONNECTING COMMUNITIES THROUGH CRICKET
- RFU/COMIC RELIEF TRY FOR CHANGE
- SPORT ENGLAND VOLUNTEERING FUND
- SPORT ENGLAND LOCAL PILOT
- SPORT ENGLAND INACTIVE AND ECONOMIC DISADVANTAGE
- BIG LOTTERY FUND REACHING COMMUNITIES
- CHILDREN IN NEED MAIN GRANT
Active Sussex Network 2018

Afternoon Workshops
Using Insight to Support Funding Bids Continued

Kerry McDonald, Managing Director,
The Bid Writing Business
kerry@kerrymcdonald.co.uk / 07947 042152
USING INSIGHT TO SUPPORT FUNDING BIDS

THE WORKSHOP

Active Sussex CSP Network Event

Thursday 22nd August 2018
Questions from this morning
What is Insight?

- Statistics and quantitative data
- Qualitative information
- Behavioural insight (attitudes, barriers, motivations)
- Evidence (success, failure, impact)
How do you collect and measure Insight?

- Views and Upshot
- National standards (ONS Wellbeing Questions, Physical Activity Questions)
- National Tools (Outcomes Star, Warwick/Edinburgh, COM-B Behaviour Change)
- Bespoke local methods (surveys, focus groups, case studies,)
What’s your insight and fundraising story?
QUESTIONS TO ANSWER

FUNDRAISING
1. WHAT IS THE MAIN FUNDRAISING YOUR ORGANISATION/DEPARTMENT UNDERTAKES?
2. WHAT ARE THE MAIN FUNDRAISING CHALLENGES AND ISSUES FOR YOUR ORGANISATION/DEPARTMENT?

INSIGHT
1. WHAT IS THE MAIN INSIGHT THAT YOUR ORGANISATION/DEPARTMENT UNDERTAKES?
2. WHAT ARE THE MAIN INSIGHT CHALLENGES AND ISSUES FOR YOUR ORGANISATION/DEPARTMENT

FUNDRAISING AND INSIGHT COMBINED
1. HOW EFFECTIVELY DO YOU COMBINE FUNDRAISING AND INSIGHT (OUT OF 10 AND REASON FOR THE SCORE)
Bid Writing – it can appear complicated!

- Delivery programme
- Amount of grant required
- Aims of Project
- Match funding
- Workforce needs
- Bid team members
- Need for the project
- Outputs of project
- Application form
- Beneficiaries
- Consultation
- Monitoring & Evaluation Procedures
SPIRIT OF 2012 SPORT CHALLENGE FUND - £200,000
1. What research will you draw on to ensure this project is successful? (200 words)
2. What evidence do you have of demand for your proposed activities? (200 words)

SPORT ENGLAND TACKLING INACTIVITY AND ECONOMIC DEPRIVATION FUND - £150,000
1. Why is your project needed? Explain what evidence there is to demonstrate that your project is needed by the target audience and how it will meet their needs. Explain how the project meets an identified gap in provision. (300 words)
2. Who is the audience for your project and what do you know about them? (300 words)
EXAMPLE INSIGHT QUESTIONS

COMIC RELIEF/RFU MENTAL HEALTH FUND - £150,000
1. Describe the people who would benefit from this project and the problems they face in their lives (300 words)
2. What will you track over time to show that these changes have taken place? (300 words)

SPORT ENGLAND LOCAL DELIVERY PILOT FUND – up to £10,000,000 (up to 10,000 words)
1. Describe the place you have chosen.
2. Why have you chosen this place?
3. What are the most important issues in this place?
4. Who are the people in this place?
5. Who will you focus your pilot on and why? What do you know about their motivations and attitudes?
6. How will you engage and influence your chosen audience?
Different Types of Income

1. Traditional Fundraising
2. Fundraising Events
3. Individual donors (cash and digital)
4. Small Grants
5. Large Grants
6. Contracts and commissions
7. Trading
8. Corporate Investment
9. Philanthropy / Very wealthy people
10. Legacies/Wills
11. Social Investment
YOUR MAIN ACTIONS AND ISSUES FROM TODAY
Making the business case for public health investment in youth community sport

Paul Jarvis-Beesley, Head of Sport and Health, Street Games
Public health: everyone’s business?
Need
Context
Response
Seven Principles

1. Ensure a clear line of sight to the objectives in Sporting Future – we want to invest in making a wider impact on people's lives in terms of physical wellbeing, mental wellbeing.

2. Prioritise demographic groups who are currently under-represented – this includes many different groups including women, older people, disabled people and people from lower socio-economic backgrounds.

3. Use the behaviour change model to guide our decisions – we will focus on three main challenges: tackling inactivity, creating regular activity habits and helping those with a habit to stay that way.
POVERTY & SPORT

WHAT IS POVERTY?
The official measure of poverty compares the income of individual households to the national average.

A household is in poverty if its income after tax is less than 60% of the median household income for that year.

13 MILLION PEOPLE ARE OFFICIALLY CLASSED AS POOR BY THE GOVERNMENT
THAT'S 1 IN 6 OF THE POPULATION

YOUNG PEOPLE ARE HIT THE HARDEST

30% OF 14-24 YEAR OLDS ARE POOR
3.5M CHILDREN IN THE UK LIVE IN POVERTY

Youth poverty is getting worse because wages for young people have fallen fastest, more are studying & more are in non-working households.

PROPORTION OF YOUNG PEOPLE IN EACH REGION IN POVERTY

[Bar chart showing the proportion of young people in poverty by region]
<table>
<thead>
<tr>
<th>Field Research Findings</th>
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<tbody>
<tr>
<td><strong>Young people are aware of the benefits of physical exercise on their mental and physical health &amp; well-being</strong></td>
</tr>
<tr>
<td><strong>Young people like living in their areas and have a sense of community</strong></td>
</tr>
<tr>
<td><strong>Young people who are not in full-time education see cost as a barrier to participating in sport</strong></td>
</tr>
<tr>
<td><strong>Social aspects are very important (friendship groups)</strong></td>
</tr>
<tr>
<td><strong>Young people who are not already involved with a team sport prefer the idea of participating in informal sports that don't require kits, strict training regimes and a high level of commitment</strong></td>
</tr>
<tr>
<td><strong>A lack of confidence, ability and fear of judgement was also a barrier for some</strong></td>
</tr>
<tr>
<td><strong>Some concerns over safety in public places and facilities that are 'not on our patch'</strong></td>
</tr>
<tr>
<td><strong>Most popular activities tended to be activities such as jogging, going to the gym or an informal kick-about.</strong></td>
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PRESSURES THAT IMPACT ON A DISADVANTAGED YOUNG PERSON’S DECISION OR ABILITY TO PARTICIPATE IN SPORT

**INDIVIDUAL**
- Lack of confidence
- Fear of judgement
- Peer influence
- Other interests / priorities

**FAMILY**
- No transport
- Lack of money
- Debt

**AREA**
- Safety fears
- No transport
- Anti-social behaviour
- Budget cuts
- Lack of local provision
- Less volunteers
Rich versus poor in Sport
(16-25 year olds by household income)

With lots of partners - what we call our ‘network’

Source: Sport England Active People Survey
Mean number of hours of formal sports in the last week, by equivalised household income and sex

Base: Aged 5-15

Figure 3F
How does poverty affect health?

- Mental health: x 3
- Obesity: X 2
- Smoking: X 2
- Low Activity: X 2 nearly!

Cause or Effect?
Figure 1: Estimates of the relative contribution of factors to our health

- Health care (up to 15%)
- Social circumstances and environmental exposure (45%)
- Health behaviour patterns (40%)

Canadian Institute of Advanced Research (2012)
- Health care (up to 25%)
- Environmental (10%)
- Genetics (15%)
- Socio-economic (50%)

- Health care (43%)
- Other factors (57%)

Source: The King’s Fund 2013
What keeps me healthy and happy?

- A good education
- Having a voice in decisions that affect me
- Social group to hang out with
- Good neighbours
- Safe streets
- Money
- Physical activity
- A job
- Good things to eat
- A fair society

What keeps me healthy and happy?
Mental Health Problems can be triggered by many different factors such as.....

https://www.youtube.com/watch?v=IGv-ZXQzYtE
The determinants of health and wellbeing

Source: Dahlgren and Whitehead, 1991
£53.3 billion
Between £11,030 and £59,130 per annum
£1.40
Need
Context
Response
How do we make a case for investment?
Thinking about the commissioning process can help!

Analyse

Plan

Review

Do
What’s the evidence-base?

Change4Life Evidence Review
Rapid evidence review on the effect of physical activity participation among children aged 5 – 11 years
What’s the national policy?
What local strategies and action plans exist that support your plans?
Where can you obtain data from?

National Datasets

- Health Survey for England
- ONS Children’s Engagement with outdoors and sports activities
- Active Lives – expected early 2019
- National Child Measure Programme Profile
- Child and Maternal Health Profile
How to use the profiles

You want to set up a community sport project in Sussex for young people - What data could be useful?
Where can you obtain data from?

Local Datasets
How can you prove a projects worth?

Return on Investment Tools

• Sport England Model for estimating the Outcomes & Values in the Economics of Sport (MOVES)
• NICE Physical activity return on investment tool
• World Health Organization Health Economic Assessment Tool (HEAT) for walking and cycling
• Sport England Economic Impact of Sport - Local Model
• PHE’s Guide to online tools for valuing physical activity, sport and obesity programmes
Need
Context
Response
https://www.youtube.com/watch?v=dGqgM2St1kI&index=5&list=PLW8cG1kJhcvdTZYKKjdmhc9JjlkhjZZJ
2013-2017 Report

1,097 Clubs
102,278 Participants
1.8m Attendances
41 Sports
“people, not programmes, are the answer”

“creating new futures not fixing old problems”

“from passive recipients to active doers”
Asset mapping

What do they have

- Money
- Buildings and other resources
- Services - Actual and Potential
- Networks
- Membership
- Power
- Passion
- Talents
- Skills
- Experience
- Knowledge
- Influence
- Time
- Care
- People-power
- Leadership
- Goodwill
- Capacity and willingness to change

Assets of organisations

- Local Government Services
- Neighbourhood Managers
- Police
- Councillors
- Health workers
- GP's
- Schools
- Libraries
- Childrens Centre
- Businesses
- Third Sector Infrastructure Groups
- User groups
- Self-help Groups
- Community Associations
- Trade Unions
- Voluntary organisations
- Youth Clubs
- Carers Network
- Faith groups
- Sports clubs

Assets of associations

- Community members
- Excluded Groups
- Families
- Residents

Assets of individuals

- Potential and actual

Who are they

- Influencers
- Users
- Groups
Doorstep Sport

Sport delivered close to home:
– at the **right** time
– in the **right** place
– at the **right** price
– in the **right** style
– by the **right** people
“We know where it is. We won't get lost going there”

“Near a park, near KFC”

“Close. Athletics is an hour and 45 by bus”
“Straight after school. If I go home, I’d be too lazy to come back”

“Late. When the younger kids have gone home”

“Not straight after college. I need to go home, charge my phone, get changed”
“People notice if you don’t turn up and I feel sort of, you know, motivated to keep coming”

“I look up to them. The coaches don’t judge you. They treat everyone the same”

“There are no rules. If you do it wrong, it’s OK”
Training

Mental Health First Aid
(3-hour, 1-day, 2-day)

Level 2 Young Health Champion
What would you do if...
What would you do if...

A.
Your funder wants to see evidence of partnership working but you don’t think there is enough money to go round?

B.
Before you start, you need to say how the benefits will continue long after the funding has ended?
What would you do if...

A.
You are asked to do a detailed evaluation as part of a new, commissioned programme but there is no money in the budget for it?

B.
You are asked to provide evidence that supports why you have chosen a particular approach?
Practical steps

• Make contact
• Know your role
• Find your partners
• Build from what’s worked
• Share your workings
• Show your impact
• Think long-term