

Foreword

This Strategic Outcome Planning Guidance (SOPG) has been successfully utilised by many local authorities since its launch in July 2019.

The impact of Covid-19 has been devastating for communities and means the importance of providing an active environment which supports physical and mental wellbeing has never been more evident. Helping grassroots physical activity, sport and wellbeing recover from the social and economic effects of the coronavirus pandemic and investing time and resources into tackling the key challenges of the next decade are the cornerstones of Sport England's new long-term strategy, [Uniting the Movement](#).



The impact on physical activity levels, sport and wellbeing has highlighted the vital importance and value of active places, partnerships and the active environment to support people's lifestyles and wellbeing. We have also seen an increasing gap in inequalities experienced by many in society and tackling this is at the heart of Sport England's 10-year vision to make being active an essential part of life for everyone in England. Sport and activity are recognised as essential for our physical and mental health and for bringing communities together.

More and more local authorities are talking to us about how their service needs to adapt to meet the needs of communities and how resources can be most effectively deployed given the challenges faced today. The SOPG model describes the stages and approach needed to ensure investment best meets local strategic outcomes and the needs of the community, but importantly recognises the challenges faced in terms of resourcing. We are keen to support local authorities through this journey and to help you make better and more impactful investments in the most challenging of times.

There has never been a more pressing need to secure a sustainable future for local authority leisure and wellbeing facilities and services. This will in many cases require significant reviews of current provision and the outcomes delivered.

We are keen to support local authorities and your partners through your recovery and to help you make often difficult but informed decisions to enable you to take advantage of future opportunities for strategic realignment, investment and longer-term sustainability.

We have long supported local authority leisure and wellbeing services and their partners including Active Partnerships and service delivery partners through the provision of tools and guidance, as well as National Lottery funds for programme and capital investment.

However, following the Covid-19 pandemic, we are seeing an increasing need from local authorities for assistance at an earlier stage – from developing a vision and strategy, through insight and community engagement, identifying and addressing barriers to participation and into implementing the right balance of physical and social assets to meet needs.

What we have learnt through working with local authorities prior to and through responding to Covid-19 is that this approach cannot be ‘one size fits all’. However, there are some key principles and this high-level guidance is designed to recognise stages and steps of the journey to meet unique local priorities and considerations.

We have drawn on a number of recent successful case studies with local authorities, who have undertaken a journey using this strategic approach. This has resulted in better outcomes, value for money and return on investment in both financial and social value terms.

We hope you will find the updated guidance helpful in your work to improve local strategic health, social and wellbeing outcomes in your communities and help you meet the challenges we all face.

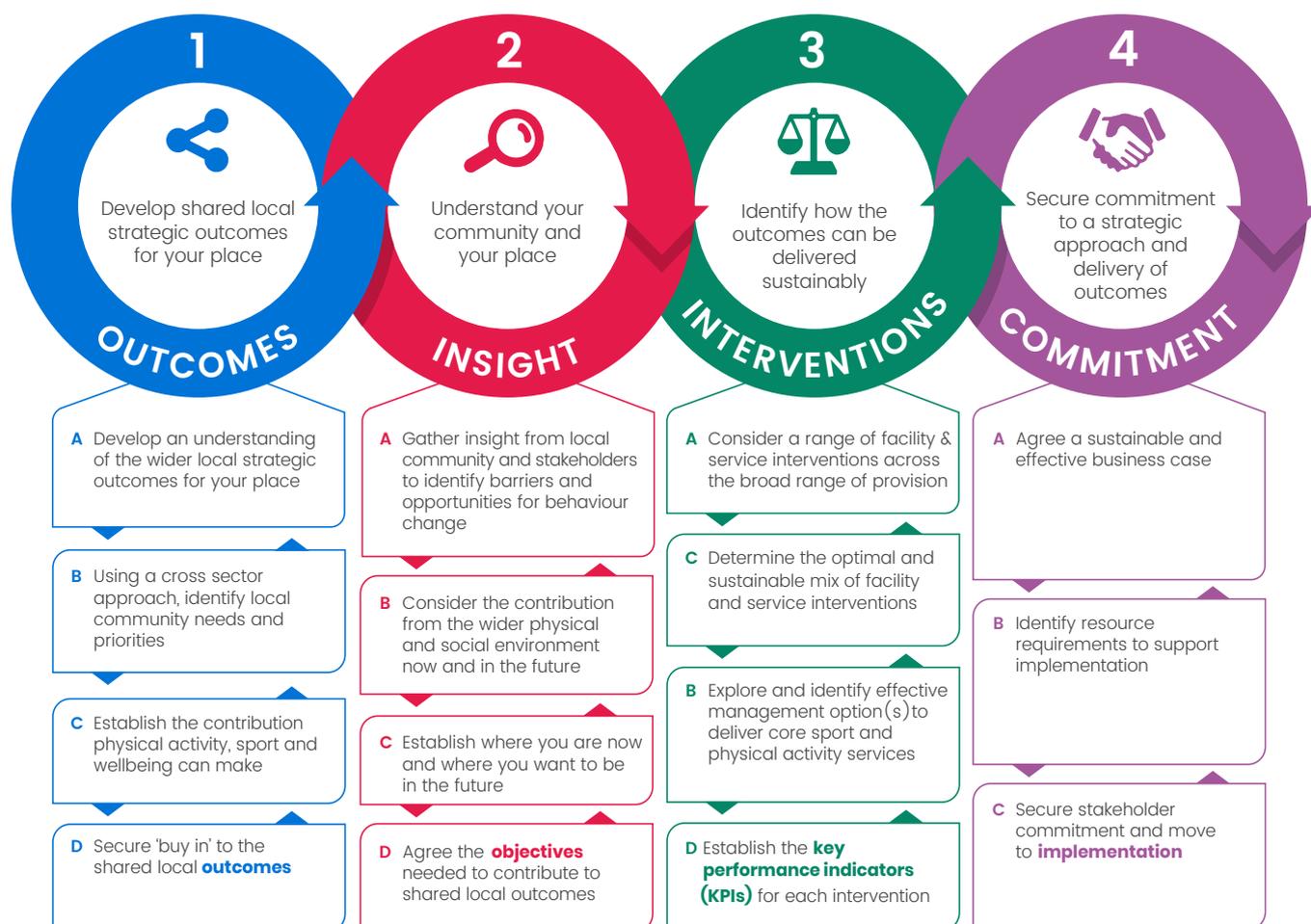
Kevin Mills
Director of Capital Investment
Sport England



Strategic Outcomes Planning Guidance model

The Strategic Outcomes Planning Model describes the stages and approach needed to ensure investment best meets local strategic outcomes and the needs of the community, but importantly recognises the challenges faced in terms of resourcing.

We're keen to support local authorities through this journey and this guidance will describe the principles and approach that will help support making better and more impactful investments in the most challenging of times.





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This guidance was developed with support from SLC – The Sport, Leisure and Culture Consultancy. Case studies have been provided by a range of local authorities and their consultants.

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