

## Shaping our Future

May 2020

**Sport England is in the process of developing its next strategy for publication in January.**

- This will build on *Towards and Active Nation*
- A wide range of organisations and individuals have contributed to first stages of this process
- This resulted in publishing *'Shaping Our Future'* in May, summarising emerging themes
- We've had a positive response to the document, and some strong views on what needed more attention and development
- This has included calls to put a stronger and more 'upfront' focus on tackling inequalities
- We want to use the coming months to explore in more detail what this might mean
- We are keen to utilise the networks and expertise of partner organisations to convene conversations that will support this

# What have we heard and 'banked'?

**10-year  
transformational  
strategy**



**Driven by collaboration**



**Allowing for  
flexibility and  
adaptability**



**Underpinned by  
simplicity / 'brilliant  
basics'**



**Tackling  
inequalities  
more overtly  
central to our  
purpose**

# What this looks like...



1. Inequalities
  2. Big issues
  3. How we work
- **Broad range of conversations**
  - **Some 'deeper dives'**
  - **Online platform to test what we've heard**

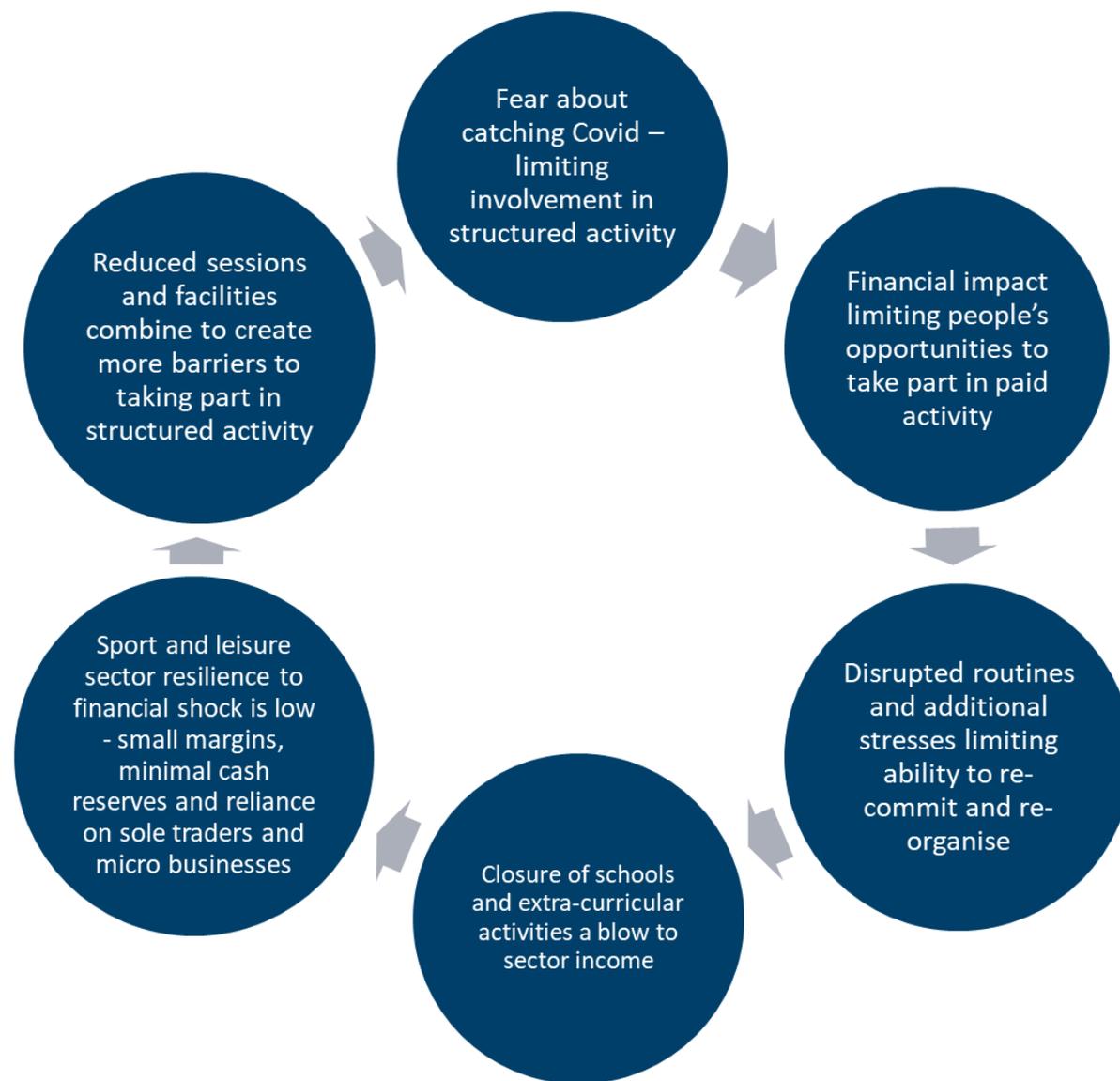
# Building on a focus on addressing inequalities: Potential themes to focus our efforts around



# Covid realities:

- Overall activity levels initially held up well during initial lockdown period – as people found ways to be active in and around the home
- But many of the inequalities we saw pre-Covid have got much worse
- Closure of schools and extra-curricular activities risks missing a critical window for building foundations for children.
- Activity has been dropping as schools, shops and workplaces re-open
- Increased visibility and relevance of physical activity and fitness
- Growing need and appreciation of the benefits of physical activity for mental health – especially taking part outdoors or in company

Traditional, structured and indoor sport and activity has been hard hit:



# Big issues: We need priorities that respond to now as well as make the difference across a decade

## Covid Realities

Positioning sport and activity as part of the solution to major agendas.

**Making the case for sport and physical activity**

Managing the effects of a contraction. Incentivising & supporting transformation.

**Build back better**

Covid recovery and resilience. Prevailing strategies like obesity and social prescribing.

**Working with health at greater scale**

Disruption to schools and family life – a generation who could miss the foundations.

**Children and families - foundations for active lives**

Emphasis on hyper local communities and outdoor activity needs enabling.

**Active environments**

# Working Differently

