

WIFI Network: TheBristolPavilion

Password: Pavilion321

Twitter: #CityofSport17

Keynote Speaker: Mike Diaper, Sport England



Mike Diaper

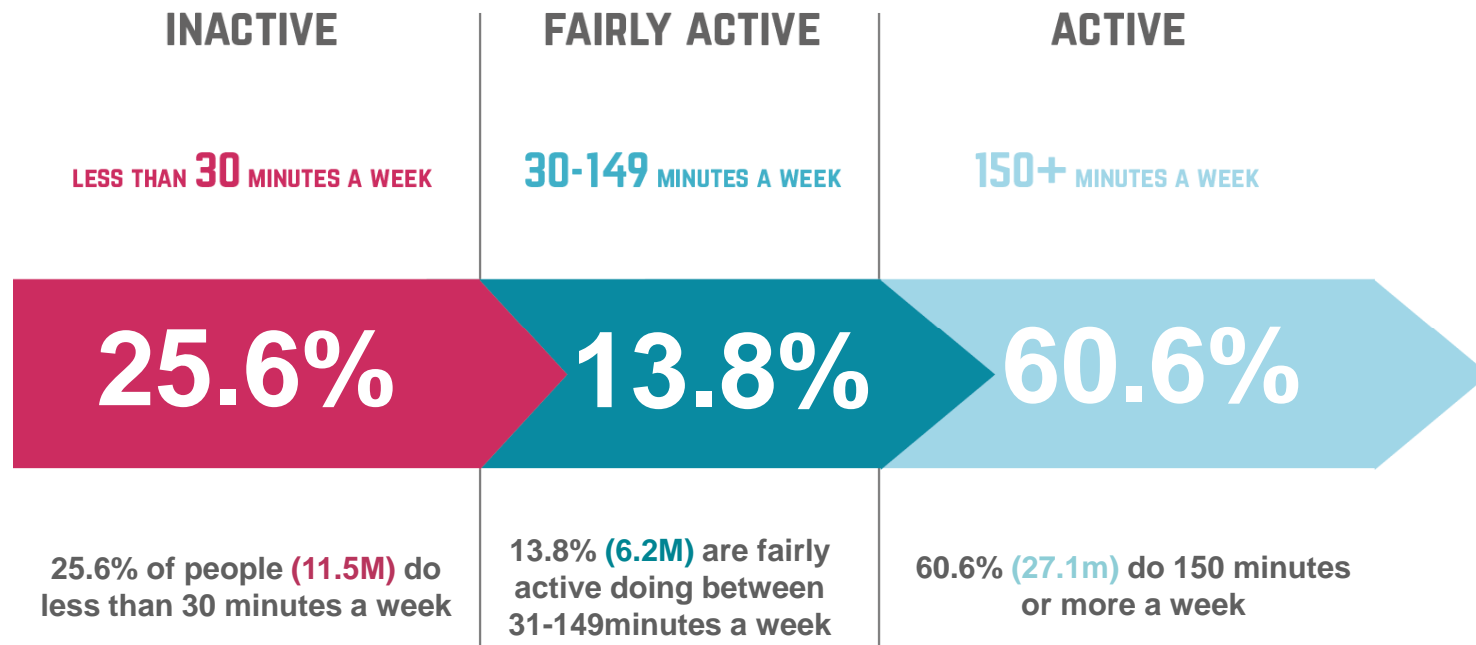


The logic of investing in sport and physical activity to benefit society



@mikediaper

The challenge – we are not sufficiently active



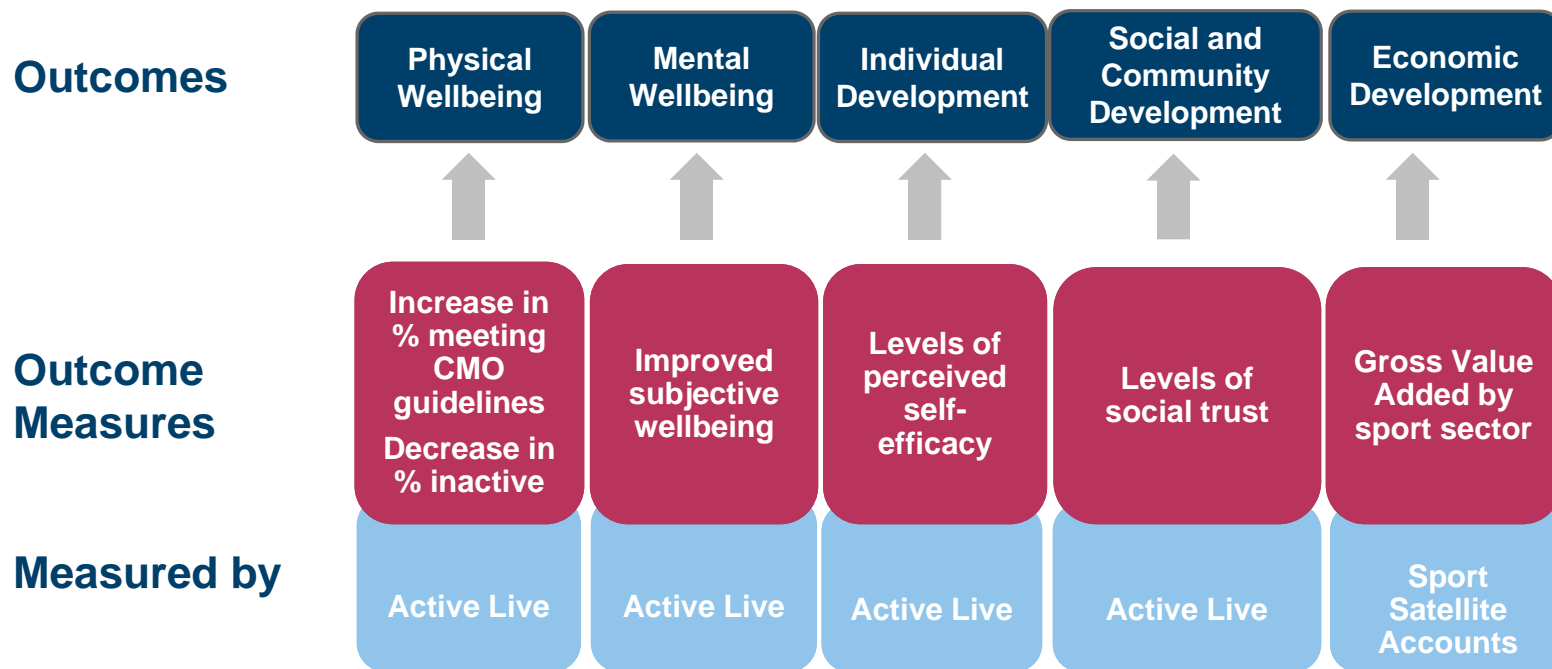
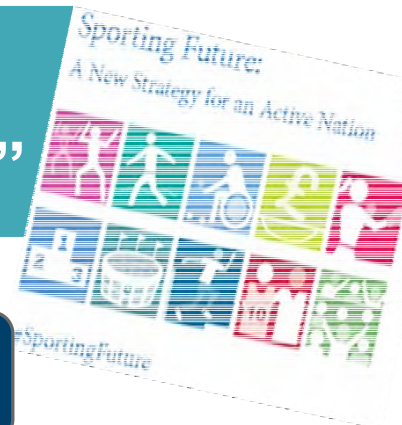
25.6% of people (11.5M) do less than 30 minutes a week

13.8% (6.2M) are fairly active doing between 31-149minutes a week

60.6% (27.1m) do 150 minutes or more a week



The challenge – “We are redefining what success looks like by concentrating on five key outcomes”



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.

We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.



Key shifts in focus

- Investing for a purpose, not sport for sport's sake
- Behaviour change
- Customer focus
- Under-represented groups
- Children and young people
- Wider partnerships - its what you can do that counts, not who you are
- A new approach to measurement & evaluation
- Sport England as broker and collaborator





What do we know about achieving the outcomes through engagement in sport and physical activity

Sport England: Towards an Active Nation 2016-21

How strong is the existing evidence base?



Physical and mental wellbeing evidence bases
are well-established

“If sport and physical activity was a drug, it would be regarded as a miracle”

Professor Sally Davies, Chief Medical Officer – Department of Health



1 IN 6 DEATHS
in the UK are caused
by inactivity

Inactivity costs the UK economy:

£7.4 BILLION



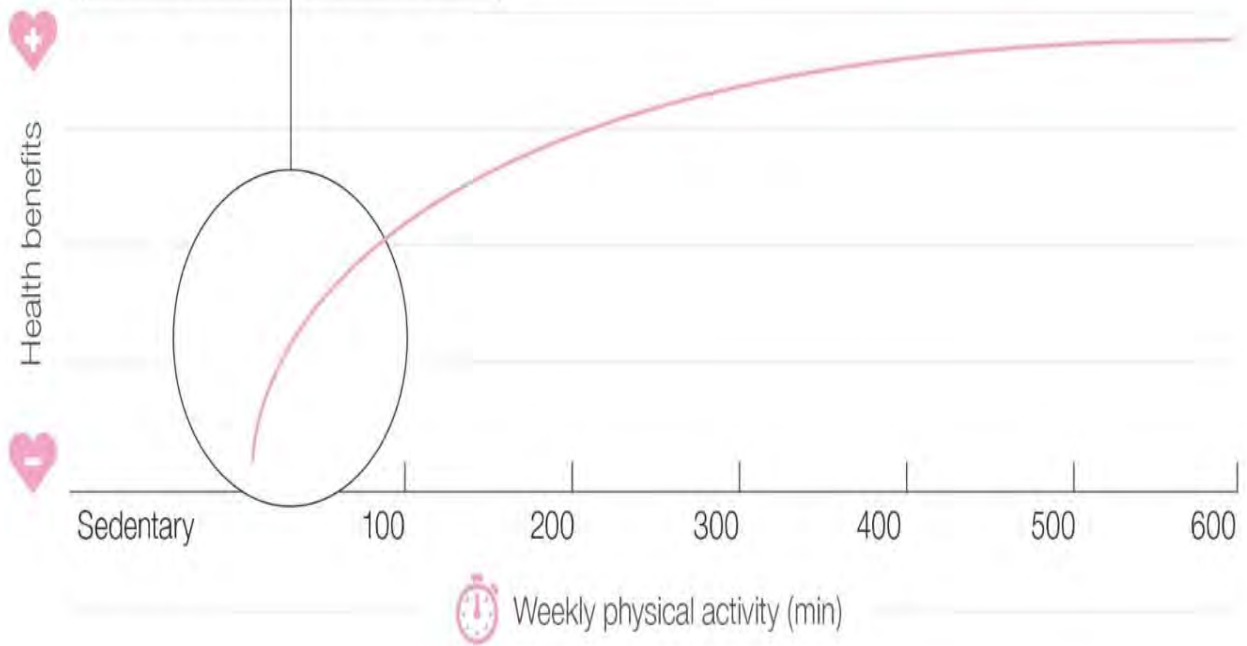
HOW TO TAKE:
150 MINUTES OF MODERATE INTENSITY A WEEK.
BROKEN DOWN INTO BOUTS OF TEN MINUTES OR MORE.

56% of adults meet the guidelines of 150 minutes a week of moderate intensity physical activity. For over 2/3rd of them sport is part of the activity mix.

A. WISE CHEMIST OPEN 365 DAYS A YEAR
OPEN: Mon-Fri 8.30-7pm Sat 9-1pm Sun 10.30-2pm



AREA OF HIGHEST IMPACT





It's my time out
to clear my
mind.

Get Set to **GO**
 mind 
for better mental health LOTTERY FUNDED

How strong is the existing evidence base?



Individual development evidence base is fairly well-explored



How strong is the existing evidence base?



Social/community and economic development
(not including evidence on major events) need further research

The logo for Access Sport, featuring a stylized blue 'A' with a white 'S' inside, surrounded by three curved lines above it.

ACCESS SPORT



How strong is the existing evidence base?



Sport England Evaluation Framework:

<https://evaluationframework.sportengland.org/>

EVALUATION FRAMEWORK

Ensuring that understanding generated through measurement and evaluation is used to improve decision making in order to maximise the impact of investment in sport.

WELCOME TO THE EVALUATION FRAMEWORK

The purpose of this framework is... To help Sport England colleagues to develop and Implement consistent and proportionate measurement and evaluation arrangements across all of Sport England's investment. To help organisations that Sport England works with to develop and implement effective and appropriate measurement and evaluation arrangements.

WE'VE BUILT YOU A FRAMEWORK THAT WILL KEEP YOU ON TARGET, AND THAT IS EASY TO FOLLOW

FRAMEWORK OVERVIEW

DESIGN

1. DEFINE PURPOSE AND RATIONALE
2. IDENTIFY M&E PRIORITIES
3. DECIDE TYPE & LEVELS OF EVALUATION

IMPLEMENTATION

4. SELECT DATA COLLECTION METHODS & TOOLS
5. DEVELOP & IMPLEMENT MEASUREMENT TOOLS

LEARNING

6. REFLECT ON LEARNING TO ADAPT AND IMPROVE DELIVERY

This framework sets out a process to work through to develop appropriate measurement and evaluation arrangements for a funding stream or project. It also provides tools and resources to support each step of the process. There are three phases in this process (Design, Implementation, and Learning) with a number of steps to be completed during each phase. Click a step to learn more



@mikediaper

