

Andy Lewis
Head of External Affairs

Anna Collins
Senior External Affairs Manager

23 January 2018

The Sporting Landscape

Department for Digital, Culture, Media and Sport

UK Sport

Elite performance
in major events
Olympic and
Paralympics

Sport England

All grassroots sport:
Increasing participation
Supporting talent
Improving facilities
Statutory planning

Grassroots sport is devolved so...



Sport England

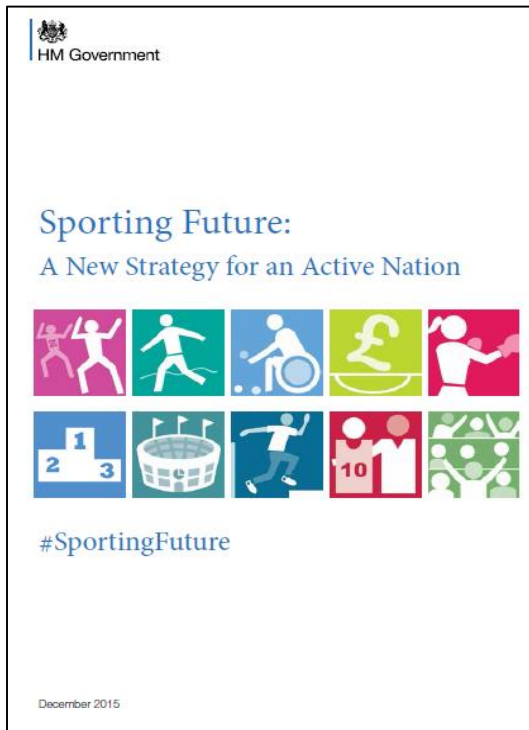
- **ESTABLISHED BY ROYAL CHARTER IN 1972**
- **GOVERNMENT FUNDED AGENCY – REFERRED TO AS A “NON DEPARTMENTAL PUBLIC BODY” – NDPB**
- **ACCOUNTABLE TO PARLIAMENT AND SPONSORED BY THE DEPARTMENT FOR DIGITAL, CULTURE, MEDIA AND SPORT**
- **FUNDING COMES FROM TWO SOURCES – EXCHEQUER AND NATIONAL LOTTERY**
- **COMMUNITY SPORT AND TALENT DEVELOPMENT RESPONSIBILITY (ELITE SPORT = UK SPORT)**
- **STATUTORY CONSULTEE ON PLAYING FIELD REDEVELOPMENT**

SPORT ENGLAND:
**TOWARDS
AN ACTIVE
NATION**

Strategy
2016–2021

Starting Point: Sporting Future

A new strategy for an active nation



‘All new government funding for sport and physical activity will go to organisations which can best demonstrate that they will deliver some or all of the five outcomes in this strategy.

We are open-minded about what type of organisation should receive this funding. However, it is likely that organisations which show that they can work collaboratively and tailor their work at the local level will be best placed to access this funding.’

Sporting Future, Page 16

Sport for a purpose not for its own sake

Why invest public money in sport?

**Physical
Wellbeing**

**Mental
Wellbeing**

**Individual
Development**

**Social and
Community
Development**

**Economic
Development**

OUR VISION



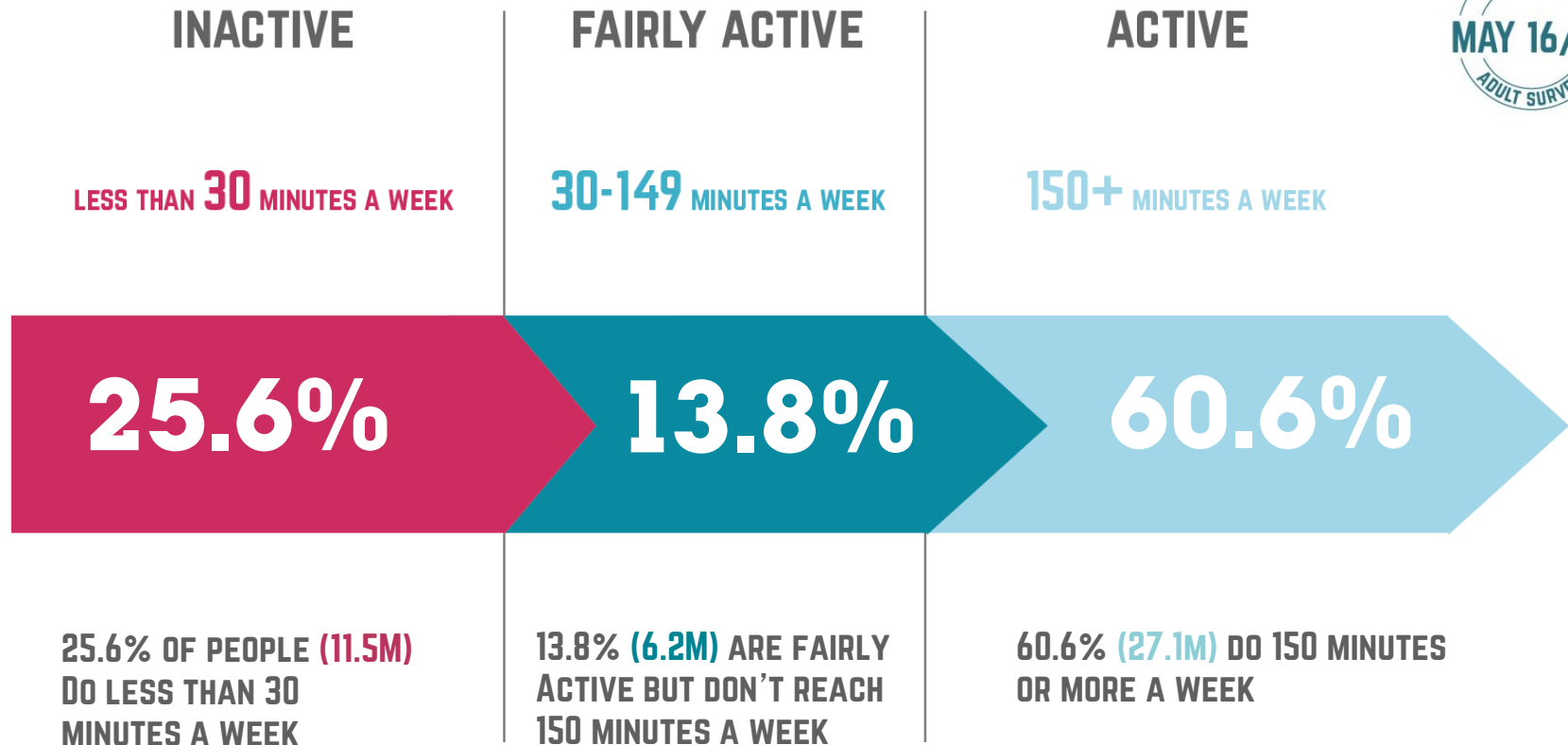
We want everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity.

Some will be young, fit and talented – but most will not.

We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.

LEVELS OF ACTIVITY

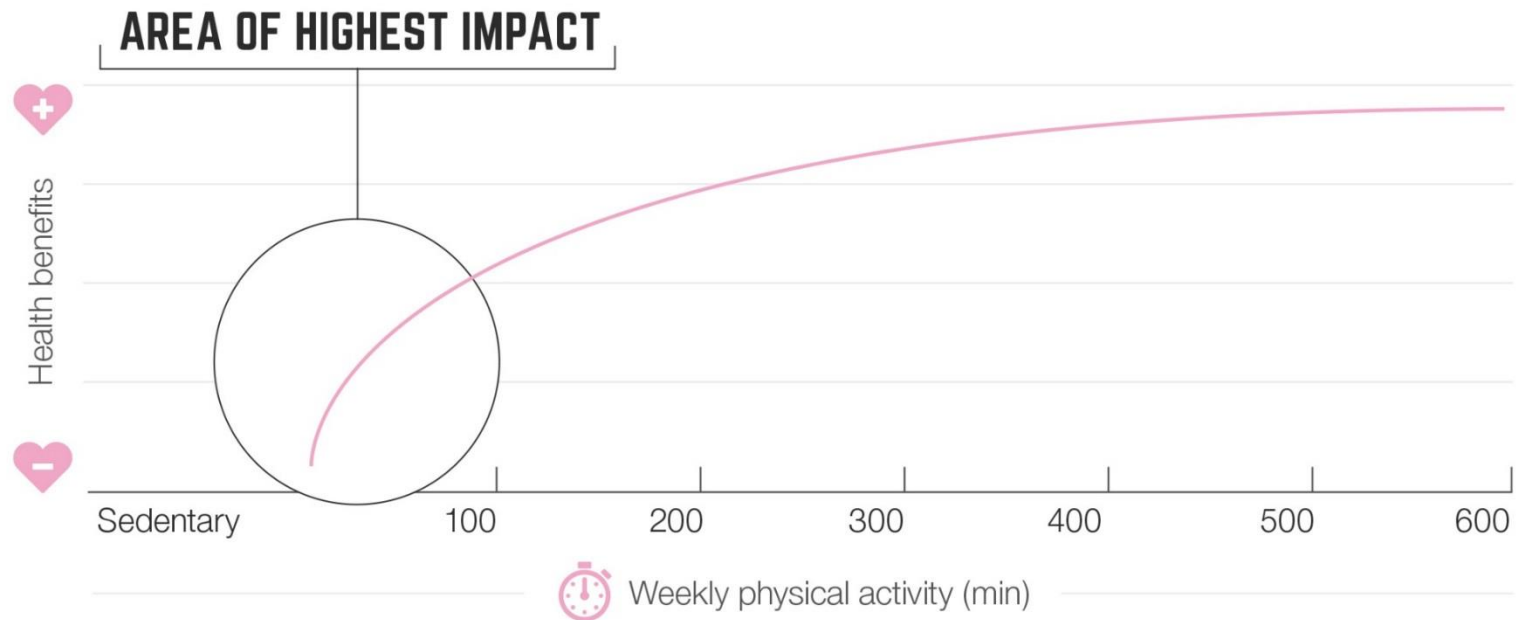
Our data shows that 6 in 10 adults are physically active



[LINK TO DATA TABLES](#)



BEING ACTIVE = 150 MINUTES/WEEK

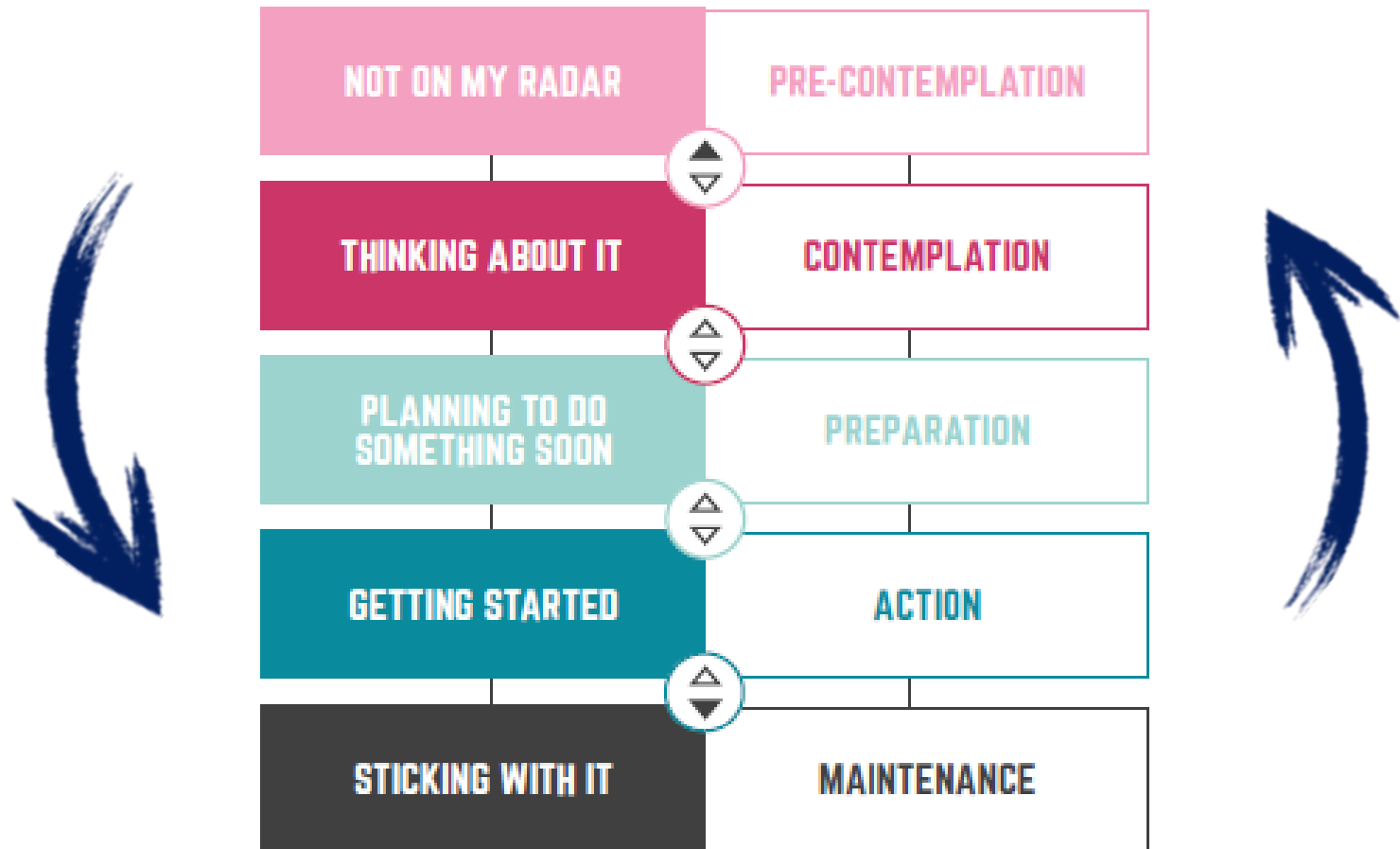


‘the biggest gains and the best value for public investment is found in addressing the people who are least active’

Key themes

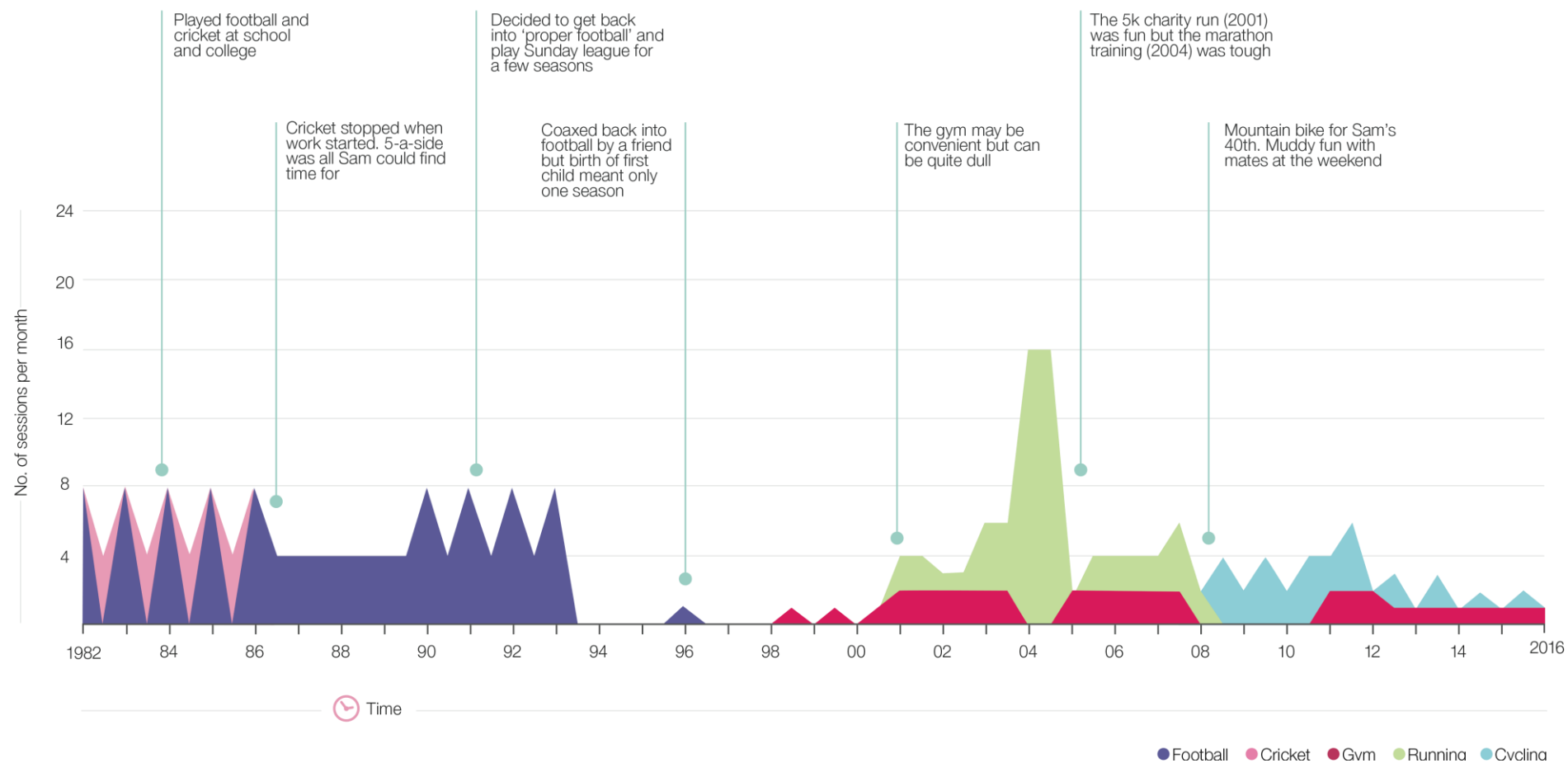
- **INVESTING FOR A PURPOSE, NOT SPORT FOR SPORT'S SAKE**
- **BEHAVIOUR CHANGE**
- **CUSTOMER FOCUS**
- **UNDER-REPRESENTED GROUPS**
- **CHILDREN AND YOUNG PEOPLE**
- **WIDER PARTNERSHIPS**
- **GOVERNANCE AND EFFICIENCY**
- **A NEW APPROACH TO MEASUREMENT AND EVALUATION**

WE ARE ALL SOMEWHERE ON A BEHAVIOURAL JOURNEY...



Focus on the active person

SAM'S SPORTING LIFE



Customer focus

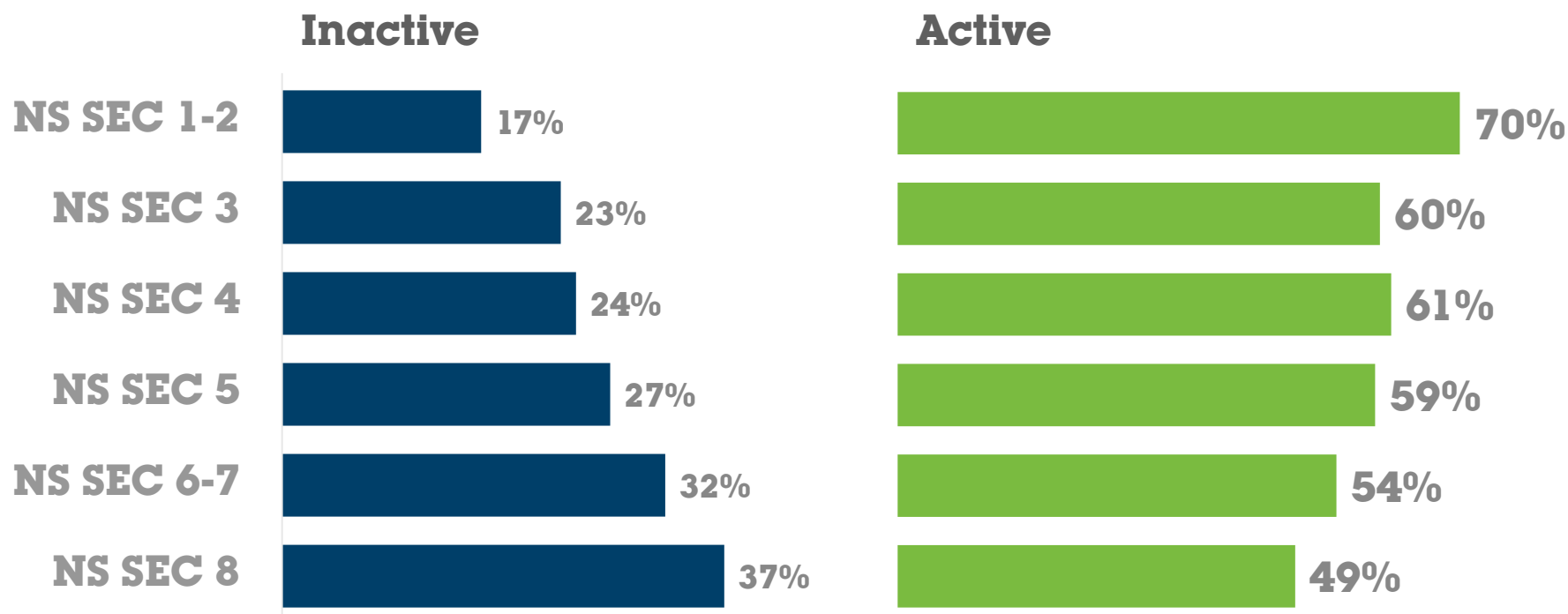
- 
- A photograph of four women standing outdoors, smiling and posing for a photo. They are wearing athletic jackets in various colors: black, pink, bright yellow-green, and maroon. The woman on the far left is wearing glasses and has blonde hair. The woman next to her is wearing sunglasses and has brown hair. The woman in the center is wearing sunglasses and has blonde hair. The woman on the far right is wearing sunglasses and has blonde hair. They are all smiling and appear to be enjoying themselves. The background is a cloudy sky.
- Why customer?
 - Who is the customer?
 - What do they need and want?
 - Designing the offer based on
 - audience
 - insight
 - Feedback and redesign
 - Measurement and evaluation

A woman with glasses, wearing a red t-shirt and a green lanyard, is seated in a wheelchair. She is holding an orange and yellow basketball with both hands. The basketball has the word 'usleu' and 'OFFICIAL' printed on it, along with a logo for the 'BRITISH BASKETBALL FEDERATION'. She is looking towards the camera with a focused expression. In the background, other people are visible, including a woman in a red shirt and a person in a yellow shirt. The setting appears to be an indoor sports arena.

**UNDER-REPRESENTED GROUPS
NEED TO DRIVE GROWTH**

Socio-Economic Groups

There is a social gradient to the amount of sport and physical activity people do



NS SEC 1-2: Managerial and professional occupations (e.g. chief executive, doctor)

(NS SEC 4): Self employed and small employers

(NS SEC 6-7): Semi-routine and routine occupations (e.g. shop assistant, bus driver, waitress)

(NS SEC 3): Intermediate occupations (e.g. auxiliary nurse, secretary)

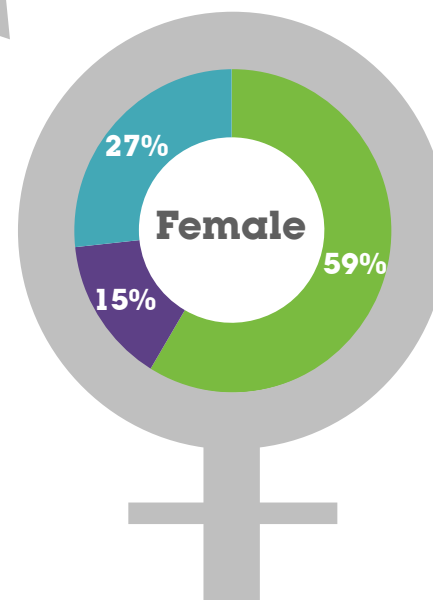
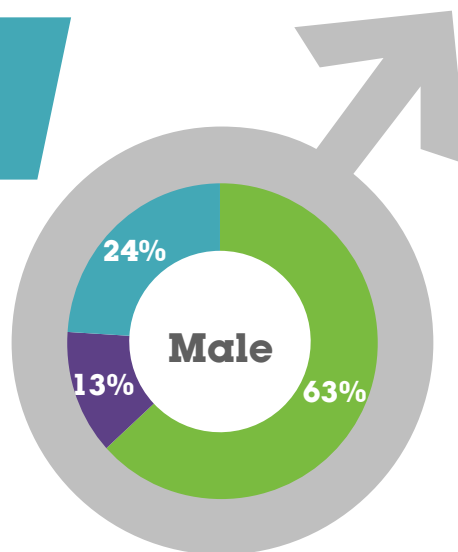
(NS SEC 5): Lower supervisory and technical occupations (e.g. plumber, gardener, train driver)

(NS SEC 8): Long term unemployed or never worked

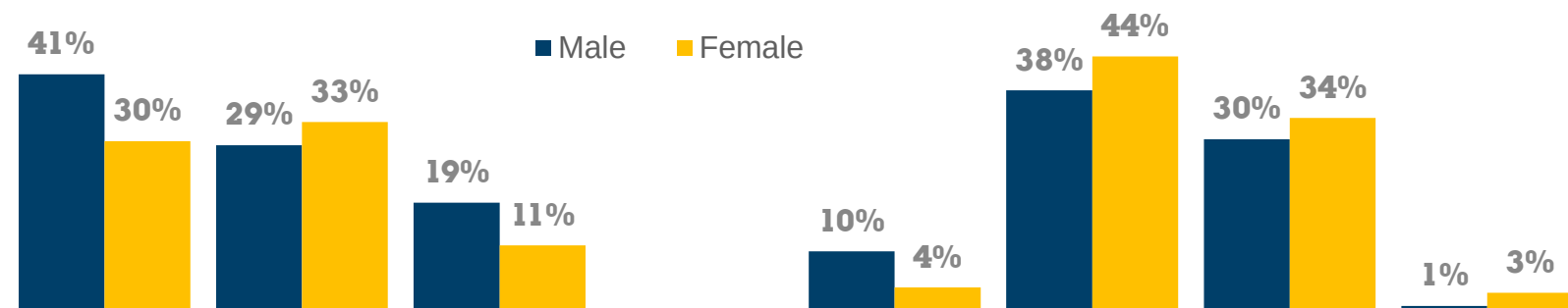
Source: Active Lives Year One Data, Note - The physical activity data presented in this presentation excludes gardening.

Gender

Men are more likely to be active than women



- Active
- Fairly active
- Inactive



Continued focus

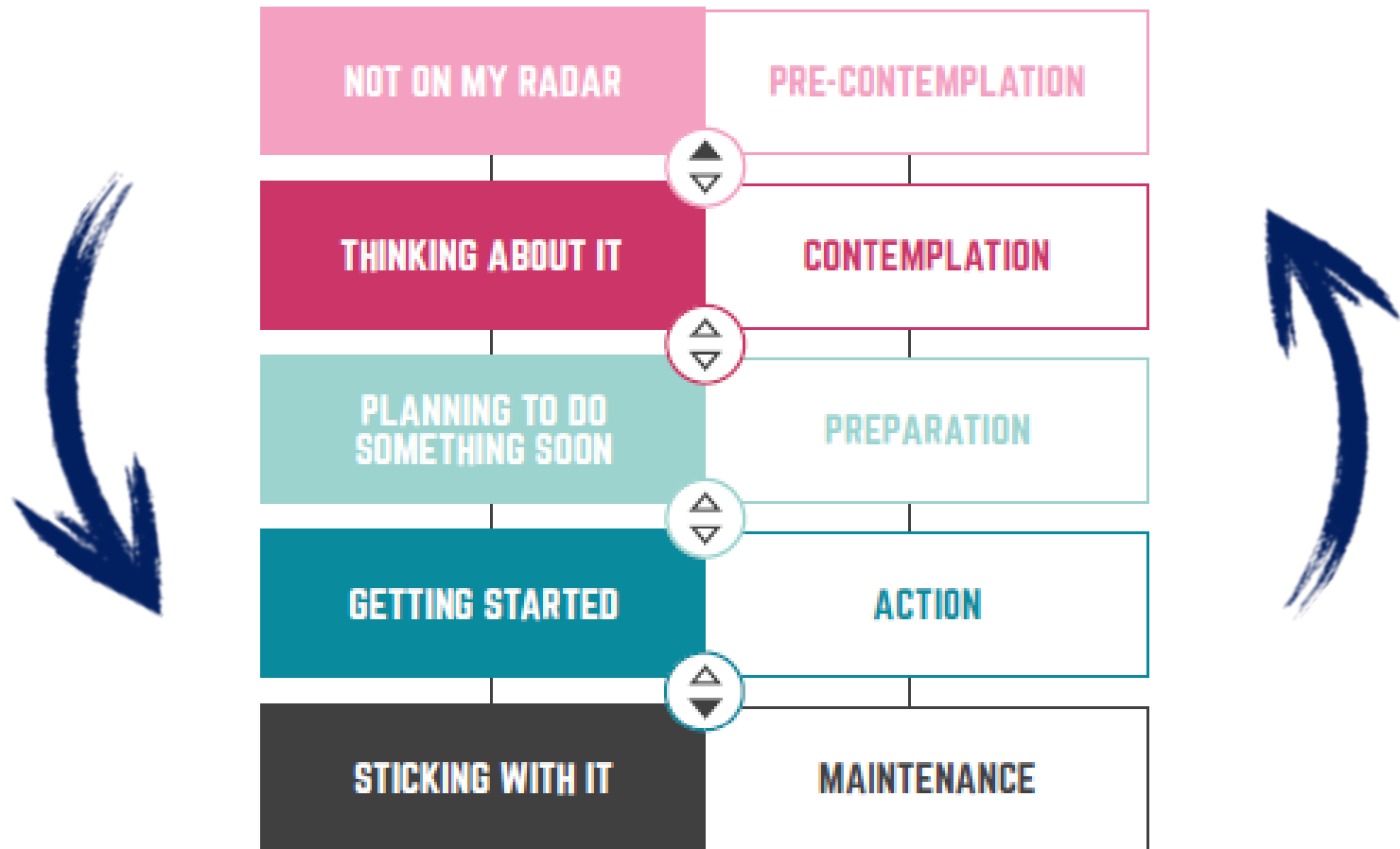
Extended remit

Behaviour Change

Understanding Our Customers



We are all somewhere on a behavioural journey...



Challenge ONE



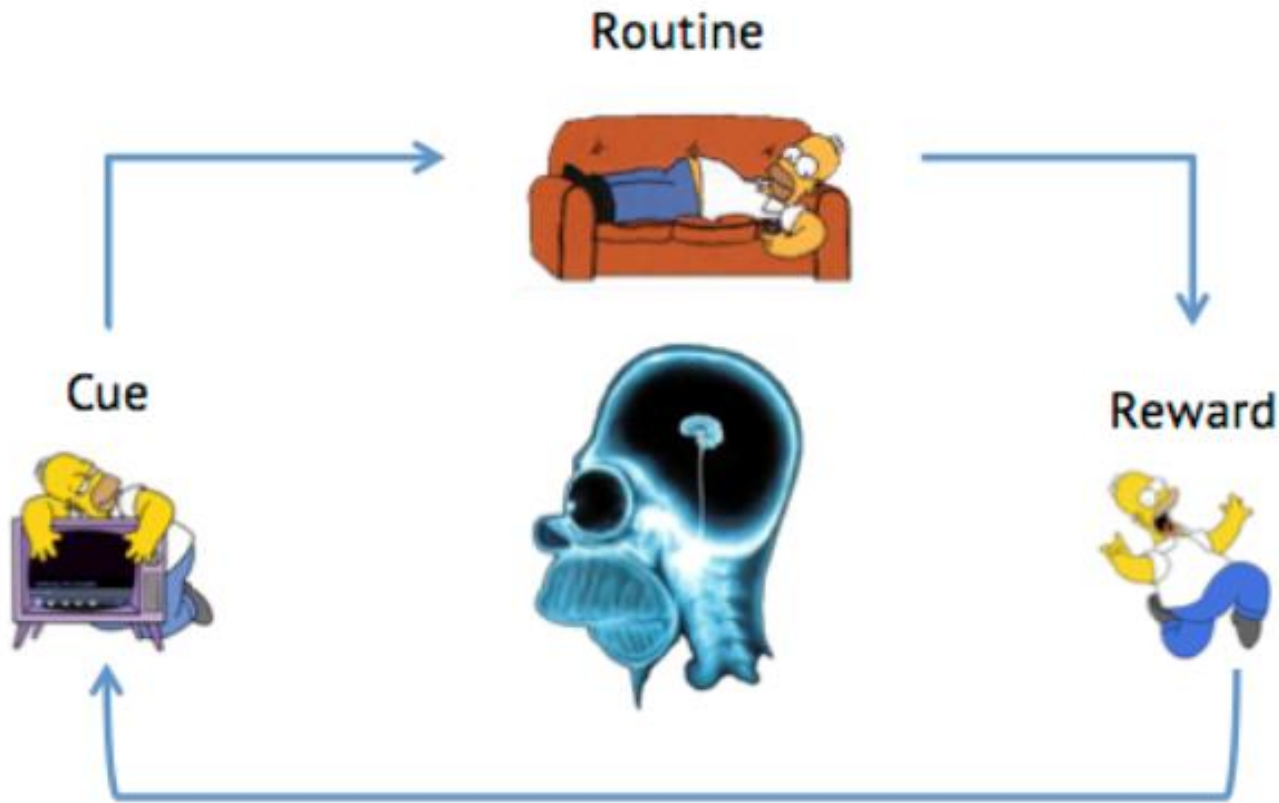
Not on my radar

Thinking about it

Planning to do something soon

The Intention – Action Gap

Challenge TWO



Thinking about it

Planning to do something soon

Getting started

Building a sport or physical activity habit is hard!

Challenge THREE

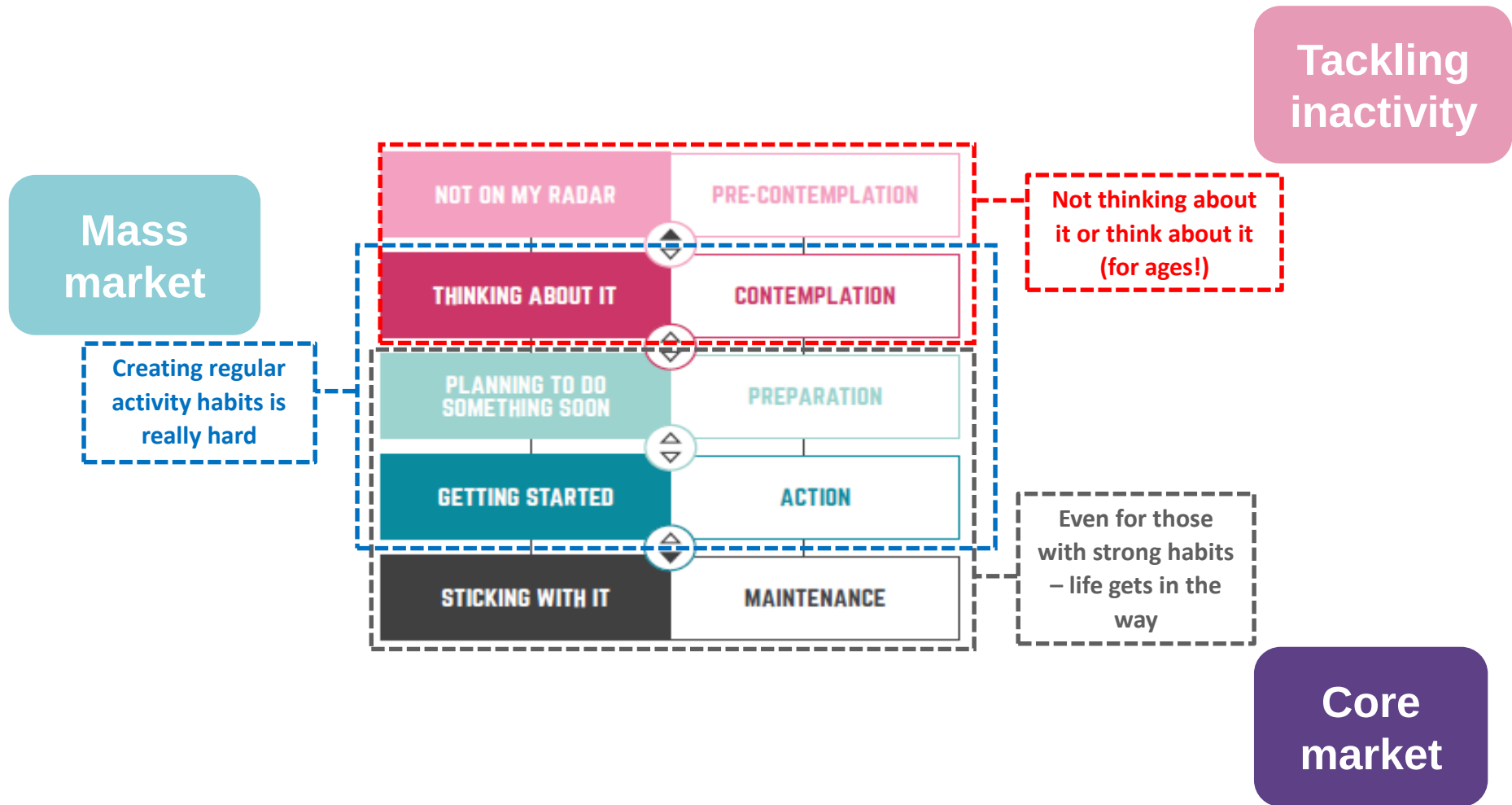
Getting started

Sticking with it



Even with a strong habit - life gets in the way!

Recap - 3 major challenges and 'markets':



How do we help people to get active and stay active?

The COM-B model



Theory Into Practice





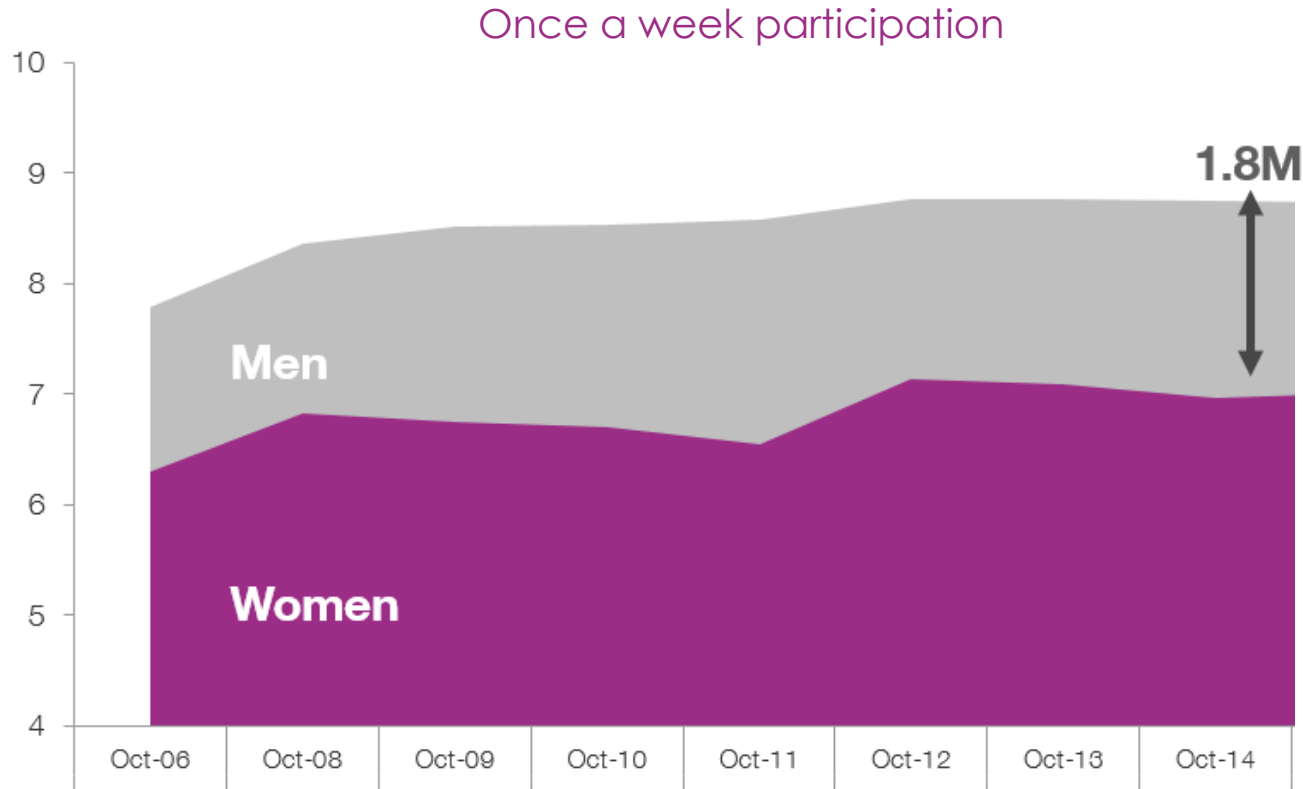
Sam

This Girl Can – Launch advert



<https://www.youtube.com/watch?v=toH4GcPQXpc>

The stubborn gender gap meant we had to do something **different**



Source: Sport England's Active People results for the 12 months to the period shown on the chart



LOTTERY FUNDED

THIS
GIRL
CAN

Fear of judgement emerged as the root emotion holding women back

Judgement barriers

Appearance

- Being sweaty
- Having a red face
- Not looking like I usually do (made up)
- Changing in front of others
- Wearing tight clothing
- Wearing sports clothing
- Wearing the wrong clothing/kit
- Showing my body
- How my body looks during exercise (jiggling)
- Not appearing feminine
- Developing too many muscles

Ability

- Not being fit enough
- Not being good enough
- Not being competitive/serious enough
- Not knowing the rules
- Not knowing what equipment to bring
- Bringing the wrong equipment
- Holding back the group
- Being too good
- Being seen as too competitive/serious

Priorities

- Spending time exercising when time with the family should be more important
- Spending time exercising when time with friends should be more important
- Spending time exercising when time studying/working should be more important
- Spending time exercising when there are other things I should be doing that are more important

We quickly learnt that being **relatable** was key

Looks like me

Red faced

Sweating

No air-brushing

Diversity in: **size**

ethnicity
faith
age
disabilities

Acts like me

Isn't an expert

Isn't the fastest

Isn't the strongest

Diversity in: **location/venue**

sport/activity
alone/friend/group

Sounds like me

That's what I worry about

Talks like one of the girls

Doesn't patronise

So with this in mind we set out to:

Increase
participation in
sport and
exercise among
women and girls
aged 14 to 60

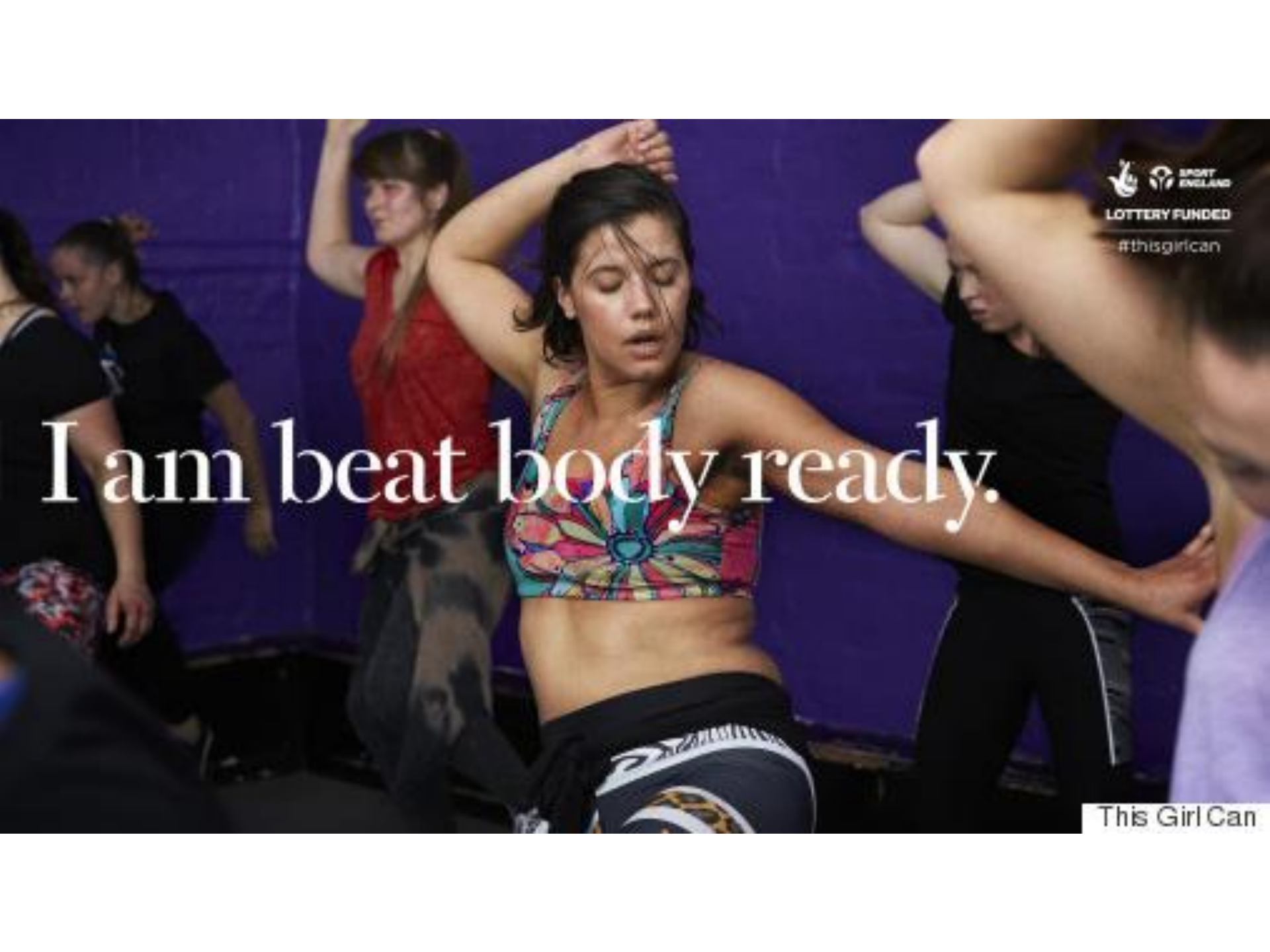
Change the
opportunities
available to women
to be active

Change how
women and girls
aged 14 to 60
feel and think
about exercising
and playing sport



LOTTERY FUNDED

THIS
GIRL
CAN



  SPORT
ENGLAND
LOTTERY FUNDED
#thisgirlcan

I am beat body ready.

This Girl Can

I swim because I love my body.
Not because I hate it.

THIS
GIRL
CAN

Priorities



I'm slow but I'm lapping
everyone on the couch.

THIS
GIRL
CAN

The insight also told us to go where women are



This Girl Can | Sprinkle of Glitter | ad

Sprinkleofglitter

1 year ago • 267,426 views

Previous Video - <http://bit.ly/1JjZH9L> Being Body Confident - <http://bit.ly/1v8zH7N> Vlogmas 2014 - <http://bit.ly/1Gn6nBG> - Paid for ...



Lauren @LaurenTeresa95 · 3h

@ThisGirlCanUK Feeling empowered while waiting for the train! #ThisGirlCan pic.twitter.com/sXV7YBwDBH

1



This Girl Can
@ThisGirlCanUK



Following

@LaurenTeresa95 That's what we like to hear!

12:34 PM · 23 Feb 2015





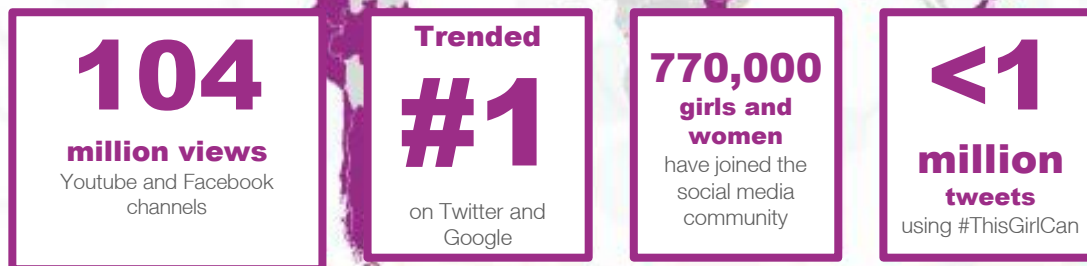
Susan O'Connor I really love this campaign. So positive. 😍

Like · Reply · 👍 1 · 9 hours ago



Fi Madden Gives me shivers! ❤️

Like · 8 hours ago



The campaign has been talked about everyday on social media since the campaign was launched on 12 January 2015

It inspired women whether they are currently active or not

Making sport possible

"I really like the 'This Girl Can' campaign. It reminded me how much I love to get a sweat on, get out there and enjoy exercising again. Plus, I love the way it features real women with real bodies that wobble! At the end of the day it's opening up the idea that we can all take part in fitness and wear lycra, we don't have to look like Elle Macpherson!"

Clare, Newcastle, 28-40

Being the voice in women's heads that says 'you can do this!'

"I have felt a lot more positive about exercise once I have done it. I feel much better. I feel more confident in myself. When I run, I keep that advert 'This Girl Can' in my head and just get out and do it!"

Kim, Birmingham, 28-40

Source: Future Thinking Cohort Study for TGC, 2016

And many women took action as a result of it

16.8m
WOMEN AGED 14-60
in ENGLAND

Motivation



57%
motivated by the
campaign

Awareness



53%
recognise the
campaign

Any action



44%
Of recognisers have
taken action as a
result

Any activity



17%
Of recognisers have started or
re-started exercising

Starting
Activity



32 %
Of recognisers have done some or more
exercise as a result

Industry Change

Change the
opportunities
available to women
to be active

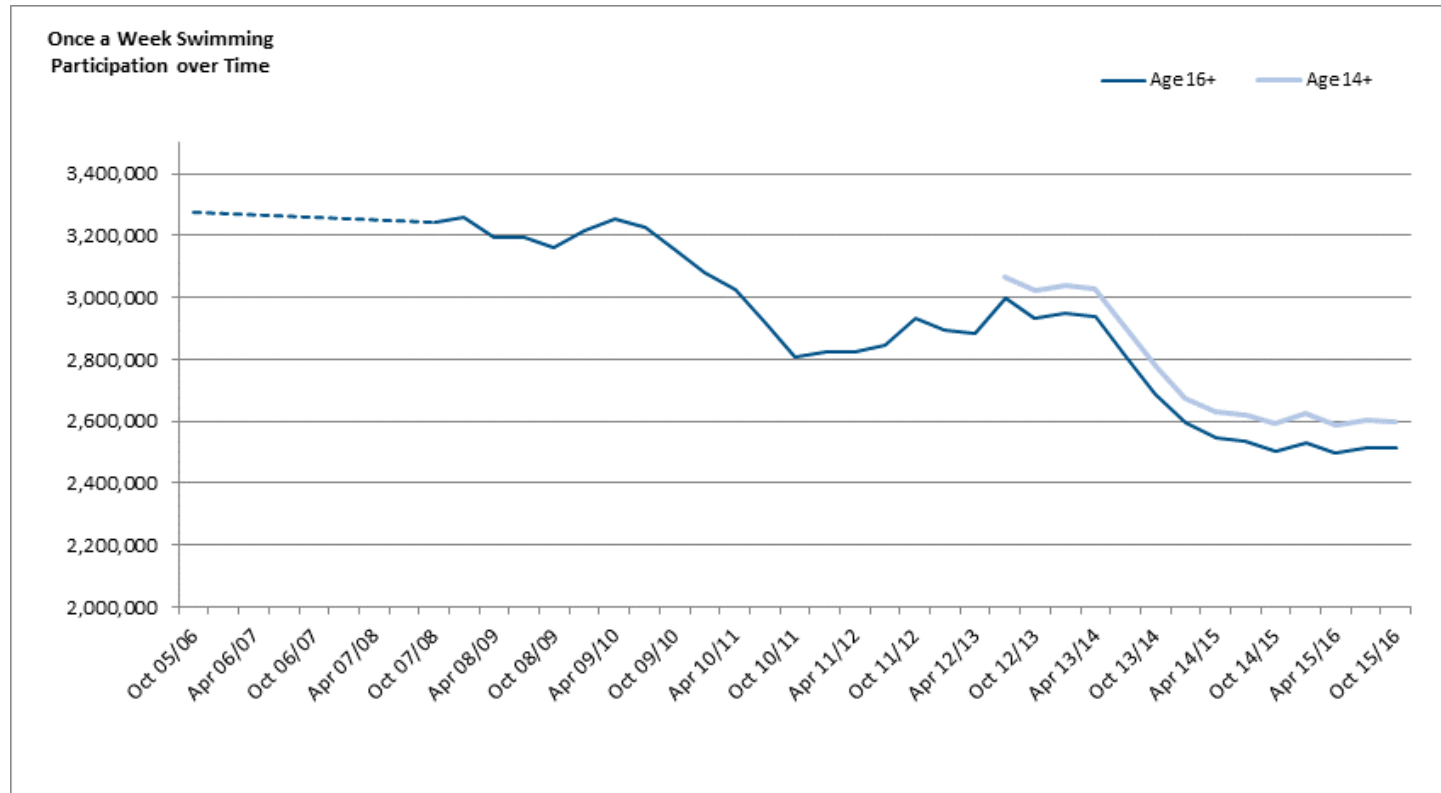


LOTTERY FUNDED

THIS
GIRL
CAN



Why are we focusing on swimming?



- **FASTER DECLINE FOR WOMEN**
- **YET, 2.2 MILLION WOMEN WHO DON'T SWIM SAY THEY WANT TO!**

**THIS
GIRL
CAN**

The challenge for swimming?

- Sharply rising **cost of swimming** – a barrier for some
- Swimming experience not seen as **‘value for money’**
- Swimming is **not visible or relevant** on day-to-day basis
- The **opportunities to swim casually** are reducing
- **Building a swimming habit** is difficult
- One **fifth of adults cannot swim**
- The casual swimming offer and experience is **not meeting the needs of consumers**

We spoke to our target audience to design an engaging experience

What if the experience was...

- A few hours of **female adult-only** swimming
- Friendly and welcoming staff such as a **pool helper** who are there to reassure you along the way
- Swim **at your own pace** - de-stressing and relaxation for mind, body and soul. Do there need to be lanes?
- Handy robe hooks or baskets next to the pool so **you don't have to walk out in your swimming costume**
- Bikinis, Burkinis, swimming costumes or **T-shirts are allowed in the pool**
- High powered hairdryers and clean changing rooms that **take out some of the hassle**

"I think it would work really well, all problems that put you off going have been solved basically"

"Super- a few of the minor details such as 'coat hooks for gowns' could really make a difference for women who are self conscious or nervous about wearing swimwear"

What are we learning?

- **Successful programme with 90,000** session visits with **high satisfaction and growing confidence** from both customers and the workforce
- Sessions are **attracting new and lapsed swimmers** including those currently inactive.
- **Targeted local marketing and ‘women only’** is driving initial interest. Reaching our intended audience in a compelling way is key – word of mouth also important.
- **The ‘right’ workforce - especially the new ‘supporter’ role** is a crucial driver of satisfaction
- Impact of **improvements to facilities**
- **Wrap around** experience

“

“I could only swim one length when I started and only swam next to the edge. I can now swim 26! I also participated in a Mud Run and swam across a lake, which I still can’t believe I had the confidence to do it, and feel very proud. I cannot say I fear water anymore and found new passion for swimming. I am very grateful to This Girl Can. AND THIS GIRL DID IT.”

”

“

I love these sessions it’s so much more relaxing without men smashing their way through and shouting at you if you stop to have a natter

”

“

She [the pool helper] is wonderful she makes us all feel so relaxed, I am not a very good swimmer and it’s nice to have someone there keeping you motivated
Market Drayton

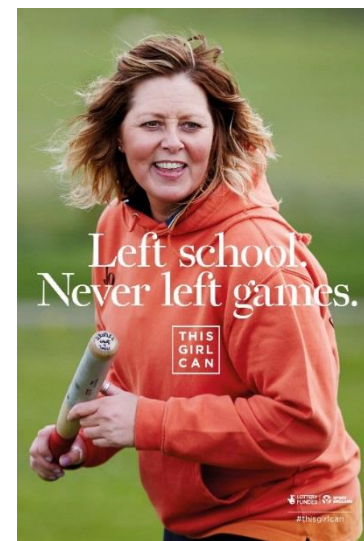
”

What we learnt:

- Have a clear target audience
- Really understand that audience
- Follow the insight and deliver the right experience even if it takes you to new and unusual places

Influence the Sport Sector and Beyond

**BUT AS MUCH AS WE'VE DONE THINGS
LIKE THIS...**



OTHER BRANDS HAVE DONE THINGS LIKE THIS...







This Girl Can – Phenomenal Women



<https://www.youtube.com/watch?v=BZoXylxqFRc>

What to look out for:

- This week: This Girl Can 3rd birthday
- 22 March: New Active Lives data published
- Local Delivery Pilots
- Workforce Strategy



Careers in sport

- Sport England summer internship
 - 12 week fixed-term placement (June – Sept)
 - Open to all students with at least one year of study remaining
 - Application process for Summer 2018 opens in April
 - Paid!
- Sport England, Sport and Recreation Alliance, UK Sports all have careers/jobs section on their websites

Thank you

Andy Lewis

andrew.lewis@sportengland.org

@andyjameslewis

Anna Collins

anna.collins@sportengland.org

@ajpcollins

Want to find out more?



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