



17 June 2016

Dear colleagues,

An update from the sector:

NGB Investment

Our Investment Guide for NGBs will be with you shortly. While it has been under construction, there have been some very useful conversations between NGBs and colleagues here at Sport England in relation to our strategy, Towards an Active Nation. These have contributed directly to the Guide's drafting, which is why it's taking slightly longer than I first planned. In the interim we have also been talking to you about what the application process might look like for your organisation, with an aim of making it as simple as possible, but appropriate for what will be a very large investment of public money.

In the first instance as you know, we want to discuss where both your organisation's strategic priorities and capabilities connect most closely with the outcomes Sport England is aiming to achieve. Having some prior knowledge of this because of our partnerships in recent years, I anticipate that we will concentrate on 'supporting sport's core market', including talent development. The Investment Guide will certainly steer the conversation in that direction, so understanding what we mean by 'sport's core market' would be good preparation.

We know that NGBs are most closely connected with those people who already have a sport and physical activity habit. This is the 'core market', i.e. the consumers and not the suppliers. As you will have read in our strategy, this audience is hugely valuable and makes up around a third of the population. But it is a market we cannot afford to take for granted, and one that we must reach more efficiently.

We will spend time with you to understand and define the contribution of your sport or activity to that 'core market'. Here are some questions to consider in advance of that discussion. What is a 'regular' habit' in your particular sport and what else do those people do? Who are those with a regular habit in your sport? What do you know about them? How much of that core market do you influence or control? How can you make it easier for those with the habit to keep it and therefore increase the size of the market?

If not already organised, over the next few days, your NGB Relationship Manager will be in touch to schedule the first meeting for July to discuss these principles and scope the contribution your organisation could make to our new strategy. This meeting will also cover governance, which will determine your eligibility for investment.

Ahead of these meetings, we will continue to try to answer your other questions if you keep them coming, and the frequent ones I will summarise and answer in future editions of this note. In the meantime a polite plea – there's no substitute for reading [Towards an Active Nation](#) so please try if you haven't managed it yet, or even read it again if you have already!

Active People Survey 10 quarter 2 results

Last week we released the latest figures from the Active People Survey which show that overall, 15.83 million people over the age of 16 were regularly active last year. This is a really pleasing outcome, in particular the impact of our collective work through This Girl Can on women's participation seeing an increase in over 260,000 more women taking part in sport, and the gender gap close to 1.6 million. The overall figures have returned to the level we saw just after the London 2012 Olympic and Paralympic Games and equates to an overall increase of 1.75 million more than when London won the right to host the Games.

You can read our full press release and look at the detail behind the headline figures on our website. Whatever the result in your individual sport, we can be pleased that the overall trend continues to be positive, and therefore attracts more investment in to our industry.

Coaching Plan for England

Just over a month ago Stuart Armstrong joined our Club and Workforce team from the RFU to develop and lead the delivery of the Coaching Plan for England. In partnership with Sports Coach UK, we are organising a number of informal round-table sessions to meet with Stuart and discuss the plan ahead of its publication in September. Your coaching lead should have been contacted already, but Stuart can be contacted at Stuart.Armstrong@sportengland.org or on 07825 230807 if you want to make a direct point or discuss.

Counter Fraud

If your organisation is in receipt of capital investment from Sport England, colleagues in your organisation will have recently been notified that we have updated our grants administration documentation with further detail regarding our approach to counter fraud. This update provides all applicants with a fair notice warning about our use of information for counter fraud purposes and provides suitable warning within the grant contract about our zero tolerance approach to fraud. It is not mandatory for you in turn to update your documentation but we hope that if you do choose to do so, we've provided your colleagues with sufficient detail to help do this. If you or your colleagues have any questions on this please contact your Facilities Relationship Manager.

Key dates for your diary

13 Jun – 11 Jul – Chairs lunches

20 Jun – 8 Jul – Quarter 1 finance and governance returns window

23 Jun – EU referendum and last day of Purdah

Best wishes

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