

# The contribution of sport to GM Moving

16<sup>th</sup> March 2021



Following the GM Moving event around 'The contribution of Sport', there was plenty of refreshing conversations in the rooms with people really engaged, open and honest. There were ideas for engaging with the community and working bottom up, with genuine interest in how to engage more diverse audiences in their communities and the role that sport can play to engage people and communities.

There were some consistent themes coming out from the breakout rooms across all the specific questions, and these were:

### **Connections and links**

Making connections and links easier from sport to local organisations and communities, to bring people together to work on a wider approach than sport.

### **Inclusion**

Focus on inclusion through engagement with wider range of people, different approach or language could help sport to improve sport participation experience for people in their community; empowerment of choice and feeling part of something, solo or group activities, affordable, and close to home.

### **Covid recovery, with focus on those hardest hit**

Recovery from Covid through sport to make people feel safe, but rebuild back to provide a broader offer that is accessible and diverse, to engage wider across services and communities.

### **Workforce**

Sport improving links with community workforce through real role models and neighbourhood connectors, and embedding leaders and training opportunities locally.

### **Community engagement/bottom up approach**

Engaging communities to look at sport around local needs with a bottom up approach, and develop clubs as hubs to reshape and enable wider engagement in their neighbourhood.

### **Facilities and infrastructure**

Improving facilities and infrastructure for sport to open up accessible indoor spaces for communities, and rethink or improve local spaces and environment to allow informal sport and activity.

### **Learn and share across wider network**

Learning and sharing across wider network for sport, creating openness and facilitation of space to work and share together

## Summary of all breakout questions (commonalities across groups)

**Breakout 1 - Sport is key to GM Moving and recovery from Covid and tackling inequalities that have grown. What are your hopes for the contribution of sport to GM Moving over the next 10 years?**

- More connected – easier to make links
- Health/social prescribing – better to direct and link to sport activities, and improve understanding of role in this
- Young people engaged in sport and activities earlier with ‘fun’ being important
- Regeneration after covid – accessibility, diversity, provide a broader offer or platform to engage wider within system/organisations/communities
- Accessibility – more focus on engagement with those that don’t get out, or a wider range of people.
- Sport needs to be part of solution – demand for community activities and environments that activity could be part of.
- Indoor facilities available, improved infrastructure locally
- Bring people across sector together – approach wider than sport
- Increase inclusion focus on how people can participate – feel safe, solo activities, clubs enable this to happen?
- True value of sport has been recognised and valued more through missing it in lockdown – ensure offer is what people want
- Big role to play, sport needs to have appeal to everyone – change thinking and wording
- De-regulation – get people involved but not feel like its sport (ie.competitive)
- Better connection of different opportunities as a spectrum – eg.signposting, valuing all contributions, sports working more effectively together in a place
- Focus on hardest hit – young people need appropriate options, focus on mental wellbeing
- Need of investment to enable link to wider outcomes – what will it take for other parts of system to prioritise this as part of their outcomes?

**Breakout 2 - The pandemic has been a challenging time for grassroots sport. What will it take for sport to recover and reinvent so that it can play its full part in GM Moving?**

- Understanding of Community club purpose – social connections, mixed activities?
- Workforce support – re-engaging with clubs, capacity of smaller clubs
- Role of sport and clubs in GM Moving – more explicit?
- School facilities, pitch access, increase in extra-curricular activities
- Opportunity to change how we offer sport and reinvent
- ‘Learn and share’ space is vital at this time
- Focus on social interaction of sport – clearer what is club set competitive programme, what is fun and recreational.

- Facilities – lack of them, not accessible.
- Facilities – open to community rather than just a sport club eg.health and wellbeing hubs
- Bottom up in community – what do they need?
- Club membership is not accessible – how can reshape to enable wider community engagement
- Recognition of entry routes – how marketed etc
- Facilitate networks, cross fertilise across, work collectively across disciplines
- How we connect and support in GM, options?

### **Breakout 3 - How can we lead alongside people and communities to grow sport participation at the neighbourhood level? How might we need to things differently?**

- Join up system, Sport England role, how does this filter down?
- Pandemic gives opportunity to start from scratch, bottom up
- What do communities want? More social environment for connections
- Keep virtual sport and events for those that need them
- Workforce – better links with community, real role models and connectors
- Embed leadership and training so local level can engage and lead more for the people within their community
- How to engage better locally
- Local spaces, housing associations – rebuild and improve spaces for informal sport
- Rethink – build back organisations to be flexible and use local spaces
- Primary schools – how can utilise evenings to open up
- More personal approach with peoples wider lifestyle needs at heart of plan
- Work with families – active at home
- Clubs – how to encourage all abilities, create right environment to achieve that