

## Appendix 3: National Context

Strategic Document	Summary Key Points
<p><b>National Context</b></p> <p><b>A New Strategy for Sport – Department For Culture, Media And Sport</b></p>	<p>The Department for Culture, Media and Sport released a new strategy for Sport in December 2015 - the government’s sport strategy Sporting Future: A New Strategy for an Active Nation.</p> <p>Public investment into community sport is to reach children as young as five. The move will see Sport England’s remit changed from investing in sport for those aged 14 and over to supporting people from five years old right through to pensioners, in a bid to create a more active nation.</p> <p>Investment will be targeted at sport projects that have a meaningful, measurable impact on how they are improving people’s lives – from helping young people gain skills to get into work, to tackling social inclusion and improving physical and mental health.</p> <p>Funding will also be targeted at groups who have low participation rates to encourage those who do not take part in sport and physical activity to get involved. This includes supporting women, disabled people, those in lower socio-economic groups and older people. Sport England set up a new fund in 2016 to get inactive people physically active and will support and measure participation in sport and wider physical activity going forward.</p> <p>At the elite end of sport, government is supporting our Olympic and Paralympic athletes beyond Rio 2016 through to Tokyo 2020 with increased exchequer funding.</p> <p>The key driver for the strategy is to increase participation in sport and physical activity and to make activity an integral part of everyday life in the UK, for everyone.</p>
<p><b>Sport England Strategy 2016- ‘Towards an Active Nation’</b></p>	<p>The Vision for this Strategy is:</p> <p><b>‘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’.</b></p> <p>The Sport England Strategy ‘Towards an Active Nation’ puts the policies set out in ‘A new Strategy for an Active Nation’ into practice. This will mean significant change for Sport England and for their partners.</p> <p>This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:</p> <ul style="list-style-type: none"> <li>• Focusing more money and resources on <b>tackling inactivity</b> because this is where the gains for the individual and <b>for</b> society are greatest</li> </ul>

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	<ul style="list-style-type: none"> <li>• Investing more in <b>children and young people from the age of five</b> to build positive attitudes to sport and activity as the foundations of an active life</li> <li>• <b>Helping those who are active now to carry on, but at lower cost to the public purse over time.</b> Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient</li> <li>• <b>Putting customers at the heart</b> of what we do, responding to how they organise their lives and helping the sector to be more <b>welcoming and inclusive, especially of those groups currently under-represented in sport</b></li> <li>• Helping sport to keep pace with the <b>digital expectations</b> of customers</li> <li>• Working nationally where it makes sense to do so (for example on infrastructure and workforce) but <b>encouraging stronger local collaboration</b> to deliver a more joined-up experience of sport and activity for customers</li> <li>• Working with a <b>wider range of partners</b>, including the private sector, using our expertise as well as our investment to help others align their resources</li> <li>• Working with the sector to encourage innovation and share best practice particularly through applying the principles and practical learning of <b>behaviour change</b></li> </ul>
<b>Public Health Reforms and Physical activity guidelines 2013</b>	<p><b>Public Health White Paper (2013)</b></p> <p>The White Paper outlines the Government's plans for funding of 'public health' to be decentralised and controlled at a local authority level from 2013 onwards. £4bn will be ring-fenced for local authorities to spend on areas within the definition of 'public health'</p> <p><b>Background</b></p> <p>This paper forms part of the wider Government plans to reform the NHS. The Coalition's ambition is to reform the NHS by devolving power from the centre and commissioning GPs to run their own practices.</p> <p>Key announcements include the introduction of:</p> <ul style="list-style-type: none"> <li>• <b>'Public Health England' - a 'dedicated new public health service' sitting within the Department of Health</b></li> <li>• <b>Directors of Public Health, who will work at a local authority level and lead on the public health offer</b></li> <li>• <b>A health premium, to reward local authorities for progress against a new outcomes framework. This will take into account health inequalities</b></li> </ul>

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	<p>Statutory health and well-being boards, bringing together local authorities and health officials.</p> <p><b>Relevance to sport</b>            The White Paper contains a number of key themes. These range from mental health, tobacco control, pandemic flu and social marketing through to sexual health and pregnancy.</p> <p>Of direct relevance to sport are the areas focussing on physical activity and obesity. While there is little detail in the paper at this stage, sport and physical activity are referenced throughout the document as examples of how to improve public health from a health and well-being perspective.</p> <p>The paper specifically references physical activity initiatives, noting the mass participation legacy, as one part of the public health drive. The Olympic and Paralympic style sports competition is also referenced.</p> <p>While both of these initiatives are already in the public domain, it is welcome that sport and physical activity feature so predominantly in the paper.</p> <p>Given the ring-fenced nature of the £4bn budget, sport needs to be included within the definition of 'public health' in order to benefit from funding at a local level. While the definition has not been set, the frequent mentions of sport and physical activity demonstrate that they are on the public health agenda.</p>
<p><b>The Physical Activity Guidelines – Start Active, Stay Active – July 2011</b></p>	<p>A report from the Chief Medical Officer presents guidance on the volume, duration, frequency and type of physical activity across the full age ranges to achieve general health benefits. It is aimed at all authorities and organisations developing services to promote physical activity, and it is aimed at professionals, practitioners and policymakers concerned with planning and implementing policies and programmes that use the promotion of physical activity, sport, exercise and active travel to achieve health gains.</p> <p>The report covers early years, children and young people, adults and older adults; there are specific recommendations for each sector, with a succinct fact sheet setting out recommendations for each age group.</p>
<p><b>Health and Social Care Reform Act (2012)</b></p>	<p>The Act was passed in Parliament in March 2012 as part of the Government's vision to modernise the NHS. The bill moves commissioning responsibilities to both the GP consortia and also to Local Authorities for public health. These will come together in health and wellbeing boards.</p>
<p><b>Public Health Outcomes Framework 2013-2016</b></p>	<p>Published in January 2012, the Public Health Framework identifies two overall outcomes to be achieved:</p> <ul style="list-style-type: none"> <li>• <b>Increased healthy life expectancy</b></li> <li>• <b>Reduced differences in life expectancy and healthy life expectancy between communities</b></li> </ul> <p>Public health will be measured against 66 health measures, including a physical activity indicator.</p>