

Sport England

Uniting the movement:

A 10-year vision to transform lives and communities through sport and physical activity

1. Introduction

We need to reimagine how we keep movement, sport and activity central to the lives of everyone.

1.1 Our vision

Imagine a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives.

We're responsible for growing and developing grassroots sport and helping more people get active across England.

1.2 Our mission

We're here to invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are.

- Tackling inequalities.
- The challenge of today, and the path to the future

1.3 Why moving matters

When we move, we're stronger. That's true for each of us, and it's true for our nation.

- Movement has astonishing benefits for our physical health
- Moving our bodies benefits our minds too
- Movement makes us happier
- The benefits of being active last a lifetime
- Movement connects and strengthens our communities
- Physical activity is also hugely valuable to the national economy
- Right now, movement matters more than ever

2. What we'll do

Our three key objectives

- Advocating for movement, sport and physical activity
- Joining forces on five big issues
- Creating the catalysts for change

2.1 Advocating for movement, sport and physical activity

Distributing Exchequer and National Lottery money is an important part of our role, but we're so much more than a funder.

2.1.1 Continue to build, establish and grow partnerships and a common purpose across both the government and our sector to join up policies, strategies and approaches;

2.1.2 Continue to develop and deliver behavioural change campaigns, building on the success of This Girl Can, We Are Undefeatable and Join the Movement, to put movement, sport and physical activity at the forefront of national conversations;

2.1.3 Keep building evidence that shows the links between the issues we all care about as a nation and the value of movement, sport and physical activity as part of the solution;

2.1.4 Grow the extent to which we communicate, both to people and organisations, the power of getting active to help strengthen public consensus around the importance of being physically active.

2.2 Joining forces on five big issues

The ambitions at the heart of Uniting the Movement, and all the choices we've made, are the result of a process that's involved thousands of people and hundreds of organisations.

Five big issues

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

2.2.1 Recover and reinvent

Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

2.2.2 Connecting communities

Focusing on sport and physical activity's ability to make better places to live and bring people together.

2.2.3 Positive experiences for children and young people

Unrelenting focus on positive experiences for

All children and young people as the foundations for a long and healthy life.

2.2.4 Connecting with health and wellbeing

Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

2.2.5 Active environments.

Creating and protecting the places and spaces that make it easier for people to be active.

2.2.5.1 Dedicated sport and physical activity facilities: i.e. pitches, courts, pools and leisure centres

2.2.5.2 Other community spaces: i.e. parks and open spaces, village halls, community centres and schools

2.2.5.3 The wider built environment: i.e. streets, housing estates, squares and tow paths

2.3 Creating the catalysts for change

If we work together, we believe the five big issues (above) in this strategy will have the most profound impact on increasing and sustaining activity levels across the nation.

Five 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

2.3.1 Effective investment models.

The right kinds of investment, timed well and delivered skilfully can stimulate demand, provide opportunities to get active, enable innovation, encourage collaboration, reduce inequalities and enable greater sustainability.

2.3.2 Realising the power of people and leadership

The people who spend their time helping others to be active are our most precious resource and their potential is limitless. They're the key to adopting and achieving the ambitions in this strategy.

2.3.3 Applying innovation and digital

Times are changing, and so are people's expectations. In the face of significant opportunity and change, it's critical innovation, including digital, is applied to the big issues that are holding many more people back from being active.

2.3.4 High-quality data, insight and learning

Key to collaborative action is a shared understanding of the opportunities and the challenges that we face together.

2.3.5 Good governance.

Good governance, and a commitment to positive, effective, safe delivery of opportunities at every level is how intentions and ambitions are enshrined into ways of working.

3. How we'll work

3.1 Our guiding principles

3.1.1 Investing most in those that need it most

3.1.2 The right blend of national and local action

3.1.3 Simple as standard

3.2 Our values and behaviours

3.2.1 We are collaborative

One team, committed to delivering together and working with others to make a difference to people's lives.

3.2.2 We are inclusive

Harnessing our collective strength and respecting difference to create the conditions for everyone to engage and excel.

3.2.3 We are ambitious

Determined in pursuit of our goals, prioritising work and partnerships that will most advance our mission, help us succeed and make a positive impact on the nation.

3.2.4 We are innovative.

Curious, optimistic and relentless, we question established ways of working and learn from each other and from our experiences.

4. How we'll know if we're successful

4.1 Our specific impact and our collective mission

We'll continue to capture, on behalf of the entire ecosystem, the most detailed population-wide picture of sport and physical activity.

4.2 Key performance indicators

We need measures, therefore, that are thoughtful and proportionate, helpful to others as well as to us, that give us useful information but also encourage the right behaviours and don't bring with them unintended consequences.

Summary

Vision

Imagine a nation equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives.

Our mission

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Three objectives

Advocating for movement, sport and physical activity

Joining forces on five big issues

Creating the catalysts for change

Five 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 guiding principles

Investing most in those that need it most

The right blend of national and local action

Simple as standard.

Our values and behaviours:

We are collaborative

We are inclusive

We are ambitious

We are innovative

Links

<https://www.sportengland.org/why-were-here/uniting-the-movement>
<https://vimeo.com/504393064>