

Defining Sport England's Remit – technical note on the extension in our responsibility for physical activity

Background

1. Sport England's remit for its 2012-17 strategy covered a restricted definition of sport that excluded the wider physical activities of dance, cycling for travel, walking for travel or leisure, gardening and occupational activity.
2. The Government's strategy for sport, "Sporting Future", published in December 2015, sets a clear direction around ending the distinction between sport and wider forms of physical activity. It notes that "distinctions between sport and wider physical activity... are unhelpful, outdated and irrelevant".
3. The strategy goes on to broaden Sport England's role from "measuring and support sport to measuring and supporting both sport and certain kinds of physical activity, including dancing, cycling and walking." It charges Sport England to set out in its strategy which activities will be subject to its measurement and support from 2016 in its new strategy.
4. This technical note details the analysis and rationale behind the decisions on which activities Sport England will measure, fund directly and/or seek to influence which it has set out in its new strategy.

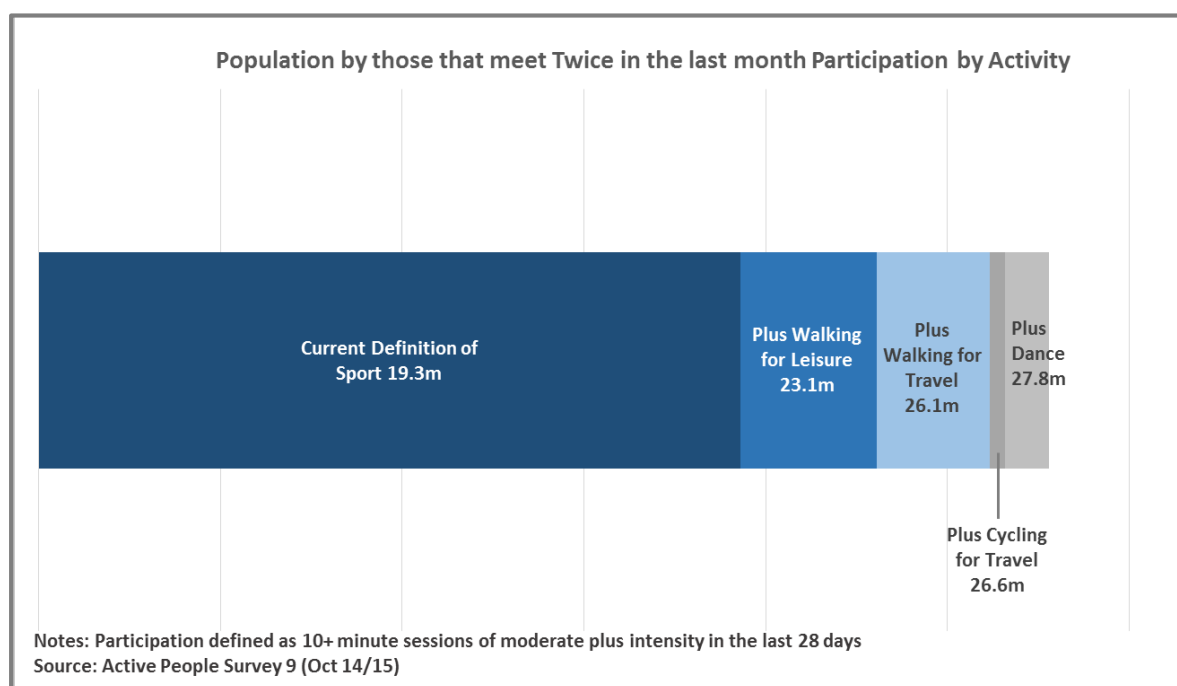
Parameters and Key Considerations

5. In determining which activities are in scope for Sport England's strategy we considered the following factors
 - a. How relevant the activity is to the English population e.g. how many people take part in it as measured by the KPIs set by government
 - b. Whether the demographic profile of the activity broadens the reach of the traditional sport audience
 - c. The potential of activities to grow and so impact positively on government's outcomes
 - d. What makes most sense from the customer's perspective in terms of introducing any distinctions between types of activity
 - e. The realistic limitations of our resources and the relative cost of interventions using different activities in terms of maximising impact on outcomes
 - f. The roles and responsibilities of other government departments and non-departmental public bodies
6. We also noted the importance of clarifying the precise relationship we would have with different activities in terms of measuring it (so that the activity would count towards our measurement of the level of active lifestyles), directly funding it and/or seeking to influence the work of others in supporting it.
7. We considered the following activities, excluding gardening and occupational activity as beyond the scope of a sport organisation:
 - a. The current definition of 'sport'
 - b. Walking for leisure

- c. Walking for travel
- d. Cycling for travel (with cycling for leisure/recreation already included in the current definition of 'sport')
- e. Dance

Analysis and Rationale

8. Sporting Future did not provide any mandate for revisiting the list of activities in the current definition of sport. These were therefore taken as the starting point for analysis.
9. Using Active People Survey (APS) data to answer several of the points above, the chart below summarises the compound impact of adding each new activity to the current 2012-17 Sport England remit in terms of overall engagement levels. This shows us how many people take part in each of the activities, who are not already counted.



10. Building on this, we reflected on the different types of people who take part in each activity (from APS data), alongside comments from our sector consultation, and our knowledge of the demand and supply of each activity.
11. In terms of walking for leisure, analysis reveals:
 - a. There are large numbers of people who only do this activity
 - b. Including walking for leisure engages more women and older people
 - c. There are good opportunities for growth with around 10m people already walking at light intensity
 - d. There is evidence of success in using walking groups to engage inactive audiences
12. In terms of walking for travel, analysis reveals:
 - a. There are large numbers of people who again only do this activity
 - b. It is unhelpful from a consumer lifestyle perspective to make a distinction between walking for leisure and walking for travel as this is not a distinction that consumers naturally recognise
 - c. Many of our partners make a significant investment in this area

- d. Walking for travel remains a primary responsibility of the Department for Transport

13. In terms of cycling for travel, analysis reveals:

- a. As with walking, it is unhelpful from a consumer lifestyle perspective to make a distinction between cycling for leisure and cycling for travel as this is not a distinction that consumers naturally recognise
- b. Many of our partners make a significant investment into 'active travel' which should be recognised in overall activity levels
- c. Most people who cycle for travel are already active within another activity
- d. People often cycle recreationally first and that acts as a stepping stone for cycling for travel. Investment into recreational cycling is therefore likely to benefit travel cycling
- e. Cycling for travel remains a primary responsibility of the Department for Transport and relevant infrastructure investments at scale are beyond the resources that Sport England has available

14. In terms of dance, analysis reveals:

- a. There are around 1m adults who take part in dance and are not counted in other activities
- b. Evidence that dance currently plays a role in tackling inactivity in under-represented groups (especially women and girls) and across the life-course
- c. Dance has a proven impact on physical and mental wellbeing, physical literacy and building motivation for other forms of physical activity
- d. Some dance activity is already funded by the Arts Council England – but this is primarily directed towards dance performance

Decision

15. From 2017, the following additional activities will be included within Sport England's remit in the following ways:

Activity	Measure	Influence	Directly fund
Walking for Leisure	Yes	Yes	Yes
Walking for work	Yes	Yes	No
Cycling for work	Yes	Yes	No
Dance	Yes	Yes	Yes*

** Sport England may fund wider forms of dance than we do today by investing in dance experiences that are most appealing to our target audiences, and deliver upon the government outcomes. We will not displace existing funding (e.g. from Arts Council England) and will not distort existing commercial markets.*