Early Intervention - How it can support the new Sport Strategy
Family reality

TOTAL LEISURE SPENDING 2012

£154.8BN

£528 PA
PER AVERAGE HOUSEHOLD

£133 PA
PER LOW INCOME HOUSEHOLD

LOW INCOME HOUSEHOLDS SPEND JUST
£2.55 PER WEEK ON ACTIVE SPORT

ACTIVE SPORT
• ‘Sporting Future: Strategy for an Active Nation’ (December 2015)
• Cross-government strategy
• Identifies the importance of the **benefits sport brings** – not just participation for its own sake
• Strengthens link between sport and physical activity
• Sport England investment strategy ‘Towards An Active Nation’ followed in May 2016
• “… “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... We are open-minded about what type of organisation should receive this funding “ (HM Government, December 2015)
The framework set by DCMS

Outcomes

- Physical Health
- Mental Wellbeing
- Individual Development
- Social/Community Development
- Economic Development

Outputs

- Maximise international and domestic sporting success and the impact of major events
- A more productive, sustainable and responsible sport sector

Actions

- Actions that meet the needs of the elite and professional system and deliver successful major sporting events
- Actions that meet the needs of the customer and enable them to engage in sport and physical activity
- Actions that strengthen the sport sector and make it more effective and resilient

More people from every background regularly and meaningfully taking part in sport and physical activity
Sport England Strategy: Towards An Active Nation

Outcomes

- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social and Community Development
- Economic Development

How we think

Customer Focus

How we decide

Seven investment principles

What we invest in

- Tackling inactivity
- Children and young people
- Mass market
- Core market
- Volunteering
- Facilities
- Local delivery

Underpinned by

- Workforce
- Coaching
- Active Lives

Sport England: Towards an Active Nation 2016-21
“Sport can be the glue that keeps communities together and is a persuasive tool in promoting shared interests alongside fostering a keen sense of civic pride.” (HM Government, December 2015)
Strategy recognises – for the first time – that volunteering is valuable in and of itself...

“The demographics of volunteers in sport to become more representative of society as a whole (from Active Lives survey and ONS population data) “
(HM Government, December 2015)
## Sports Strategy – the shift

### Sport for sport’s sake

1. More people  
   - More places  
   - More medals

2. Volunteering - a means to an end

3. Sport is protected as sport: it’s needs come first

4. NGB led strategy

5. Market intelligence led approach to who plays

### Sport for good

1. Sport and p/a can change lives and society

2. Volunteering is now a ‘good thing’

3. Invest when social value can be realised and sports infrastructure to be supported

4. High value on activating inactives and those costly to the state

5. Sector ambivalent – ‘best placed to deliver outcomes’
Police and Coaching?

Photos of Kettering Cyclones Youth Cycling (part of Kettering Cycling Club)
Total annual spend: £16.6bn (2016-17 prices)

- Crime and anti-social behaviour: £5.9bn (35%)
- Children’s social care: £6.2bn (37%)
- School absence and exclusion: £655m (4%)
- Youth economic inactivity: £2.7bn (16%)
- Child injuries and mental health problems: £774m (5%)
- Youth substance misuse: £443m (3%)
Early Intervention

The Continuum of Harm and Demand

0–5
DA/ Abuse
Cognitive damage

5–10
ASB / School
Behaviour

10–17
Youth Offending
Victimisation

Transition To Adulthood
Gangs / CSE

Prolific Priority
Offender

Organised Crime
Groups

Counter Terrorism
Holistic Model

- Home
- School
- Street

- Neglect
- Parent Relationships
- Sexual
- Mental Health
- Cyber

- Disruptive behaviour
- Attendance
- Low Attainment
- NEET

- ASB
- Gangs
- Offending / Victim
- Substances
- Missing
- MH / Self Harm
- CSE
Reactivity

Harm

Response

Triage
Proactivity

- Harm
- Triage
- Prevention
- Response
- Health and Wellbeing
Improving community outcomes in partnership

• Public Sector targets / outputs
• Community worker - job satisfaction / links
• Personal / family - health and wellbeing
• Community - satisfaction / safety