

Sport England

Uniting the movement:

Implementation plan: Years 2-4 (2022-25)

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1. Introduction

Three guiding principles:

- Investing most in those that need it most,
- The right blend of national and
- Local action, and simple as standard

Our core belief

We believe that when we move, we're stronger. That's true for each of us, and it's true for our communities and society.

Our vision

A nation that's alive with physical activity, where people are connected to each other and the places they live through sport and movement. A country where people can thrive and live happier, healthier, and more fulfilled lives.

Our mission

To invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are. Because it's not a level playing field.

The big issues:

- Recover and reinvent

- Connecting communities
- Positive experiences for children and young people
- Connecting with health and wellbeing
- Active environments

The catalysts for change:

- Effective investment models
- Realising the power of people and leadership
- Applying innovation and digital
- High-quality data, insight and learning
- Good governance

Our values:

- We are collaborative
- We are inclusive
- We are ambitious
- We are innovative

A focus on tackling inequalities:

- Gender
- Young adults
- Older adults
- Socio-economic deprivation
- Ethnicity
- Disability and long-term health conditions
- Prejudice and discrimination

2. Ambitions:

- More investment and resources for communities with the greatest need
- Inclusive, safe and accessible experiences as standard
- Supporting, recognising and celebrating success
- Adapting to people's changing needs and expectations
- Listening to, and involving, people less likely to be active
- A diverse network of leaders, volunteers and professionals
- Positive experiences for children and young people and supporting talented athletes
- Collaborating with the health, education and transport sectors
- Contribution to net zero embedded in everyday thinking

3. What we'll do

3.1 What we'll do: building the movement

3.1.1 What we'll do now

- Big issue advocacy
- Covid-19 recovery and reinvention support
- Targeted investment into community football, tennis and multi-sport facilities
- Simplified access to our open funding

3.1.2 What we'll do next

- Uniting the movement resources
 - Data, insight and learning
 - Tools
 - Templates
 - Guidance
 - Training
 - Case studies
 - Grant finder
 - Image library
- Creating a leadership community

3.1.3 What we'll do later

Creating the conditions for innovation

Also on [website](#):

- *Collaborating with the health system to recognise the value of physical activity*
- *Supporting and developing publicly owned leisure facilities*

3.2 What we'll do: **meeting people where they're at**

3.2.1 What we'll do now

- Expanding our place partnerships
- Data and research on inequalities

3.2.2 What we'll do next

- New long-term strategic partnerships
- Building on our campaigning
- Storytelling and framing the narrative on inequalities

3.2.3 What we'll do later

- Connecting and supporting grassroots organiser

3.3 What we'll do: **being the change**

3.3.1 What we'll do now

- Revolutionising our long-term partnership approach

- Stepping up on environmental sustainability
- Building a more diverse and inclusive organisation
- Redesigning our structure and developing our people
- Governance, safeguarding and integrity
- Co-designing a measurement and accountability approach
- Evaluation and learning plan
- Being more efficient, effective and agile
- Realigning our planning function
- Managing complex relationships with multiple partners

3.2.2 What we'll do next

- A revised communication approach

3.2.2 What we'll do later

(nothing listed)

Also on [website](#):

- *Leading for renewal*
- *Refreshing our investment approach*

4 Our investment approach

4.1 Investing most in those that need it most

4.2 Finding the right blend of national and local action

4.3 Working in a way that's simple as standard

4.3.1 Partners

4.3.2 Place

4.3.3 Campaigns and advocacy

4.3.4 Open funding

5 How we'll know if we're successful

5.1 Three things are happening:

5.1.1 Overall levels of activity across the population are going up

5.1.2 Overall levels of inactivity across the population going down

5.1.3 Levels of inequality across both measures are narrowing

5.2 Five-part approach to understanding success

5.2.1 Progress against our ambitions for 2025

5.2.2 A culture of learning

5.2.3 Monitoring outputs

5.2.4 Population-level change

5.2.5 Demonstrating outcomes