

FAMILIES FUNDING WORKSHOP

WELCOME & INTRODUCTIONS

Jayne Molyneux

WORKSHOP CONTENT

- Welcome & Introduction
- Sport England vision and strategy
- Who do we want to reach and what do we want the family funding to achieve
- What challenges do we want to address

COFFEE BREAK

- Application process and next steps
- Wrap up and questions

THE AIMS OF TODAY

To **share** with you:

- Our vision and strategy
- The objectives of this fund
- The audience insight that is informing our approach
- The process and criteria we will be using to make decisions

To **learn** from you:

- Your insights and experience in working with families
- Why you're interested
- What you want to learn
- Your ideas

INTRODUCING...

- Take a minute to introduce yourself to the people on your table:
 - Who are you?
 - What organisation are you from?
 - Why you are interested in this?

SPORT ENGLAND VISION AND STRATEGY

Jayne Molyneux

OUR VISION

We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young fit and talented, but most will not be. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.



GOVERNMENT OUTCOMES FOR PHYSICAL ACTIVITY

PHYSICAL WELLBEING

Increase in % pop meeting CMO guidelines

Increase in % of CYP meeting CMO guidelines

MENTAL WELLBEING

Enjoyment and happiness

Reduced anxiety, stress or depression

INDIVIDUAL DEVELOPMENT

Improved confidence and self-esteem

Development of soft/social skills

Increased self-efficacy

SOCIAL & COMMUNITY DEVELOPMENT

Promoting trust

Bringing people from diverse backgrounds together

ECONOMIC DEVELOPMENT

Increased productivity

Improved workforce and employment

KEY THEMES

- Investing for a purpose, not sport for sport's sake
- Behaviour change
- Customer focus
- Under-represented groups
- Children and young people
- Wider partnerships
- Governance and efficiency
- More than a bank
- A new approach to measurement and evaluation

WHERE WE INVEST

- Tackling Inactivity
- Mass Markets
- Sustaining the core market
- Children and young people
- Volunteering
- Facilities
- Working locally

FAMILY FUNDING OBJECTIVES

Support families to be active together

- Positive experiences
- Tackle activity levels throughout the week
- Children aged 5-15, anticipate focus on 5-10

Target families in lower socio-economic groups

- Address inequalities

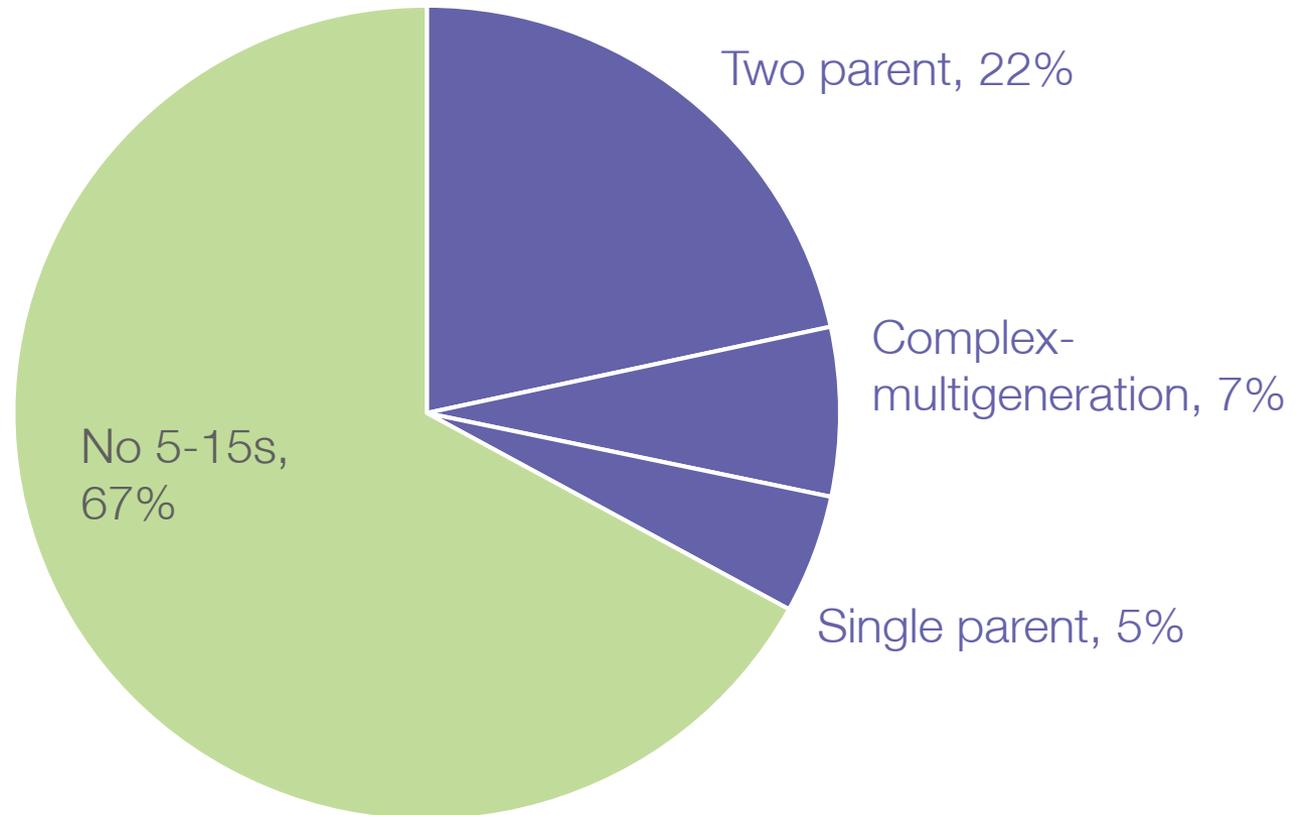
WHO DO WE WANT TO REACH

WHAT DO WE WANT THE FUNDING TO ACHIEVE

Jennifer Bufton

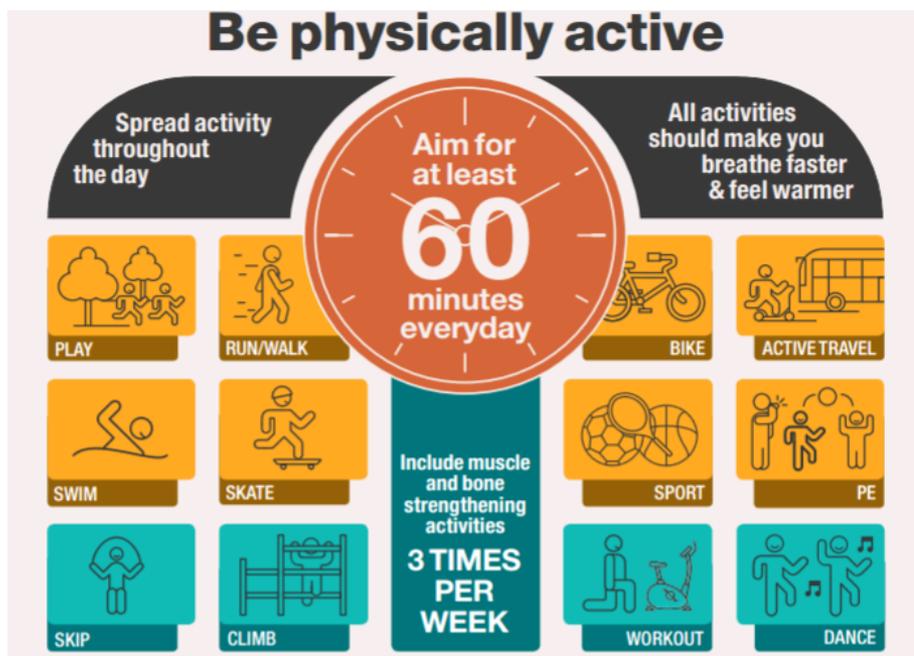
WHAT DO WE MEAN BY FAMILY?

- 1 in 3 people live in a household that's home to a 5-15 year old



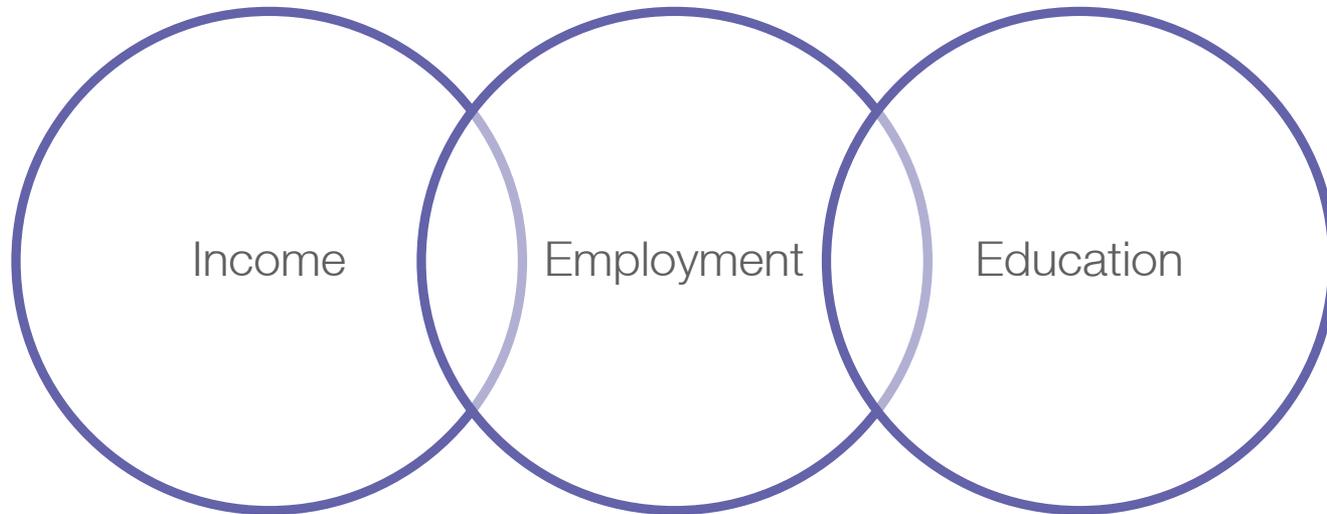
- Customer led
- Parents and children

CHILDREN ARE NOT AS ACTIVE AS THEY SHOULD BE



- Focus on families whose children are less active
- Address inactivity levels throughout the week including weekdays

FAMILIES IN LOWER SOCIO-ECONOMIC GROUPS



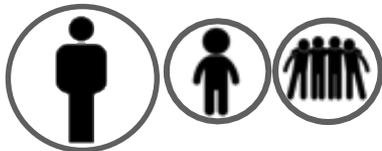
- Learn what works with lower socio-economic families and what doesn't
- Consider other underrepresented groups

CHILDREN ARE THE PRIMARY CUSTOMERS

- Focus on primary, but with flexibility
- Develop a positive attitude
- Involve children in the decision making

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YOUNGER YEARS



Parents decide

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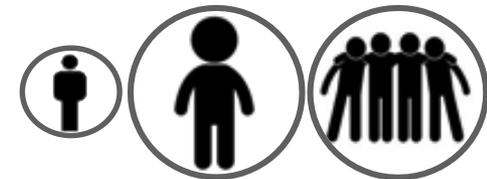
MIDDLE-UPPER PRIMARY



Children choose
Peers and family

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SECONDARY

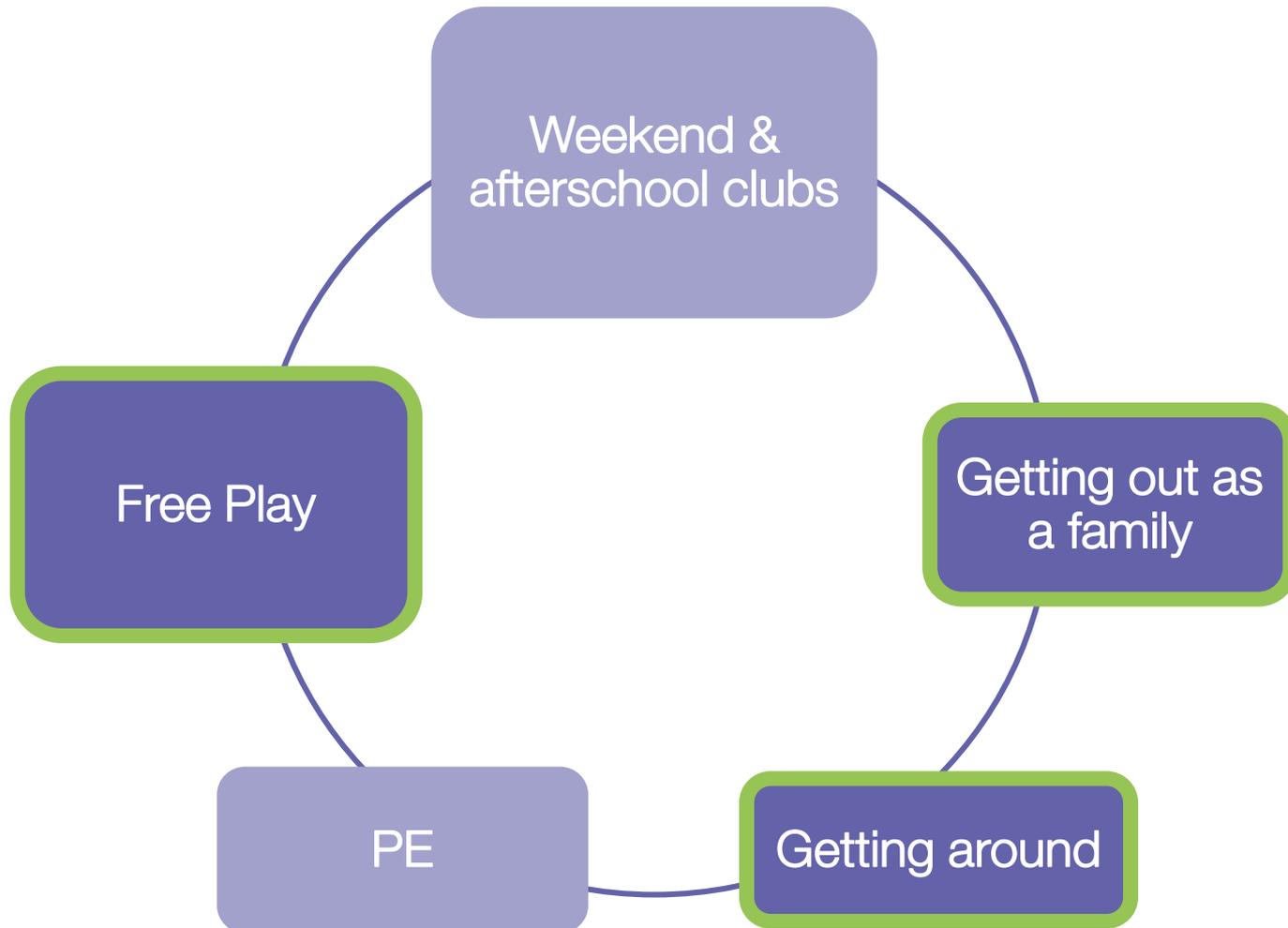


Children in control
Peer influence
Parents facilitate

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HOW FAMILIES VIEW PHYSICAL ACTIVITY OPPORTUNITIES

- Weekend & After School Clubs are most salient, dominating families' routines & “mental bandwidth”



FAMILIES TAKING PART TOGETHER

- Current gap in provision
- Biggest opportunity where our funding is needed to intervene:
 - Parents and siblings influence children's level of activity
 - Provision will also increase adult activity levels

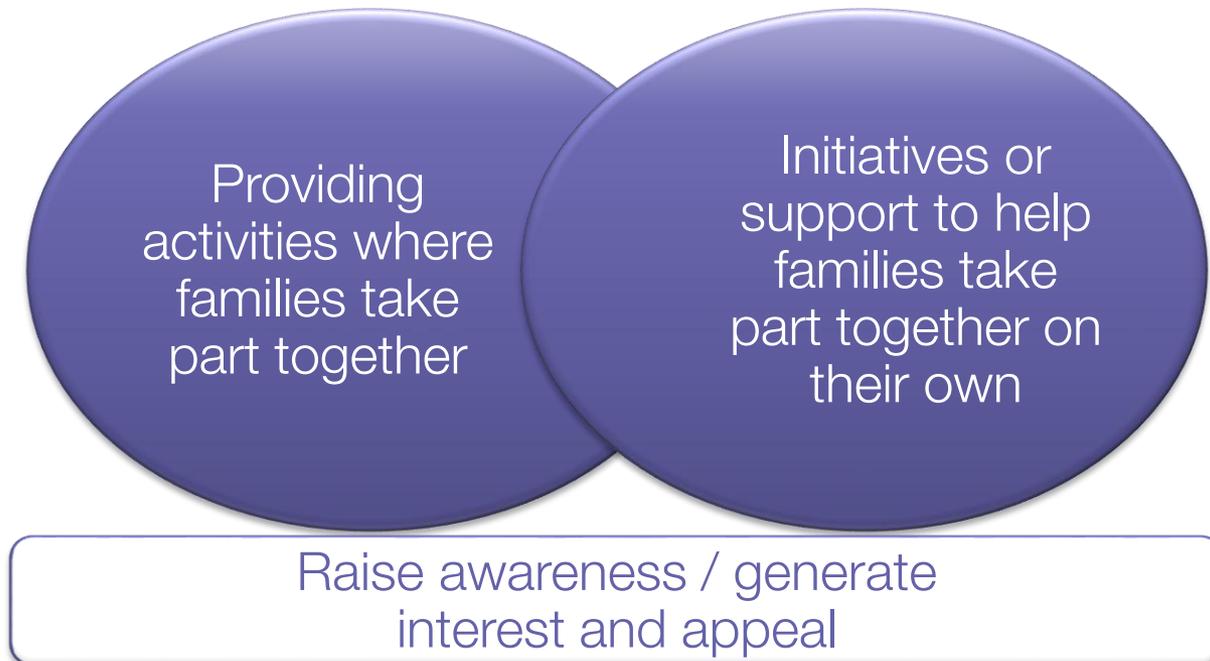


TABLE DISCUSSION

- Take this opportunity to reflect on what you've heard so far
 - What are your views on what you have heard?
 - Have you worked with this audience before?

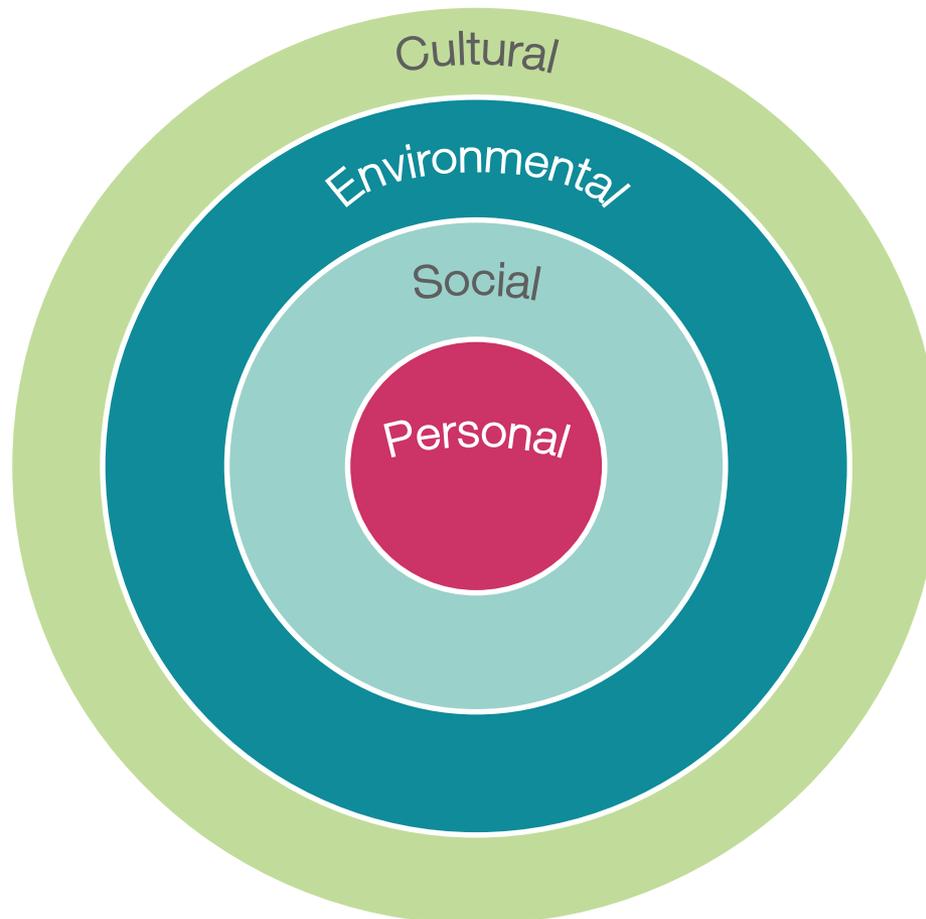


CHALLENGES WE WANT TO ADDRESS

Carol Fraser

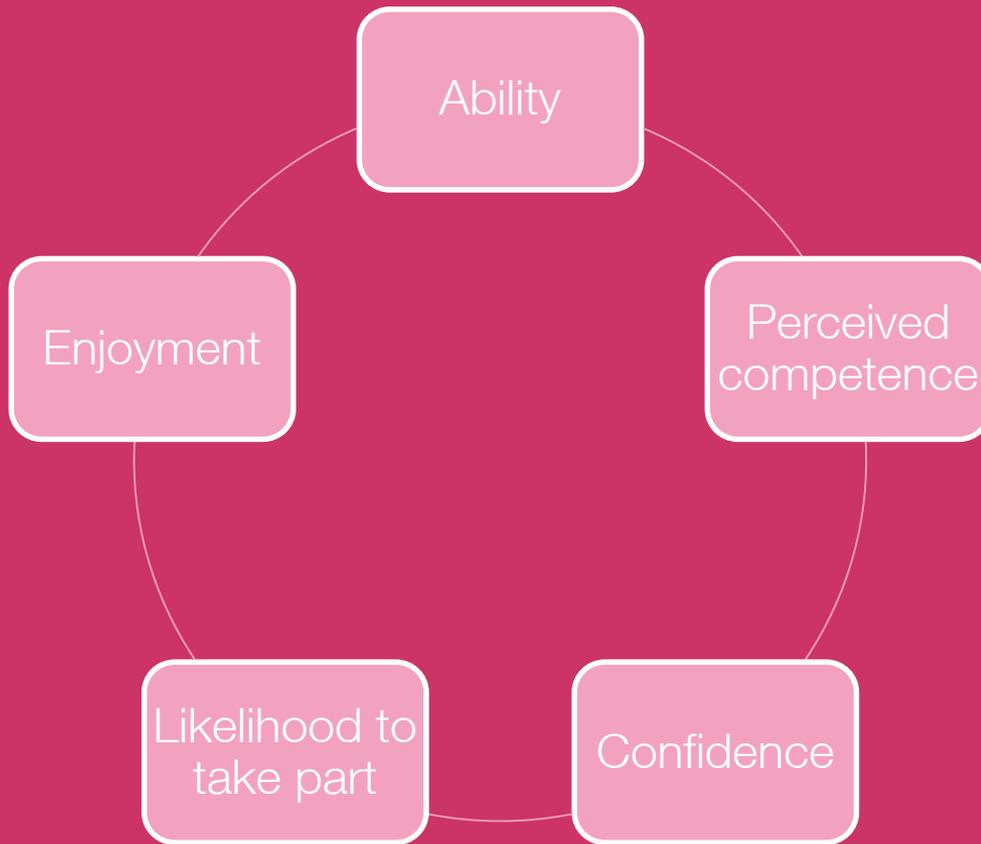
A RANGE OF CHALLENGES TO TACKLE

- We've identified challenges across 4 contexts and would look for our portfolio of projects to influence across these different layers of context



PERSONAL CHALLENGE ONE

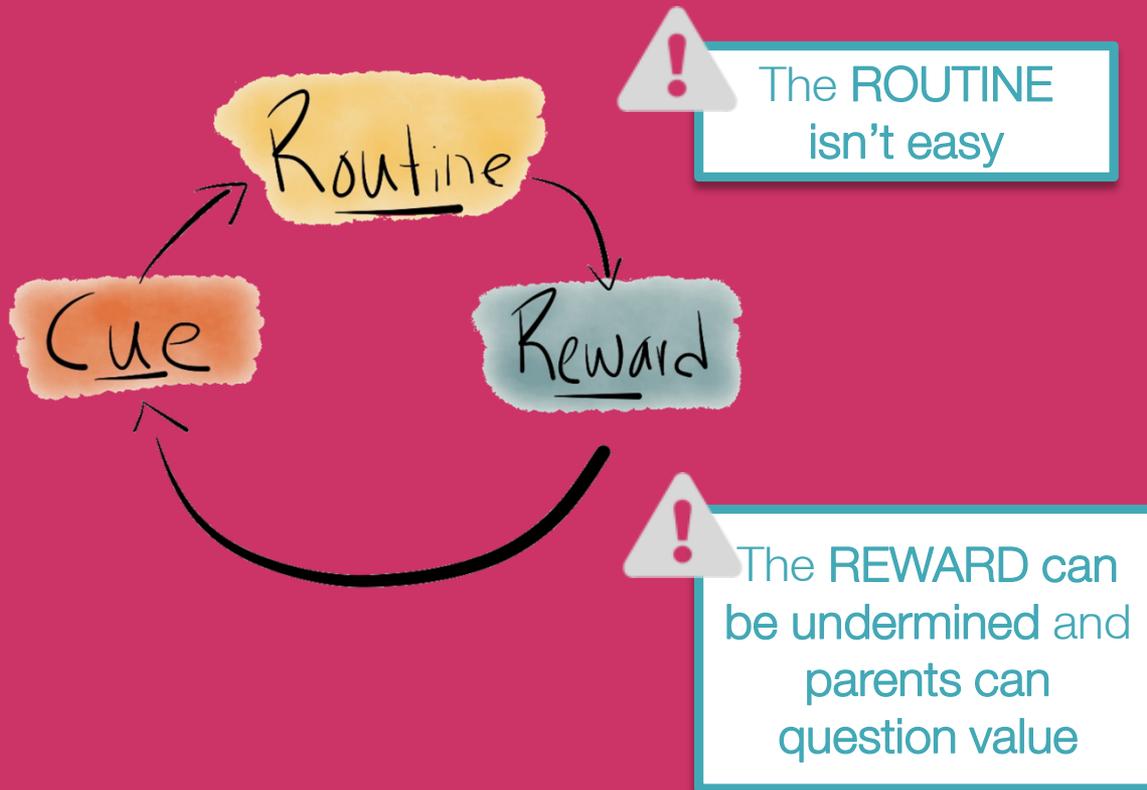
- Attention on ability inhibits enjoyment



“Last year I messed up on a kick but their player was too fast and the manager took me off cause it was a really big game and then when the other keeper came on and walked past and laughed at me..”

PERSONAL CHALLENGE TWO

- Hassle, effort and stress around taking part in activities for parents and children



SOCIAL CHALLENGE ONE

- Parents lack confidence in their own skills and ability and worry about passing on their own anxieties.

“It's cold and wet and **it hurts when you get it wrong.** [He] knows that I would much rather be watching them in the warmth.”

“I was **not looking forward** to it [DVD workout], I'm not the fittest of people and my children are so energetic I was **worried I wouldn't be able to keep up!**”

“I need to **build her confidence, not put her off!** I'm not very active. So that's why I **can't run; I don't want to let her down** and pull her down with me.”

SOCIAL CHALLENGE TWO

- Parents see their role as helpers rather than role models

Starting out

The instigator: Keep eye out for activities their child might like

Getting Ready

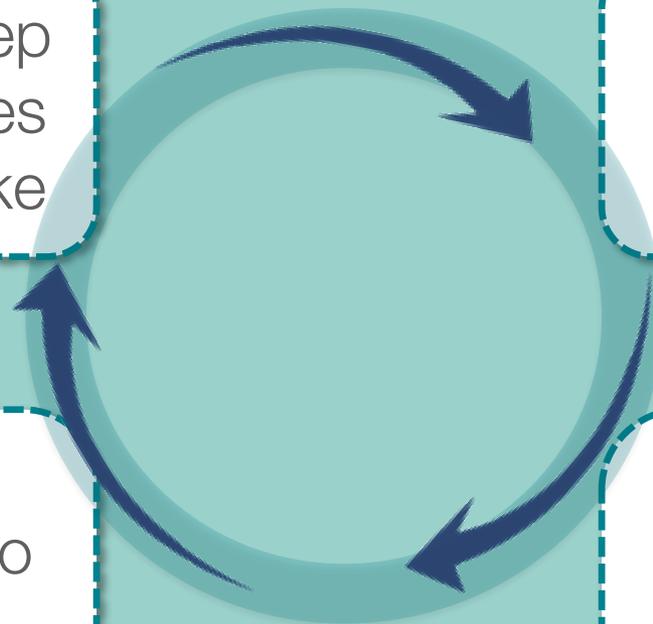
The facilitator: Get kit together; driving them; paying

Taking part

The fan / carer: Cheering them on; praising behaviour; encouraging when their confidence is knocked.

Repeating the activity

The motivator: Encourage child to persevere when reluctant/losing interest.



TWO ENVIRONMENTAL CHALLENGES

1. Traditional sports environments can be intimidating for families
2. Limited easy opportunities to Get Out as a Family and risks associated with Free Play & Getting Around.
 - Effort to find and plan
 - Catering for different ages
 - Expensive and lack of time
 - Risk

“I don’t think much has changed but with social media now we’re **more aware of the bad things** happening. My local police force do an update everyday to say what’s been happening. My parents wouldn’t have been so bothered as they didn’t know. But I **won’t let [my daughter] walk down the road.**”

TWO CULTURAL CHALLENGES

1. Activity levels of children lack salience and families assume they're active enough already

“When the kids go to school you trust in the school that they're doing their PE and getting a bit of everything they need.”

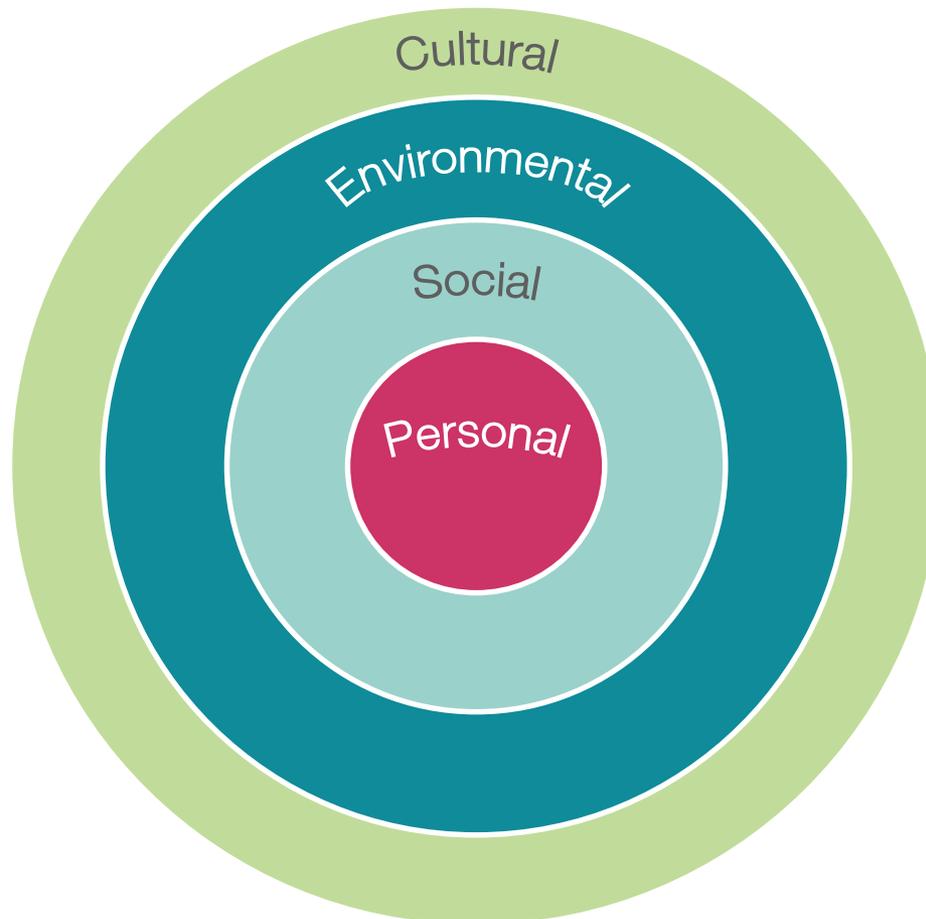
2. Prevailing gender stereotypes limit the range of activities children enjoy

“I actually quite like dancing, but wouldn't tell my mum, no way!”

“I was always going to make [my son] do football. I don't care whether he says he doesn't like it...all boys should do it. I believe that it **gives boys a confidence** and something to build from with other kids.”

A RANGE OF CHALLENGES TO TACKLE

- We've identified challenges across 4 contexts and would look for our portfolio of projects to influence across these different layers of context



COFFEE BREAK AND TABLE DISCUSSION

- Take this opportunity to reflect on what you've heard so far
 - What are your views on what you have heard?
 - What other challenges do you think exist?
 - What experience do you have of addressing these significant challenges?



APPLICATION PROCESS

Jayne Molyneux

TIMELINE

July 2017

- From 2nd July. Fund and funding prospectus launched and expression of interest (EOI) stage open

Aug 2017

- 31st Aug, 3pm. Fund applicant deadline for EOI submission
- Sport England to assess EOIs

Oct 2017

- Selected organisations invited to Stage 2 of EOI process
- Unsuccessful organisations informed of decisions

Nov 2017

- Sport England work with Stage 2 applicants to develop applications (submission date TBC)

Dec 2017 / Jan
2018

- Decisions on all applications and applicants informed

THE FACTS

- **Anticipated award range:** £50,000 - £500,000
- **Project length:** up to 3-4 years– may need flexibility
- **Revenue and capital:** Revenue and modest capital
- **Lottery funding:** Some expenditure will not be eligible
- **Partnership funding:** Shows a commitment to the project
- **Code for Sports Governance:** Will need to meet requirements

STAGE ONE - EXPRESSION OF INTEREST

- Areas we will be seeking to understand about your project in your EOI:
 - Audience
 - Need
 - Outcomes
 - Track record
 - Sustainability
- Commitment to Safeguarding Children & Young People

KPIs

- KPI 2: decrease in the percentage of people physically inactive
- KPI 4: increase in the percentage of children achieving physical literacy
- KPI 6: increase in the percentage of young people with a positive attitude towards sport and being active
- Increase in the percentage of children meeting the CMO Guidelines of 60 mins per week.
- Other outcomes / KPIs relevant to your project will be developed at Stage 2

FINAL COMMENTS

- There is **no 'right' way** to answer the questions
- Be **honest** and be **open** about what you don't know and what you are looking to learn from the process
- Don't force your ideas in to something you think we want to hear about

There is a lot of interest – so think about what **stands out** about your idea / project and makes it **compelling**.

QUESTIONS

FINAL REMARKS AND CLOSE