



Uniting the Movement 2022-25

Expanding Place Partnerships

April 2023

In our 2022–25 plan we have said:

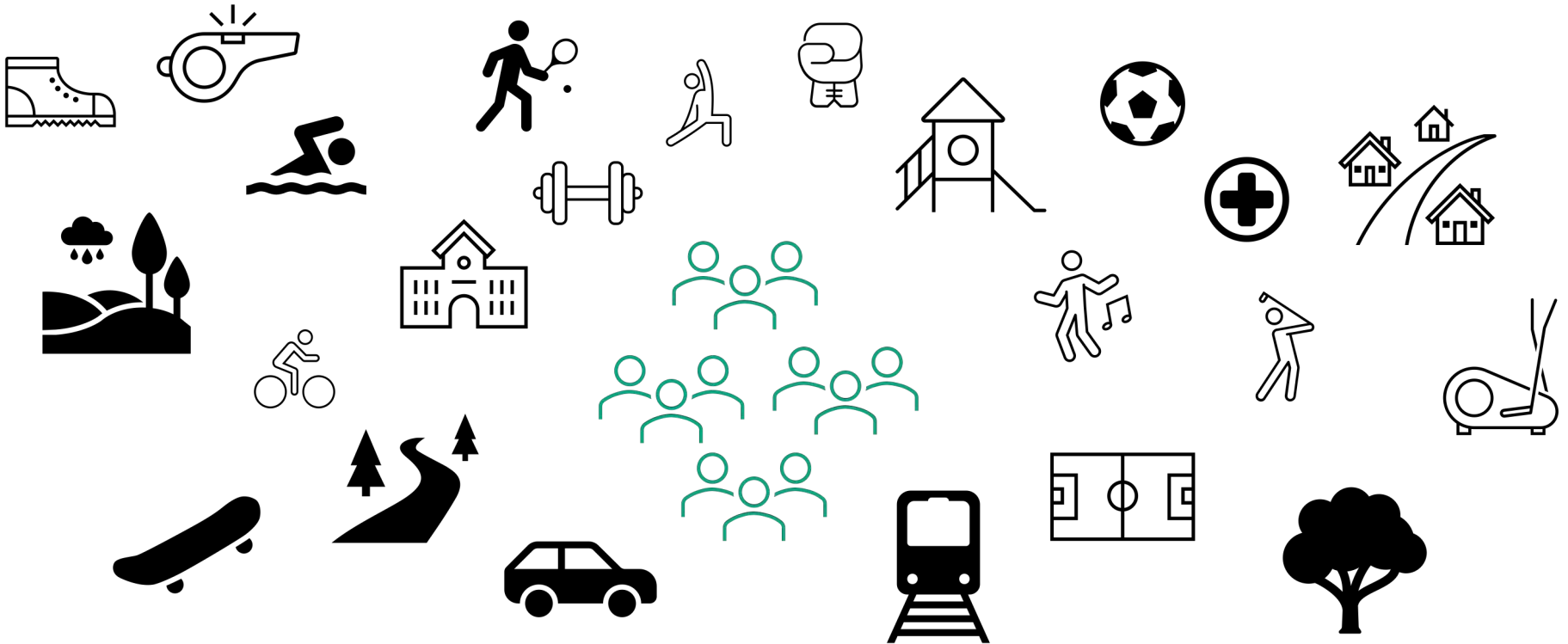
"In order to focus our investment and resources on the communities that need it most, we'll significantly increase the number of places across England that we partner with and invest in, building the movement from the ground up by working with organisations and communities to understand the issues and barriers facing people to get active, and working together to develop local solutions..."

[\(Find the full text for this commitment here\)](#)

What this is all about

The opportunities, resources, spaces, organisations and other people around us – in the places we live and work – shape our choices and chances in life.

Including how active we are and what we take part in.

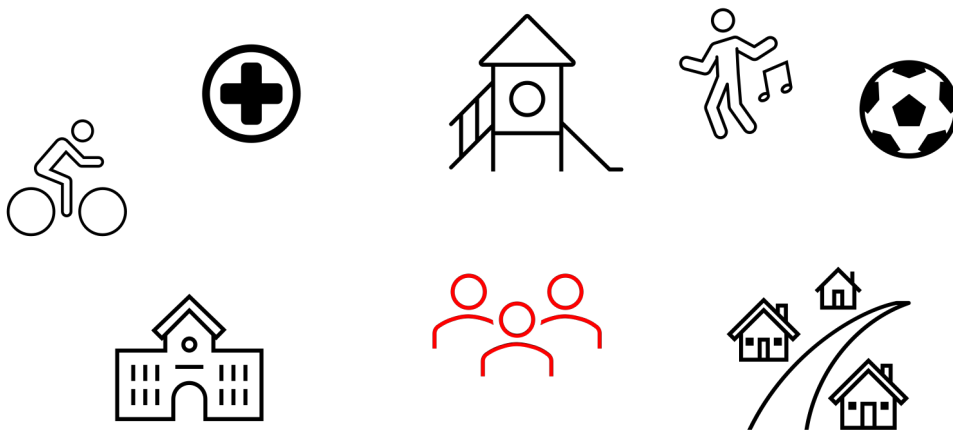


What this is all about

But right now, we don't all have the same opportunities to get involved. While some people are inspired and empowered by their surroundings, others feel trapped or excluded.

Chances and choices are limited by a lack of opportunities, by not having the money or kit to take part, or that things were not really designed to include them in the first place.

Inactivity is not a choice. It comes from a lack of choices.



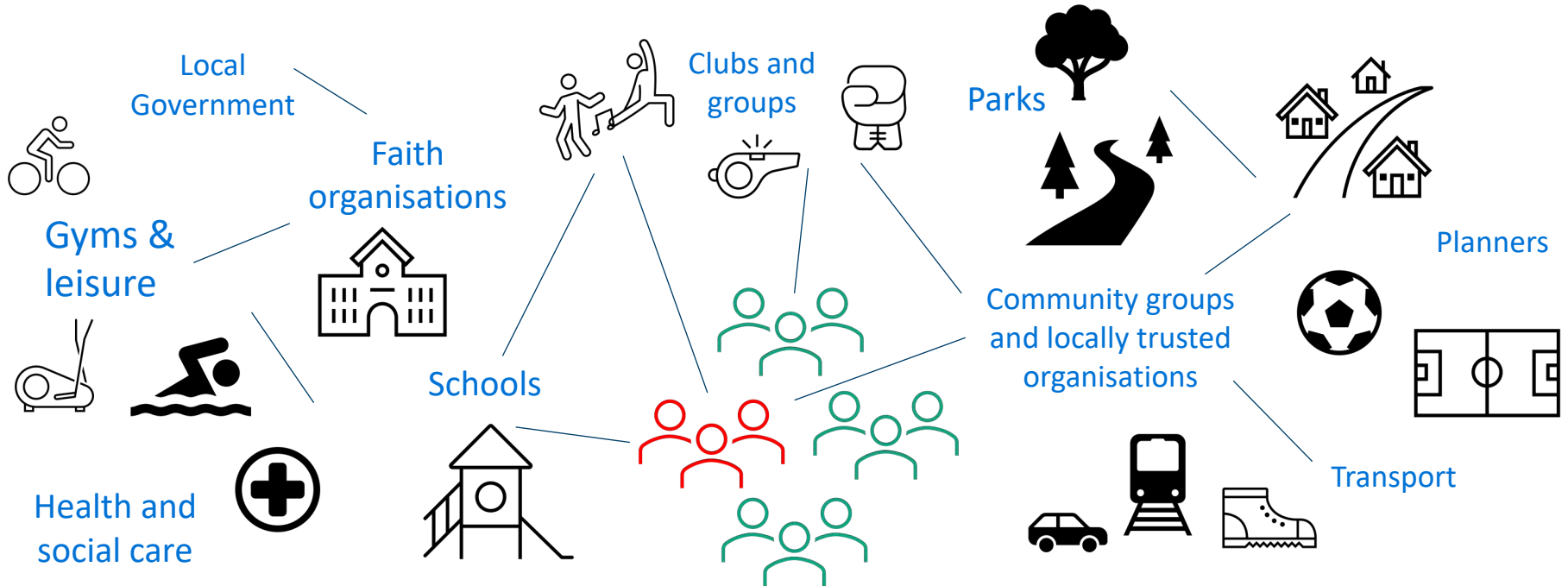
What this is all about

Working *with* communities to make it easier, safer and more enjoyable to be active is what 'expanding place partnerships' is all about.

It means working out who has control and influence over the things that are needed – working with them to align this to what **THEY** care about – and make change happen.

It's even better when those people then work together to share resources and make the solutions sustainable.

This is referred to as 'systems change.'



We know this can work in practice

This is what we've tested through the Local Delivery Pilots – and other place partners who have been working this way too.

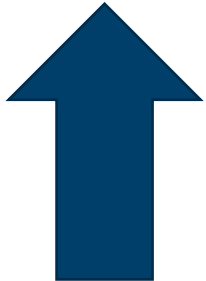
Evidence from LDPs of integration of physical activity into:

- health pathways (8 pilots)
- community and voluntary sector (8 pilots)
- education (10 pilots)
- active travel (8 pilots)
- access to green and blue space (11 pilots)

And that it can create impact and benefits for people and the local outcomes that partners care about

We don't have perfect evidence but we have enough to give us **confidence to now expand this approach into more places**

Activity increases and inactivity decreases



Engages people who are typically underserved and under-represented.

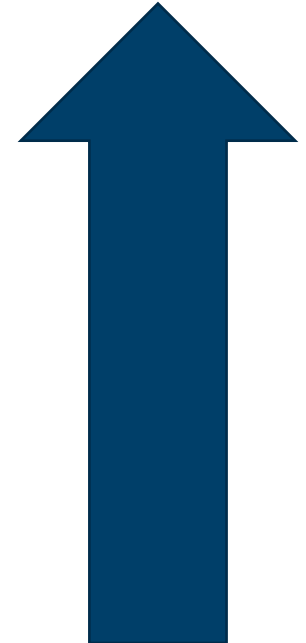


Improved value-for-money.
More reliable, sustainable and flexible to changing circumstances (like Covid).

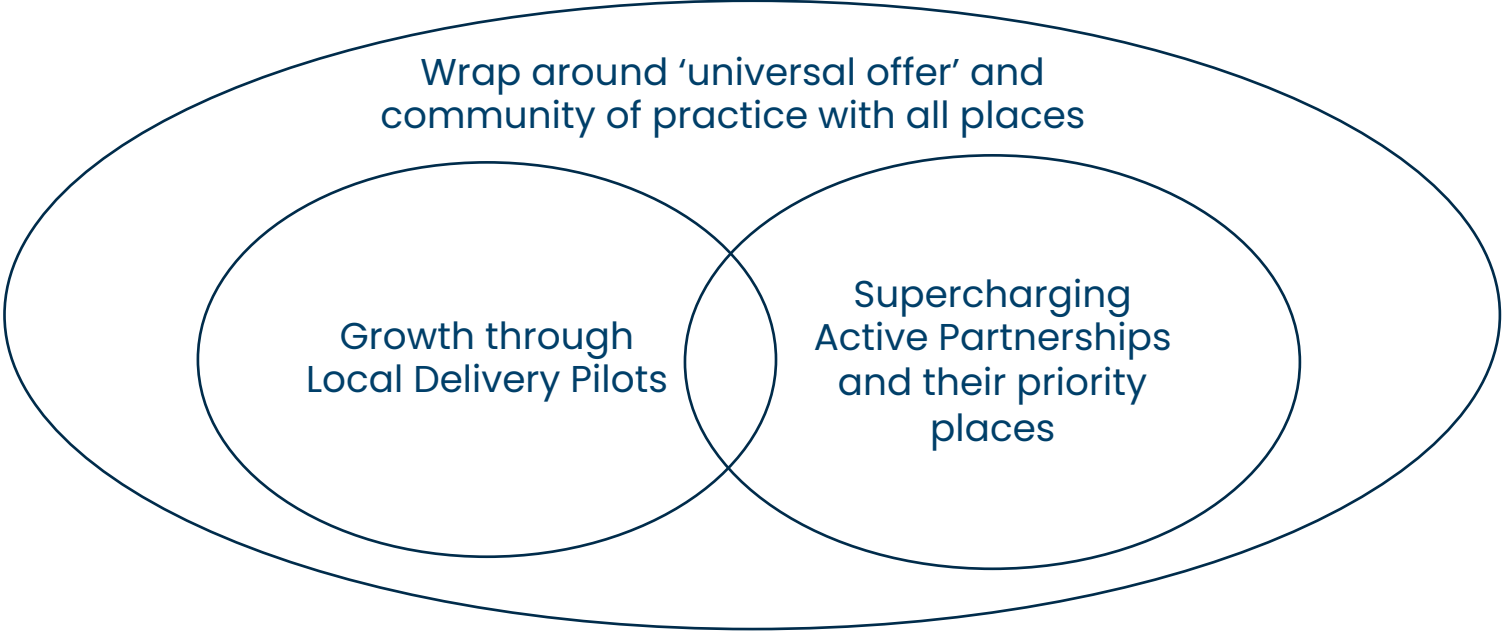


Improves social and economic outcomes – and impacts on the 'Big Issues.'

Strengthens the evidence base for continued investment into sport and activity.



We are planning three interconnected approaches to place expansion:



Our approach to expansion:



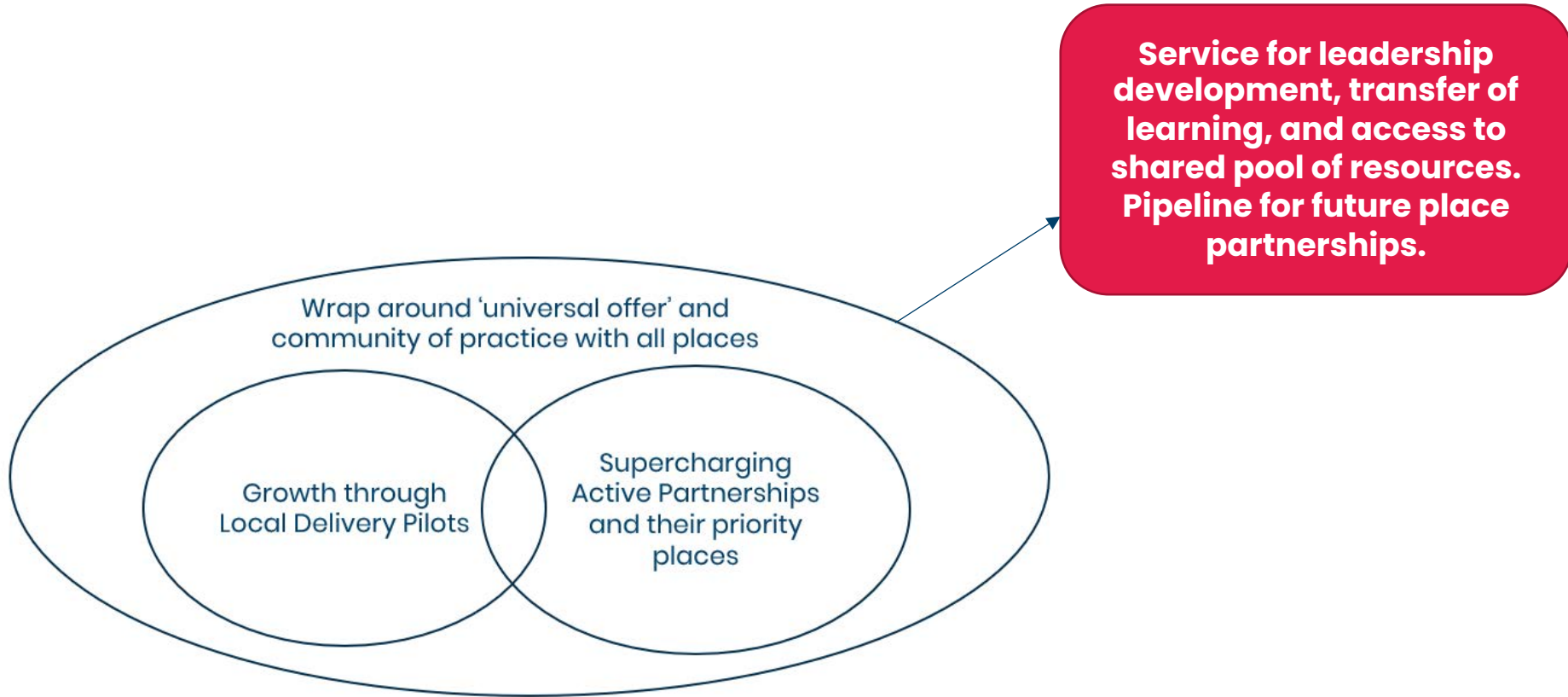
Work with leaders of Local Delivery Pilots to expand their systems-change approach into more places, and kick-start an expansion model that can scale over time.

Our approach to expansion:



Amplify energy and effort in communities Active Partnerships have prioritised, with an injection of devolved community investment, leadership development and learning transfer.

Our approach to expansion:



WHERE we work will be led by greatest need

We will classify a place as somewhere of “greatest need” when data indicates there is *both* sport and physical activity need and social need.

Sport and physical activity need

Data that speaks most directly to our mission to increase activity, reduce inactivity and reduce inequalities

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Social need

Data that describes places where outcomes are less favourable

On the basis that sport and physical activity can provide a range of benefits that improve outcomes for individuals and communities, we believe there is the greatest potential for local populations to benefit from increased activity levels where both outcomes and activity levels are lower.

We will then work with partners to overlay other factors:



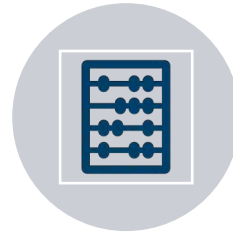
Local intel – from our teams and our partners about the priorities (esp. relating to our ‘Big Issues’) and situation on the ground.



Building on what’s strong / going where the energy is – harness some momentum e.g., priorities of key partners, the ability to combine with other funding opportunities, etc.



Politics, fairness and balance – types of places and distribution across the country.



Readiness / characteristics of place (e.g., infrastructure, local leadership, plans and strategies, etc.)