



Happier



Healthier



More Active

Schools Active Movement

Advocacy briefing paper

FIT 4 HHA = Government commitment to Funding, Infrastructure and Time allows the network to deliver on a promise and commitment to ensure we have **Happy, Healthy, more Active children**.

FIT = Policy ask

HHA = Network commitment

Executive Summary:

The pandemic has shone a light on the poor state of our nation's health, compounded the physical and mental health crisis affecting our young people and fully exposed the societal inequalities that government are anxious to address. The sport, physical activity and wellbeing agenda is our most powerful tool for addressing these issues. We owe it to all our young people to provide them with an entitlement to a happy, healthy, and active life.

The Schools Active Movement (SAM) is a network made up of prominent not for profit local organisations and experienced practitioners who work to support schools to provide the best and most beneficial experience possible for all our young people. *Appendix 1: [Map of SAM members](#)*

SAM is the collective voice of local infrastructure, working tirelessly to interpret and apply national strategies and initiatives to ensure the most effective and appropriate local results. SAM has a unified vision to ensure all children are happy, healthy, and more active. All SAM members are passionate about realising this vision and believe this is fundamentally in line with the governments levelling up agenda. These agencies and individuals ensure quality, sustainability and effective meaningful change in their local areas.

SAM would like to propose the FIT model to form a strategic approach to tackling the issues highlighted.

F - It is our belief that a more strategic **funded** approach to physical activity, school sport, PE and well-being for all school age children will provide far greater outcomes for young people.

I - We believe that a coherent approach to an **infrastructure** that is accountable for an evidence based approach to meaningful targets, locally and nationally, will also ensure more positive outcomes.

T - This strategic approach needs **time** to be more effective for all children (particularly disadvantaged and target group children). Two definitive five year cycles in line with Sport England's 10 year strategy will provide much more effective results.

Our commitment to government is that if you give us FIT the SAM network and extended partnerships will, be able to, locally and effectively, utilise its extensive professional knowledge, expertise and national reach to deliver **Happy, Healthy, more Active children**.

Section 1 - Funding:

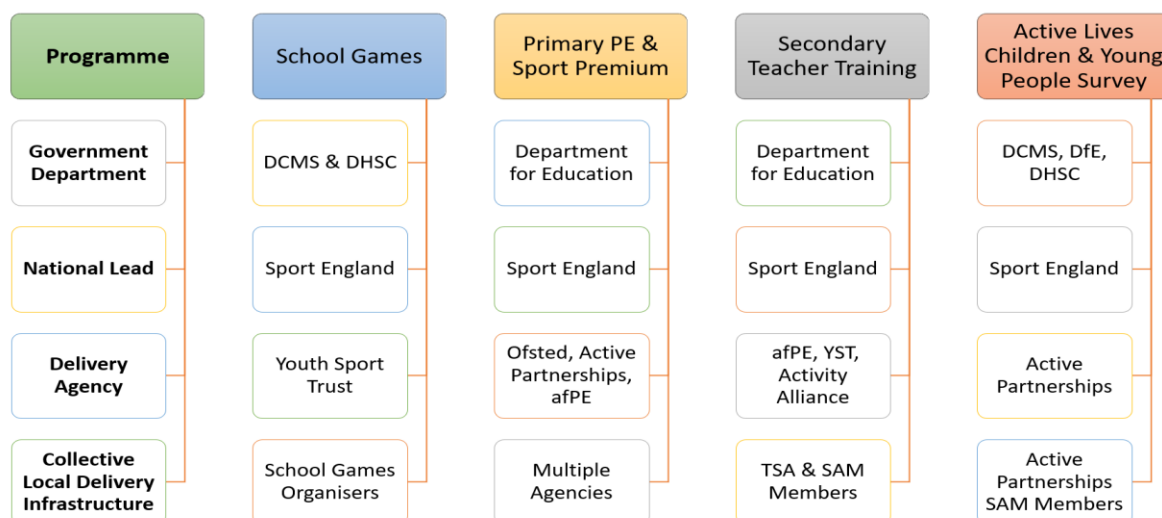
The proposal is that government invest further in this sector. Key points:

- The School Games and Primary PE and School Sport Premium have been extremely effective tools in markedly improving provision in schools that are engaged with this agenda. However over the past few years short funding cycles and minimal notice has been detrimental to achievement of maximum impact across the sector. There are excellent examples of how this has been extremely effective in many different ways. We would strongly recommend these remain, however greater accountability and strategic thought is needed to make them as effective as possible (Infrastructure and time – see below).
- It is widely acknowledged that when physical activity is at the heart of whole school improvement academic standards and life chances improve. However, there is no financial incentive for secondary schools to put this agenda at the forefront and no resource to support them to prioritise this. We would like to see a Secondary PE and Sport Premium with clearly identified goals and robust accountability. This can be built on the lessons learnt from the Sport England Secondary Teacher Training programme. This has to be linked into an overall School Sport plan and Infrastructure
- Other short term funded projects such as holiday programmes, opening up of schools sites and the school recovery fund need to be included in an overall strategy to get best results and best value (see below – infrastructure)

Section 2 - Infrastructure:

As you can observe from the table below we currently have a number of laudable, credible and valuable initiatives that can and should be built on. However, there is little or no explicit connectivity between them, no overall strategic vision, and no clear overarching accountability.

We urgently need a revised School Sport and Physical Activity Plan with a commitment to an accountable infrastructure with clear targets and goals.



SAM will support an alliance of organisations to work to a common goal across a requisite number of strands. This needs to be part of a formal and accountable infrastructure both **local and national**.

- It should be built on, and extend, what currently exists.
- It should look to highlight outstanding practice, provide essential training, encourage ambition and pay for itself by disposing of waste and neglect.
- It has to be effective and efficient delivered on national priorities e.g. children being more active. It needs to be executed/implemented/realised locally. This can be achieved through SAM members and their partners. This would ensure higher standards and greater accountability of delivery.
- The utilising of school sites to increase activity levels, the recovery agenda and the development of meaningful holiday activity also need to be included in a common less fragmented approach. These are...
 - 1) Holiday Activities and Food
 - 2) Sport England opening school facilities
 - 3) The School Recovery Fund and Summer School Funding

These initiatives currently feel like they are being bolted on as a quick fix and we strongly feel they should be a key part of a wider strategic programme.

Section 3 - Time:

For the last three years we have been operating in short term extension cycles that offer no ability to plan effectively for long term provision, sustainability and meaningful change. So much more can be achieved with longer term vision, strategy and certainty.

The Sport England Plan is a ten year plan, therefore, we propose:

- Two five year cycles to fit in with the Sport England Strategy time frame.
- Cross party/cross department collaboration to fully support this. Please put the children first.
- A high profile national campaign to run alongside of this e.g '7 Active Hours'.

Conclusion:

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Context:

It should be noted that SAM is a collaborative movement of local delivery agencies and not a formally constituted organisation. To avoid any confusion, SAM does not independently seek any funding or consider itself an alternative to the established organisations currently overseeing government and Sport England programmes.

SAM membership currently (March 2021) stands at 179 organisations (see mapping document appendix 1). This represents coverage of 11,000+ schools and 3 million children across the country.

Schools Active Movement Board (March 2021)