



Local Offer Consultation Survey: Results and Next Steps

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Introduction

Why we conducted the survey

In July 2019, we conducted a formal consultation through an online survey to help us increase our understanding of the situation facing our local partners.

The information from this consultation will be used to help us shape our Local Offer across our current and future strategy periods.

We know local leaders across England share our belief in the power of sport and physical activity to have a positive impact on the outcomes we all care about – improved physical and mental health, social cohesion and economic development.

Yet we also understand the challenge local leaders face to ensure physical activity remains a key priority as resources continue to be scarce.

That's why we want to develop our Local Offer with partners to ensure it helps meet these challenges and helps create the conditions and opportunities in places so that more people can become physically active.

Our current Local Offer was developed over time to support local leaders and includes:

- **Online tools and resources** on our website
- **Leadership Development Programmes** for elected members and officers undertaken jointly with the Local Government Association
- **Commissioning support** through CLOA (Chief Cultural and Leisure Officers Association)
- **A Community of Learning** that shares the learning from the Local Delivery Pilots
- **Active Partnerships** (previously County Sports Partnerships) who support Local Authorities and other local partners through their primary function.

In this survey, we asked local authorities and other local partners about the current challenges they face, what the most useful elements of our existing programme of support are, what we could change and improve and what new help local places might need in the future.

The survey had a focus on the ongoing challenge of reducing inactivity and stubborn inequalities in participation that exist within local communities.

This report shares the results from the survey and explains what our next steps will be as we continue to develop this Local Offer into our next strategy period.

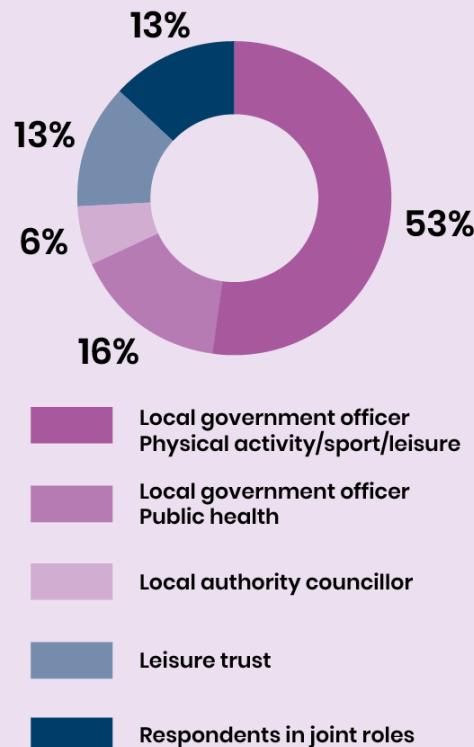
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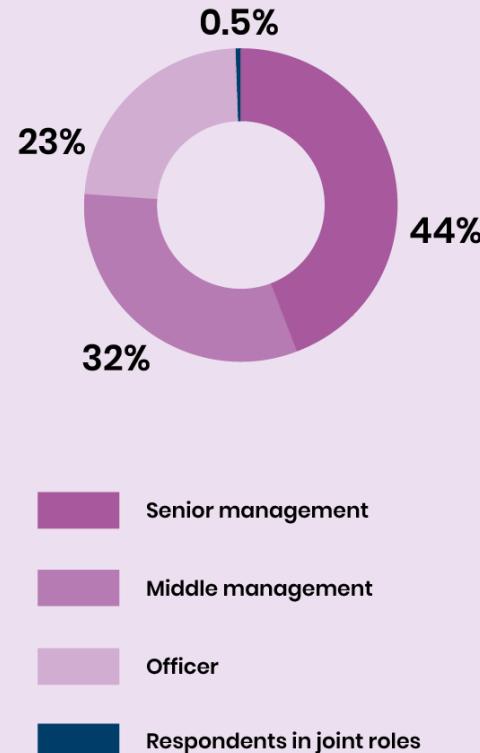
1: Who responded to the survey

We received 222 complete survey responses which covered 42% of all local authorities in England.

They represented the following roles:



They represented the following levels of seniority:



They came from these locations:



2: The situation facing respondents locally

The survey contained several questions about the current situation in different local areas.

We asked: Apart from declining resources, what significant challenges, if any, is your organisation currently facing?

Talking points:

It's clear respondents believe in the importance of working in partnerships within a fully functioning local system.

Despite asking respondents to tell us about challenges other than declining resources, almost half of the respondents mention this, underlining the importance of the issue.

In their words:

We've listed some quotes from the survey that explain some of the local challenges:

Connecting the system

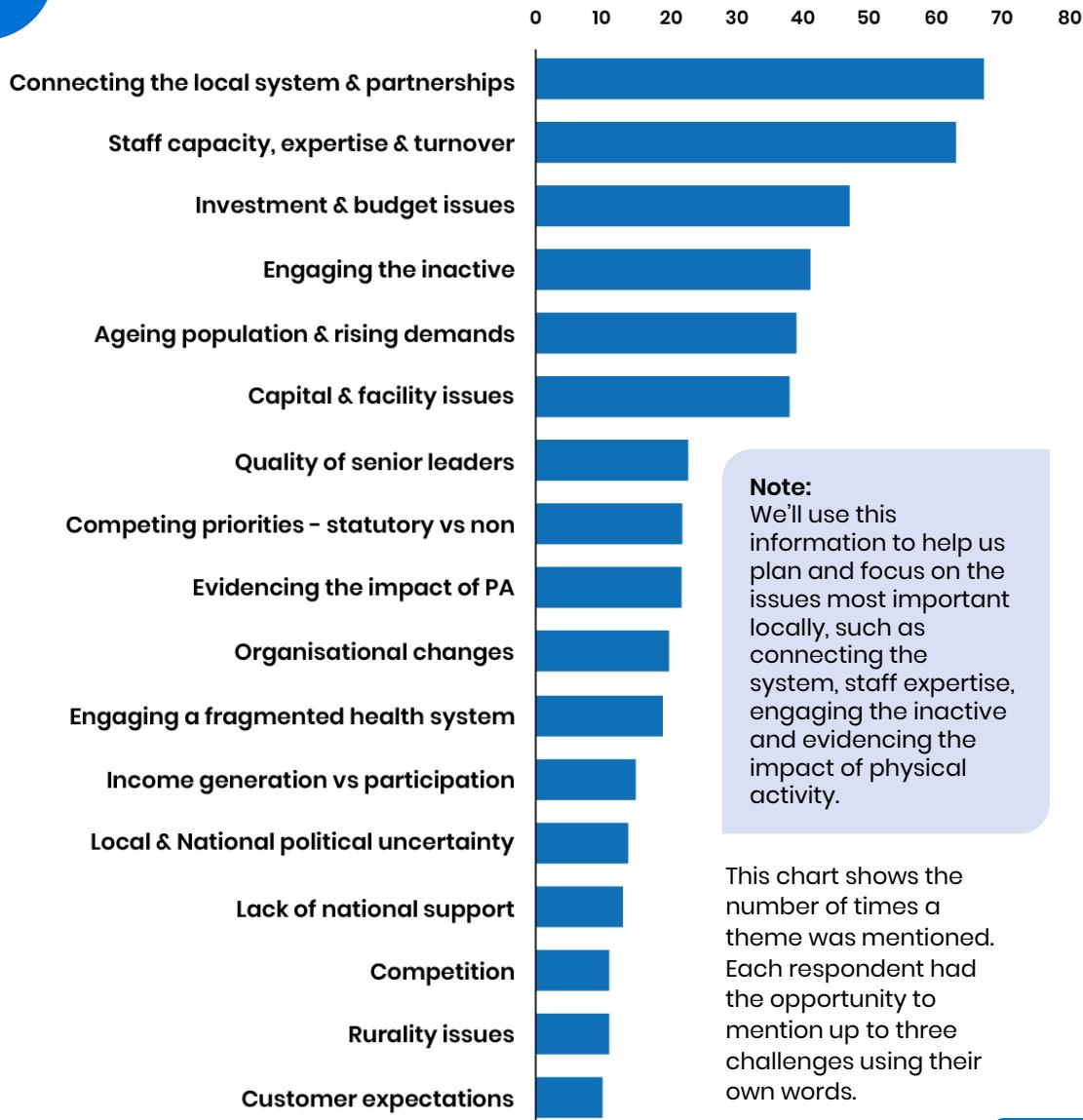
- “Silo working within a complex system”
- “Conflicting priorities for system partners”
- “System change is the right thing to do but it’s taking time against a backdrop of results-based pressures”

Investment & budget issues

- “Short-term funding leading to lack of sustainability”
- “Increased income targets”
- “Balancing finance with social conscience”

Capital and facilities issues

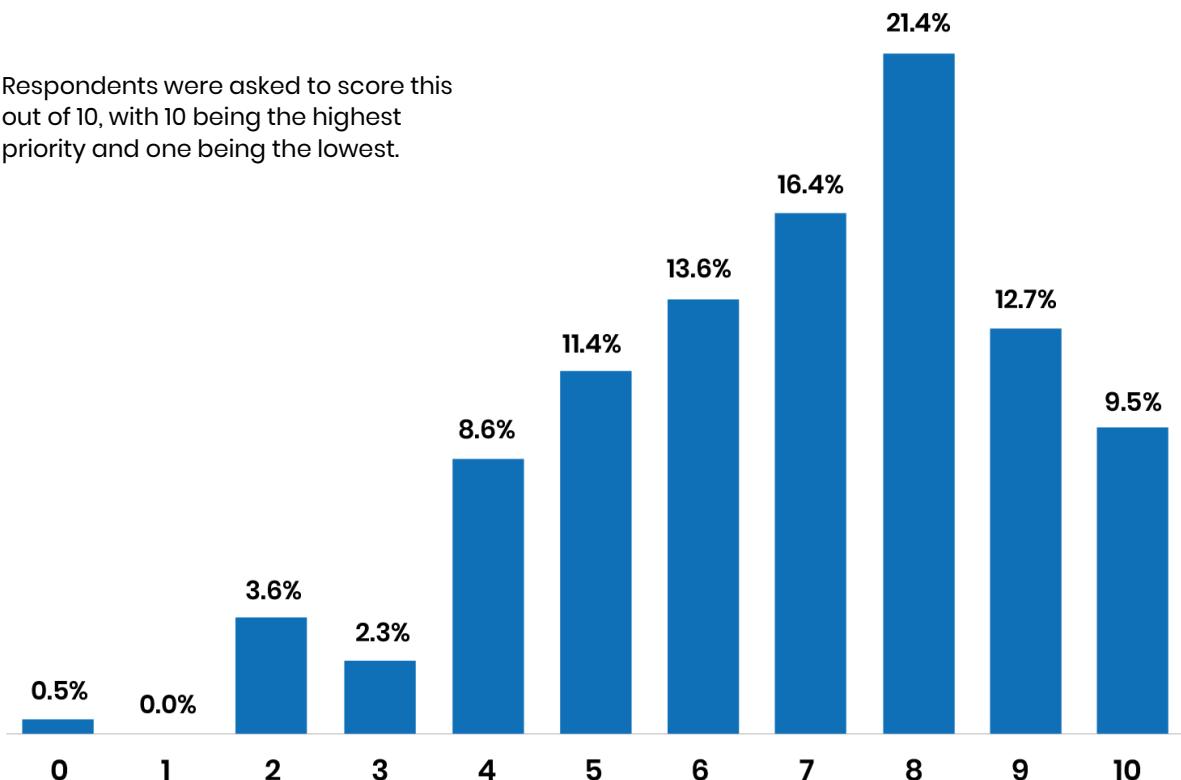
- “Ageing facilities not designed to generate commercial income to balance the loss of subsidies”
- “Decline in facilities leaving them requiring investment”



2: The situation facing respondents locally

We asked: How much of a priority is tackling physical inactivity and the inequalities related to physical activity given in your organisation?

Respondents were asked to score this out of 10, with 10 being the highest priority and one being the lowest.



Talking points:

The average score given by respondents was 6.8 despite 8 being the most common score.

There was very little difference between the average score of senior managers (7.1), middle managers (6.7) and officers (6.8).

Low scores referenced lack of priority politically, fragmented systems, budget crises and bigger local priorities.

High scores generally referenced being embedded in key policies and being one of a few key priorities.

In their words:

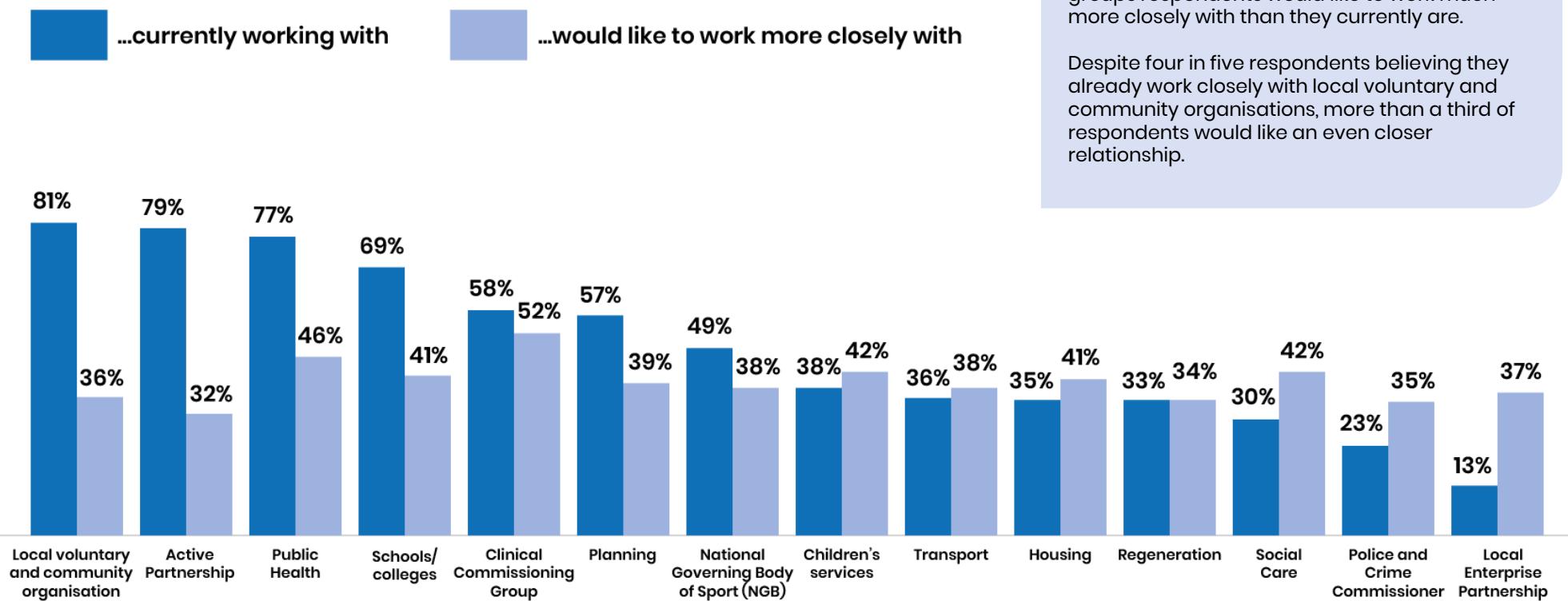
Despite giving a high score some respondents noted:

“It’s often acknowledged but seen as up to other service areas to deliver when it really needs to be a holistic approach and resourced as such.”

“Although a high priority other long-term issues also need attention.”

2: The situation facing respondents locally

We asked: Which of the following key partners locally are you currently working with or would like to work more closely with, on tackling physical inactivity?



Talking points:

This graph shows respondents are working with a wide range of partners but may need more support to engage with some local partnerships.

Social care, police and crime commissioners and local enterprise partnerships are three groups respondents would like to work much more closely with than they currently are.

Despite four in five respondents believing they already work closely with local voluntary and community organisations, more than a third of respondents would like an even closer relationship.

2: The situation facing respondents locally

Working with National Governing Bodies (NGBs)

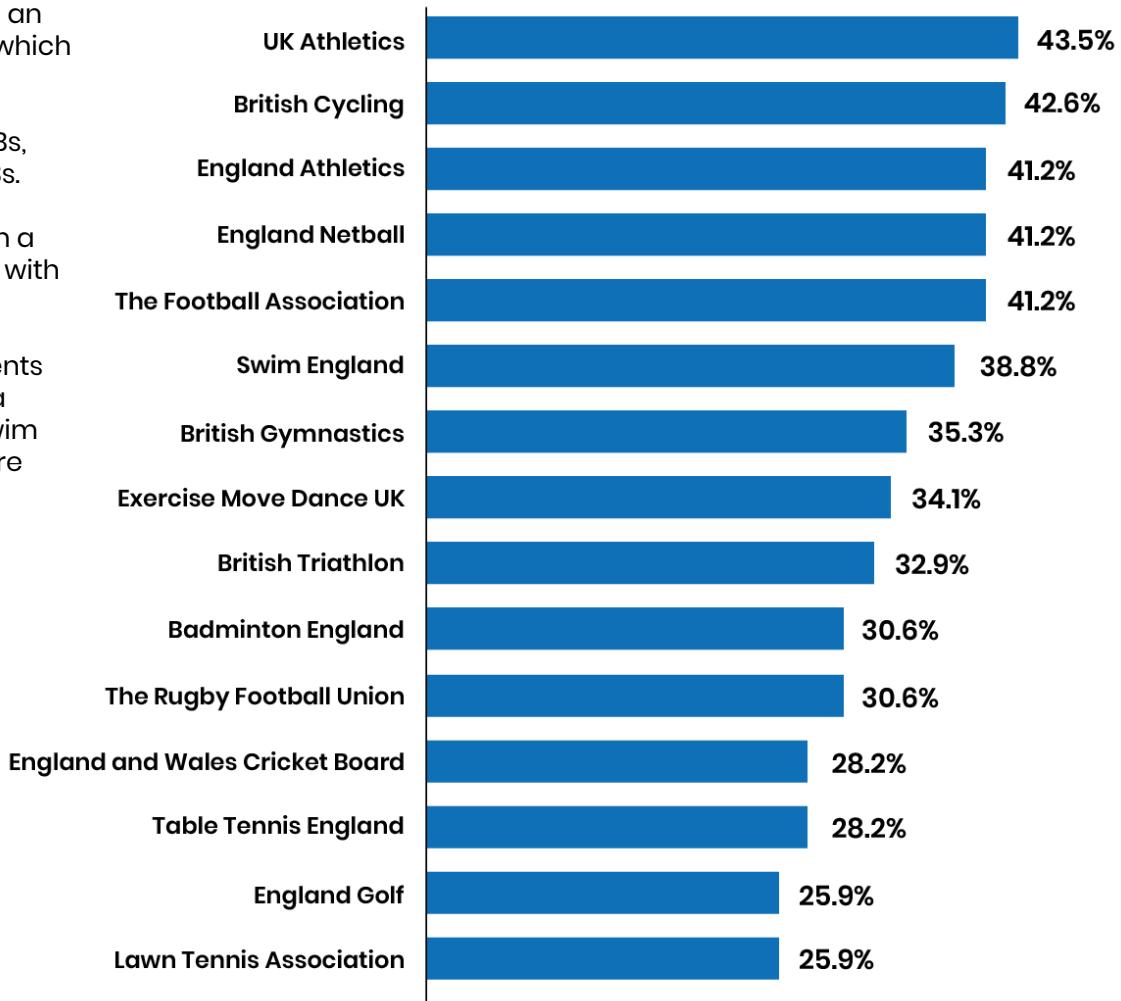
We asked whether respondents were working with an NGB or if they'd like to in the future. We also asked which NGBs they'd like to work more closely with.

Partners are currently working with a mix of 42 NGBs, but would like to work an even wider mix of 49 NGBs.

Those who say they want to work more closely with a particular NGB are generally not currently working with them at all.

The Football Association is the NGB most respondents are currently working with, with 78.9% presently in a partnership with them. The second highest was Swim England, with 44.95% of respondents saying they are currently working with them.

Which NGB would you like to work more closely with?



2: The situation facing respondents locally

We asked: In what ways do you work with your local Active Partnership?

The responses were free text. The chart shows the number of times a theme was mentioned.

Each respondent had the opportunity to mention up to three different themes.

Talking points:

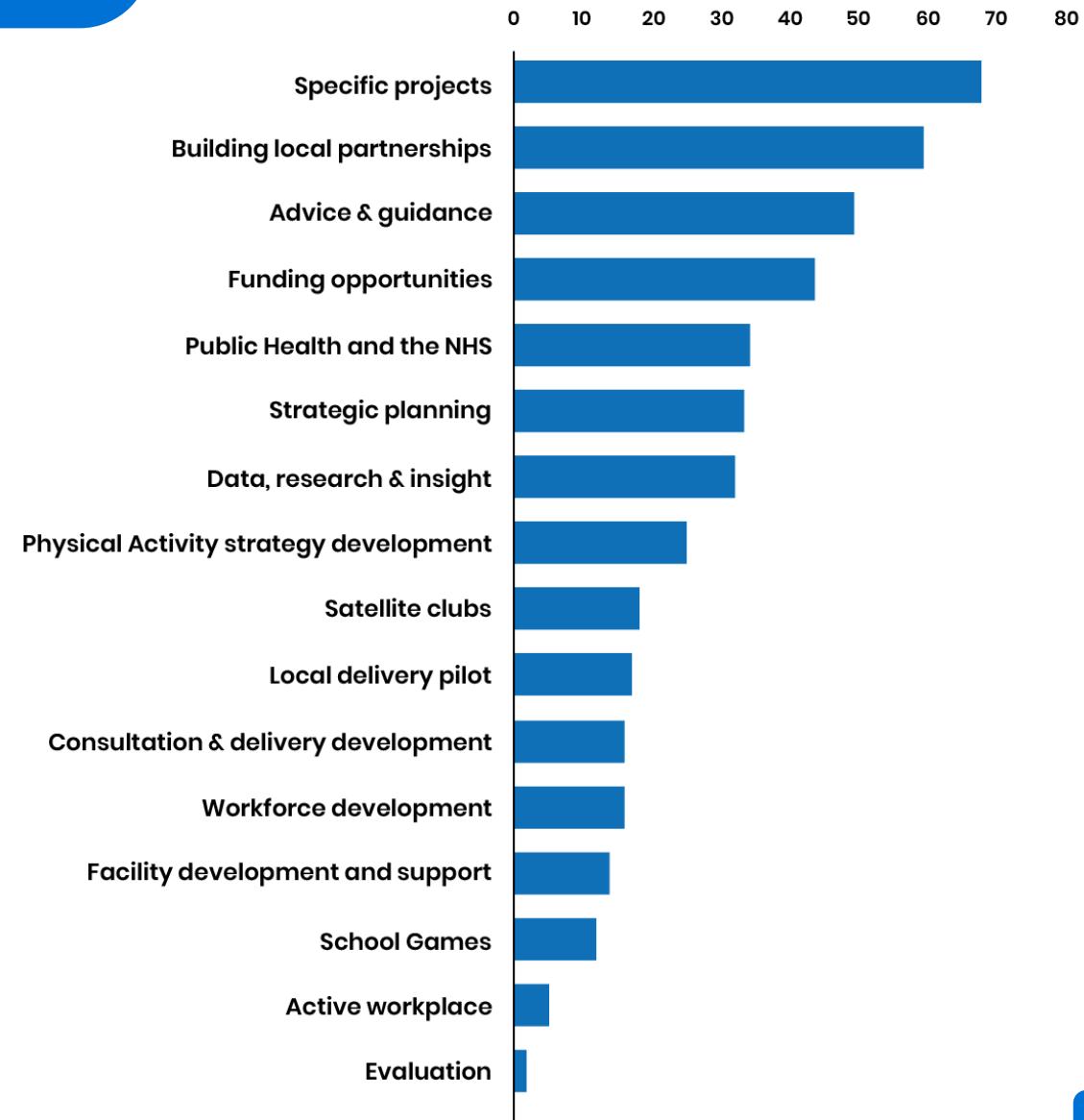
There's a wide variety of work taking place with Active Partnerships, this is something to be built upon to continue to enable support for local places.

In total, 90% of respondents work with their Active Partnership.

'Specific projects' refers to a number of individually named local projects which the Active Partnership is supporting with, or delivering on behalf of, the local authority (e.g. This Girl Can, active ageing).

In their words:

The responses received were overwhelmingly positive and respondents used words such as 'supportive', 'assisting', 'facilitating', 'sharing', 'developing' and 'advising' when referring to the advice and guidance they have received.



2: The situation facing respondents locally

Key conclusions

- Physical inactivity is seen as a priority, but places have competing demands.
 - Respondents told us their key challenges are: partnerships and connecting local systems, staff capacity and budgets.
 - Local places are working with a wide range of partners locally, but they may need support to work with a more diverse range in the future.
 - Support from Active Partnerships is seen as positive and wide ranging and this can be built upon at a local level.
 - The challenges have been vividly brought to life through this survey. This information will enable us to work collaboratively with Active Partnerships to make best use of combined resources in order to support local places.
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3: What respondents think of our current offer

The survey contained several questions about how respondents view our current offer and how it can be improved.

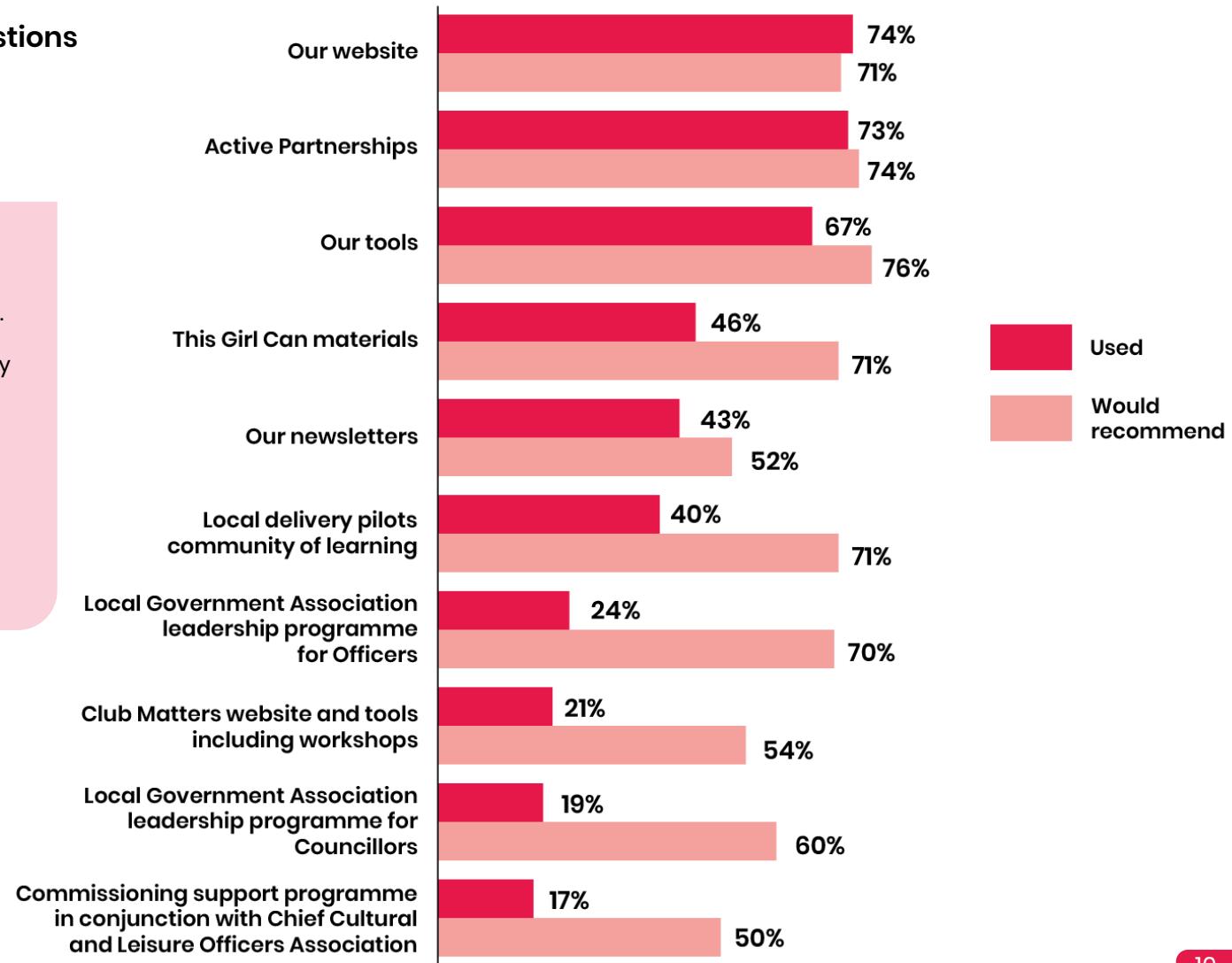
Talking points:

It's clear that respondents are using some elements of the local offer more than others.

We're reviewing how we can more effectively promote areas that aren't being used effectively.

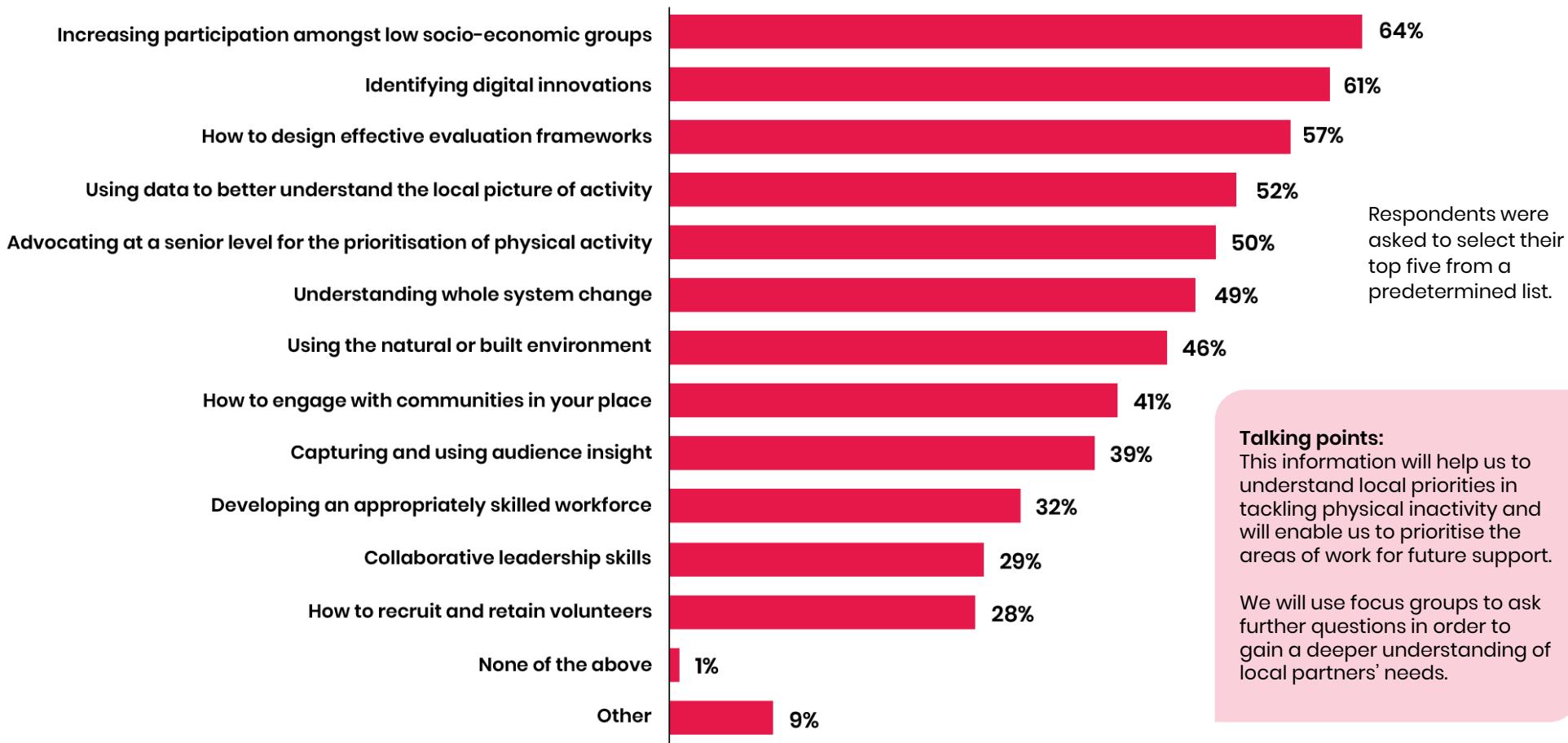
There's some variety in the levels of recommendation for different parts of the offer, we'll find out more about why some parts are less popular through focus group sessions in the coming months.

Thinking about our existing Local Offer, which of the following **do you use?**... and if so, **would you recommend it?**



3: What respondents think of our current offer

We asked: Which of the following, if any, would you most like Sport England to support you with in relation to tackling physical inactivity and the inequalities related to physical activity, both now and in the future?



3: What respondents think of our current offer

We asked: How do you use our tools and insight related to data and research?

Talking points:

This information has helped us prioritise the tools which are being most commonly used. We've updated, or plan to update in 2020, the following:

Active Lives online tool: We'll provide a wider range of analysis, quicker updates following the publication of results and expand it to include Active Lives Children and Young People data.

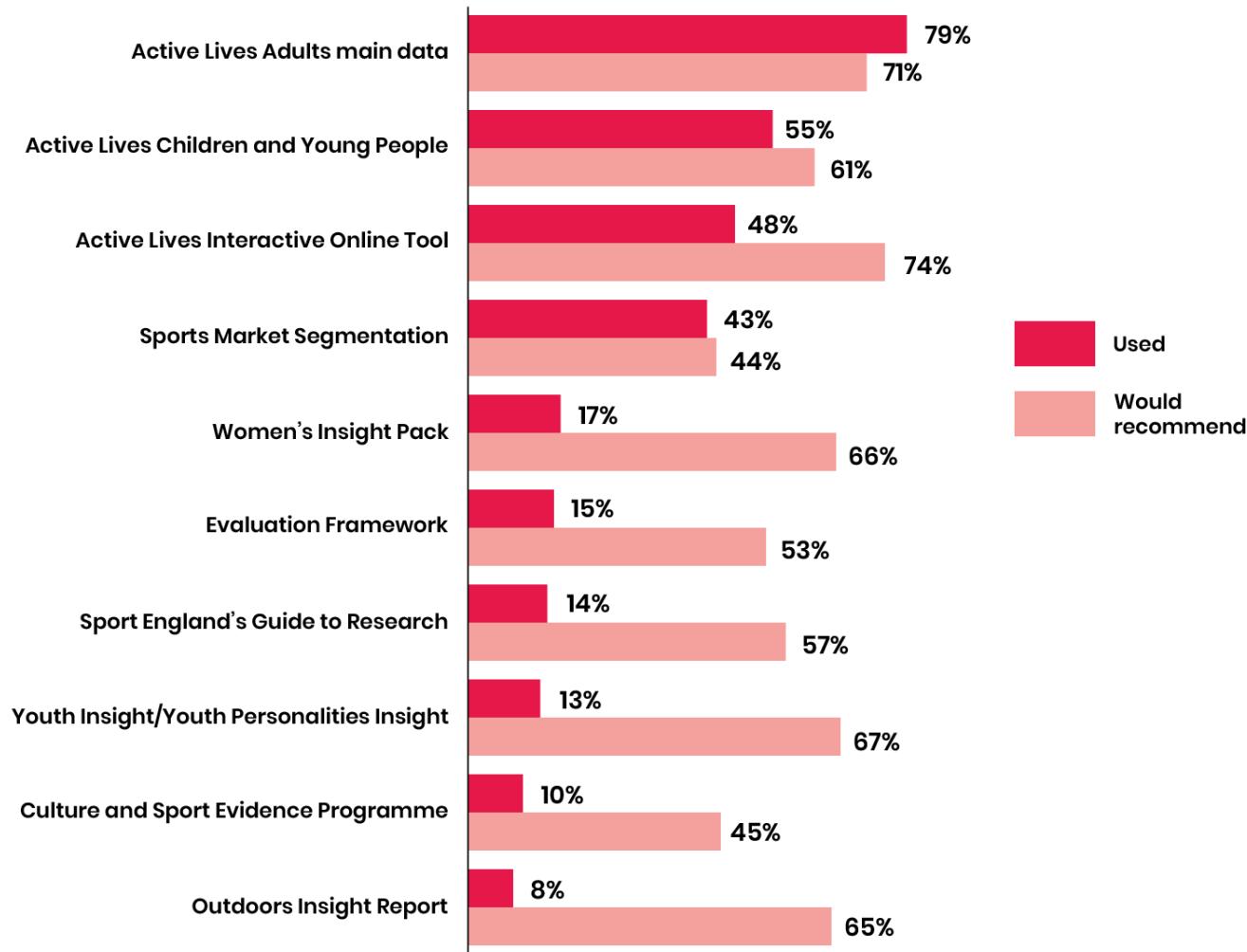
Market segmentation: We'll offer new market segmentations based on Active Lives Adult and Active Lives Children and Young People data (including the new attitudinal data collected by each survey) in the spring.

Sport outcomes evidence review: This has been updated to reflect recently published research and has been presented in a more accessible format.

Local insight tool: We'll develop the local insight tool so it better meets the needs of our stakeholders.

Audience insight: We'll offer specific insight so you can better understand key audiences (e.g. women, LSEG, BAME, etc) from this spring.

Which of the following tools and insight related to **data and research** have you used **within the last two years** and if so, **would you recommend them?**



3: What respondents think of our current offer

We asked: How do you use our tools and insight related to facilities and planning?

Talking points:

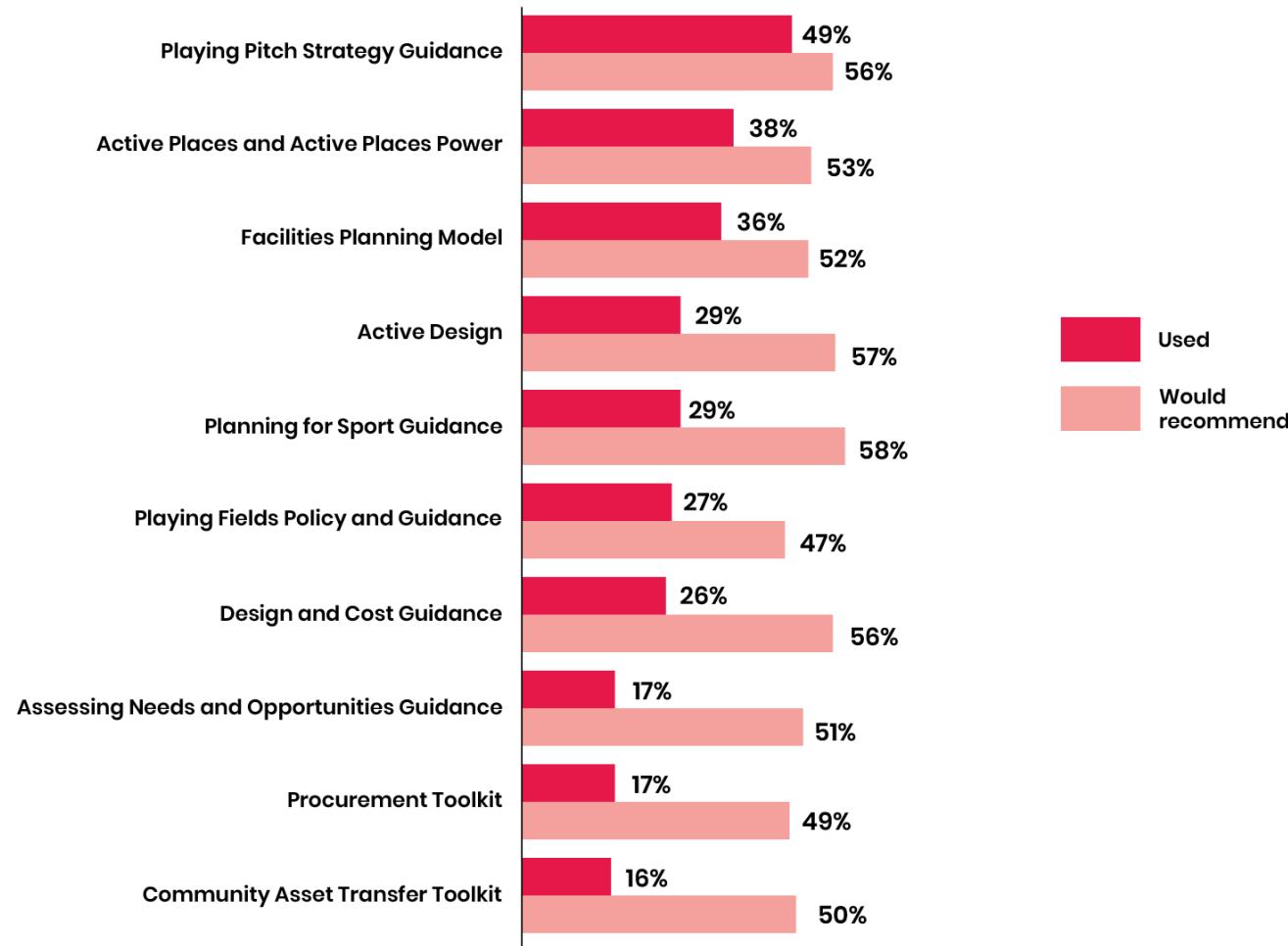
Work has already been undertaken to improve/create new facilities and planning tools.

We recently published our Strategic Outcomes Planning Guidance to support local authorities in planning and prioritising facility and service investment.

Leisure Services Delivery Guidance will follow in early 2020 to encourage and support local authorities and the wider sector in the development of outcome driven leisure services contracts.

We intend to discuss the use of these tools at our forthcoming focus groups to understand how we can best support you and to ensure they are as user friendly as possible.

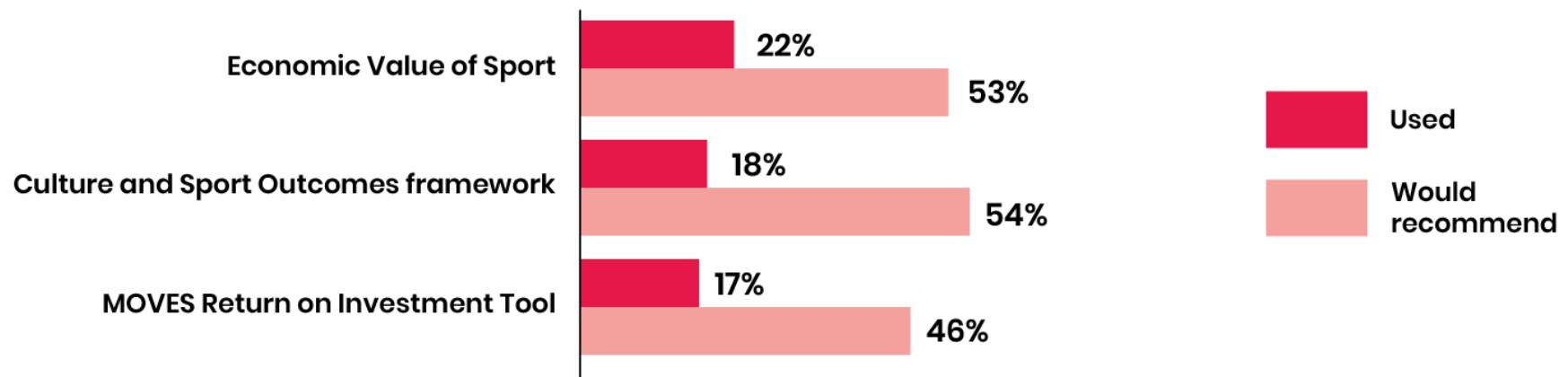
Which of the following tools and insight related to **facilities and planning** have you used **within the last two years** and if so, **would you recommend them?**



3: What respondents think of our current offer

We asked: How do you use our tools and insight related to wider outcomes?

Which of the following tools and insight related to wider outcomes have you used **within the last two years** and if so, **would you recommend them?**



Talking points:

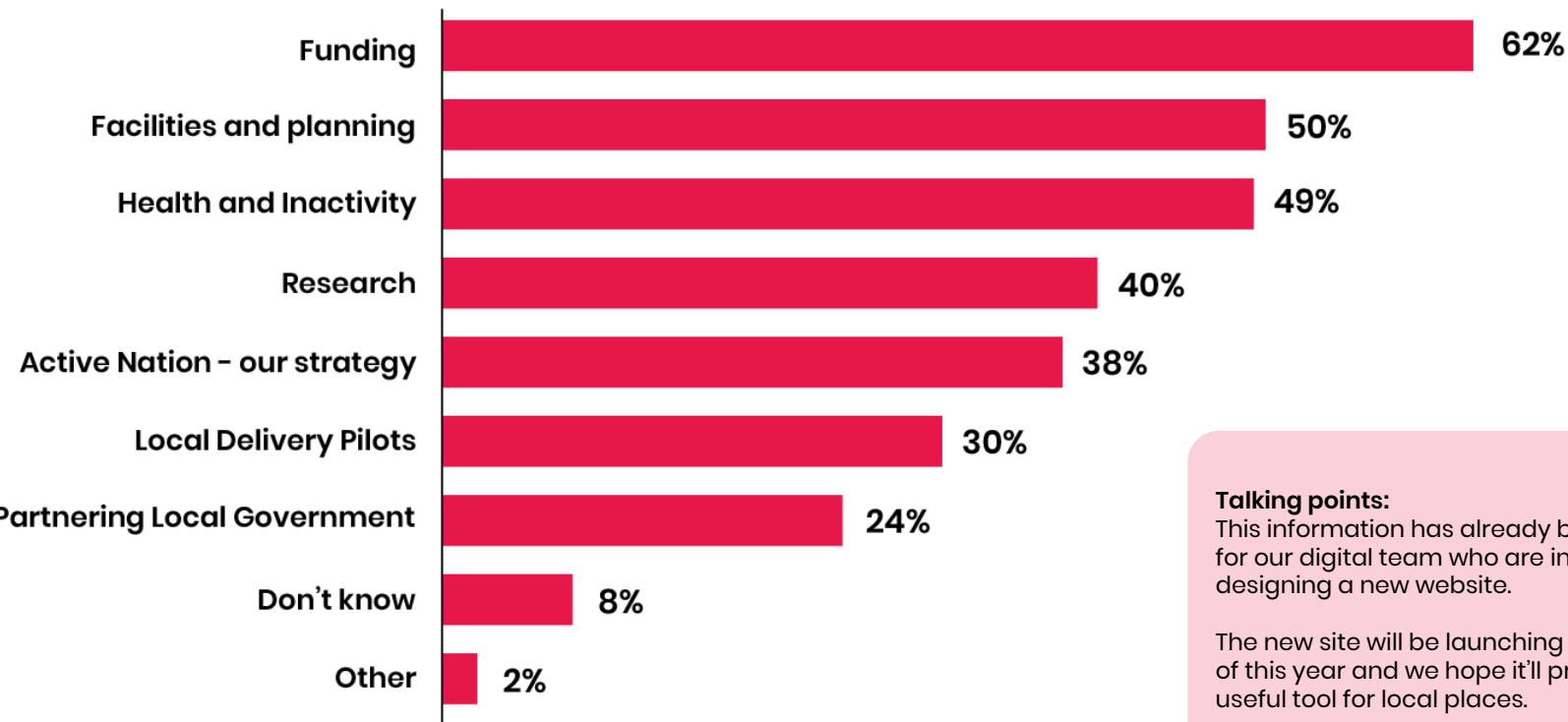
We'll use this information to prioritise which tools to update.

Since the consultation was undertaken, we've already begun work on a National Social Return On Investment report, which will be available in the spring.

Before fully developing our plans for the future of the MOVES tool, we will undertake some further consultation work in early 2020 with users and non-users of the tool to determine what support wants and needs partners have regarding the return on investment for health of physical activity.

3: What respondents think of our current offer

We asked: Thinking about the different sections and pages on our website, which do you find most useful to your work?



Talking points:

This information has already been invaluable for our digital team who are in the process of designing a new website.

The new site will be launching in the first part of this year and we hope it'll prove to be a useful tool for local places.

3: What respondents think of our current offer

Key conclusions

- Respondents told us the website, tools and Active Partnership support are the most used elements within the existing local offer and we now have clear areas for review and improvement.
 - We also know there are valuable elements of the local offer which aren't used widely. We need to communicate these better.
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4: What respondents might need from a future offer

We asked: Are there any specific tools or insight we don't currently provide that would be helpful to your work?

Talking points:

Respondents told us they're utilising a range of tools/ insight regularly as part of their work. The most highly used tools were:

Local Authority specific tools (which refers to strategies, local-level data, local surveys, leisure centre data and consultations) and **Public Health tools** (which refers to Public Health data and Public Health England's suite of materials and tools).

We'll use this information alongside the tools specific information you've previously shared with us to prioritise the tools we will develop.

Types of request

Facilities support includes requests for:

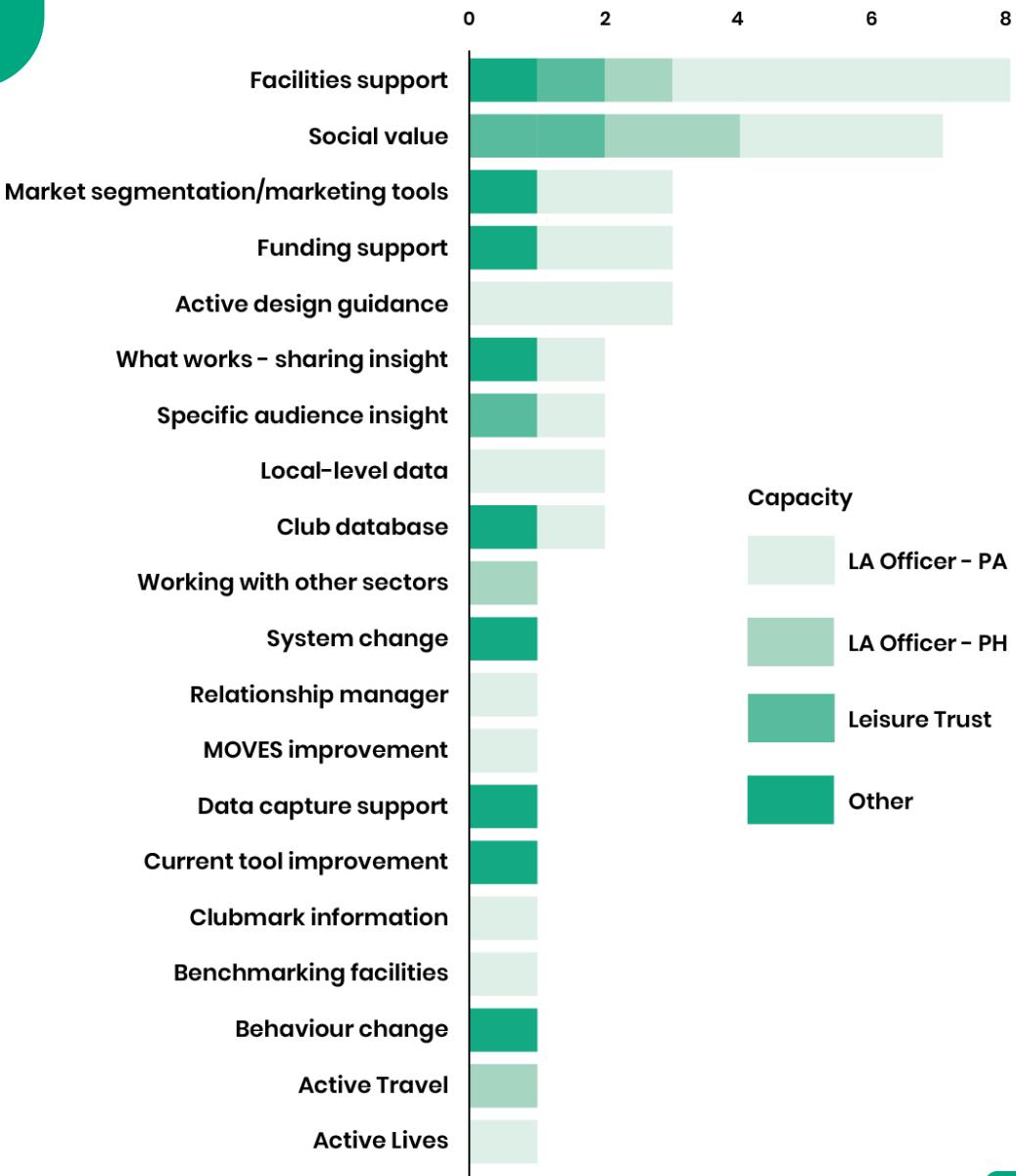
- Advice and support to maximise leisure facility efficiency
- Benchmarking
- Design (excluding Active Design which is captured separately)

Social Value refers to requests for:

- A social value tool / calculator that is easy to use
- Support around social return on investment modelling

Funding support refers to requests for:

- More information about funding opportunities
- Improved provision for evidencing bids



4: What respondents might need from a future offer

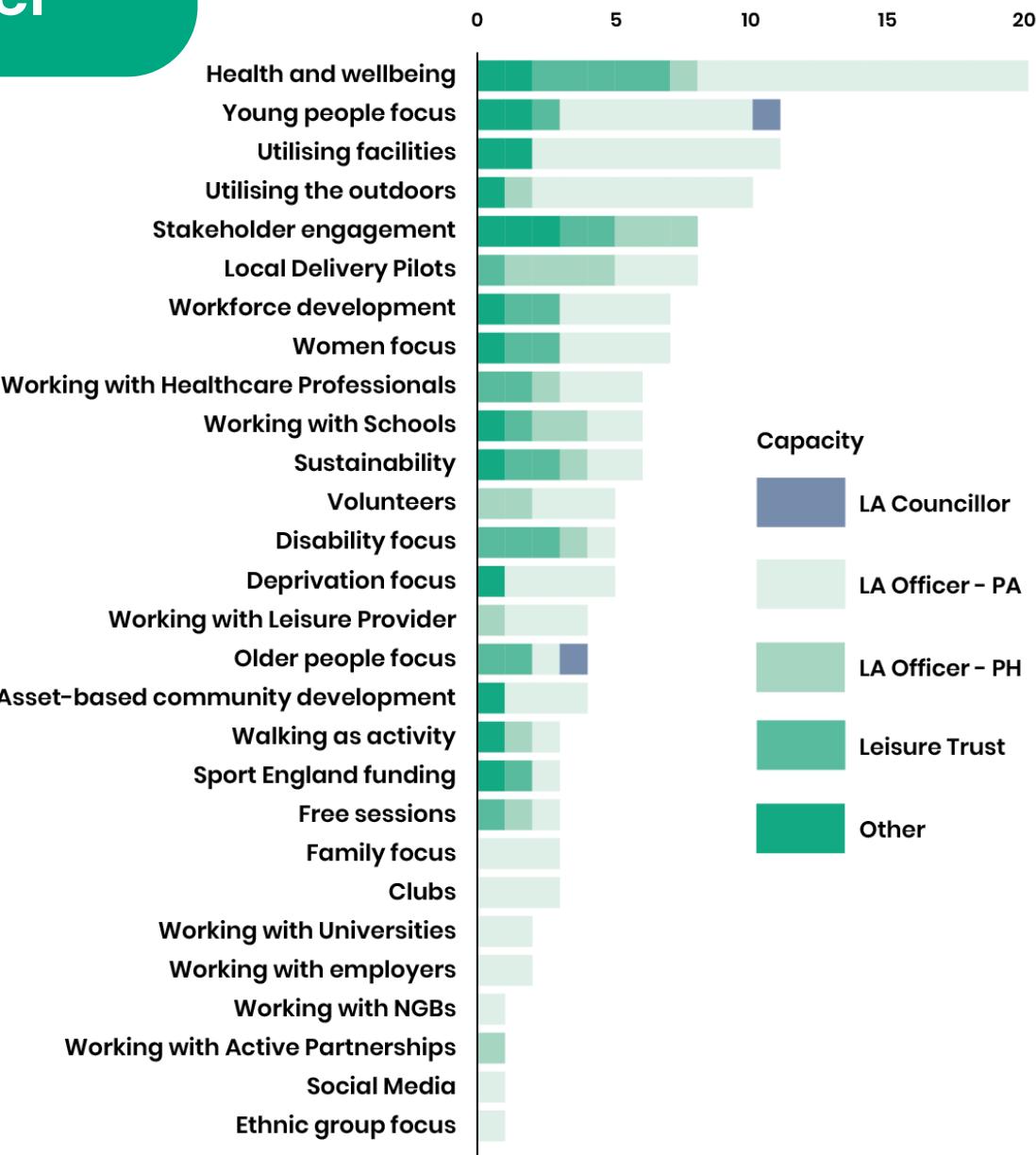
We asked: Is there any good practice you would like to share regarding your work on inactivity?

Talking points:

The responses to this question demonstrate there is a range of good practice examples across many different local places.

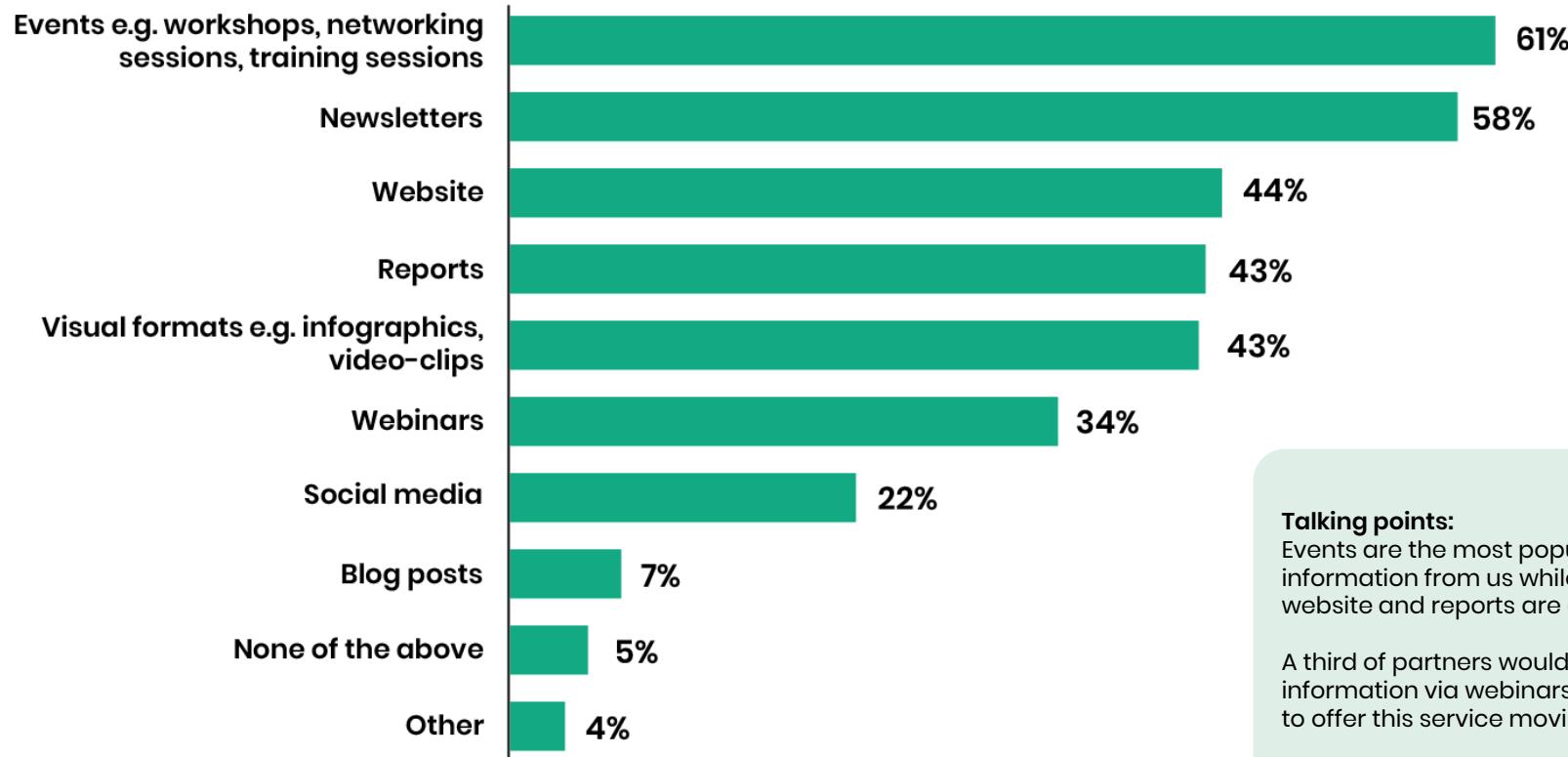
We want to work with local partners to understand what the most effective mechanisms might be for sharing this good practice more widely.

This theme will be discussed at the forthcoming focus group sessions



4: What respondents might need from a future offer

We asked: Which of the following formats, if any, would you most like to receive information from us?



Talking points:

Events are the most popular way to receive information from us while newsletters, the website and reports are also popular.

A third of partners would like to receive information via webinars and we'll continue to offer this service moving forward.

4: What respondents might need from a future offer

Key conclusions

- Places have given us a clear message about areas they want more support with, and we'll provide this help.
 - We also better understand how respondents want to receive information: the importance of face to face contact through events and training is clear, as is the need to support people to become more familiar with new methods of communication such as webinars.
 - We'll collaborate fully with Active Partnerships so that we make the best use of combined resources to provide support for local places.
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Next steps

- We'll undertake focus groups with survey respondents to gain a deeper understanding of some of the responses within the survey.
 - The information from this consultation will be used as important local context within the current engagement phase for our new and emerging strategy.
 - Our teams will work together internally and with Active Partnerships colleagues to begin to prioritise the elements which local partners are asking for most support with.
 - We'll keep you updated with the areas we are prioritising and give you future opportunities to feed back.
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