



Department  
for Culture  
Media & Sport



# Sporting Future: A New Strategy for an Active Nation

Nick Pontefract

Head of Sport – Department for Culture, Media and  
Sport

Why did we develop a new strategy?

What do we want to achieve?

Who do we need to target and why?

How do we deliver effectively?



# Why did we develop a new strategy?



# Why did we develop a new strategy?

## Political Context

- New Government in May 2015
- New Sports Minister
- Spending Review

## Policy Context

- 13 years since last sport strategy
- Sport is more than just the legacy of 2012
- Sport is more complex than participation numbers and medals



# What does the strategy say?

A brand **new Framework** which sets out broader **outcomes** that sport should deliver.

A new **measurement system** that reflects the shift to a new outcomes based framework.

A broader definition of **engagement with sport** to include volunteering and spectating.

Challenging the sector to be **more customer focused** and consumer led.

**Sport England to cover age 5+** to boost engagement in community sport for young people.

**Sporting success** - we want to win, domestically and internationally, and not limited to the Olympics.

Importance of **integrity and safety within sport** – through a mandatory new sport governance code and Duty of Care review.

**Cross departmental** working essential for delivery – e.g. with BEIS in delivering Sports Business Council



# What do we want to achieve?



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# What do we want to achieve?

Physical  
Wellbeing

Mental  
Wellbeing

Individual  
Development

Social and  
Community  
Development

Economic  
Development

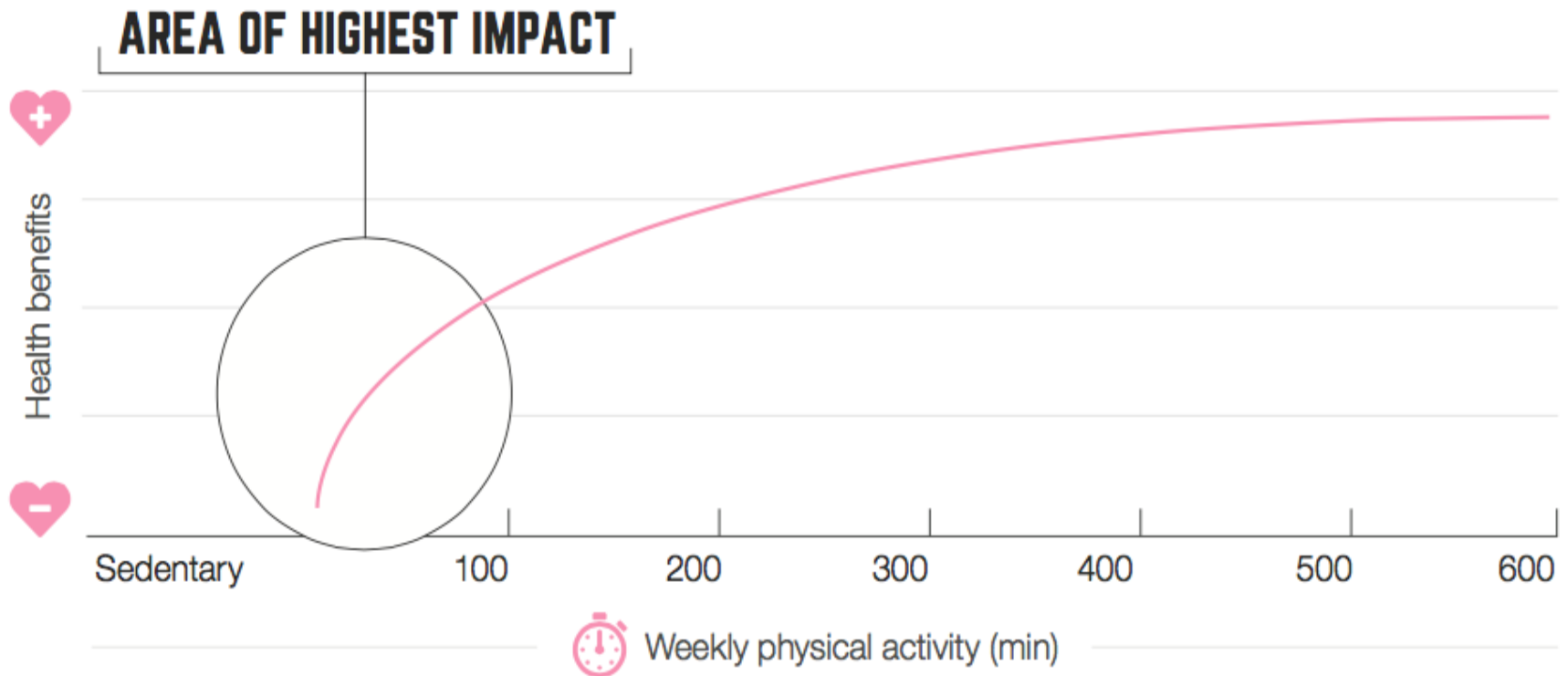


# Who do we need to target and why?

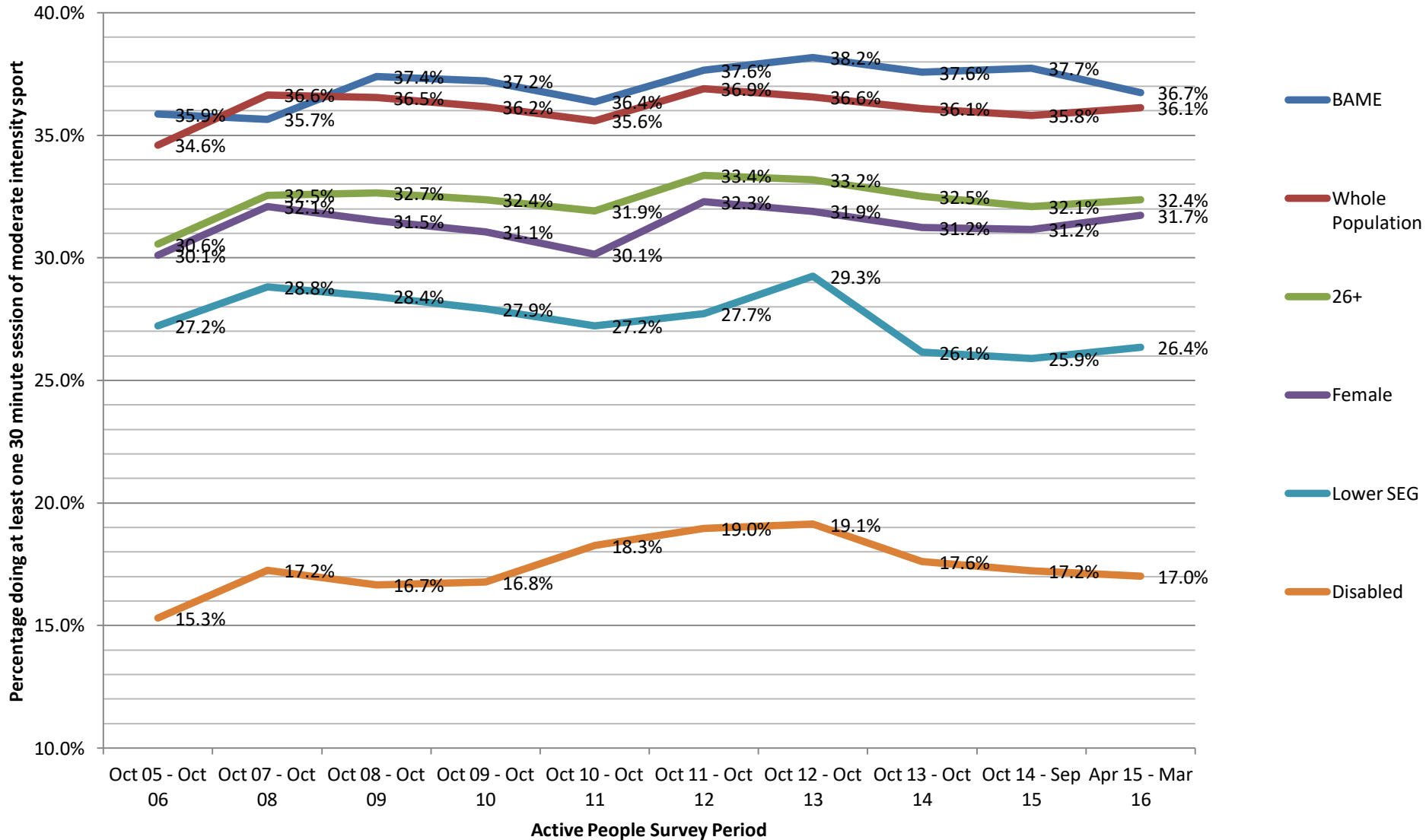




# Why target some groups and not others?



# Who plays sport?



# How do we deliver effectively?



# Putting the customer first

## In the past...

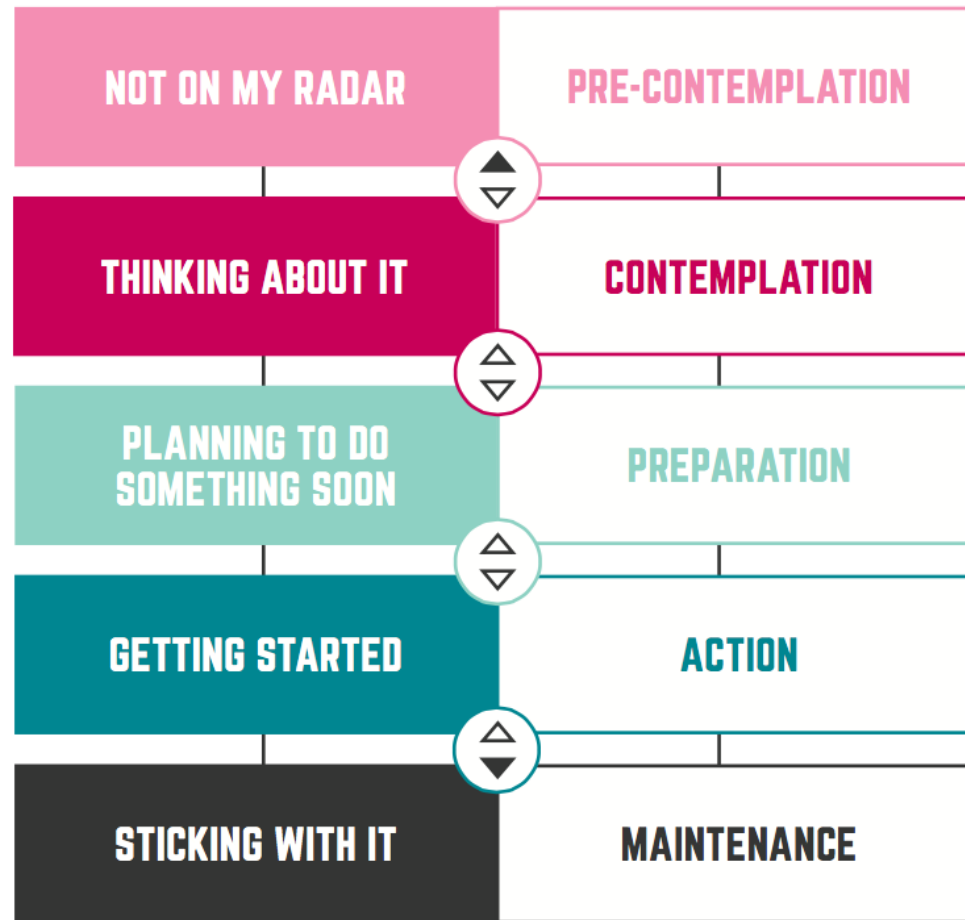
- Focused on external factors alone (cost, physical presence of facilities)
- Treated people like any other passive part of a system

## In the future...

- Focus on internal factors (confidence, emotions, decision making processes)
- Treat people as humans with a complex set of variables affecting their behaviour



# Understanding customer needs and behaviours





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