LOCAL DELIVERY PILOTS - THE JOURNEY SO FAR

WHY ARE WE DOING THIS?

THE CHALLENGE

WE ARE NOT AS ACTIVE AS WE SHOULD BE

<table>
<thead>
<tr>
<th>Inactive</th>
<th>Fairly Active</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;30 minutes a week</td>
<td>30-144 minutes a week</td>
<td>150+ minutes a week</td>
</tr>
<tr>
<td>25.2%</td>
<td>12.5%</td>
<td>62.3%</td>
</tr>
</tbody>
</table>

AVERVAGES MASK STARK INEQUALITIES

Activity levels are linked to socio-economics. This is a long term stubborn inequality.

<table>
<thead>
<tr>
<th>NS SEC 1-2</th>
<th>NS SEC 3</th>
<th>NS SEC 4</th>
<th>NS SEC 5</th>
<th>NS SEC 6-7</th>
<th>NS SEC 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>22%</td>
<td>25%</td>
<td>27%</td>
<td>31%</td>
<td>38%</td>
</tr>
</tbody>
</table>

People who are long term unemployed or have never worked (NS-SEC 8) are the most likely to be inactive (38%).

WHAT WAS NEEDED - SOMETHING DIFFERENT

BECAUSE EVERYONE SHOULD FEEL ABLE TO DO SPORT AND ACTIVITY, REGARDLESS OF AGE, BACKGROUND OR ABILITY.

WHERE?

NEW APPROACH TO DELIVERING PHYSICAL ACTIVITY LOCALLY

LOCATIONS:

- Coastal Communities
- Rural Places
- Small Towns
- Big Cities
- London & South East
- North West
- Yorkshire & Humber
- Midlands
- East and West Midlands
- East and West Scotland
- Northern Ireland
- Wales

£100 MILLION Investment for Local Delivery Pilots

19 Proposals Shortlisted
13 Places Selected

REACHING:

- People from some ethnic minorities
- Disabled People
- Older People
- Women
- People on lower incomes
- Families

FOR HEALTHIER, happier communities and TO DISCOVER a blueprint for tackling inactivity locally.

sportengland.org/localpilots

HOW - BY TACKLING ACTIVITY AT SCALE MEANS CHANGING THE SYSTEM

Starting with a deep understanding of priority audiences, their lives and their needs, before then thinking about every layer that affects their lives.

Source: Social-Ecological Model

OUR PRINCIPLES

PEOPLE

Starting with the people and the place. Believing in and building on what is already there. Focusing on and working with the community.

LEADERSHIP

Sharing and distributing leadership. Accepting the system needs changing – altering underlying structures for lasting change. Focusing on root causes of inactivity not just physical infrastructure or short-term projects.

TEST & LEARN

Scaling up what works, learning fast from what doesn’t. Sharing the learning widely so other communities and places can benefit. Embracing risk and understanding progress as a journey. Start somewhere, follow it anywhere.

SUSTAINABILITY

Ask what will be left behind? A broad view of sustainability at the outset, no ‘exit’ plans only future plans.

CONTACT

For more details about the pilots visit our website: www.sportengland.org/our-work/local-delivery-pilots/
or email: LDPCommunityoflearning@sportengland.org