

Herts Sport & Physical Activity Partnership Clubs Conference 2025

#HertsClubsConf



Hertfordshire Club Hub Newsletter



Managing tensions

Simon Macqueen



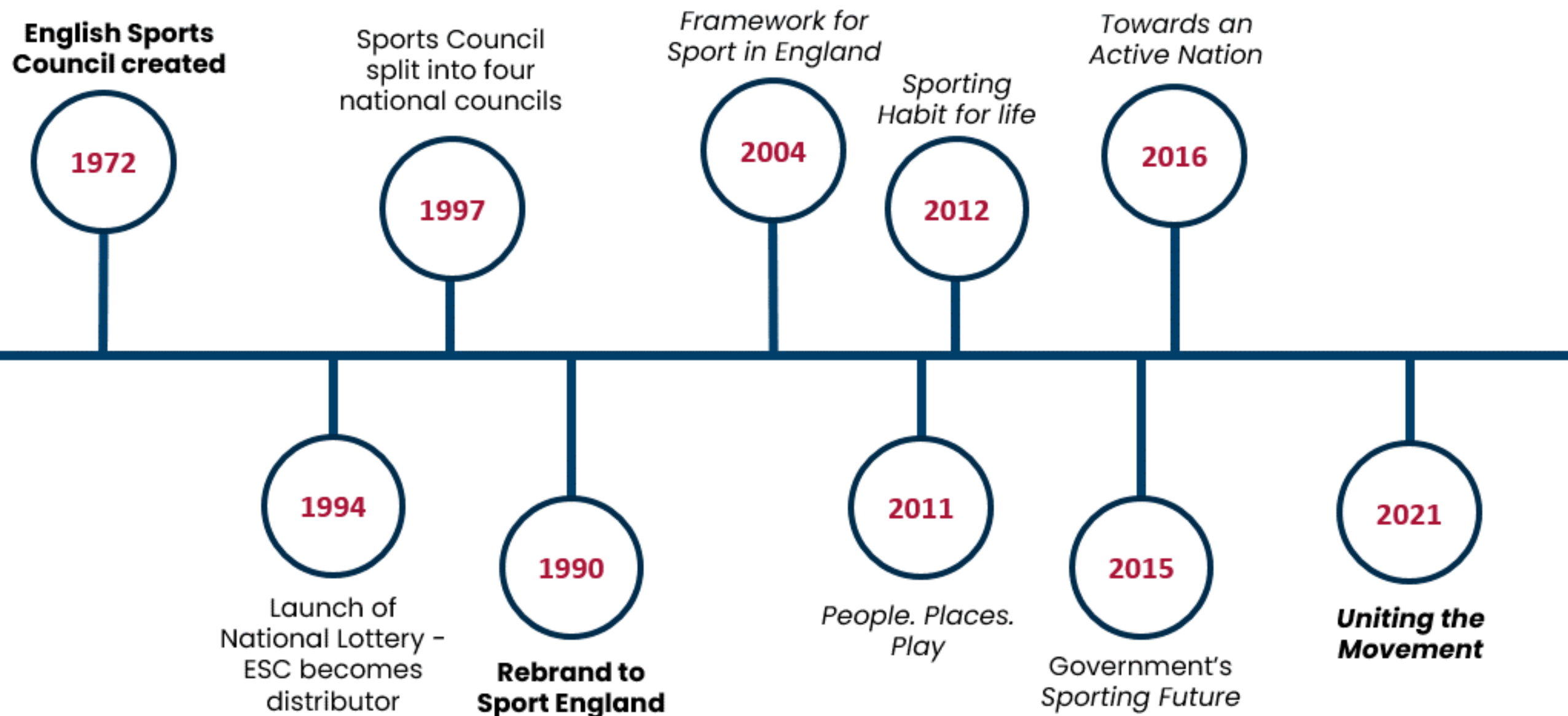




Sport England's journey



A (short) history of Sport England

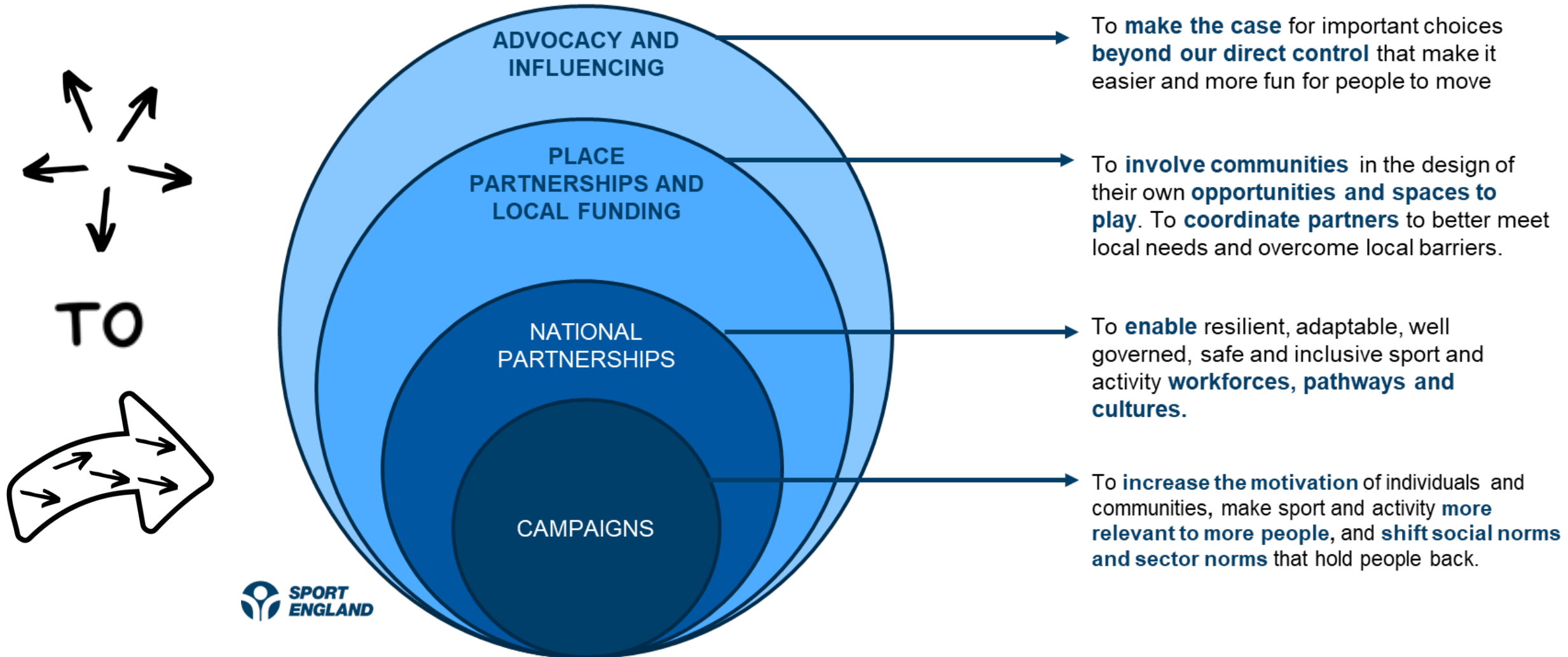


Our Strategy is to be an Ultimate Team Player



It's time to **unlock the potential** of movement, sport and activity – as an **essential force for physical, mental and social wellbeing** – for **everyone**.

Playing our Part in Changing the Influences in Activity



Making the case

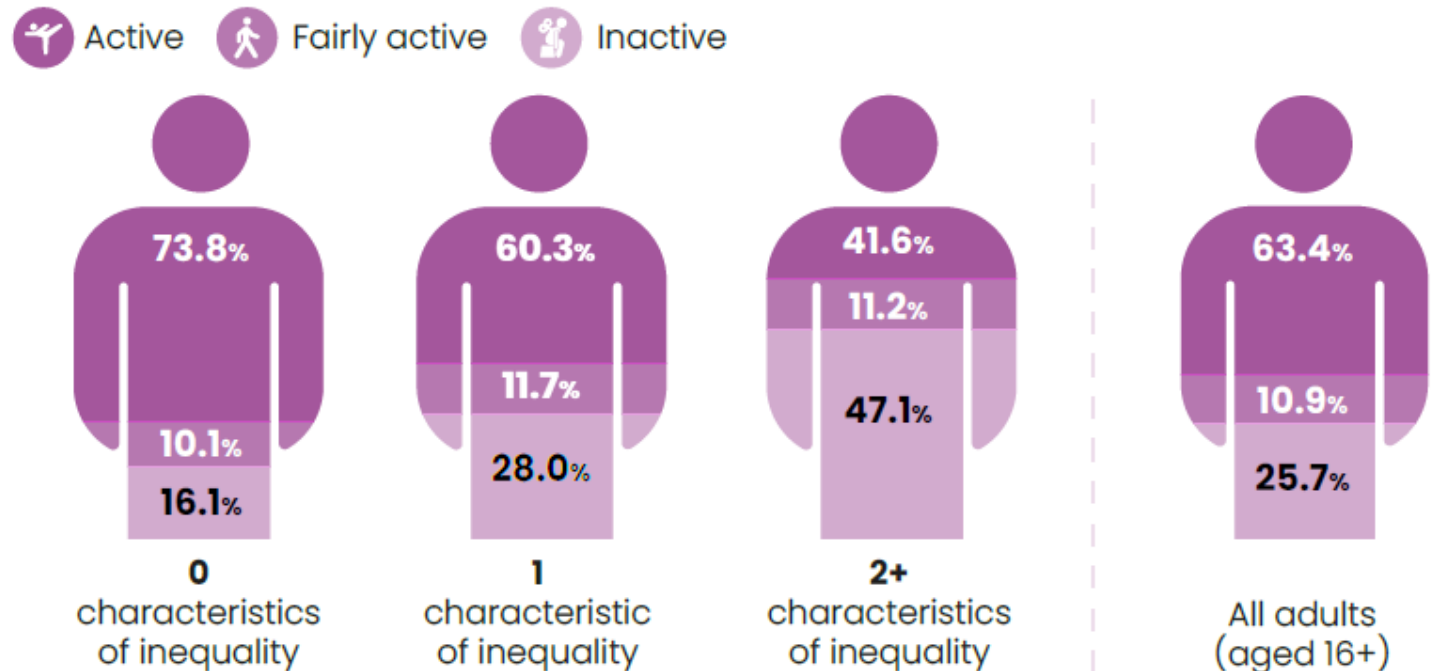
Social Cost of Inequality in Sport and Activity

We estimate the annual social cost of inequalities in adult participation at:

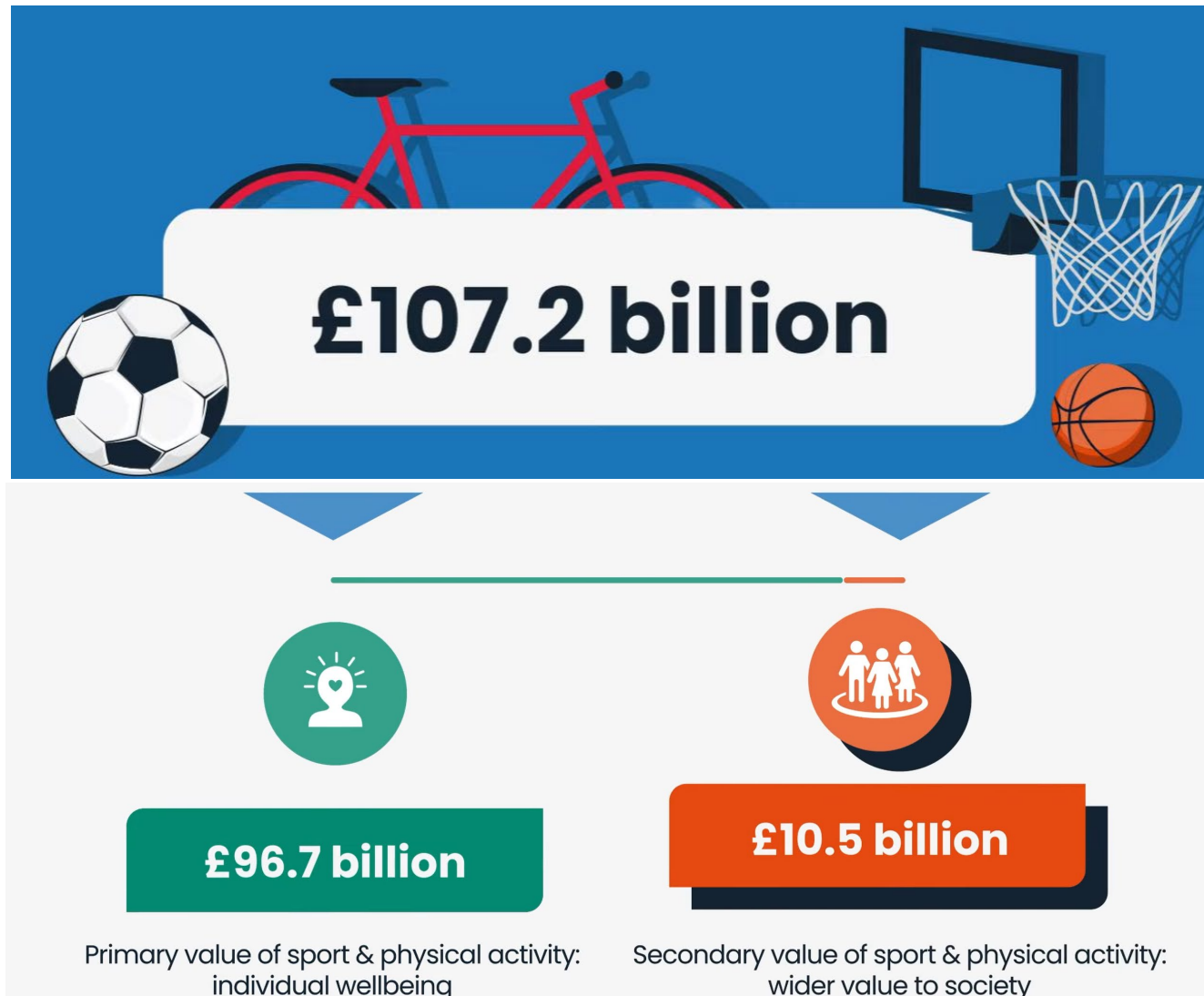
£15.6 billion

- **£14.2 billion** in primary value
- **£1.4 billion** in secondary value

Physical activity levels: all adults (aged 16+) – Active Lives Adult Survey 2022/23



Social Value of Sport and Activity



*Total annual social value of sport and physical activity in England for 2022/3

£1 spent = £4.20 in return

In England, every £1 spent on sport and physical activity generates more than £4 in return across individuals, society, and the economy*



* The return on investment of sport and physical activity in England in 2022/23

Planning for the future

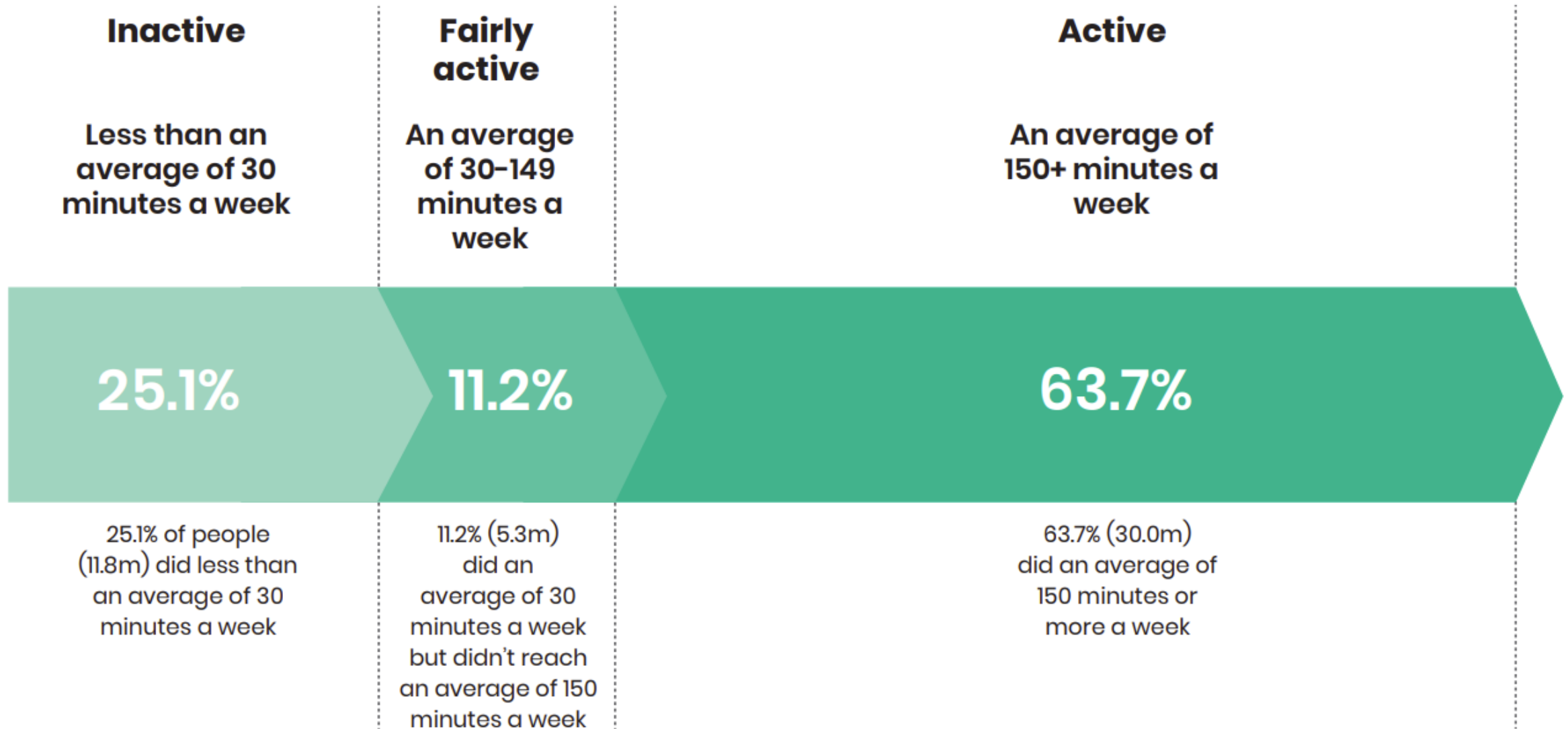
Developing priorities to focus on



Increasing activity versus tackling inactivity

Headlines

Our data shows that, between mid-November 2023 and mid-November 2024, just over six in 10 adults (30 million) achieved 150+ minutes of activity a week.



The Social Value of Participation



All adults (16+)



Active



Fairly active



Children and young people
(aged 11-16)



Active



Fairly active

*Average wellbeing
values, per person, per
year

Social Value Varies Depending on Who is Participating



Disabled or long term
health condition



2+ characteristics
of inequality



Female



Aged 75+



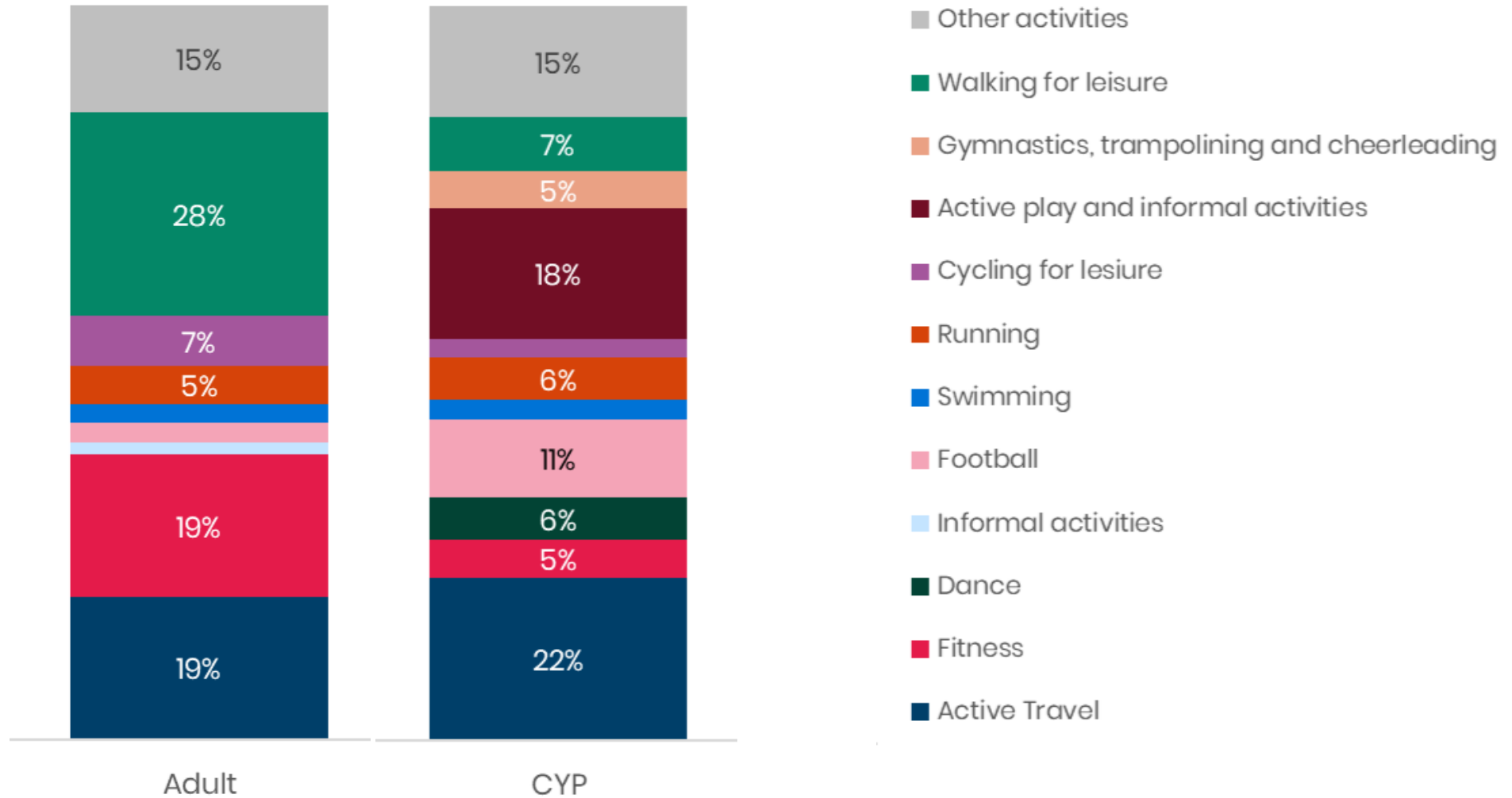
Asian (Excl. Chinese)



All adults (16+)

Average wellbeing value: per 'active' adult, per year

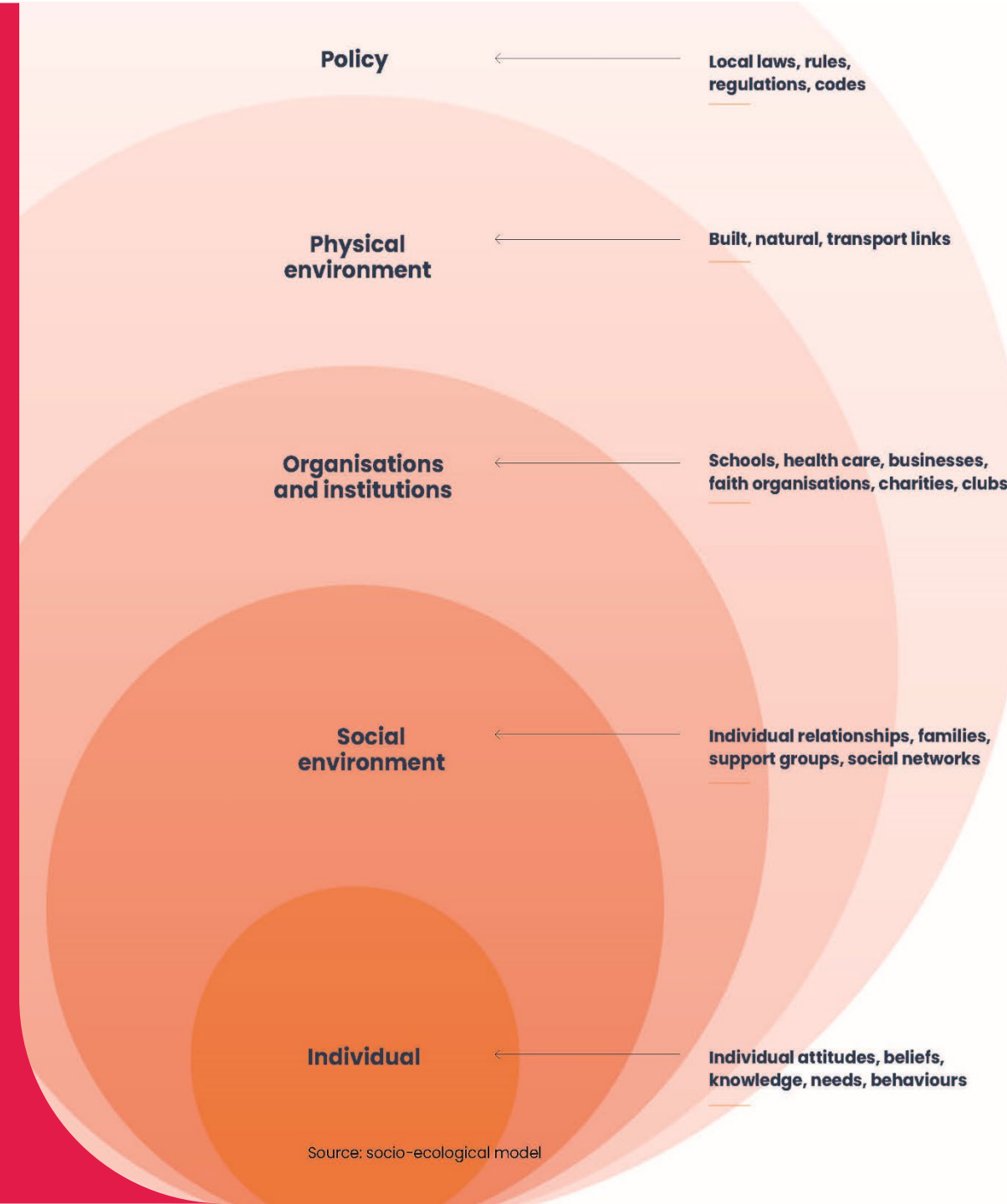
How People Choose to Move



Fast delivery versus System change?

Working in place

- Working in a defined geography and responding to community need
- Understanding and better connecting the system that shapes how people live
- Moving from transactional to relationship-based investment



THIS GIRL CAN

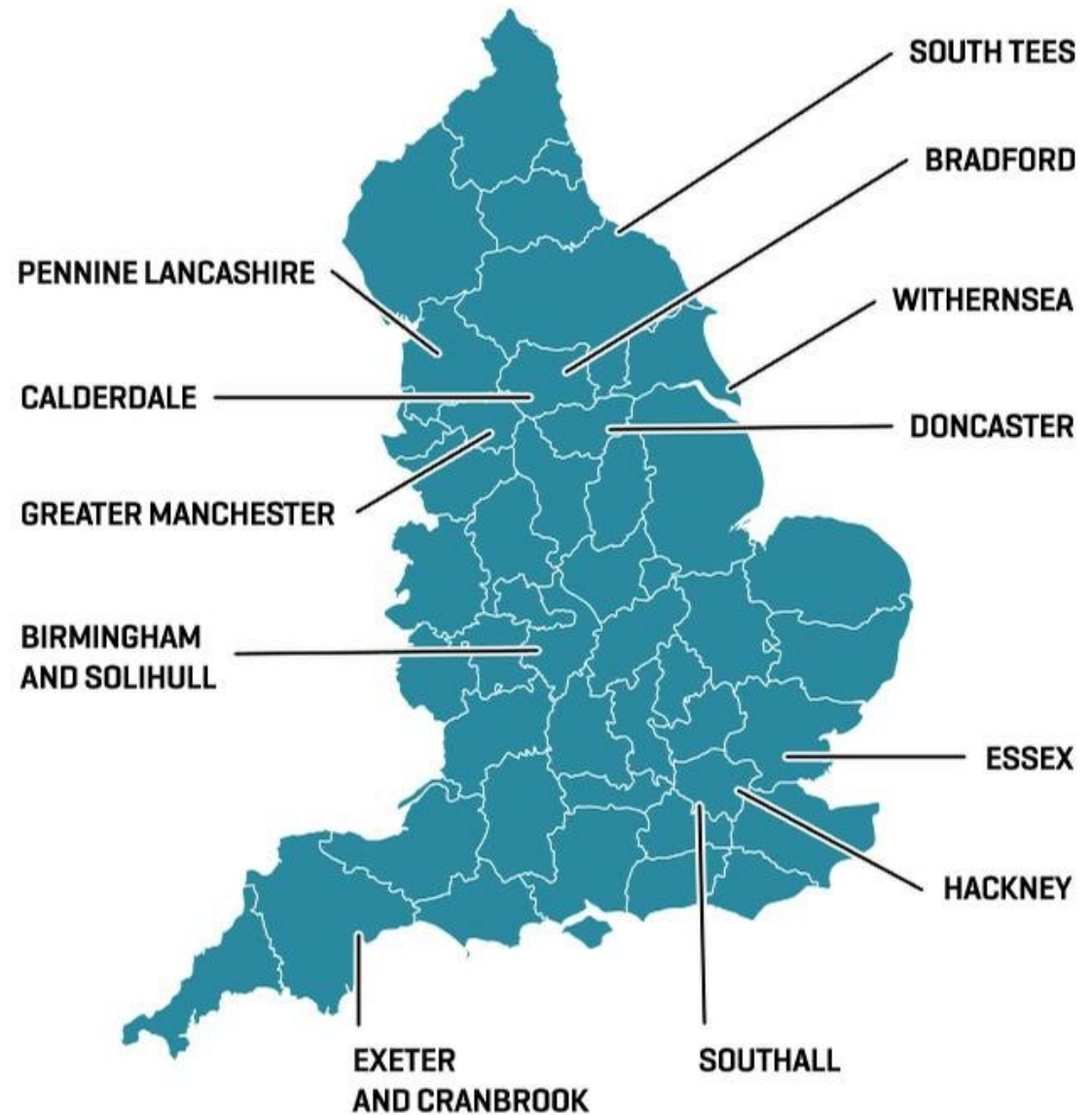


Geographical spread versus targeted areas

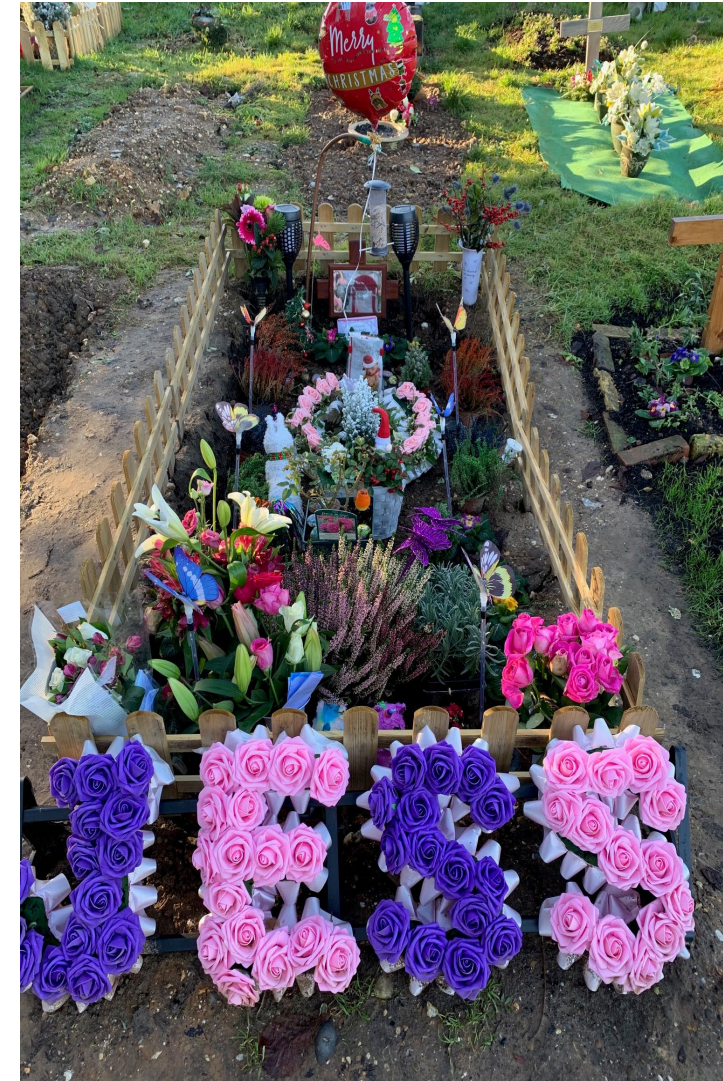
A dark blue silhouette of the United Kingdom is centered on a dark blue background. Radiating from the map are numerous bright, multi-colored beams of light in shades of red, orange, yellow, green, and blue, creating a starburst or sunburst effect. Overlaid on the map is the text "LEVELLING UP" in a bold, white, sans-serif font. The word "LEVELLING" is on the top line, and "UP" is on the line below it, flanked by two horizontal white bars.

LEVELLING
— UP —

Sport England Local Delivery Pilots



Tensions to manage



Thank you

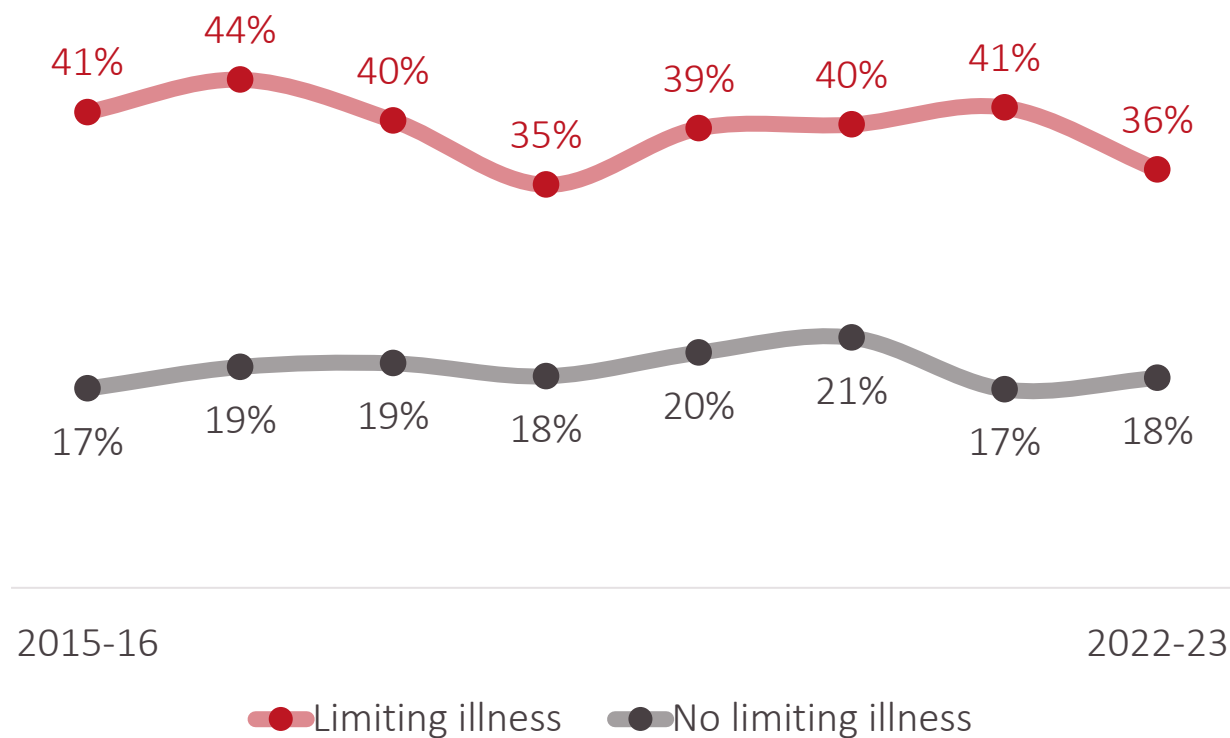


Herts Disability
Sports Foundation

Year of Disability Sport & Physical Activity 2026

Adults with a **limiting illness or disability** are **twice as likely to be inactive**

The inequality gap persists



Aim

To inspire and enable people with a disability, of all ages, backgrounds, and abilities, to be more active, by increasing access to sport and physical activity in Hertfordshire.



Offer for Clubs – Small Grants Scheme

- Up to £500 TBC
- Disability specific projects or to reach disabled participants
- Simple application process
- Small but sustainable and impactful projects



Offer for Clubs – Bid Writing Support

- Working with Funding4Sport
- Allowance ringfenced for Disability specific projects or to reach disabled participants
- Larger projects £10k – £20k
- Typically, through **Movement Fund or Awards For All**



Offer for Clubs – Workforce Development

- 1-1 inclusion support delivered by **Sported** inclusion experts – consultancy package
- Inclusion Learning Series
- Disability Sports Symposium – Launch event: **Thursday 27th November**



Next Steps

- Come and speak to me or the team in the marketplace today
- Look for opportunities to engage with the campaign throughout 2026
- Start thinking about disability inclusion within your clubs



Thank you

