Local Delivery Pilots — Key Messages

**Overall Message**

⇒ We know many people in communities throughout the country face a multitude of stubborn barriers that stop physical activity being the norm.

⇒ As a sector we’ve often focused on these barriers in isolation without really understanding how they connect to the wider social and economic conditions that exist in our communities.

⇒ Sport England wants to overcome this by testing a bold new approach to building healthier, more active communities across England.

⇒ To do this we have asked for a big commitment from 12 communities to join us on this journey. We will work alongside them with significant resources and expertise in order to crack this challenge.

⇒ It will be a tough and demanding journey but we will be relentless in our focus on testing and learning how physical activity can be a natural life choice regardless of individual circumstances.

⇒ We are confident that these pilots will provide compelling evidence to influence the future of how we create and sustain active & healthy communities.

**Key Messages**

**Stubborn Inequalities:** Despite many successes in getting the nation more active there still exists some stubborn and stark inequalities in who is actually active. Certain groups of people do not take part in physical activity as much as others and may not have done so for quite some time. Our local work is determined to change this and make a difference where it matters most.

**Changing context:** Continuing financial pressure on individuals and local communities means there is less money around. The long-standing ways of doing things are no longer sustainable. Now is the time to test innovative ideas while there is a willingness and understanding that change is necessary.

**Working Differently:** Sport England will be more than a funder. We will work directly with our pilot communities to build trust and understanding so that we can respond to the real needs through the pilot. We will challenge ourselves to overcome our own barriers where they get in the way of enabling compelling learning.

**Working Together:** Addressing the complex challenge of shifting activity levels will require everyone in a place to play their part. By bringing together the layers in a community that have a role - local leaders, organisations and passionate individuals - we are confident we can develop more effective and long-lasting change.

**People & Places:** Local pilots will listen to what communities tell us about themselves and those stubborn barriers that get in the way. We will work hard to draw out those good ideas that can be tested with the full support of local people to help breakdown those barriers. We will be accountable to each other for how we work.

**Test & Learn:** There is no blueprint for shifting activity levels in a place and we don’t have all the answers. This is a unique opportunity to test new ideas and share as we go what we learn - both what works and what doesn’t - so that communities within the pilot areas and beyond can benefit.

**Contact**


**Location**

- Coastal Communities
- Rural Places
- Small Towns
- Big Cities

September 2019
Local Delivery Pilots — Key Messages

Stubborn Inequalities
- Tackling stubborn barriers to inactivity
- Understanding the wider connection
- Sport England testing a bold new approach
- 12 communities joining Sport England on this journey
- Relentless in our focus
- Confident our pilots will influence a healthy and active future in their communities

Working Together

Changing Context

People and Place

Test and Learn