Active Partnerships
Engaging Communities, Transforming Lives
Active Oxfordshire Board

Towards an active nation; where next?

January 2020
Evolving Active Partnerships
Primary role definition

A strong granular understanding of the place and people

An ability to broker and facilitate a much wider range of relationships

Where necessary supporting projects and relationships on Sport England’s behalf

Supporting local authorities by consent
Evidence that the CSP is leading or making a major contribution to evidence, data and insight across partnerships.
Evidence of the insight being used to inform and influence change.

Evidence that the sport and physical activity workforce understands, engages and contributes by building physical activity and sport into the other services and interventions.

Evidence of non sector partners understanding & advocating the value of sport & physical activity.

Evidence that the CSP is engaged in transformational change programmes in their area.
Evidence of changes in policy directly emanating from direct involvement by the CSP.
Evidence of the mainstreaming of what works and the decommissioning of what doesn’t.
Evidence of relationships with new / potential providers, outside the ‘traditional’ physical activity and sport sector, to include those who are engaged in different relationships with communities and have a particular reach or specialism.

Evidence that the CSP has enabled community engagement to be central to the work with individuals and communities to support the co-design and co-production of interventions.
Evidence that evaluation has been built in from the outset and learning refines delivery and improvement across the sector.

Evidence of maintained or increased net investment levels in sport & physical activity.
Evidence of co-production going beyond shared budgets.

Evidence of existing providers being more productive, sustainable and responsive (customer-focused).
Evidence of the mainstreaming of what works and the decommissioning of what doesn’t.
Evidence of relationships with new / potential providers, outside the ‘traditional’ physical activity and sport sector, to include those who are engaged in different relationships with communities and have a particular reach or specialism.

Evidence that the CSP is enabling the use of behaviour change models through their work.
Evidence of co-production going beyond shared budgets.

Evidence of non sector partners understanding & advocating the value of sport & physical activity.
Evidence that the sport and physical activity workforce understands, engages and contributes by building physical activity and sport into the other services and interventions.

Evidence that the CSP is leading or making a major contribution to evidence, data and insight across partnerships.
Evidence of the insight being used to inform and influence change.
New Brand Launch & Repositioning

The new brand launch was well received and is helping us reposition the network as more strategic bodies with national stakeholders.
Network Common Purpose

Active Lifestyles are the social norm for everyone

Active Partnerships...

- tackle the challenge of inactivity
- work in partnership to create the conditions for an active nation
- use the power of sport and physical activity to transform lives
Our core purpose is to create the conditions for an active nation.

We recognise that activity levels are the result of a complex local system and no single intervention or organisation can achieve real and lasting change alone. Adopting a collaborative whole system approach, we seek to create the following conditions in every locality;

- an in-depth understanding of the needs of the local community built on robust data and insight.
- cross-sector partnerships with a shared understanding and commitment to the benefits of an active lifestyle.
- a vibrant, inclusive, customer focussed sport and physical activity sector with a skilled, welcoming and diverse workforce.
- communities engaged in co-designing the delivery of impactful behaviour change interventions.
- shared learning of what works locally to get people active and compelling evidence of the impact that sport and physical activity can have on a range of outcomes.
The National Board & Team

The Active Partnerships national team is the improvement and innovation agency that leads, supports and represents Active Partnerships. The team is focused on learning what works locally and driving collaboration and impact across the network.
Operating Model

- **Local Priorities**: Active Partnerships identify local priorities as a contribution to building a place-based, collaborative, whole system approach.
- **Network Knowledge**: National Team build detailed understanding of each Partnership's local context, priorities, strengths, opportunities and challenges.
- **Connect & Influence**: Establish and develop relationships with Sport England, relevant national agencies or Govt departments based on social outcomes, themes and priorities.
- **Collaboration & Learning**: Connect Active Partnerships based on themes and priorities, underpinned by effective shared learning practice and enhancing measurement.
- **Resources**: Seek resources to address and support the priorities identified, with individual Active Partnerships, clusters or the whole network.
Priority audiences

- Actively working on
- Interested in but not actively working on yet
- Not a priority
Thematic priorities

- Actively working on
- Interested in but not actively working on yet
- Not a priority

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Thematic Priorities

• Growth infrastructure and active design
• Economic development – Local Industrial Strategies / SPF
• Crime prevention
• Health - Prevention and social prescribing
• School sport action plan
Collaboration and Learning – continuing to build our understanding of each Active Partnership and our approach to learning. Enhancing our action learning approach to more effectively connect and support Active Partnerships on themes around individual strengths, opportunities and challenges.

Connecting and Influencing - utilising our new brand re-alignment, our understanding of Active Partnership priorities and the groupings to build wider relationships across key national agencies and policies to address local blockages, grasp opportunities within local systems and improve local-national connectivity.

Resources – building our new Business Development support service for Active Partnerships, building our relationships to secure additional funding to support local priorities.

Measurement – working with Active Partnerships to build our approach to impact measurement, aligning with system leadership thinking and agendas we are seeking to position sport & physical activity within.

Sport England relationship - continue building a strong relationship with Sport England both nationally and locally. Positioning Active Partnerships as a valuable place-based partner and improve connections between local priorities and Sport England teams. Begin planning for 2021-2025 to further embed the role, resourcing and relationship with the network to deliver the national strategy.
Business Development

Our aspiration is to develop a sustainable business development service to support you.

- Writing applications for tenders and funding bids
- Advice and proactive search for potential funding sources for local priorities
- Strategy development
- Facilitation of business planning
- Sponsorship value propositions
- Calculating full-cost-recovery rates
- Sales coaching
- Sourcing external consultants where appropriate
- Acting as critical friend offering check and challenge on any business development activity
- Not an exhaustive list. Please contact Matt to discuss how we can help.

Business Development Support Service

Business development and income generation is a focus for many Active Partnerships in order to enhance impact, stakeholder value and financial sustainability.

We recognise capacity to proactively seek out or respond to opportunities can be a challenge.

To meet the diverse nature of priorities and capacity across the network, the national team are able to provide a new Business Development Support Service for individual Active Partnerships, providing bespoke consultancy.
Our online tools and resources are designed to make a positive impact right across your organisation. We can help you achieve the business benefits of an active workforce with healthy, happy people performing at their best.

Your own bespoke Workplace Movement dashboard has all the support you need. Choose a package that’s right for you:

- Workplace Movement benchmark tool
- Staff wellbeing survey
- Resource library
- Training courses
- Activity tracking and challenges
- Expert support and advice from your local Active Partnership
Looking Ahead
Sport England Strategy 2021-25

Holding conversations - Sep 2019 to Jan 2020

Sharing the emerging big ideas - Jan 2020 to Mar 2020

Testing the emerging ideas - Mar 2020 to Sep 2020

Launching our finalised new strategy - Sep 2020 to Dec 2020
“the new strategy will be evolution in what we are trying to do, but revolution in the way we do it”

Tim Hollingsworth, Chief Executive, Sport England
Sport England & Active Partnerships

A transformational shift in the way we work?
Early Reflections on our journey & looking ahead;
Where are we now, where do we want to be, and how do we get there?

Pre-2017 focus on programme Delivery & Participation outputs

2017-21 Building foundations phase of new strategy.
Revised shared mission & Purpose.
Building Collaborative Leadership skills in APs
Testing Extended workforce & building new relationship with SE.
Testing Whole system approach through specific local priorities

2021-25??
Collaborative Place Based whole system approach is central to SE Strategy - scaling up LDP Learning across the country?
Active Partnerships act as both the Extended workforce for Sport England, and the Local Facilitating Organisation for this approach, connecting local & national
Our ambition?

Active Partnerships recognised as a valuable nationwide network, at the heart of collaborative, place-based approaches to tackling inactivity and providing an extended workforce for the local delivery of national strategy.
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