Tackling inequalities:

learning so far... the headlines Sept 2020

Digging deep into place creates better solutions
Combining our own knowledge of place with that of other partners builds a richer understanding that better meets need.

Reaching our audience needs new connections (and this takes time)
We need to reach out, not expect others to come to us and this takes capacity.

Sector partners add value beyond Sport England Funding
The personal contact has been important to community organisations and has allowed us to identify needs way beyond the funding that sector partners are well placed to address.

Shared purpose has driven different ways of working
Tackling Inequalities created by coronavirus has brought us together in a co-designed piece of work built of connection and shared intelligence.

Digital connects some... and disconnects others
Digital has been a wonderful, innovative tool to connect many during the pandemic but not everyone has access.

One size doesn't fit all
Co-designed, bespoke solutions based on local intelligence work best.

Coronavirus is widening the inequality gap:
For community organisations – the challenge to connect to their audience is a difficult one but the motivation to do so is high.
For our priority audiences – coronavirus is yet another barrier our audiences face, and their fear of the virus is driven by its disproportionate effect on them.

A little money (or none at all) goes a long way
Small amounts of money are the difference between surviving and not, between offering services and not.

We're worried about the winter
Increased restrictions, cold weather and dark nights significantly raise the challenge of remaining connected to these audiences.

Trust is the most important currency
Nationally and locally, trust drives more effective ways of working.

The right workforce is vital if we're to tackle inequalities effectively
Well skilled people are needed to address this issue at all levels of the system.