



HM Government

Sporting Future

First Annual Report



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Foreword

by the Minister for Sport



Tracey Crouch MP, Minister for Sport,
Tourism and Heritage

It is now just over a year since we published *Sporting Future: A New Strategy for an Active Nation*. We have achieved a lot in that time; a new strategy for Sport England is underway, many key funding decisions have been made and a new system is up and running measuring how active our nation is. A new Code for Sports Governance has been published to ensure that this country sets the gold standard in this area, more major sporting events have been secured and many medals were won – with Team GB and ParalympicsGB’s incredible performances in Rio a particular highlight.

This year we also have a number of additional, exciting sporting events on home soil, with the women’s Cricket World Cup, the Champions Trophy and the World Athletics and ParaAthletics Championships all to look forward to.

The first set of figures from the new Active Lives survey have shown that 60% of adults are meeting the Chief Medical Officer’s guidelines of 150 minutes of physical activity a week. However 25% of adults don’t reach 30 minutes of activity a week, while 15 per

cent are in the group doing between 30 minutes and 150 minutes. So there is still more work to be done to tackle inactivity in this country and encourage more people to participate. We want everyone to be able to make sport and physical activity part of everyday life, no matter what their background or ability.

What I am particularly proud of is how the sport and physical activity sectors have welcomed the vision we set out in *Sporting Future* – with five simple but fundamental outcomes sitting at the heart of the strategy: physical health, mental health, individual development, social and community development and economic development.

There is little doubt of the broad support that the strategy has. The challenge now is making that vision real. To do that will need a continued concerted effort right across our sectors. It will not be without its challenges.

Government must continue its work to join up sport, health, education, criminal justice, transport, planning and more. Funding bodies will need to base their funding

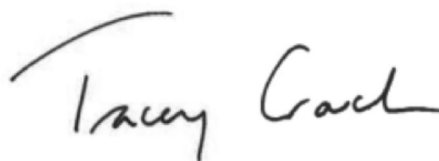
decisions not just on getting more people participating, but on the positive impact it will have on the participant.

Sports bodies must reshape and refocus, thinking less about those that already play sport and more on those who don't, or do but infrequently. I also believe that local authorities should put sport and physical activity at the heart of what they do, to reap the benefits it has across all the areas that they are responsible for.

Businesses, charities, civil society organisations and the public sector can also partner together more effectively, united by the common goal of getting more people active and the shared benefits of doing so such a productive workforce and stronger communities.

Most importantly, when we think about what to invest public money in, we must put the participant first, understand what people want, how they behave, how they make decisions and how government can help this process, not simply lecture people on what they should be doing.

I am confident though that by working together we can do all of this and more, to continue to deliver the ambition of Sporting Future, for a truly active nation.

A handwritten signature in black ink that reads "Tracy Coach". The signature is written in a cursive, flowing style with a long, sweeping underline that extends to the left.

Executive summary

Sporting Future set out a new government vision to redefine what success looks like in sport by concentrating on five key outcomes – physical wellbeing, mental wellbeing, individual development, social and community development and economic development. It was a bold new strategy for an active nation. It marked the biggest shift in Government policy on sport for more than a decade. One year on much has been achieved, and this report sets out the steps we have taken towards making sure absolutely everyone can benefit from the power of sport.

Investment in sport and physical activity is now focused on the five key outcomes. Funding is being opened up to organisations who can demonstrate how they will consistently deliver some or all of those shared goals.

Progress has been made against the three major outputs described in *Sporting Future* – engagement in sport as a participant, volunteer and spectator; maximising international and domestic sporting success and the impact of major events; and supporting a more productive, sustainable and responsible sport sector across the board.

Government's role is to set the high level policy that guides how public money is invested rather than to make each and every funding decision. *Sporting Future* committed to a more joined-up approach from across government on this. Coordination is being strengthened by the Sport Cabinet, which brings together sports ministers from all four home nations.

Local authorities also continue to have an important role to play in investing in sport and boosting participation, particularly among people who are not currently involved. Ten Sport England local delivery pilots will support local networks to deliver more active communities, and County Sport Partnerships are being transformed following an independent appraisal to help strengthen sport in communities right across the country.

Engaging in sport as a participant, volunteer or spectator: *Sporting Future* set out to ensure that the whole population is encouraged and supported to engage in sport and physical activity in whatever way is best for them. Sport England's new strategy, *Towards an Active Nation*, follows the blueprint we set to tackle inactivity – where the gains for the individual and society are greatest. Sport England is now investing more in children's sport and physical activity outside school from the age of five rather than 14, to build strong foundations and positive attitudes from a young age.

There is a strong emphasis on attracting under-represented groups such as women, disabled people, those in lower socio-economic groups and older people into sport, and a new £120 million fund to tackle inactivity. Separately, work has progressed on improving children's swimming and cycling skills; investment in school sport is being boosted and a review of the School Games has been completed. Progress is being

tracked through the new Active Lives survey which captures more of the types of activity that people do, and their contribution to the outcomes of the strategy. Sport England has a new coaching plan and a new volunteering strategy backed by up to £26 million of funding. New standards for sport and exercise qualifications should be in place by June 2018.

Maximising international and domestic sporting success and the impact of major events: Team GB enjoyed incredible Olympic and Paralympic success at Rio 2016, building on the amazing achievements of home Games in London 2012. To continue this momentum, the government has committed to funding our elite athletes in the run up to Tokyo in 2020. UK Sport and Sport England have published a Memorandum of Understanding on working together on talent development and have improved the Athletes Appearances programme so more people get to meet their heroes.

As the UK looks forward to hosting a series of major international sporting events in 2017, including the World Athletics Championships, men's and women's Champions League finals in Cardiff, and cricket's ICC Champions Trophy and Women's World Cup, updated guidance on UK-level support available for major events known as the Gold Framework will be published shortly. To keep up the UK's reputation as the global home of major events, a framework has been developed by UK Sport with DCMS and the devolved administrations to secure more of the biggest events, which will be published shortly. Sport England has also launched a £1 million fund to support English bids for major events.

Supporting a more productive, sustainable and responsible sport sector: UK Sport and Sport England are working with sports organisations to help them deliver the biggest possible impact from the public funding they receive. UK Sport and Sport England are also working with them to become less reliant on public funding, build more sustainable business models for the future and drive efficiencies. Corporation Tax relief for contributions to grassroots sports will be expanded from 1 April 2017, and other potential funding models including a Social Impact Fund and Social Impact Bonds are being explored. The terms of reference and membership of the new Sports Business Council will be announced shortly.

Grassroots football will benefit from at least £100 million a year on investment from the Premier League – double the previous commitment. £40 million of government investment in the Parklife programme is providing state-of-the-art artificial pitches in 30 English towns and cities. Sport England is maximising the value of investment in facilities, and a new customer-facing quality standard for sports facilities will be established shortly.

UK Anti-Doping's (UKAD)'s funding has been protected until 2020. As well as a review into the criminalisation of doping in sport, which is expected to be complete in Spring 2017, the government has launched a tailored review of UKAD to ensure it continues to lead in keeping sport clean. Sport England and UK Sport published a new Code for Sports Governance in October 2016, and we have been clear that organisations are expected to adhere to it if they want to receive public funding from April 2017.

This government is committed to building a country that works for everyone, and increasing diversity in sport is particularly important. Leadership and diversity is being strengthened through Sport England's professional workforce strategy to be published later in 2017, and through requirements in the new governance code. Sport England and UK Sport's new single staff survey will collect data about lesbian, gay, bisexual and transgender (LGB&T) people's representation on boards for the first time. UK

Sport is exploring what more can be done to help women progress in elite coaching. Sport England is incentivising sports bodies to engage apprentices through funding agreements from April 2017 onwards. Safety and wellbeing are being addressed through Sport England's work with expert partners on LGB&T issues, and Baroness Tanni Grey-Thompson's independent review into the Duty of Care sport has towards its participants will be published shortly. Furthermore, following allegations of non-recent child sexual abuse in football, sports governing bodies are reviewing their own safeguarding practices to make sure they are as robust as possible.

Measuring the impact: The new Active Lives survey is already collecting data for many of the measures and KPIs in relation to adults and is being extended to do the same for children aged 5-15. Data available so far is set out in an annex to this report.

1. Introduction

1.1 In December 2015 we launched *Sporting Future*, the first new strategy for sport in over a decade. It set out a radical change of direction in sports policy, putting at the heart of all of our work not just how we get more people playing sport and taking part in physical activity, but what those people will get out of it and the positive impact it has on people's lives. In the year since *Sporting Future* was published we have already implemented a significant number of its recommendations and have begun to move beyond these initial recommendations into new areas that fit with the strategy's aims.

1.2 However the full set of changes laid out in *Sporting Future* will not happen immediately, or even in its first year. We do not underestimate the scale of the change required for a sector that had focused heavily on outputs such as participation and medals to focus instead on the outcomes of that participation or that medal success. However, we are confident that we have now put in place the foundations to deliver this change, with a new policy framework for government and the sport sector through *Sporting Future* alongside Sport England's new strategy, *Towards an Active Nation*¹ and funding decisions beginning to be made by both Sport England and UK Sport using *Sporting Future* as their guide.

¹ <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>

2. The Framework

2.1 At its heart *Sporting Future* is built around five clear outcomes which are designed to be used by anyone, regardless of where in the sector they work, as a guide to how to approach their work with sport and physical activity. They are designed to demonstrate clearly how sport can impact on people's lives, and encourage the sector to put those impacts at the centre of everything they do. These outcomes are

- Physical wellbeing – how sport can contribute to improving people's physical health
- Mental wellbeing – how sport can contribute to improving mental health
- Individual development – how sport can increase self-confidence, and help deliver educational or employment benefits for an individual
- Social and Community Development – how sport can help society more broadly, building trust in communities and increasing social capital
- Economic development – how sport can contribute to the economy

2.2 To support these outcomes we are starting to take a new approach to investment based on some key principles. Firstly, that an organisationally neutral approach will be adopted where the only thing that matters is the ability to deliver, not what type of organisation you are. Secondly, that the strategy's outcomes need to be at the heart of everyone's work, and organisations seeking funding should be absolutely clear about how they deliver against them. Finally, that there needs to be common measurement and appraisal tools to enable these outcomes to be assessed in a fair, equal and open way, both at a national level with the data we capture to evidence the overall impact of sport, but also at a project level to enable investment decisions to be made on the basis of the five outcomes. These principles underpin Sport England's strategy for 2016-2021 *Towards an Active Nation*.

3. The role of government

Central Government

3.1 *Sporting Future* belongs to all parts of government. It contains actions for a range of departments. All government departments share the goal of making a success of the strategy and have been working closely together to deliver it. This cross-government approach will continue into the future.

3.2 Sport and physical activity is increasingly recognised by other parts of government as being able to deliver across a number of different policy priorities. At the highest level sport and physical activity has an important part to play in reaching out to those parts of the population who have traditionally felt excluded. Sport has the ability to reach people in ways other parts of the public sector cannot. We will look to enhance this so everyone, regardless of their background can feel the benefits that come from sport and physical activity.

3.3 This extends far beyond the remit of the Department for Culture, Media and Sport (DCMS), the Department of Health (DH) or the Department for Education (DfE). It is an important part of how the Home Office looks to tackle gang violence, and we will ensure that young people at risk of gang involvement or exploitation by gangs are able to and facilitated to access sporting opportunities as well as encouraging hard to reach communities to access relevant funding streams. It is also an important part of how the Ministry of Justice addresses reoffending, how the Department for Communities and Local Government thinks about local planning and social integration and links to Department for Environment, Food and Rural Affairs (Defra) work on the 25-year plan for the environment. The Department for Transport's investment in projects to boost cycling and walking and the forthcoming Cycling and Walking Investment Strategy will also help more people to be more physically active. Government is committed to working with sport bodies, at a national and local level, local government and the voluntary sector, to help drive through sport much greater social mixing among young people from different ethnic and religious backgrounds and especially in the most segregated parts of the country. A new social integration strategy will be published later in the year. In fact, sport and physical activity can touch upon the work of every department in Whitehall.

3.4 We will shortly be establishing an Inter-Ministerial Group which will, amongst other things, drive work across government to promote sport and physical activity and make it more widely accessible. The Sports Minister has regular meetings with her ministerial colleagues and DCMS Sport Team works with colleagues in other departments on policy and project development. Through these routes we will ensure the remaining actions are implemented and that government as a whole continues to work towards *Sporting Future's* five outcomes, developing new projects and initiatives for the future.

Local government

3.5 Local government continues to have a crucial part to play in the delivery of sport and physical activity in England, bringing schools, voluntary sport clubs, national governing bodies of sport, health and the private sector together to forge partnerships, unblock barriers to participation and improve the local sport delivery system.

3.6 Sport England is investing up to £130 million over the next four years to develop and implement local strategies for physical activity and sport focused on inactivity and under-represented groups in ten pilot urban and rural places in England. Sport England invited expressions of interest in becoming a pilot in December 2016 and will publish an investment guide giving more detail of their local work in March 2017.

3.7 More broadly, Sport England will also continue to support local delivery throughout England, for example through their Strategic Facilities Fund (see paragraph 6.14) and the Community Asset Fund (see paragraph 6.17) and by offering advice and sharing best practice.

3.8 Sport England has begun to explore opportunities for partnership working with other lottery distributors on local projects, working with the Big Lottery Fund (BIG) on its local delivery pilots and liaising with the Heritage Lottery Fund about aligning both organisations' work in parks and open spaces.

3.9 The results of an independent appraisal of county sports partnerships led by Andy Reed were published on 11 August². It concluded that county sports partnerships' core functions and responsibilities needed to be clearer and more transparent, with a stronger performance management framework for Sport England funding of county sports partnerships. Sport England has set up a group to lead implementation of the findings. County sports partnerships will submit their plans for operating under the new arrangements during the spring, with funding confirmed in summer 2017.

Devolved Government

3.10 All four home nations and the UK as a whole share a common interest in sporting success – both in terms of ensuring as many people as possible get the most out of it and in winning at elite level.

3.11 We are re-establishing the Sport Cabinet to help improve coordination and the sharing of best practice among each of the devolved administrations and the UK Government.

² <https://www.sportengland.org/our-work/county-sports-partnerships/county-sports-partnerships-report-published/>

4. More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport

Actions that meet the needs of the customer and enable them to engage in sport and physical activity

Taking part

4.1 *Sporting Future* emphasises the value of playing sport, volunteering in sport and watching live sport to deliver the five key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. Priority is being given to those less likely to take part and to getting a better understanding about people's behaviour to design sport and physical activities that suit them. It commits to setting new targets for increasing engagement in sport and introduces accurate and more comprehensive measurement. There is a stronger emphasis on outdoor activity and the need to make better use of technology and data to help people engage more often in sport and to get more out of it.

4.2 Sport England is working towards proposing targets for 2020 for increases in participation in sport and physical activity for government agreement in March 2017 before publishing final targets in April 2017. The targets will be based on evidence about how and why people engage in sport and the potential increases in engagement following the new *Sporting Future* approach. Sport England will propose targets for 2025 before 2021.

Addressing under-representation

4.3 Sport England's strategy, *Towards an Active Nation*, like *Sporting Future*, puts a strong emphasis on groups in society that are typically much less active such as women, older people, disabled people and those from lower socio-economic groups. This includes a commitment to spend up to £250m over 4 years on measures to combat inactivity, which will include measures aimed at these groups.

Measurement

4.4 The Active Lives survey will help to develop a fuller understanding of how people engage with sport and physical activity and how this helps deliver *Sporting Future's* five outcomes. Data collection began in November 2015 and approximately 200,000 people completed the survey in its first year. The first full year of Active Lives results were published on 26 January.

4.5 To extend Active Lives to cover children, Sport England has also been developing a system to measure how children engage with sport and physical activity (see paragraph 4.21).

Outdoor recreation

4.6 The Active Lives survey is collecting information about engaging in sport and physical activity through outdoor activities such as climbing and kayaking, including the types of location that activity is taking place. This complements information about outdoor activity for health or exercise from Natural England's Monitor of Engagement with the Natural Environment (MENE).³

4.7 After careful consideration and discussions with the devolved administrations about the future of the Adventure Activities Licensing Authority (AALA), the government decided that responsibility should remain with the Department for Work and Pensions (DWP). A review of the delivery and scope of AALA, which will include a consultation, is underway. DCMS and Sport England are involved in this work.

Technology and open data

4.8 Sport England have begun a two-year programme to develop common data standards, help data-sharing, improve data literacy and encourage more effective use of data across the sports sector that is focused on customers. This work began in November 2016.

Physical activity

4.9 *Sporting Future* sets out measures to get more people more active, including ending the old distinction between "sport", which Sport England covered, and wider physical activity which it didn't. It sets out our priority that funding should be focussed, to a greater extent, on people who are not active at all, or not active enough rather than those who regularly play sport and are physically active. It looks to use sport and physical activity more to address health problems. Encouragement and opportunity to take part in sport or physical activity at work is important, as is getting the message across to everyone about the benefits of being active.

4.10 Public Health England (PHE) has reviewed the implementation of the recommendations in *Everybody Active, Every Day*⁴ and will be publishing its progress report shortly.

³ <http://www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results>

⁴ Its report on physical activity published in October 2014

Bringing together sport and physical activity

4.11 Sport England has taken on a wider remit covering some types of physical activity as well as sport. Under its new strategy it will be measuring and influencing walking and cycling to work as well as walking for leisure and dance, which it may directly fund.

Tackling inactivity

4.12 Sport England has created a new £120 million fund to tackle inactivity over the next four years. The fund will support inactive people including those groups in society who are less likely to take part regularly: women, people with long-term health conditions, disabled people, those in lower socio-economic groups and older people. The first round of funding opened in December 2016 and the first projects will start in summer 2017.

4.13 Making inactive people a priority is backed up with targets. Sport England are committed to focussing at least 25% of their total investment on tackling inactivity, with specific targets to be set relating to making progress in this area.

Working with health providers

4.14 A new Clinical Leadership Group, chaired by the Deputy Chief Medical Officer has been established to promote the integration of sport and physical activity into care pathways. Early actions include exploring the potential for more disease specific evidence and guidelines/resources, and mapping existing resources for signposting by specific medical royal colleges.

Sport and exercise medicine

4.15 PHE is working with stakeholders to help develop sport and exercise medicine and its implementation within mainstream NHS and public health systems, in particular through the work of the National Centre for Sport and Exercise Medicine (NCSEM) in Sheffield, Loughborough and London. The NCSEM is leading work by publishing and promoting good practice and running *evidence into practice* events for practitioners. NHS patients are starting to benefit from this work.

The role of employers

4.16 Government is considering how best to take forward work on employers promoting physical activity in the light of publication of the Green Paper on Health and Work in October 2016. The government plans to announce proposals in March 2017.

Workplace challenge

4.17 A dedicated Civil Service Workplace Challenge began on 4 July 2016. Staff from 10 government departments are signed up and taking part in sports and activities. After a one year pilot phase, we will look to extend the challenge further across Whitehall.

Raising awareness

4.18 Sport England and PHE have begun to discuss how to take forward their joint ambitions to develop messages and marketing that encourage everybody, especially people who are inactive, to become more active. The two organisations are collaborating closely in development, planning and learning from existing campaigns promoting physical activity, including PHE’s Change4Life and One You campaigns, and Sport England’s This Girl Can initiative.

Children and young people

4.19 *Sporting Future* highlights how important it is for all children to have a good experience of sport and physical activity while they are young. Sport and physical activity providers need to cater for children’s changing needs and interests, which vary by age and individual. Every child needs the opportunity and encouragement to become proficient in swimming and cycling. *Sporting Future* also covers support for PE and school sport, including through the Primary PE and Sport Premium and the School Games.

Meeting the needs of young people

4.20 Sport England has included its new responsibility for children’s engagement in sport and physical activity from the age of five outside of school in its new strategy. It has undertaken research to support future investments into children and young people. There will be a new £40 million investment into projects which offer opportunities for families with children to get active and play sport together. The first phase of this funding will launch in March 2017.

4.21 Sport England is developing a new approach for measuring children’s engagement in sport and physical activity, to extend the Active Lives survey. This will provide information for use by schools and government and is expected to cover topics like attitudes and behaviours towards sport and physical activity, physical literacy, and swimming proficiency. Data collection is intended to start in autumn 2017.

Swimming

4.23 A working group led by the Amateur Swimming Association was set up to explore ways to ensure that no child leaves school unable to meet a minimum standard of swimming. The group will report its recommendations to government early in 2017. Schools may decide to use part of their Primary PE and Sport Premium funding (see paragraph 4.26) to help address the issues raised by the group’s report.

Cycling

4.24 The Department for Transport (DfT) has provided funding to local authorities for Bikeability training for schoolchildren until 2020. This will provide free cycle training for more than 1 million children. DfT has introduced new “Bikeability Plus” modules, both to encourage more children, whatever their previous cycling experience, to take up Bikeability training, and to encourage children and families to keep on cycling afterwards. More than 2 million children have now received Bikeability training.

Physical activity among children

4.25 DH published the government's childhood obesity plan *Childhood Obesity: A Plan for Action* on 18 August 2016. Actions in the plan on physical activity include

- Helping all children to enjoy an hour of physical activity every day, 30 minutes in school and 30 minutes out of school, with Department for Education taking the lead on the former and Sport England on the latter
- Improving the co-ordination of quality sport and physical activity programmes for schools, with county sports partnerships and the Youth Sport Trust, working with sports national governing bodies and others, providing a high quality physical activity and sport offer to all primary schools by September 2017
- Creating a new healthy rating scheme for primary schools
- In early 2017 government will update the Early Years Foundation Stage Framework for schools and childcare providers to make specific reference to the UK Chief Medical Officers' guidelines for physical activity in the early years (including active play)

Government is working with a range of stakeholders to make sure the plan's provisions are implemented effectively.

Primary PE and Sport Premium

4.26 Government is investing in the Primary PE and Sport Premium until 2020 and has also committed to using revenue from the soft drinks industry levy⁵ to double annual funding for the premium from £160m to £320m from September 2017. This funding will help improve and broaden PE and sport provision, increase participation and help to tackle childhood obesity. DfE is working with organisations with an interest to agree how this funding will be allocated and how to strengthen accountability arrangements and guidance for schools to ensure value for money.

Transition to secondary education

4.27 Government is improving its understanding of how moving from primary to secondary schools affects pupils participation in sport by holding meetings with teachers, visiting different types of schools and engaging experts in the field. Schools can choose to use funding from the expanded Primary PE and Sport Premium to address issues that are identified. Sport in secondary schools will also benefit from Sport England's commitment to offer specialist training for at least two teachers in every secondary school by 2020. The first phase of training will start in September 2017.

The School Games and School Games Organisers

4.28 Sport England and the Youth Sport Trust have reviewed the School Games and the role of the 450 School Games Organisers. The report⁶, published in August 2016, recognised the success of the Games to date and recommended clarifying the role of School Games Organisers, and improvements to the guidance on producing competition calendars and the format and cost of the National Finals event. Sport

⁵ The Government announced in the 2016 Budget a new soft drinks industry levy that will apply to the production and importation of soft drinks containing added sugar.

⁶ <https://www.sportengland.org/media/10902/school-games-review-exec-summary.pdf>

England are working with DCMS, DfE, DH and partners including the Youth Sport Trust and county sports partnerships, to implement the recommendations. Information about this is on the Sport England website⁷.

Frontline workforce

4.29 *Sporting Future* emphasises the vital role people play in encouraging people to take up, keep doing and excel at sport and the skills needed for this.

Delivery of sport and physical activity at entry level

4.30 Sport England has developed a new coaching plan⁸ to improve skills, open coaching qualifications to a wider range of people, make the role of coaches more adaptable and take advantage of new opportunities. The plan was launched at the UK Coaching Awards on 29 November 2016.

Delivery of sport and physical activity at higher levels

4.31 CIMSPA (the Chartered Institute for the Management of Sport and Physical Activity) is well advanced in its work with Sport England and stakeholders to develop a single set of standards for all sport and exercise professionals and a single system of assessing, awarding and validating qualifications. 64 occupations and specialisms that require a professional standard have been identified. The first five professional standards are already complete and the work should be complete by June 2018.

Volunteering

4.32 *Sporting Future* takes a new approach to volunteering, recognising the positive impact it has on volunteers themselves as well as the benefits to sports and the importance of recruiting, retaining and rewarding volunteers who are representative of the entire population.

A new volunteering strategy

4.33. Sport England published its new volunteering strategy⁹ on 1 December 2016. The strategy's objectives are to

- ensure better **quality**, meaningful volunteering experiences
- increase the **diversity** of those who volunteer in sport and activity
- increase the **number** of volunteers in sport and activity

Sport England is making up to £26 million over 4 years available to support implementation of this strategy.

Information about volunteering opportunities

4.34 In its volunteering strategy Sport England recognises and promotes the crucial role that digital communications can play as an enabler to increase the number and

⁷ <https://www.sportengland.org/media/11409/school-games-review-november-2016-update.pdf>

⁸ https://www.sportengland.org/media/11317/coaching-in-an-active-nation_the-coaching-plan-for-england.pdf

⁹ <http://www.sportengland.org/media/11323/volunteering-in-an-active-nation-final.pdf>

diversity of sport volunteers. As this strategy is implemented in 2017 and beyond Sport England will consider how it can best support the use of digital technology in sport volunteering.

Employee volunteering

4.35 Sport England will work with other agencies to increase the number of sport and physical activity volunteering opportunities that can be taken up by employees.

Rewards for volunteers

4.36 A joint Sport England/UK Sport review shows that national governing bodies generally engage regular volunteers from the grassroots as volunteers at major events they are hosting. UK Sport will encourage this practice to continue through its application and award process for major events funding. Support for national governing bodies on this is covered in Sport England's volunteering strategy and both UK Sport and Sport England will be sharing best practice.

Experiencing live sport

4.37 *Sporting Future* recognises how attending live sporting events can benefit individuals, communities and the wider sporting economy. This means action to tackle the barriers that prevent people from enjoying these benefits. Sports venues need to be accessible and safe and people need to be able to follow sport live on television, radio or the internet.

Sports grounds accessibility

4.38 DCMS has considered a number of options that the Sports Grounds Safety Authority (SGSA) has put forward for undertaking a more formal role in accessibility. The SGSA is undertaking further work on specific options before making any final decision on what their more formal role will be.

Accessibility at football matches

4.39 The Premier League and the English Football League (EFL) are making progress towards ensuring that disabled spectators receive the reasonable adjustments they are entitled to by law. In September 2015, all Premier League clubs committed to improve accessibility at their stadia by August 2017. The Premier League issued a summary of progress by clubs in July 2016¹⁰ and has provided a more detailed update for January 2017. The EFL are committed to a programme of continual improvement in facilities, in conjunction with their clubs and Level Playing Field, which is being implemented over the 2016/2017 season. They have provided an update on progress for January 2017. Both government and the Equality and Human Rights Commission are monitoring progress closely.

¹⁰ <http://www.data.parliament.uk/writtenevidence/committeeevidence.svc/evidencedocument/culture-media-and-sport-committee/accessibility-of-sports-stadia/written/41251.html/>

Spectator safety

4.42 Since a rail seating section was installed at Celtic Park, there has been growing speculation that such accommodation could be introduced into Premier League and Championship football grounds. Government remains unconvinced by the case put forward for re-introducing standing accommodation at football grounds covered by the all-seater requirement, but will continue to monitor how it is working at Celtic.

Broadcasting and the role of the BBC

4.43 Ministers will continue to engage with major rights-holders to encourage their ratification of the accessibility principle of the SRA's Voluntary Code of Conduct on the Broadcasting of Major Sporting Events.

4.44 The BBC Charter Review team considered responses to the Sport Strategy consultation on the role of the BBC in sports broadcasting alongside responses to consultation they carried out as part of the Charter Review process. Accessibility of sports broadcasting remains an important issue where the department will continue to engage and, where appropriate, broker discussion and cooperation between the sport and broadcasting sectors.

5. Maximising international and domestic sporting success and the impact of major events

Actions that meet the needs of the elite and professional system and deliver successful major sporting events

International success

5.1 As well as making the country proud, success in international sport can bring wellbeing, social and economic benefits and inspire people to engage with sport and achieve their full potential. *Sporting Future* is about maintaining and building upon the approach that has brought so much success already to maximise it in the future and closer working between UK Sport and Sport England along with the other home countries sports councils. At the same time, elite sport needs to contribute to delivering the strategy's outcomes through athletes' work to inspire others.

Funding for Olympic and Paralympic success

5.2 Government has increased central government funding to support elite sport to build on the success of London 2012, at both Rio 2016 and Tokyo 2020. This continued funding saw Team GB win 67 medals at the Rio Olympic Games, their best result in over a century, and a historic 2nd place in the medal table. ParalympicsGB followed this in Brazil with 147 medals across a record 15 sports.

The benefits of Olympic and Paralympic success

5.3 Within the “no compromise” approach of UK Sport's funding model, supporting the outcomes in *Sporting Future* will factor in any decisions about supporting sports of otherwise equal medal winning chances. UK Sport have incorporated this principle into their most recent round of funding decisions for Tokyo 2020 funding.

Talent

5.4 UK Sport and Sport England have agreed a Memorandum of Understanding how they work together on supporting sporting talent¹¹. The memorandum of understanding sets out how the organisations will work together to support and invest in sporting talent and has been endorsed by both organisations' boards.

Athlete appearances

5.5 UK Sport and Sport England have reviewed the Athlete Appearances programme for Team GB and ParalympicsGB athletes, which is a condition of them receiving public funding from the National Lottery and exchequer. Improvements to ensure appearances are best aligned with, and support the outcomes of this strategy, are now being made. Sport England has set aside £1 million for a new support programme which will provide training and mentoring for athletes, signposting to volunteer opportunities and logistical support.

Other international success

5.6 Government also values success in the top international competitions of major sports outside of the Olympic or Paralympic programmes. We have explored areas of existing expertise that sports would value, and a working group will now be convened to establish what support can most usefully be shared.

Domestic success

5.7 The millions of people who attend domestic professional sports, such as Premier League football matches or Premiership Rugby games, and the potential benefits this brings to individuals, communities and the economy mean that it is extremely important although *Sporting Future* acknowledges that government's role here is a limited one.

Fan engagement

5.8 We are monitoring the implementation of the Expert Working Group's report on Football Supporter Ownership and Engagement¹², published in January 2016. Recommendations already in place include changes to English Football League rules to help Supporters' Trusts to bid to buy insolvent clubs, and the Premier League making funds available to assist Supporters' Trusts with professional fees for this purpose, or when club owners consent to sell. Clubs are also beginning their twice yearly meetings with a representative group of fans on matters of strategic importance to the running of football clubs from the 2016-17 season. A fuller summary of progress will be published on the DCMS website shortly and we will receive further updates from the football authorities every six months.

Supporting domestic leagues

5.9 Sports that may have strong but currently unprofitable domestic leagues should be able to draw on the general support through Sport England's revised commercial framework (see paragraph 6.6) to help make them more commercially attractive.

¹¹ https://www.sportengland.org/media/11464/2017_sport-england_uk-sport_mou.pdf

¹² <http://www.gov.uk/government/publications/government-expert-working-group-on-football-supporter-ownership-and-engagement>

Major sporting events

5.10 *Sporting Future* emphasises the value of hosting major events for sporting and economic success and the on-going commitment to bring a number of the world's best sporting events to the UK. In 2016 the UK won the rights to host the 2016 Boxing World Series, 2016 and 2017 Gymnastics World Cup, 2016 Men's Hockey Champions Trophy, 2016 Track Cycling World Cup Series, 2017 World Triathlon Series, 2019 World Taekwondo Championships and two Taekwondo Grand Prix events, 2017 World Squash Championships, 2019 European Modern Pentathlon Championships, 2019 Road World Cycling Championships, and the 2021 Rugby League World Cup.

The Gold Framework

5.11 Government and UK Sport are updating the guidance on UK-level support available for bidding for and staging major events, known as the Gold Framework, and will published a revised version shortly.

Mega-events

5.12 UK Sport has developed, with DCMS and the devolved administrations, a framework for a UK-wide approach to identifying and pursuing hosting rights for the biggest events in sport. This will be published shortly.

English bids for major events

5.13 Sport England has launched a fund to support prospective hosts in developing their bids to bring major events to England, up to the value of £1 million. This forms part of the Major Events Bidding and Legacy fund, which includes a further £2 million to maximise the wider impact of major events hosted in England.

Attracting new sports

5.14 Government has met key stakeholders and held regular discussions with the Greater London Authority (GLA), to support bringing new sports to the UK. Three sold out National Football League (NFL) games were played in London in 2016 and four are planned for 2017. Two of the 2017 games will be at Wembley, which has signed a deal to hold at least two NFL games a year until 2020; the other two will be hosted by Twickenham. Discussions also remain underway with Major League Baseball (MLB) and the National Basketball Association (NBA). Government will build on these existing relationships to explore the aspiration of a new franchise coming to the UK.

6. Supporting a more productive, sustainable and responsible sport sector

Actions that strengthen the sports sector and make it more effective and resilient

Financial sustainability

6.1 The sport sector needs to be financially sustainable in the long term. *Sporting Future* is about making sports organisations less reliant on limited public funding and encouraging them to become more efficient, including by sharing services. It looks at how sports can be better supported through the tax system and helping sports secure more commercial income. It also covers developing social investment in sport and looks to UK Sport and Sport England to make their own efficiencies and SGSA and UKAD to increase their commercial income. A Sports Business Council will help further expand sport's significant contribution to the economy.

Diversification of funding

6.2 Sport England and UK Sport are together setting targets for reducing the percentage of funded organisations' income from a single public sector source and increasing their overall level of non-public investment. These targets are being developed for each national governing body as part of considering their funding for 2017-21, will be written into their respective funding agreements.

Efficiencies and shared services

6.3 Sport England and UK Sport are working with the SRA, in consultation with national governing bodies, to explore and develop options for back office efficiencies and shared services. Plans will be developed and agreed with individual national governing bodies with individual national governing body targets, where relevant, starting in April 2017. These plans will include a number of national governing bodies moving to shared back office functions.

Tax incentives

6.4 Following a consultation in summer 2016, the government announced at Autumn

Statement 2016 that in Finance Bill 2017, it will expand the circumstances in which companies can get Corporation Tax deductions for contributions to grassroots sports from 1 April 2017.

6.5 A cost benefit analysis of further tax proposals, suggested during the consultation for the sport strategy, will be undertaken early in 2017. This analysis will explore whether there are further viable options for supporting sports through the tax system.

Commercial funding

6.6 Sport England is revising its commercial framework to help organisations reduce the levels of public funding they are reliant on through finding alternative sources of private investment. Sport England aims to have the new framework ready by May 2017. Support through the revised framework will help individual national governing bodies to develop strategies for commercial growth. Working with the SRA, some national governing bodies and other sports organisations we are exploring the scope for some voluntary guidance for sports on sponsorship by companies marketing high fat, sugar and salt food and drink which could potentially form part of Sport England's sponsorship toolkit for national governing bodies.

Reinvestment in grassroots sport

6.7 Ministers will continue to engage with major rights-holders to encourage their ratification of the reinvestment principle of the SRA's Voluntary Code of Conduct on the Broadcasting of Major Sporting Events which means ensuring a minimum of thirty per cent of their net UK broadcasting revenue is put back into grassroots development within their sport.

6.8 The Premier League has committed to investing at least £100 million annually for three years (2016-2019) to support the grassroots of the sport, double what it previously spent. Funding will primarily go towards programmes for young people to encourage sports participation, health and wellbeing, education, employability, and promoting diversity, social inclusion and access for disabled people. Further details of all the programmes the Premier League funds can be found via their website.¹³

Alternative sources of income

6.9 Sport England is working to develop sports organisations' awareness of and capacity to take up existing social investment opportunities and other potential alternative sources of funding and published guidance on this in December 2016¹⁴. Sport England has also begun work with the government, the SRA and others on the feasibility and timing for the establishment of a Social Impact Fund for investment into sport and the potential use of Social Impact Bonds and other outcome-based commissioning models. Sport England's new Community Asset Fund (see paragraph 6.17) will also help to encourage the sector to develop projects that can use social investment.

Efficiency savings for Sports Councils

6.10 UK Sport and Sport England have continued their joint work on implementing the efficiency recommendations from the 2015 Triennial Review of both bodies. They

¹³ <https://www.premierleague.com/communities/programmes>

¹⁴ <https://www.sportengland.org/funding/other-funding-available/>

have embedded these recommendations in their operations and planning for the 2017 to 2021 funding cycle. UK Sport and Sport England retain the on-going aim sharing services where appropriate. DCMS will continue to monitor this. In terms of overall efficiency and accepting the need for downward pressure on costs, the Lottery distributors are in discussions with DCMS on a more demanding target for reducing the percentage of income they spend on administration.

UK Anti-Doping and the Sports Grounds Safety Authority

6.11 Government is working on a package of measures to help the SGSA increase its income. These include enabling the SGSA to charge a commercial rate for its expertise. Work on seeking additional commercial revenue for UKAD aims to ensure that their commercial potential has been maximised by 2020. UKAD has used its international reputation to secure additional revenue through ongoing work in Russia, assisting the World Anti-Doping Agency to bring the Russian National Anti-Doping Organisation back to a level of compliance. The feasibility of potential commercial or trading arms for UKAD is also being explored.

The economic impact of sport

6.12 A Sports Business Council, with membership comprising representatives from across the sport sector, is being established. The Council will assist the sport and physical activity sector by supporting growth, improving access to finance and developing skills. Its work will be joined up with the government's industrial strategy. Its terms of reference and co-chair alongside the Minister for Sport will be announced shortly.

Infrastructure

6.13 *Sporting Future* emphasises the vital role infrastructure plays in people's participation in sport. It covers prioritising investment in sports facilities alongside other types of services which people use, and which can cater for as wide a variety of sports as possible. It covers the importance of meeting customers' needs, investment in artificial football pitches, the value of outdoor spaces, the importance of making school facilities opened up for wider community use and support in letting contracts for sports facilities. Government continues to protect school playing fields through the National Planning Policy Framework and through statutory controls on their sales by any school or local authority.

Colocation of sport with other services and multi-sport facilities

6.14 Sport England's strategic facilities investment prospectus, published in January 2017, makes clear that the £45 million strategic facilities fund for 2017 to 2021 for large-scale investment projects will prioritise facilities that are integrated and where appropriate co-located with other community services and cater for multiple sports providing year round use. These factors will form part of the criteria against which projects seeking funding will be assessed.

Focusing facilities on the customer

6.15 Sport England is working with the industry to develop a single customer-facing quality standard for sports facilities in 2017. This is being done by working to

¹⁵ <http://questnbs.org/quest>

incorporate customers' experiences of how facilities are run into QUEST¹⁵, the current quality standard.

Artificial pitches

6.16 Over the next five years government will invest £40 million in the new Parklife Programme, a joint venture with the FA, Premier League and local authorities. This will build 150 state-of-the art facilities across 30 of the biggest cities in England, all of which will get new, high quality artificial pitches. The first two Parklife hub sites in Sheffield (St George's Park Graves) and (St George's Park Thorncliffe) opened in the autumn with two further Sheffield sites expected to be ready next year. Liverpool and London are set to be the next cities to embrace Parklife. A nationwide call for all other cities to join the programme was announced on 26 October and closed on 27 January 2017.

Outdoor infrastructure

6.17 The guide to apply for funding from Sport England's new £7.5 million Community Asset fund which launched in January 2017 makes clear that outdoor spaces and facilities are eligible for grants as well as built infrastructure.

Making use of school facilities

6.18 DfE have amended the Governance (previously Governors') Handbook¹⁶ to ensure that schools are made aware of Sport England's 'Use our School' guidance. Sport England has completed a review of this guidance's impact on schools and will publish recommendations shortly.

Public procurement

6.19 In May 2016 Sport England issued an updated more user-friendly version of its Procurement and Leisure Contract Toolkit¹⁷ which will help local authorities to deliver *Sporting Future's* health and social outcomes through their leisure contracts.

The integrity of sport

6.20 *Sporting Future* sets out a range of measures to protect the integrity of sport. On anti-doping, this includes protecting the funding of UKAD in real terms, updating the National Anti-Doping Policy, and taking a coordinated approach in relation to education on the risks of doping. *Sporting Future* also addresses preventing the manipulation of sports competitions and fighting corruption in sport internationally.

6.21 Spending review and autumn statement 2015 saw UKAD's funding protected until 2020.

6.22 The anti-doping landscape has shifted considerably over the past 12 months and the future will likely bring new challenges. The government is conducting a review into the criminalisation of doping in sport which it expects to be complete by Spring 2017. Following this review, government intends to launch a tailored review of UKAD to assess how UKAD is placed to respond to these future anti-doping challenges. It will

¹⁵ <http://questnbs.org/quest>

¹⁶ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/582868/Governance_Handbook_-_January_2017.pdf

¹⁷ <http://www.sportengland.org/facilities-planning/tools-guidance/procurement-toolkit/>

also take into account the recommendations of the independent report by Andy Ward, former Deputy Chief Constable of Merseyside, following allegations made in media reports about UKAD's handling of information in relation to a specific case. When the tailored review is complete government will look at updating the National Anti-Doping Policy and widening UKAD's anti-doping education role. We expect this work to be concluded in the second half of 2017.

Manipulation of sports competitions

6.23 The government remains committed to signing the Council of Europe Convention on the Manipulation of Sports Competitions and will do so in the first half of 2017.

Fighting corruption

6.24 Sport was a central feature of the international Anti-Corruption Summit which the UK hosted in May 2016. The UK is currently working with the International Olympic Committee (IOC) and a range of other stakeholders to launch a new 'International Sports Integrity Partnership'. Further details about the ISIP, will be made available at the International Olympic Committee's International Forum on Sports Integrity taking place in Lausanne, Switzerland, on 15 February 2017.

Governance

6.25 The government seeks to further consolidate the UK's position as a world leader in sports governance through publishing a new sports governance code with which sports bodies must comply to obtain public funding and we are encouraging this code to be adopted internationally.

UK sports governance code

6.26 Sport England and UK Sport have drawn up a new Code for Sports Governance¹⁸ in the UK which was published on 31 October 2016. This Code builds on the 'Charter for Sports Governance in the UK' and sets out how organisations seeking the largest, in some cases multi million pound investments, will be required to demonstrate the highest standards of good governance, including at least 30% gender diversity on their boards, publishing decision-making and senior management salary information and constitutional arrangements that give their boards primacy in decision-making.

6.27 Sports bodies must demonstrate either that they already comply with, or that they are taking the necessary steps to comply with, the Code's requirements to receive any public funding from April 2017. Sport England and UK Sport will monitor the compliance of individual sports bodies with the Code and assist and provide advice when necessary.

6.28 There is much international interest in the UK's work on sports governance with the new Code, and the Charter before it, already being cited as models of best practice by other countries. UK sports administrators involved in international sport governance have been briefed on the Code and encouraged to review whether any elements could be adapted for the respective international sports organisations they are involved with.

¹⁸ https://www.sportengland.org/media/11193/a_code_for_sports_governance.pdf

Leadership and administration

6.29 *Sporting Future* contains actions to enhance the capacity of the people who lead and run sport to deliver its five outcomes, improving professionalism, skills and diversity. There will be a new Sport England workforce strategy and surveys to better understand the workforce and development of future leaders from within sport. Also covered are increasing diversity at the top and at all levels, collecting data about lesbian, gay, bisexual and transgender (LGB&T) senior leaders and reviewing how barriers to diversity in high performance coaching can be overcome. *Sporting Future* also introduces an expectation that sports organisations will hire apprentices.

A new workforce strategy

6.30 Sport England will publish its professional workforce strategy for the sports sector later in 2017. CIMSPA will play a key role, including overseeing the development of clear and consistent standards to ensure a high quality workforce with the skills that employers need (see paragraph 4.31).

Understanding the workforce

6.31 Sport England and UK Sport are developing a new single staff survey in 2017 for the sport sector covering paid staff and volunteers drawing on a pilot survey of paid staff and other surveys by Women in Sport and CIMSPA. From 1 April 2017, the Code for Sports Governance requires larger organisations that Sport England and UK Sport fund to survey their staff and volunteers at least once a year and act on the results.

Developing future leaders

6.32 Sport England is developing its future leadership programme, drawing on evidence from reviews of its own and other existing programmes. The new programme will be launched in 2017.

Diversity in leadership

6.33 UK Sport and Sport England have been working with expert organisations to explore what more can be done to tackle the lack of diversity in senior positions and improve the recruitment and advertisement of roles. Data on under-represented groups working in the sector will be available early next year and will be used to identify barriers and actions to overcome them. UK Sport have recently launched a recruitment toolkit to help sports find the right personnel that will manage their World Class Programmes.

6.34 Work on diversity will be underpinned by the new governance code which requires each funded organisation to adopt a target of a minimum of 30% of each gender on its board, demonstrate a strong commitment to achieving greater diversity on its board, identify actions to support diversity targets and publish information on fostering diversity including annual updates on progress.

6.35 The new code draws organisations' attention to the *Sporting Future* requirement on using tools such as Women in Sport's *Checklist for Change* to improve diversity in leadership at all levels. UK Sport and Sport England will start collecting data about LGB&T people's representation on boards from 2017 through the single sport survey (see paragraph 6.31).

Diversity in elite coaching

6.36 UK Sport have been exploring what more can be done to help women progress into high performance coaching roles through research and at the last two World Class Performance Conferences. Action as a result includes two Sports Coach UK coach development programmes and events, networking opportunities and advice and guidance to women in the UK's high performance system in partnership with Women in Sport.

Apprenticeships

6.37 Government is reforming the apprenticeship system. From spring 2017 a new system will apply in which larger employers will pay a levy and apprenticeship standards will be set by employers. Sport England, CIMSPA and government are working closely with employers and a range of partners, including organisations developing apprenticeship standards, to make sure that the new system works for employers and potential apprentices in the sport and physical activity sector. This work is driven by the needs of employers, who are strongly committed to making the system work for the sector. Sport England will, through its funding criteria and agreements from 2017/18 onwards, incentivise publicly funded organisations to engage apprentices.

Safety and Wellbeing

6.38 *Sporting Future* recognises that feeling unsafe or at risk of facing discrimination put people off taking part in sport. To build on progress already made Sport England has committed to improving the support it gives to LGB&T people while an independent review of Duty of Care for sports participants is being carried out by Baroness Grey-Thompson.

LGB&T people in sport

6.39 Sport England will work with expert partners on LGB&T on insight, communications and capacity building. This will be informed by the findings of the report commissioned from Pride Sport on LGB&T people in grassroots sport. It is expected to include addressing homo/bi/transphobia, workforce diversity, education and training and participation in sport and physical activity. Sport England is also involved in government's wider work to address homophobia in sport.

Duty of care

6.40 Baroness Grey-Thompson has led an independent review into the Duty of Care sport has towards its participants. The review looked at a broad range of areas relating to safety and wellbeing in sport and is due to publish its final report shortly. The government will consider the review's recommendations and will respond in due course.

7. Measuring the impact

7.1 *Sporting Future* ushers in a revolution in how the impact of sport and physical activity is measured. This is against the strategy's five outcomes of physical well-being, mental well-being, individual development, social and community development and economic development. The strategy also established 23 (now 25) key performance indicators (KPIs) to track progress against each of three broad outputs that drive delivery of the outcomes – engagement in sport and physical activity, sporting success, and a strong and resilient sport sector.

7.2 For many of the outcomes and KPIs *Sporting Future* committed to put in place new ways of collecting data or to begin collecting data for the first time. For a few, sources of reliable data already existed or were relatively easy to put in place. More broadly, *Sporting Future* pointed to further work to improve the evidence base about the effect of sport and physical activity.

Measuring sport's contribution to the outcomes

7.3 Arrangements are now in place to measure progress against all five of *Sporting Future's* high level outcomes. The table starting on page 33 shows how each of the outcomes is being measured and when data will first become available. Four of the five outcomes are being measured through the new Active Lives survey and three of these are being assessed using questions that have not been asked before about engagement with sport. For the individual development outcome, further testing is underway of how best to ask people about their perceived self-efficacy and if necessary the Active Lives survey will be amended in April 2017. Comparative information about the five outcomes will be available in the 2018 and subsequent annual reports.

7.4 At this stage the results do not include data about children aged 5 to 15. This information will be added from January 2019 when the first full set of results from the extension of the Active Lives survey to children become available (see paragraph 4.21).

7.5 Work to develop the evidence base for the impact of sport across the outcomes for which there is currently little evidence and sport's contribution to the outcome is not yet well understood has been taken forward over the year. Sport England has undertaken a comprehensive review of evidence about the relationships between sport and physical activity and the strategy's five outcomes. Sport England will publish a summary of the review shortly.

Measuring the outputs

7.6 Arrangements are also now in place to measure most of *Sporting Future's* KPIs. The table starting on page 33 shows how these KPIs are being measured, reports data already available and shows when data for others will come on stream. There have been some small changes to the numbering and definition of some of the original KPIs which are explained in the notes to the table. As with the outcome measures, comparative results will be available from the 2018 annual report onwards and the relevant KPIs will also cover children from January 2019.

7.7 Some of the KPIs are to be measured or information about them reported or brought together for the first time thanks to their inclusion in *Sporting Future*. We are working towards a sensible way to measure trends in physical literacy standards amongst children (now KPI 5) through the Active Lives (Children) survey currently in development, consulting the sport sector and academic experts. We have adopted the International Physical Literacy Association (IPLA) wider definition of physical literacy¹⁹ and will measure as many aspects of the concept as we practically can through Active Lives (Children).

7.8 We will report annually on UK successes in World and European Championships (now KPI 14). We have selected a range of national leagues to report on trends in attendance levels at national-level domestic sport (now KPI 15).

7.9 Sport England will initially be providing data on whether facilities (split between education and local authorities) are open to the public rather than on the extent to which they are being used for what is now KPI 20. This is because comprehensive and reliable data is not available and there is no one way of defining “under-utilised” (for example different numbers of people can use the same sports hall depending on the sport played). Sport England will continue to look into how under-utilised capacity can be reported in the future.

7.10 For the first time UK Sport and Sport England will be publishing information about how much investment from outside the public sector the bodies they fund are securing and information about their compliance with the new UK Sport Governance code.

7.11 Baroness Grey-Thompson's review of the Duty of Care sport has towards its participants is considering how trends in this area might best be tracked in the future (now KPI 25). This may involve using existing surveys of sports participants, such as Active Lives and the UK Sport Athlete Survey.

¹⁹ “Physical literacy can be described as the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.” (Whitehead, 2016)

Outcomes and KPIs

OUTCOME ONE	OUTCOME TWO	OUTCOME THREE	OUTCOME FOUR	OUTCOME FIVE
Physical Wellbeing	Mental Wellbeing	Individual Development	Social/Community Development	Economic Development
Measured by a) % meeting CMO physical activity guidelines & b) % doing less than 30 mins physical activity each week	Measured by % of population reporting positive subjective wellbeing	Measured by % of population reporting positive perceived self-efficacy	Measured by % of population reporting positive levels of social trust	Measured by Economic value of sport to the UK economy
Measured through Sport England's Active Lives Survey	Measured through Sport England's Active Lives Survey	Measured through Sport England's Active Lives Survey	Measured through Sport England's Active Lives Survey	Measured through DCMS Sport Satellite Account
Latest Data a) 60.7% (adults ²⁰ only) b) 25.6% (adults only)	Latest Data First data will be reported in the 2018 annual report (adults only)	Latest Data First data will be reported in the 2018 annual report (adults only)	Latest Data First data will be reported in the 2018 annual report (adults only)	Latest Data Sport-related GVA, £35 billion (2.1% of UK GVA) in 2015
Previous Data a) N/A b) N/A	Previous Data N/A	Previous Data N/A	Previous Data N/A	Previous Data Sport-related GVA, £34.3 billion (2.1% of UK GVA) in 2014
Trend a) N/A b) N/A	Trend N/A	Trend N/A	Trend N/A	Trend ²¹ 

²⁰ See notes to this table.

²¹ These estimates are based on a revised methodology and are therefore not directly comparable with figures published in previous Sport Satellite Accounts. Please see January 2017 statistical release.

KPI 1a	Percentage of the adult population undertaking at least 150 minutes of moderate physical activity a week	Measured through Active Lives	Latest Data 60.7%	Previous Data N/A	Trend N/A
KPI 1b	Percentage of children (5-15 ²²) [undertaking at least 60 minutes of physical activity a day]	Measured through Active Lives (Children)	Latest Data First data will be reported in the 2019 annual report	Previous Data N/A	Trend N/A
KPI 2a	Percentage of adults physically inactive	Measured through Active Lives	Latest Data 25.6%	Previous Data N/A	Trend N/A
KPI 2b	Percentage of children (5-15) physically inactive	Measured through Active Lives (Children)	Latest Data First data will be reported in the 2019 annual report	Previous Data N/A	Trend N/A
KPI 3a	Percentage of the adult population taking part in sport and physical activity at least twice in the last month	Measured through Active Lives	Latest Data 77.2%	Previous Data N/A	Trend N/A
KPI 3b	Percentage of children (5-15) taking part in sport and physical activity at least twice in the last month	Measured through Active Lives (Children)	Latest Data First data will be reported in the 2019 annual report	Previous Data N/A	Trend N/A

²² The lower end of the age range will be confirmed as part of the detailed development of Active Lives (Children).

<p>KPI 4</p>	<p>Percentage of adults utilising outdoor space for exercise/health reasons</p>	<p>Measured through Monitor of Engagement with the Natural Environment (MENE)</p>	<p>Latest Data 17.9% (Mar 2015-Feb 2016)</p>	<p>Previous Data 17.9% (Mar 2014-Feb 2015)</p>	<p>Trend ↔</p>
<p>KPI 5</p>	<p>Percentage of children (5-15) achieving physical literacy standards</p>	<p>Measured through Active Lives (Children)</p>	<p>Latest Data First data due in the 2019 annual report</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>
<p>KPI 6</p>	<p>Percentage of children achieving swimming proficiency</p>	<p>Measured through Active Lives (Children)</p>	<p>Latest Data First data will be reported in the 2019 annual report</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>
<p>KPI 7</p>	<p>Percentage of children achieving Bikeability Levels 1-3</p>	<p>Measured through DfT monitoring data</p>	<p>Latest Data 300,509 training places delivered in 15/16</p>	<p>Previous Data 350,561 training places delivered in 14/15²³</p>	<p>Trend ↓</p>
<p>KPI 8</p>	<p>Percentage of children (5-15) with a positive attitude towards sport and being active</p>	<p>Measured through Active Lives (Children)</p>	<p>Latest Data First data will be reported in the 2019 annual report</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>

²³ Bikeability delivery figures for 2014/15 are inflated by reinvestment of programme underspend. 279,358 children received training in 2013/14.

KPI 9a	Number of adults volunteering in sport at least twice in the last year	Measured through Active Lives	Latest Data First data will be reported in the 2018 annual report	Previous Data N/A	Trend N/A
KPI 9b	Number of children (5-15) volunteering in sport at least twice in the last year	Measured through Active Lives (Children)	Latest Data First data will be reported in the 2019 annual report	Previous Data N/A	Trend N/A
KPI 10a	Demographics of adult volunteers in sport to become more representative of society as a whole	Measured through Active Lives	Latest Data First data will be reported in the 2018 annual report	Previous Data N/A	Trend N/A
KPI 10b	Demographics of child (5-15) volunteers in sport to become more representative of society as a whole	Measured through Active Lives (Children)	Latest Data First data will be reported in the 2019 annual report	Previous Data N/A	Trend N/A
KPI 11a	Number of adults who have attended a live sporting event more than once in the past year	Measured through Active Lives	Latest Data 10.4 million	Previous Data N/A	Trend N/A
KPI 11b	Number of children (5-15) who have attended a live sporting event more than once in the past year	Measured through Active Lives (Children)	Latest Data First data will be reported in the 2019 annual report	Previous Data N/A	Trend N/A

<p>KPI 12</p>	<p>Number of Olympic and Paralympic medals won at Summer and Winter Games</p>	<p>Measured through Results of Olympic & Paralympic Games</p>	<p>Latest Data Summer Olympic (2016): 67 Winter Olympic (2014): 4 Summer Para (2016): 147 Winter Para (2014): 6</p>	<p>Previous Data Summer Olympic (2012): 65 Winter Olympic (2010): 1 Summer Para (2012): 120 Winter Para (2010): 0</p>	<p>Trend Summer Olympic: ↑ Winter Olympic: ↑ Summer Para: ↑ Winter Para: ↑</p>
<p>KPI 13</p>	<p>Position in Olympic and Paralympic Summer and Winter medal tables</p>	<p>Measured through Results of Olympic & Paralympic Games</p>	<p>Latest Data Summer Olympic (2016): 2nd Winter Olympic (2014): 19th Summer Para (2016): 2nd Winter Para (2014): 10th</p>	<p>Previous Data Summer Olympic (2012): 3rd Winter Olympic (2010): 19th Summer Para (2012): 3rd Winter Para (2010): N/A</p>	<p>Trend Summer Olympic: ↑ Winter Olympic: ↔ Summer Para: ↑ Winter Para: N/A</p>
<p>KPI 14</p>	<p>UK/Home Nation performance in pinnacle World, European or Commonwealth competitions</p>	<p>Measured through Results of World/ European Commonwealth competitions contested</p>	<p>Latest Data In 2016 sports funded by UK Sport and Sport England won 56 World Championship and 270 European Championship medals. We also won 21 World and European Championship medals in sports not funded by UK Sport and Sport England</p>	<p>Previous Data N/A</p>	
<p>KPI 15</p>	<p>Average attendance levels at national-level domestic sport</p>	<p>Measured through Sampling attendance data of national-level leagues</p>	<p>Latest Data 35.8 million attendances at national level domestic sport in seasons concluding in 2016</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>
<p>KPI 16</p>	<p>Attendance at events supported through government and UK Sport major events programmes</p>	<p>Measured through UK Sport major events data</p>	<p>Latest Data 294,927 spectators attended major sporting events supported by UK Sport in 15-16</p>	<p>Previous Data 4,891,225 spectators attended major sporting events supported by UK Sport in 2014/15</p>	<p>Trend ↓²⁴</p>

²⁴ The high volume of spectators in 2014/15 reflects the staging of the Tour de France Grand Depart, which drew an estimated 4.8m spectators.

<p>KPI 17</p>	<p>Economic impact of events supported through government and UK Sport major events programmes</p>	<p>Measured through UK Sport major events data</p>	<p>Latest Data £21,275,509 direct economic impact to host communities through major events supported by UK Sport in 2015-16</p>	<p>Previous Data £134,019,690 direct economic impact to host communities through major events supported by UK Sport in 2014-15</p>	<p>Trend ↓²⁵</p>
<p>KPI 18</p>	<p>Employment in the sport sector</p>	<p>Measured through Sports Satellite Account</p>	<p>Latest Data Sport-related employment, 1,166,000 (3.6% of UK employment) in 2015</p>	<p>Previous Data Sport-related employment, 1,119,000 (3.6% of UK employment) in 2014</p>	<p>Trend ↑</p>
<p>KPI 19</p>	<p>Position of the UK in the Nation Brands Index, both a) overall and b) in answer to the specific question about the UK excelling at sport</p>	<p>Measured through Anholt GfK Nations Brand Index</p>	<p>Latest Data 2016 Overall: 3 2016 Sport: 5</p>	<p>Previous Data 2015 Overall: 3 2015 Sport: 4</p>	<p>Trend Overall: ↔ Sport: ↓</p>
<p>KPI 20</p>	<p>Percentage of facilities which are not open to the public</p>	<p>Measured through Sport England data</p>	<p>Latest Data All education including independent 40% in 2016 Community Use 3% in 2016</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>
<p>KPI 21</p>	<p>Amount of non-public investment into sport bodies which are in receipt of public investment</p>	<p>Measured through UK Sport and Sport England annual data</p>	<p>Latest Data Data for 2016-17 will be available in the 2018 annual report</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>

²⁵ The high economic impact in 2014/15 reflects the staging of the Tour de France Grand Depart, which accounts for £128m.

<p>KPI 22</p>	<p>Number of publicly funded bodies that meet the new UK Sports Governance Code</p>	<p>Measured through UK Sport and Sport England annual reporting</p>	<p>Latest Data First data will be reported in the 2018 annual report</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>
<p>KPI 23</p>	<p>Number of sports that meet the Sport and Recreation Alliance's Voluntary Code to reinvest 30% of their net UK television broadcasting revenues in grassroots sport</p>	<p>Measured through SRA report²⁶</p>	<p>Latest Data 6 signatories to full code (September 2016)</p>	<p>Previous Data 6 signatories to full code (September 2015)</p>	<p>Trend ↔</p>
<p>KPI 24</p>	<p>Headline results of the new Sport Workforce People Survey (Sport England benchmarking)</p>	<p>Measured through Sport England's new sport workforce survey</p>	<p>Latest Data First year's results will be reported in the 2018 annual report</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>
<p>KPI 25</p>	<p>Relevant indicator to be developed as part of Duty of Care review</p>	<p>Measured through To be decided</p>	<p>Latest Data N/A</p>	<p>Previous Data N/A</p>	<p>Trend N/A</p>

²⁶ <http://www.sportandrecreation.org.uk/news/industry/sports-bodies-confirm-commitment-to-free-to-a>.

Notes

1. Data on 16, 17 and 18 year olds is reported as part of that for adults. This is because Active Lives (Children) covers the age range 5 to 15.
2. Data has not been collected for long enough to report in this annual report on outcomes two, three and four and KPIs 7a and 8a
3. Outcome two data will be reported for four separate elements: the ONS measures of 1) life satisfaction 2) feeling that what one does in life is worthwhile, 3) happiness yesterday and 4) anxiety yesterday.
4. In the light of the implementation process there have been some small changes to the numbering of and definitions of KPIs as set out in *Sporting Future*. These changes are explained below.
5. KPI 1 is new and corresponds to element (a) of outcome one – the % meeting the CMO physical activity guidelines. For adults, this means the % of people who meet the CMO physical activity guidelines of 150 minutes or more moderate intensity activity a week. For children this means the % of children who meet the CMO physical activity guidelines of moderate to vigorous intensity activity for at least 60 minutes a day. The adult measure will apply to children aged 16, 17 and 18 because they are captured in the adult Active Lives survey.
6. Some of the original KPIs have been renumbered as a result of adding new KPI 1. Original KPI 1 has become KPI 3. Original KPI 3 is now KPI 4 etc.
7. KPI 4 – This is a population-based measure; figures represent the proportion of *adults* in England who have taken at least one visit to the natural environment over the previous week for health and exercise, rather than the proportion of *visits*. This population-based measure represents all adults regardless of whether they have taken a visit in the prior week, whereas a visit-based measure represents only those who have visited at least once.
8. KPI 5 data will be reported for four separate elements to reflect the four components of the IPLA's definition of physical literacy: 1) motivation 2) confidence 3) physical competence and 4) knowledge and understanding.
9. The single KPI which covered children's swimming and cycling proficiency has been split into two separate KPIs which has changed the numbering of subsequent KPIs.
10. There were c.35846240 attendances across football (Premier League, Championship, National League 1 and 2, Women's Super League 1 and 2) rugby union (Premiership, Championship, Women's Premiership), rugby league (Super League, Championship and League 1), and cricket (County, One-Day, T20 and Women's Superleague) using data available from rights holders publications and governing bodies. This is not an exhaustive record of attendances across all spectator sports, but represents an indicator of the sector.
11. KPI 20 has been reframed to measure the percentage of (a) education and (b) community use facilities which are not open to the public.