Doing it Differently

Imagining together as a community - ways to bring about a physical activity culture
Traditionally...
Why do we need to do something different?
25.2% of people (11.3M) did less than 30 minutes a week

12.5% (5.6M) were fairly active but didn’t reach 150 minutes a week

62.3% (28.0M) did 150 minutes or more a week
25.2% of people (11.3M) did less than 30 minutes a week.

12.5% (5.6M) were fairly active but didn’t reach 150 minutes a week.

62.3% (28.0M) did 150 minutes or more a week.
INACTIVE

LESS THAN 30 MINUTES A WEEK

57.7%

FAIRLY ACTIVE

30-149 MINUTES A WEEK

11.7%

ACTIVE

150+ MINUTES A WEEK

30.6%
32.9% of children and young people (2.3m) do less than an average of 30 minutes a day. 23.9% (1.7m) are fairly active but don’t reach an average of 60 minutes a day. 25.7% (1.8m) do an average of 60 minutes or more a day but don’t do 60 minutes every day. 17.5% (1.2m) do 60 minutes or more every day.
32.9% of children and young people (2.3m) do less than an average of 30 minutes a day

23.9% (1.7m) are fairly active but don’t reach an average of 60 minutes a day

25.7% (1.8m) do an average of 60 minutes or more a day but don’t do 60 minutes every day

17.5% (1.2m) do 60 minutes or more every day
Why do we need to do something different?

“Insanity: doing the same thing over and over again and expecting different results.”

Albert Einstein
So, what might we do instead?
So, what might we do instead?

Whole System Approach to physical activity (Sport England)

Policy
- Local laws, rules, regulations, codes

Physical environment
- Built, natural, transport links

Organisations and Institutions
- Schools, health care, businesses, faith organisations, charities, clubs

Social environment
- Individual relationships, families, support groups, social networks

Individual
- Individual attitudes, beliefs, knowledge, needs, behaviours
So, what might we do instead?
So, what might we do instead?

Targeting:
- Inactive people
- Families & children
- People on low incomes

Focused on the outcomes

Changes are long-lasting

Everyone’s a leader

Complement GDM strategy & programmes

Working with trusted organisations

Led by communities and their strengths

Building social capacity

Innovation & risk

Learn by doing & share with others

Avoid duplication

Value for money - high quality outputs & outcomes

Led by communities and their strengths

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Value for money - high quality outputs & outcomes
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Innovation & risk – do things differently

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Value for money - high quality outputs & outcomes
Take a moment to think about your place(s) and the way you work...
Take a moment to think about your place(s) and the way you work...

... which parts of the system do you currently work in, and how?
Take a moment to think about your place(s) and the way you work...
... which parts of the system do you currently work in, and how?
... How might you work differently to help influence the system?
Feedback...
Your place(s)

- What does success look and feel like for you?
- What would your communities respond to?
- What is important to them?
- What assets do you have that could encourage local communities to get involved?
- What ideas do you want to share?
Feedback...
Thank you!