

INTRODUCING THE SPORT FOR DEVELOPMENT COALITION



Executive Summary

Sport has the power to bring people together, build stronger communities, support individual development and positively change lives. The Sport for Development Coalition (SFDC) is born out of a shared belief of sport's potential to play a greater role in addressing social issues across the UK.

This four-year business plan sets out how the SFDC will build and then make the case for sport for development – allowing it to unlock additional investment and resource for the sector. It has been co-created over several months – informed by the sport for development sector, SFDC supporters, and key partners. SFDC's purpose will be achieved through three core pillars of work: Impact, Advocacy and Investment. This document sets out the journey that has been taken to arrive at this business plan, the resources needed to deliver its ambitions and plans for sustainability of the SFDC and wider sector.

Over the next four years there will be a growth of supporters from 58 to 400 organisations and network organisations. This will be done by enabling and aligning the sector with a seven-point Charter that captures the values, beliefs and practice endorsed and championed by the SFDC. This network of organisations will form a movement that, through which, the SFDC will demonstrate and deliver the power of sport.

Understanding the collective impact of the movement will help the sector to continuously improve, allow SFDC to advocate for and on its behalf, thus unlocking significant and additional funding for sport for development initiatives and organisations.

Over the course of this business plan, the SFDC will remain committed to being an efficient and agile organisation, that listens to and is driven by the needs and views of the wider sector. SFDC will also develop its governance and organisational structure to allow it to set up as an independent organisation by June 2022. The timing gives an opportunity to evaluate the most appropriate governance structure and sufficient time to establish an appropriate plan for sustainability.

Why we exist

With a new decade dawning, 10 years until Agenda 2030 and Sport England working towards the publication of a new strategy, the SFDC is ideally situated to help policy-makers and stakeholders make sense of this diffused landscape and capitalise on the groundswell of support for sport's role in building a better society. By encouraging organisations to sign up to the Charter, we will create alignment and a collective voice so the sector can advocate for itself, influence policy and leverage investment. Our aim is to bring together the many brilliant organisations in the sector doing great work and give them a stronger voice, as well as harnessing the expertise and reach of bigger organisations. We will strengthen the relationship between practice and policy, create a conduit for grassroots and Government to transfer knowledge and information, and encourage investment into the sector by telling the stories of people and organisations having a real and sustained impact on their local communities.

Across the UK, it is estimated there are at least 2500 organisations *intentionally* using sport and physical activity to generate positive social outcomes. The Charity Commission has registered 1942 charities with sport in their name, activities or objectives, with 356 citing 'sport for development', 33 'sport for change' and 117 'sport for good'. Comic Relief fund 400 projects through their Sport for Change programmes, and Laureus fund 14 programmes in the UK alone. Sported work with some 3000 community clubs and groups using sport and physical activity, while StreetGames have 1500 Affiliate members embedded in

local communities. The ConnectSport directory lists 360 organisations across different sectors using sport and physical activity to generate social outcomes, whilst it has also calculated there could be as many as 180,000 organisations across the UK capable of delivering sport for development if the wider benefits of sport and physical activity become common knowledge.

It is our ambition that every community organisation is able to speak confidently in terms of the social and economic contribution that it is making within its own community, and for the SFDC to articulate their collective impact at a national level. This will also enable us to understand where there are gaps in provision, skills and knowledge, and work with relevant partners to respond.

Previous efforts have been made to make the case for Sport for Development. In 2010 the CASE (Culture and Sport Evidence) programme calculated that doing sport at least once a week generates subjective wellbeing benefits equivalent to a £11,000 increase in annual household income and in 2013, Sported commissioned research to understand the impact of sport on disadvantaged children. StreetGames also have a wealth of learning in reports such as Lessons of Doorstep Sport, Lessons of Volunteering and The Inactivity Timebomb. But although we have seen a shift within DCMS to recognise the power of sport, we feel other areas of Government and society are still missing out on the opportunity that sport for development presents. The need is clear for a joined-up, whole-ecosystem approach to building and making the case for sport for development.

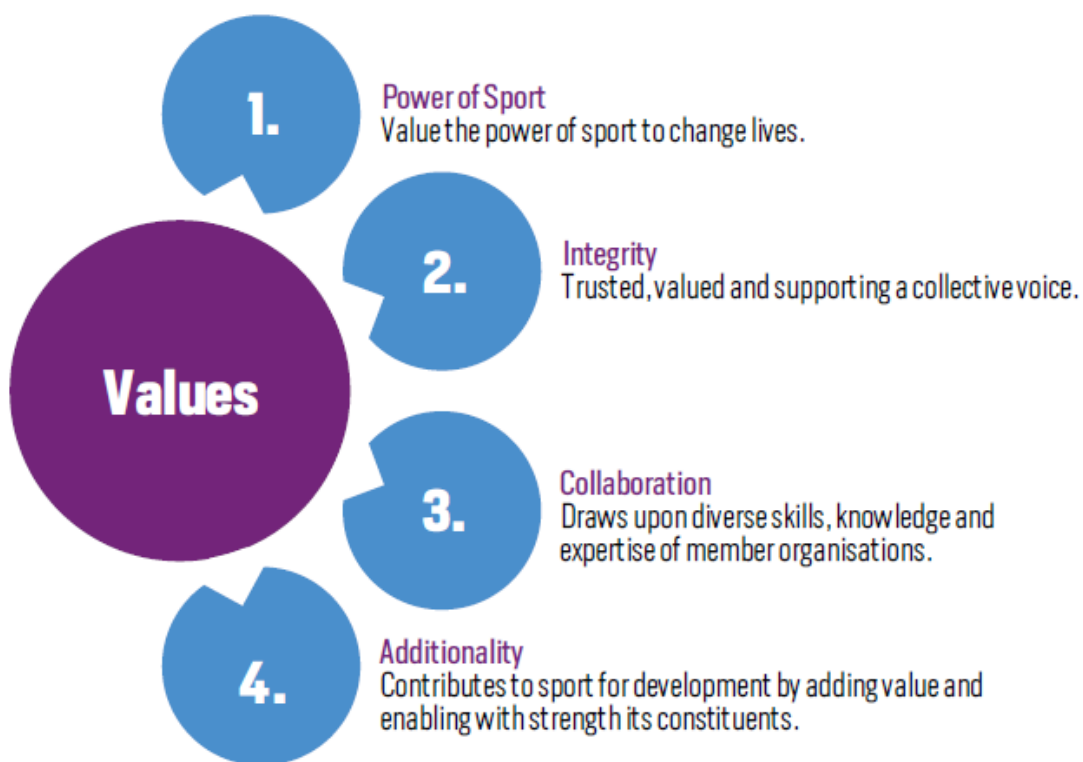
Our Vision

Every person in the UK recognises and values the power of sport to change lives and has the freedom to access it without barriers.

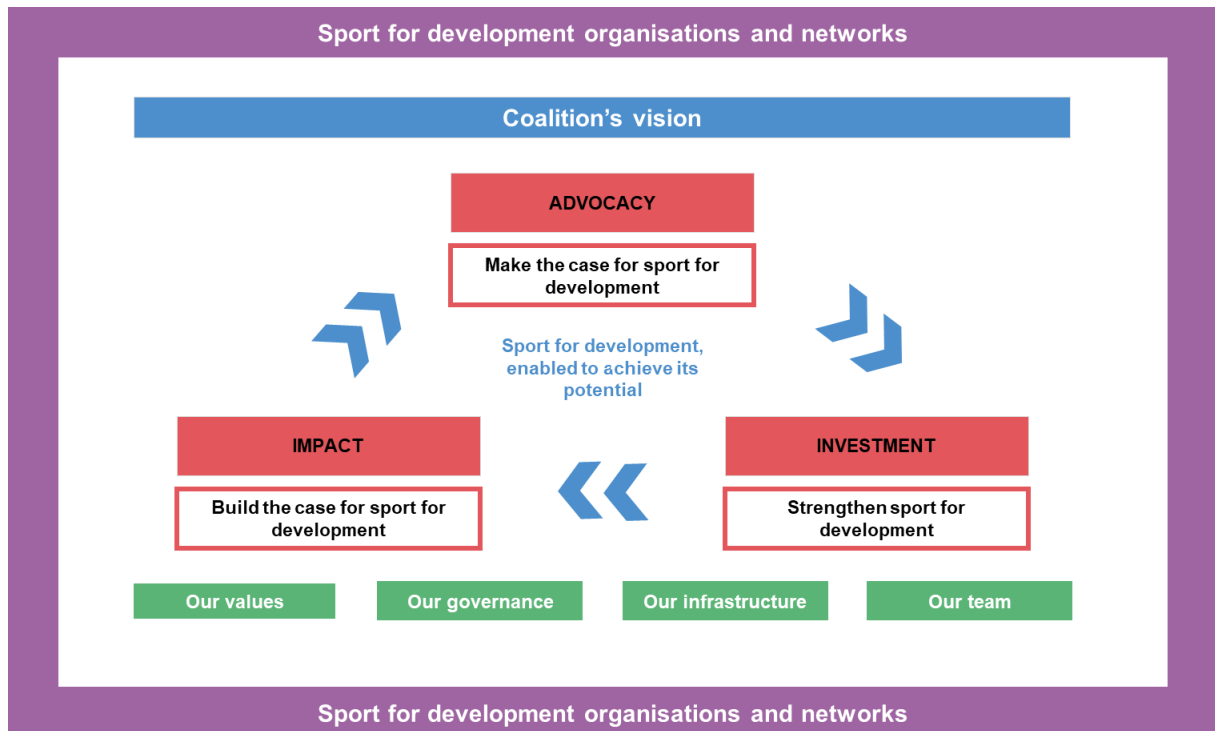
Our Mission

Enabling sport for development to achieve its full potential.

Our Values



Ourwork



Four Year Outcomes

Between 2020 and 2024, the SFDC will work to achieve the outcomes below to achieve our mission of making the sport for development sector the best it can be.

	Outcomes	Impacts
Year One - Focus on Impact	<p>IMPACT</p> <ul style="list-style-type: none"> • Clear understanding of the type, breadth and depth of impact/outcomes achieved through sport. • Understanding of impact measurement in the community <p>ADVOCACY</p> <ul style="list-style-type: none"> • A two-way communications plan that listens and talks equally. <p>INVESTMENT</p> <ul style="list-style-type: none"> • Scoping funding opportunities for the movement 	<p>IMPACT</p> <ul style="list-style-type: none"> • A more efficient sector sharing information, and preventing duplication of learning

<p>Year Two - Focus on advocacy</p>	<p>IMPACT</p> <ul style="list-style-type: none"> Understanding of knowledge gaps within the sector <p>ADVOCACY</p> <ul style="list-style-type: none"> A defined and engaged movement of organisations Clear understanding of the size and scope of the sport for development sector Clear vision for the priorities in terms of policy change and allocation of funds <p>INVESTMENT</p> <ul style="list-style-type: none"> Broker funding opportunities for the movement 	<p>ADVOCACY</p> <ul style="list-style-type: none"> Policy recognises the power of sport The scale and nature of the sport for development sector is understood and can be articulated to funders/ other stakeholders
<p>Year Three - Focus on Investment</p>	<p>IMPACT</p> <ul style="list-style-type: none"> More consistent expectations and understanding of impact measurement and reporting <p>INVESTMENT</p> <ul style="list-style-type: none"> Clear identification of where ADDITIONAL funding can be leveraged All organisations within the movement have access to support tools and development 	<p>IMPACT</p> <ul style="list-style-type: none"> Funders/ policy makers are more informed in their assessments through clarity of what is achieving impact (or not) <p>INVESTMENT</p> <ul style="list-style-type: none"> Funders and decision makers can identify organisations that are investment ready
<p>Year Four - Strat Review/ Re-focus</p>	<p>IMPACT</p> <ul style="list-style-type: none"> Impact data is more representative of the projects it measures <p>INVESTMENT</p> <ul style="list-style-type: none"> Principals for best practice in sport for development are known <p>SUSTAINABILITY</p> <ul style="list-style-type: none"> Establish the SFDC as credible and an organisation with integrity There is a functioning board that is compliant with Sport England conditions The SFDC is a standalone legal entity 	<p>IMPACT</p> <ul style="list-style-type: none"> All organisations, regardless of size are able to effectively measure the impact of their work <p>ADVOCACY</p> <ul style="list-style-type: none"> Coordinated action leverages funding to the movement <p>INVESTMENT</p> <ul style="list-style-type: none"> Additional investment is unlocked The organisations within the movement are investment ready. <p>SUSTAINABILITY</p> <ul style="list-style-type: none"> The SFDC is effective/ efficient in adding value to the movement.

Joining the Movement

Any UK-based organisation that can demonstrate it is generating positive social outcomes through sport and physical activity can sign up to the SFDC. Our aim is to connect and align as many existing and new sport for development organisations as possible; encourage more organisations who have the ability to deliver sport for development to join the movement; and create a platform for organisations of all sizes to connect, collaborate, share best practice and innovate.

When you sign up to the SFDC, you are joining the movement of organisations who endorse and adopt its Charter. This means that you will:

1. Actively **demonstrate, and advocate** for the intentional use of sport and/or physical activity to generate positive social outcomes. Our purpose is to drive social change through sport, over and above activation and participation.
2. Be open to working in **collaboration** with other organisations (sport and non-sport) to achieve common objectives and shared outcomes.
3. **Collect, build and share** evidence of what works, and what doesn't, when using sport and/or activity for positive social outcomes.
4. Commit to positively engaging with the SFDC and its activities, supporting the **empowerment** and capacity-building of others in order to broaden the movement's collective impact.
5. Commit to building a **diverse** pool of talent that reflects, and is representative of society. This should relate to all areas of your work, including your workforce, your participants and your delivery partners.
6. Help to develop and use a **common language** and wider understanding of Sport for Development especially amongst other key sectors such as health and criminal justice. Where necessary, this will draw on relevant frameworks such as the DCMS Sporting Future strategy or the Sustainable Development Goals (SDGs).
7. Subscribe to the principle of a **two-way relationship** with the SFDC where you both offer and have access to support, knowledge, experience, services and opportunities.

The purpose of organisations joining the movement is not to re-invent or duplicate what is being offered elsewhere, but instead to reinforce the principles laid out in our Charter and overlay them on existing networks. Thus, organisations will effectively be declaring they are confident in delivering sport for development outcomes.

There is NO COST to join the SFDC, but we do ask to you play an active role in supporting and promoting it.

What you will get:

- SFDC logo for you to display on your website, linking to the Charter.
- Your organisation will be listed on our website.
- Your news and announcements will be shared and promoted.
- A monthly newsletter from the SFDC.
- Access to offers and events.

What we would ask in return:

- To be featured on your website (logo linking to the Charter).
- Social media support: we want you to tell people about the movement.
- For volunteers to support or lead our 'monthly themes' and 'Twitter takeovers', plus other online activity, so we can showcase your work to the wider movement and to policy-makers.
- For your organisation to support common measurements across sport for development outcomes and share relevant data.

Each year we will have a few opportunities for supporters to give the following to the movement;

- Opportunities for the SFDC to act as a supporting partner for your events. We will aim to support and promote a certain number each year.
- Represent the SFDC in key forums
- Host round tables and discussions with key segments of the movement i.e. impact measurement stakeholders

For more information and to sign up, please visit <https://sportfordevelopmentcoalition.org/>

