

Active Celebration

Using the London 2012 Games
to Get the Nation Moving



Foreword

The London 2012 Olympic and Paralympic Games presents a once in a lifetime opportunity to get the nation moving. The International Olympic Committee president described our plans to get people active as 'part of the distinctive magic' of the London bid.

The Games, and the years leading up to them, are a cause for celebration that transcends sport. Throughout the country, local events between now and July 2012 will capture people's imagination and inspire them to get involved.

How? This evidence-based set of case studies and strategies provides the blueprint. It has been commissioned jointly by the Physical Activity Coordinators in the Department of Health offices across England, and developed by the Centre for Sport, Physical Education & Activity Research (SPEAR) at Canterbury Christ Church University.

Active Celebration answers several questions:

- How can the Games inspire us to be more active?
- How can we give most support to those with most to gain i.e. the least active?
- What will work best and who needs to be involved?

For commissioners, it offers an evidence-based guide to which schemes are likely to work in which settings, and what outcomes you can expect.

For coordinators, it provides a detailed picture of the possibilities for legacy work so you can see which ones match most closely with your local priorities.

For delivery partners, it's a practical 'how to' guide covering design and implementation, with a host of useful contacts.

For anyone who has a responsibility for legacy work at local, regional or national level, and wherever you are in the country, Active Celebration will stimulate discussion, aid decision making, generate ideas and positively challenge partnerships at all levels to maximise the opportunities before us.

We hope that you find this resource invaluable. We welcome your views, as well as news of any programmes or events for which you use it as a guide.

The Department of Health Regional Physical Activity Coordinators:

Paul Jarvis, South East
paul.jarvis@wellbeingsoutheast.org.uk

Louise Wilson, North East
louise.wilson@dh.gsi.gov.uk

Peter Ashcroft, South West
peter.ashcroft@gosw.gsi.gov.uk

Roz Coombs, East
roz.coombs@dh.gsi.gov.uk

Sarah Bowles, East Midlands
sarah.bowles@dh.gsi.gov.uk

Alex Hammond, Yorkshire & Humber
alex.hammond@dh.gsi.gov.uk

Jackie Brennan, North West
jackie.brennan@dh.gsi.gov.uk

Suzanne Gardner, West Midlands
suzanne.gardner@pan-wm.org.uk

John Harkin, London
john.harkin@london.nhs.uk

“The Inspire Programme is ensuring the legacy of the 2012 Games starts now as projects like Active Celebration are enabling people across the UK to make positive life changes.”

Sebastian Coe (Chair), The London Organising Committee of the Olympic and Paralympic Games (LOCOG)

Contents

How can the London 2012 Games get the nation moving?.....	4
4 steps to getting started.....	10
Overview of the initiatives.....	12

Initiatives (inserts provided at the back of the booklet)

Initiative 1: You Never Lose It

Initiative 2: Raise Your Game

Initiative 3: Generation Games

Initiative 4: Cross Over

Initiative 5: Going for Green

Initiative 6: Family Fun Works

Initiative 7: Chance to Dance

Initiative 8: City Spin

Initiative 9: Let's Play

Initiative 10: Stroll 'n' Roll

Initiative 11: Cultural Carnivals

Initiative 12: Ultimate Performance

Initiative 13: Silver Spirit

How can the London 2012 Games get the nation moving?

Active Celebration has been designed to provide a range of initiatives to help get more people more active using the London 2012 Games.

These initiatives, which have been developed through research carried out by the Centre for Sport, Physical Education Activity and Research (SPEAR) at Canterbury Christ Church University, are based on two processes which explore the relationship between different types of physical activity and the values and levels of engagement of a range of target audiences:

- For sport and the most formal physical activities, the process is a **DEMONSTRATION EFFECT** in which the sporting values of the Olympic and Paralympic Games are used to inspire sport participation.
- For general physical activity and very informal sport-related activities, the process is a **FESTIVAL EFFECT** which builds a sense of community involvement in the occasion to promote active celebration of the Olympic and Paralympic festival.

How do the demonstration and festival effects work?

Physical activity initiatives, including sports, are often 'stage matched'. This means they are designed to be matched to the current engagement levels of different target groups (e.g. contemplation, preparation, etc).

The Demonstration and Festival Effect initiatives provided here go a step further by seeking also to 'value-match' initiatives. This means that as well as targeting people at particular stages

of engagement, the initiatives are also matched to groups' pre-existing values, such as sport, lifestyle, family, community or eco related values (see pages 6 and 7). The Demonstration and Festival Effect initiatives show how to use pre-existing values as 'hooks' to encourage and develop participation in physical activity and sport, and illustrate how these values can be linked to the values associated with the Olympic and Paralympic Games.



DEMONSTRATION EFFECT

DEMONSTRATION EFFECT initiatives seek to stimulate participation through using the Olympic and Paralympic Games to encourage aspirational and nostalgic emotions relating to sport participation.

These initiatives emphasise the values of the Olympic and Paralympic Games as sporting competitions and seek to match Olympic and Paralympic sporting values with individuals' pre-existing value hooks relating to sport, lifestyle and family.

However, because it seeks to capitalise on sporting values, the **DEMONSTRATION EFFECT** is only effective with people who already have positive associations or emotions towards sport.

The **DEMONSTRATION EFFECT** can have three potentially useful outcomes:

- It can encourage former participants in sport to re-engage with sport participation (see initiatives 1, 3 & 4).
- It can encourage infrequent participants in sport to participate more regularly (see initiative 2).
- It can encourage current participants to try new sports or activities, which may refresh their participation and prevent potential drop out from sport (see initiative 4).



FESTIVAL EFFECT

FESTIVAL EFFECT initiatives are largely aimed at the least active who may often have negative attitudes towards sport or formal physical activity participation.

These initiatives seek to encourage engagement with the idea of becoming more active through using the Olympic and Paralympic Games to create a desire, if not an urge, to 'be part of it' and actively participate in celebratory festival related activities.

These initiatives emphasise cultural and creative values associated with the Olympic and Paralympic Games and seek to promote the Games as a significant communal celebratory festival that is bigger than and beyond sport. Celebratory communal values derived from the Olympic and Paralympic Games as a national festival, but associated with locally important cultural and community activities, values and traditions, are matched with individuals' pre-existing value hooks relating to lifestyle, family, community and eco-issues.

However, because the **FESTIVAL EFFECT** is targeted at those who may have negative attitudes towards sport and physical activity, in most cases it de-emphasises sport, health and exercise related messages.

The **FESTIVAL EFFECT** can have two potentially useful outcomes:

- It can encourage those who are disinterested in formal physical activity to contemplate more informal physical activity participation linked to other values that are important to them (see initiatives 5, 6, 9, 11 & 12).
- Secondly, it can prompt activity take-up among those who have begun to contemplate becoming more active, particularly where such activity takes place incidentally as part of other pursuits for which enthusiasm and interest already exist (see initiatives 6, 7, 8, 9, 10, 12 & 13).



How does value matching work?

Values can be very personal, and the values an individual holds are often related to their background, experiences and upbringing, and their ideas and feelings about the community and society in which they live. However, it is possible to identify a range of general 'value hooks' connected to sport, lifestyle, family, community and ecological/green commitments that have a common appeal to particular target groups or sub-groups.

The Active Celebration approach is to match values associated with the Olympic and Paralympic Games with pre-existing value hooks. This 'value-matching' takes place through one of the two processes described on pages 4 and 5, either a Demonstration Effect or a Festival Effect.

The Demonstration Effect initiatives seek to match values associated with the Olympic and Paralympic Games as a sporting competition with pre-existing value hooks relating to sport, supplemented by values related to lifestyle and family.

The Festival Effect initiatives seek to match cultural and creative values linked with the Olympic and Paralympic Games as a communal celebratory festival with pre-existing value hooks relating to lifestyle, family, community and eco-issues.

Particular value hooks may operate in isolation, or they may overlap in a range of ways depending on which value hooks are being matched to which Olympic and Paralympic Values, effect (Demonstration or Festival), policy goal and target group.





SPORT HOOKS are founded on the core values of sport defined as being competitive, formally organised, rule-bound, and requiring physical exertion and/or skill.

LIFESTYLE HOOKS are wide ranging and reflect the ways that people interact individually, socially and economically with their surroundings. They are connected to the way people see themselves as well as how they believe other people see them. Lifestyle hooks are a mix of social, cultural, political and economic attitudes that shape work and leisure behaviours and emotions, and tastes and preferences for physical and cultural activity.

FAMILY HOOKS centre on the shared commitment individuals have to their family relationships. Such hooks arise from the development of bonds between adults, between adults and children, and between children, among both immediate and extended family.

COMMUNITY HOOKS refer to the common agenda, customs and traditions of groups or networks of people that share values and/or resources. Such hooks may be linked to places (i.e. where people live) or to causes or interests, and tend to be expressed in terms of a sense of pride, identity or altruism.

ECO HOOKS reflect concerns about environmental damage and the quality of human life. Such hooks centre on a value system connected to sustainable living and the development of harmonious relationships between human and non-human environments, local and global resource management, and environmental preservation and conservation.



What are the Values of the Olympic and Paralympic Games?

The Demonstration and Festival Effects encourage Active Celebration of the London 2012 Games by matching pre-existing value hooks in target groups (see pages 6 and 7) with values associated with the Olympic and Paralympic Games as both a sporting competition and as a communal celebratory festival. These include:

The Values of the international Olympic and Paralympic movements

The Values of the Olympic Movement – Excellence, Friendship, and Respect – and the separate but related Values of the Paralympic Movement – Determination, Courage, Inspiration and Equality – together provide a set of guiding principles for a broader Olympic and Paralympic value set that can be matched to pre-existing value hooks through Demonstration and Festival Effect initiatives.

An Olympic and Paralympic value set includes a non-discriminatory approach to participation in a diverse range of sporting and non-sporting activities as a way of developing a healthy respect for oneself and others. It promotes the benefits of social responsibility, volunteering and caring for others, and the sense of wellbeing that individuals may experience as a result of this. (For details see: www.olympic.org/en/content/Olympism-in-Action and www.paralympic.org/Science_Education/Education).

The aspirations and values of the London 2012 Games

Aspirations for London 2012 are linked to broader Olympic and Paralympic Values. London 2012 seeks to welcome the world, and to promote its Games as both a multicultural inspiration to the global community, and as a celebration of London and the UK's unique cultural diversity. London claims to be the first sustainable Games, seeking to inspire sustainable living through providing for people's current and long term needs, improving quality of life, encouraging healthy and active lifestyles, and maintaining a thriving natural environment. The London 2012 Games seek to be an inclusive and participatory festival that inspire individuals to 'be the best they can be'. (For details see: <http://tinyurl.com/LegacyActionPlan>).

The ambitions of the Cultural Olympiad

The four-year London 2012 Cultural Olympiad started in September 2008, at the end of the Beijing 2008 Games. The Cultural Olympiad seeks to provide opportunities for individuals to be creative, to collaborate, and to share in the celebration of both their own and others' diverse community traditions and interests. It promotes both participation and excellence in a range of artistic, cultural and heritage activities, inviting people to inspire and be inspired by others at all levels. It is built on the values of friendship, fun and togetherness which can strengthen communities and make them sustainable, safe and exciting places to lead full and healthy lifestyles. (For details see: <http://tinyurl.com/CulturalOlympiad>).



'Be the best you can be'

A broad value set matched to the London 2012 Games

- Excellence & Achievement
- Friendship & Respect
- Determination & Courage
- Inspiration & Inclusion
- Multiculturalism & Diversity
- Social Participation & Responsibility
- Sustainability & Quality of Life
- Community & Tradition





4 steps to getting started

step 1 Decide which target group your initiative will focus on. Current participants (maintenance stage), infrequent participants (preparation and action stages) and former participants (re-contemplation stage) should be targeted using the Demonstration Effect, which focuses on sport and the most formal activities. Participation contemplators (contemplation stage) and disinterested non-participants (pre-contemplation stage) should be targeted using the Festival Effect, which focuses on broader physical activity or very informal sport-related activities.

step 2 Goals are matched to target groups. For sport participation via a Demonstration Effect goals can be to refresh participation to prevent dropout amongst current participants, to raise participation frequency among infrequent participants, or to re-engage participation among former participants. For physical activity via a Festival Effect goals can be to prompt activity among participation contemplators or to stimulate contemplation among disinterested non-participants.

step 3 Look at the right of the diagram to see which pre-existing value hooks (see page 7) can be matched to values associated with the Olympic and Paralympic Games (see page 8) for the target groups and goals you have identified.

step 4 Look at the top of the diagram (for sport participation through a Demonstration Effect) or the bottom of the diagram (for physical activity through a Festival Effect) to identify the initiatives that provide ideas for projects and activities for target groups and goals that you have identified.

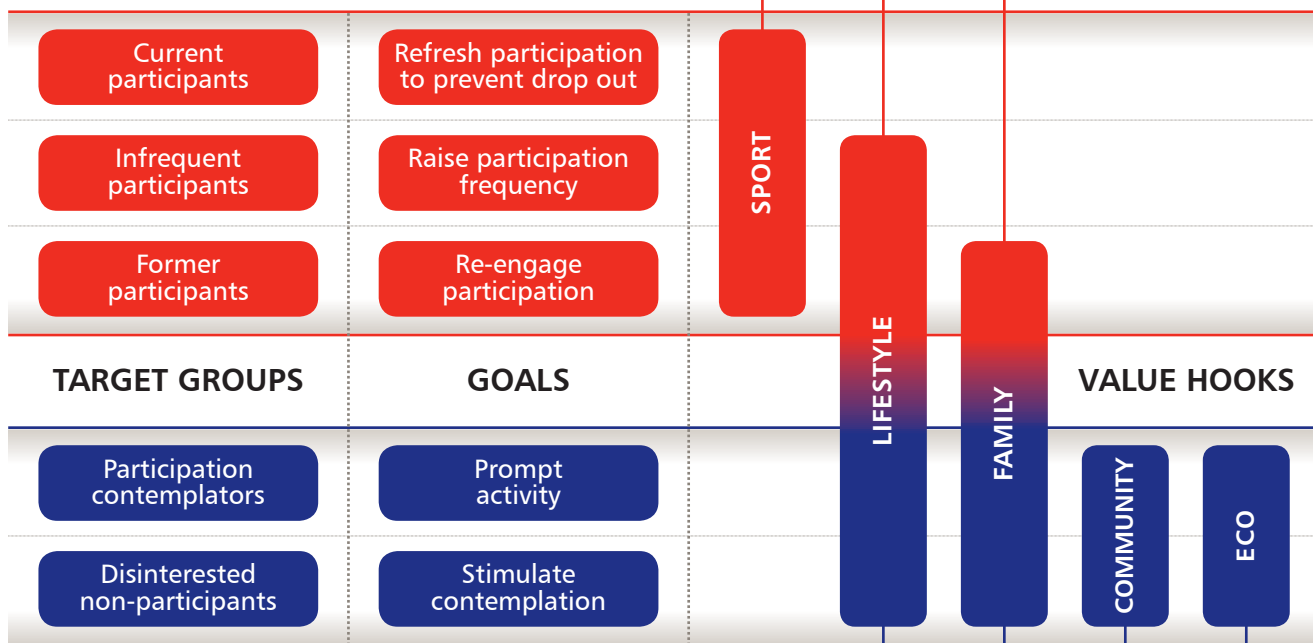
DEMONSTRATION EFFECT

SPORT AND THE MOST FORMAL PHYSICAL ACTIVITIES

Initiative 3: Generation Games

Initiative 1: You Never Lose It / **Initiative 4:** Cross Over

Initiative 1: You Never Lose It / **Initiative 2:** Raise Your Game / **Initiative 3:** Generation Games / **Initiative 4:** Cross Over



Initiative 6: Family Fun Works / **Initiative 7:** Chance to Dance / **Initiative 10:** Stroll 'n' Roll / **Initiative 12:** Ultimate Performance

Initiative 6: Family Fun Works / **Initiative 9:** Let's Play / **Initiative 13:** Silver Spirit

Initiative 7: Chance to Dance / **Initiative 8:** City Spin / **Initiative 9:** Let's Play / **Initiative 10:** Stroll 'n' Roll / **Initiative 11:** Cultural Carnivals / **Initiative 12:** Ultimate Performance / **Initiative 13:** Silver Spirit

Initiative 5: Going for Green / **Initiative 8:** City Spin

PHYSICAL ACTIVITY AND VERY INFORMAL SPORT-RELATED ACTIVITIES

FESTIVAL EFFECT



Overview of the initiatives

To encourage Active Celebration of the London 2012 Games, four Demonstration Effect initiatives have been developed that focus on sport and more formal physical activity, and nine Festival Effect initiatives have been developed focusing on broader physical activity and very informal sport-related activities.

Each initiative notes which activity type is involved (e.g. active environmental activities, traditional sports), which value hooks are relevant (see pages 6 and 7), which are the relevant audiences (see right and pages 13 and 14), whether the Demonstration Effect or the Festival Effect is being used (see pages 4 and 5), which goals and targets are relevant (see page 11) and the likely difficulty of developing projects relating to the initiative in the form of a complexity rating (see below).

Complexity

Each of the initiatives has a rating for complexity which provides an indication of how difficult it is likely to be to develop projects relating to the initiative, with a rating of one being the most straight forward and five being the most complex. The complexity rating is based on a combined assessment of the difficulty in organisation (e.g. finding facilities and resources), in finding project partners or leaders (including volunteers), and in engaging target groups and achieving the set goals. This is a comparative rather than an absolute rating, as all the initiatives require some organisational effort, but they are also all achievable.

Audiences

The Change4Life initiative and Sport England have each developed segmentation tools to allow health promotion and sport development professionals to understand the lifestyles, tastes and preferences of target groups for their programmes.

Change4Life have developed six Family Clusters and Sport England have developed nineteen Market Segments. Details of these Clusters and Segments, along with help and advice on developing promotional messages, can be found at www.promotingactivitytoolkit.com.

The initiatives in this book have each been matched to audiences taken from the Change4Life Family Clusters and the Sport England Market Segments. The audiences for each initiative have been derived from analysis of the Clusters' and Segments' values, preferences and behaviours in relation to the goals, targets and values for each initiative.

Sport England Market Segments

The Sport England Market Segments dataset contains information on participation levels. This has allowed us to identify which Segments contain significant numbers of the target groups identified in the diagram on page 11. This allows us to match Segments to goals as summarised

in the table below. This analysis shows that in younger age groups, where participation generally tends to be higher, initiatives drawing on the Demonstration Effect are likely to be more successful, but for older age groups, Festival Effect initiatives are more appropriate.

Age	Segment	DEMONSTRATION EFFECT			FESTIVAL EFFECT	
		Refresh Participation	Raise Participation Frequency	Re-engage Participation	Prompt Activity	Stimulate Contemplation
18-25	Ben (competitive male urbanites)	■	■			
	Jamie (sports team drinkers)	■	■			
	Chloe (fitness class friends)		■	■		
	Leanne (supportive singles)					■
26-45	Helena (career focused females)		■		■	
	Tim (settling down males)		■	■		
	Alison (stay at home mums)		■		■	
	Jackie (middle England mums)					■
	Kev (pub league team mates)			■	■	
	Paula (stretched single mums)					■
46-65	Philip (comfortable mid-life males)		■	■	■	
	Elaine (empty nest career ladies)				■	
	Roger & Joy (early retirement couples)					■
	Brenda (older working women)					■
	Terry (local 'old boys')					■
	Norma (later life ladies)					■
65+	Ralph & Phyllis (comfortable retired couples)				■	
	Frank (twilight year gents)				■	■
	Elsie & Arnold (retirement home singles)					■

Change4Life Family Clusters

The Change4Life Family Clusters are based on attitudes, preferences, and behaviours relating to diet, obesity levels and perceived children’s activity levels. Therefore, directly comparable data is not available to statistically match the Clusters to target groups in the way this has been done for the Sport England Segments. However, the table below matches Clusters to goals on the basis of a qualitative analysis of the values, attitudes and

broad activity levels of the target group.

This analysis shows that, with the exception of Cluster 6, where exercise levels are already high, the Festival Effect has potential to impact on physical activity across the Clusters if initiatives are appropriately matched to pre-existing value hooks as outlined in the diagram on page 11 and explained further on pages 6 and 7.

Cluster	DEMONSTRATION EFFECT			FESTIVAL EFFECT	
	Refresh Participation	Raise Participation Frequency	Re-engage Participation	Prompt Activity	Stimulate Contemplation
Cluster 1: Lacking time, money and knowledge				■	■
Cluster 2 Lack the knowledge and parenting skills to improve their family’s lifestyle				■	■
Cluster 3 Affluent, overweight families who over-indulge in unhealthy foods	■		■	■	■
Cluster 4 Living healthily		■		■	■
Cluster 5 Strong parenting skills but need to make changes			■	■	■
Cluster 6 Plenty of exercise but too many bad foods			■		

Supporting Research Evidence

- Baker, J., Horton, S. & Weir, P. (2009). **The Masters Athlete: Understanding the Role of Sport and Exercise in Optimizing Aging.** London: Routledge
- Brown, A. & Massey, J. (2001). **Literature Review: The Impact of Major Sporting Events.** Manchester: MMU/UK Sport
- Burgham, M. & Downward, P. (2005). 'Why volunteer, time to volunteer? A case study from swimming'. *Managing Leisure*, 10(2)
- Chalip, L. (2006). **Towards social leverage of sport events.** *Journal of Sport & Tourism*, 11(2), 109-127
- Green, C., & Chalip, L. (1998). **Sport volunteers: Research agenda and application.** *Sport Marketing Quarterly*, 7 (2), 16-23
- Coalter, F. (2004). **Stuck in the Blocks? A sustainable sporting legacy.** In A.Vigor, M.Mean and C.Tims (Eds.) *After the Gold Rush: A sustainable Olympics for London.* London: IPPRI/Demos
- Coalter, F. (2007). **London Olympics 2012: 'the catalyst that inspires people to lead more active lives'?** *Journal of the Royal Society of Health*, 127(3), 109-110
- Cragg Ross Dawson (2007). **The Olympic Legacy: Qualitative Research into Public attitudes.** London: DCMS
- Crompton, J. (2004). **Beyond economic impact: An alternative rationale for the public subsidy of major league sports facilities.** *Journal of Sport Management*, 18(1), 40-58
- Crompton, J. (2006). **Economic Impact Studies: Instruments for Political Shenanigans?** *Journal of Travel Research*, 45(1), 67-82
- Downward, P. M., & Ralston, R. (2006). **The sports development potential of sports event volunteering: Insights from the XVII Manchester commonwealth games.** *European Sport Management Quarterly*, 6(4), 333-351
- EdComs (2007). **London 2012 Legacy Research: Final Report.** London: COI/DCMS
- Gaskin, K. (2004). **Young People, Volunteering and Civic Service.** London: Institute of Volunteering Research
- Henley Centre Headlight Vision (2006). **Experience of Sport: Increasing Participation in Sport.** London: Sport England
- Hindson A, Gidlow B & Peebles C (1994) **The 'trickle-down' effect of top level sport: myth or reality? A case study of the Olympics.** *Australian Leisure and Recreation*, 4(1), 16-24
- Kremarik, F. (2000). **A family affair: Children's participation in sports.** *Canadian Social Trends*, 11(8), 21
- Kremer-Sadlik, T. & Kim, J.L. (2007). **Lessons from sports: Children's socialisation to values through family interaction during sports activities.** *Discourse and Society*, 18(1), 35-51
- Hogan, K., & Norton, K. (2000). **The 'price' of olympic gold.** *Journal of Science & Medicine in Sport*, 3(2), 203-218
- Kennedy, E., Pussard, H., Thronton A. (2006). **'Leap for London'? investigating the affective power of the sport spectacle.** *World Leisure*, 3
- London East Research Institute, University of East London (2007). **A Lasting Legacy for London? Assessing the legacy of the Olympic Games and Paralympic Games.** London: LERI
- Mansfield, L. (2009). **Fitness Cultures and Environmental (In) Justice?** *International Review for the Sociology of Sport*, 44,4, 345-362
- Payne, W., Reynolds, M., Brown, S. & Fleming, A. (2003). **Sports role models and their impact on participation in physical activity: A literature review.** *Vic Health: University of Ballarat*
- Priest, N., Armstrong, R., Doyle, J. & Waters, E. (2008). **Interventions implemented through sporting organisations for increasing participation in sport.** *Cochrane Database Syst. Rev. July 16 (3), CD004812.*
- Ralston, R., Downward, P. & Lumsdon, L. (2004). **The expectations of volunteers prior to the XVII commonwealth games, 2002: A qualitative study.** *Event Management*, 9 (1-2), 13-26
- Smith, A. & Fox, T. (2007). **From 'event-led' to 'event-themed' regeneration: The 2002 Commonwealth Games legacy programme.** *Urban Studies*, 44 (5/6) 1125-1143
- Sport and Recreation Victoria (2006). **Warming up for the Games.** Victoria (Aus): SRV
- Waitt, G. (2003). **Social impacts of the sydney olympics.** *Annals of Tourism Research*, 30(1), 194-215.
- Weed, M., Robinson, L., Downward, P., Green, M., Henry, I., Houlihan B. & Argent, E. (2005). **Academic Review of the Role of Voluntary Sports Clubs.** *Report to Sport England* www.sportengland.org/research/idoc.ashx?docid=acbb6673-2c7a-4631-8ea5-2918eddba723&version=1
- Weed, M., Coren, E., Fiore, J., Chatziefstathiou, D., Mansfield, L., Wellard, I. & Dowse, S. (2009). **A Systematic Review of the Evidence Base for Developing a Physical Activity and Health Legacy from the London 2012 Olympic and Paralympic Games.** London: DoH.
- Weed, M. (2010). **A Theoretically Integrated Model of the Process of Sport Engagement to Inform Policy: The SPEAR Model.** In, Wellard, I. & Weed, M. (Eds.) *Leisure, Health and Wellbeing.* Eastbourne: Leisure Studies Association

Evaluation

Because Active Celebration represents the first attempt to pro-actively link physical activity and sport initiatives to the Olympic and Paralympic Games, it is essential to evaluate how well it is working. Although an ambition for the London 2012 Games is to leave a knowledge legacy for future Games, the primary goal for evaluation is to provide real-time feedback into the 2012 legacy efforts.

Evaluation should examine the type and scale of impacts from projects related to Active Celebration initiatives, but, perhaps more importantly, evaluation should focus on how far the London 2012 Games are adding value i.e. how do Active Celebration initiatives compare to non-Olympic or Paralympic initiatives.

Your regional physical activity coordinator can provide further advice.

Further Information and Advice

Promoting Activity Toolkit
www.promotingactivitytoolkit.com

Let's Get Moving
<http://tinyurl.com/letsgetmoving>

Be Active Be Healthy
<http://tinyurl.com/beactivebehealthy>

Department of Health
<http://tinyurl.com/DoHphysicalactivity>

Change4Life Toolkits
www.nhs.uk/change4life/pages/partnertools.aspx

**SPEAR's Original Physical Activity,
Sport and Health Legacies Review**
<http://tinyurl.com/OPASHLegacy>

2012 Legacy Action Plan
<http://tinyurl.com/LegacyActionPlan>

Cultural Olympiad Overview
<http://tinyurl.com/CulturalOlympiad>

**Evaluating Sport and
Physical Activity Interventions**
<http://tinyurl.com/PhysActEvaluation>

**National Obesity Observatory
Standard Evaluation Framework**
www.noo.org.uk/SEF

Physical Activity Alliance
www.physicalactivityalliance.org

County Sports Partnerships
www.cspnetwork.org

**NICE Public Health Guidance
(PH2, PH8, PH13, PH17)**
www.nice.org.uk/guidance/PHG/published

Active People Survey
<http://tinyurl.com/activepeople>

Health Survey for England
<http://tinyurl.com/enghealthsurvey>

Centre for Sport, Physical Education & Activity Research
Canterbury Christ Church University
North Holmes Road
Canterbury Kent CT1 1QU

www.canterbury.ac.uk/spear