



**SPORT  
ENGLAND**

# **UNITING THE MOVEMENT**

## **A SUMMARY**

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

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## INTRODUCTION

# OUR VISION

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

There's no quick fix to make this vision a reality. But we know being active is one of the most effective and sustainable ways to achieve it. This is why Sport England exists.

The evidence is overwhelming that moving our bodies – through community sport, fitness and physical activity – improves our lives, individually and collectively.

Our role is to champion this life-changing impact, and ensure everyone across the nation can benefit from it.

We won't – and can't – do it alone. Ours is a collective purpose: we're part of a much bigger team.

Together, we won't stop until everyone has the opportunity, the inspiration and the freedom to get moving.



**INTRODUCTION**

# 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.**

Right now, the opportunities to get involved in sport and activity – and reap the rewards of being active – depend too much on your background, your gender, your bank balance and your postcode.

We're determined to tackle this inequality and unlock the advantages of sport and physical activity for everyone.

By removing existing barriers to sport and activity, we believe we can be part of a bigger picture of work that helps to address many of society's biggest challenges.

We recognise the need to invest in sport and physical activity through national governing bodies, other sports bodies and local sports clubs, organisations and community groups to increase engagement for different groups as part of our core purpose. But we need now to go further in promoting movement in general as the means to unlock sport and activity for some people.

We want to work with other organisations, locally and nationally, who can see the enormous untapped potential of working together – whatever their sector or industry.

Sometimes we'll lead. Sometimes we'll follow. It will mean doing some things differently, and there will be tough choices to make.

But if we can continue to champion the role of sport and activity – and ensure funding and resources reach those people and organisations who are struggling to access them – we can fulfil the true potential of movement.





We have three key objectives:

**1.** **ADVOCATING FOR MOVEMENT, SPORT AND PHYSICAL ACTIVITY**

**2.** **JOINING FORCES ON FIVE BIG ISSUES**

**3.** **CREATING THE CATALYSTS FOR CHANGE**

# WHAT WE'LL DO

**WHAT WE'LL DO** | OUR THREE KEY OBJECTIVES

# ADVOCATING FOR MOVEMENT, SPORT AND PHYSICAL ACTIVITY

**We have a responsibility to advocate for the transformational impact sport and activity can have on the nation's health and wellbeing.**

We'll lead on a common purpose and a common agenda, one that every person and every organisation committed to creating change can get behind.





**WHAT WE'LL DO** | OUR THREE KEY OBJECTIVES

# JOINING FORCES ON FIVE BIG ISSUES

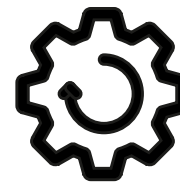


**The ambitions at the heart of Uniting the Movement, and all the choices we've made, are the result of a process that's involved thousands of people and hundreds of organisations.**

In these many conversations, whether they've happened in the Houses of Parliament, in a community hall or online, the same issues and opportunities have emerged. It's this shared sense of what matters to us all that are our five 'big issues'.

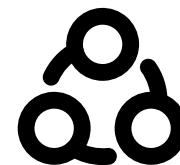
Each big issue is where we see the greatest potential for preventing and tackling inequalities in sport and physical activity. They are:

## FIVE BIG ISSUES



### 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.



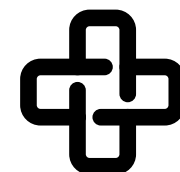
### CONNECTING COMMUNITIES

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



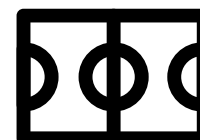
### POSITIVE EXPERIENCES FOR CHILDREN AND YOUNG PEOPLE

An unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.



### 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.



### ACTIVE ENVIRONMENTS

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

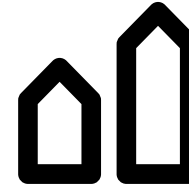
**WHAT WE'LL DO | OUR THREE KEY OBJECTIVES**

# CREATING THE CATALYSTS FOR CHANGE



**We can only give the five big issues the focus they need if we also acknowledge how we must change and improve what we deliver.**

We need to create the right conditions for change: across the people, organisations and partnerships with the potential to contribute and help turn our shared plans and ideas into action. We know there are specific capabilities, information, approaches and relationships that - used in the right way - will make progress possible. These are:



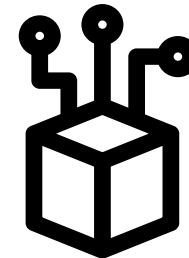
## EFFECTIVE INVESTMENT MODELS

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.



## 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.



## 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.



## HIGH-QUALITY DATA, INSIGHT AND LEARNING

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



## 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.



# HOW WE'LL WORK



## OUR GUIDING PRINCIPLES

When we choose where to spend time, energy and money, we'll be guided by three principles built into the way we operate:

**1. Investing most in those that need it most**

We'll balance targeted and universal provision in a way that's proportionate to the level of need.

**2. The right blend of national and local action**

We'll draw on the experiences and knowledge of people in places and communities closest to the issues, alongside the influence, views and understanding of national partners.

**3. Simple as standard**

We'll make the things that underpin all our work simpler and easier for our colleagues and partners, so the basic information, guidance and support feels brilliantly simple to give and receive.



**HOW WE'LL WORK**

# OUR VALUES AND BEHAVIOURS

Our four values are the ways we'll enshrine our mission in our everyday choices:



**WE ARE COLLABORATIVE**



**WE ARE INCLUSIVE**



**WE ARE AMBITIOUS**



**WE ARE INNOVATIVE**



# HOW WE'LL KNOW IF WE'RE SUCCESSFUL



# HOW WE'LL KNOW IF WE'RE SUCCESSFUL

**We'll capture both our specific impact, through the programmes we fund, the interventions we make, the partnerships we forge and the influence we bring to bear, and also how our work – alongside that of countless others – could add up to change at a population level.**

That means we'll continue to capture a population-wide picture of sport and physical activity for both adults and children, through the Active Lives surveys.

But it's crucial we also understand the specific impact of the work we and our partners undertake, and the progress against our own specific objectives.

For each specific area of action, we'll develop a set of key performance indicators that can give assurance to us and those with

whom we're working that progress is being made, that the things we expect to change are changing and, crucially, we're learning, adapting and refining as we go.

This hybrid approach to understanding our success will mean we can evidence the overall progress being made by all those involved in supporting sport and physical activity, and also fulfil our role as a public body, spending public money, to evidence the specific impact we're having.

**TO READ OUR STRATEGY  
IN FULL, VISIT:**

[unitingthemovement.org](http://unitingthemovement.org)





**UNITING THE  
MOVEMENT**

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**WWW.SPORTENGLAND.ORG**

