



Big Society uncovered...

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THE RULES...

1. You must stand
2. Only connection with floor must be via paper
3. Not allowed to lean on walls or furniture

THE LESSONS...

- Those left standing...
 - adapted to meet the challenge
 - found innovative ways to achieve their goal
 - collaborated with others

Big Society Philosophy

DEPENDENCY TO INDEPENDENCY AND INTERDEPENDENCY

*Building communities through
an **equitable, united**
partnership where each
member understands and
embraces its **distinct**
responsibilities in creating a
more resilient, cohesive,
productive and prosperous
society.*

**SHARED OWNERSHIP AND
ACCOUNTABILITY!**



Communities in control

Real people, real power



2008



2010

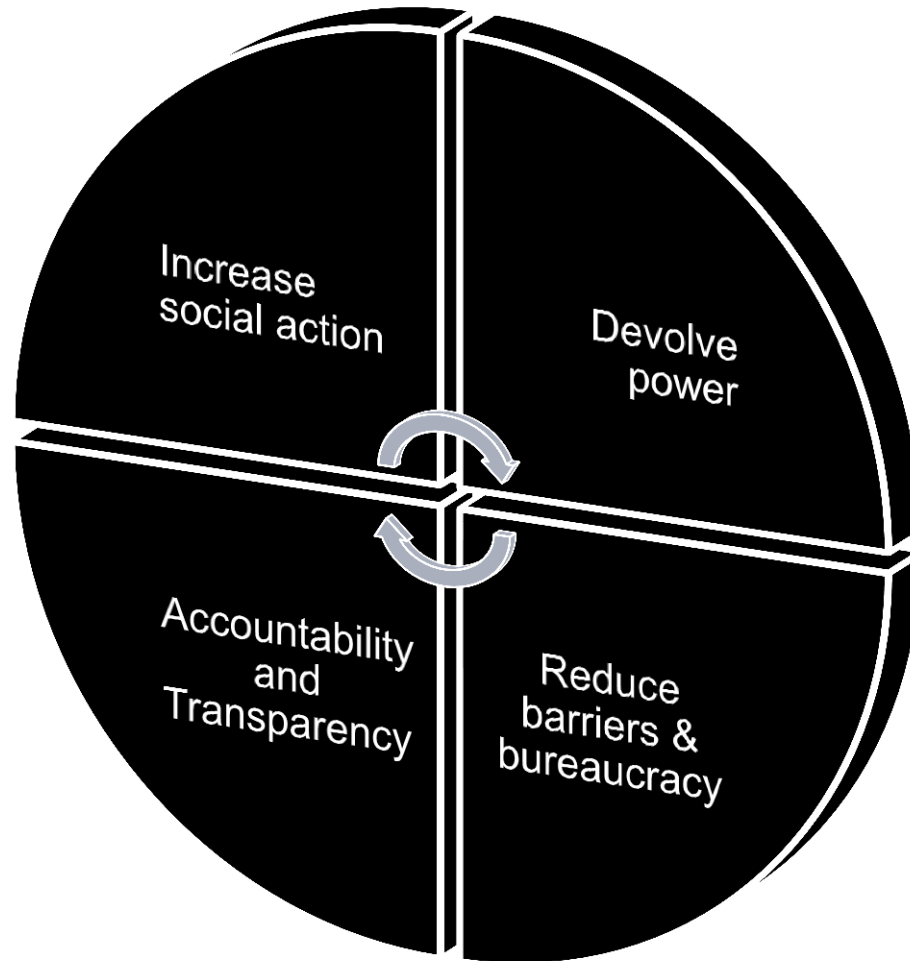
CabinetOffice
what we do

Supporting a Stronger
Civil Society

An Office for Civil Society consultation
on improving support for frontline civil
society organisations

Poles
apart?

Supporting policy



Big Society : Cultural change

- Public Sector: **Deliverer** → **Enabler**
- Private Sector: **Disconnected** → **Connected**
- Voluntary Sector: **Ask** → **Earn**
- Individuals: **Apathy** → **Appetite**

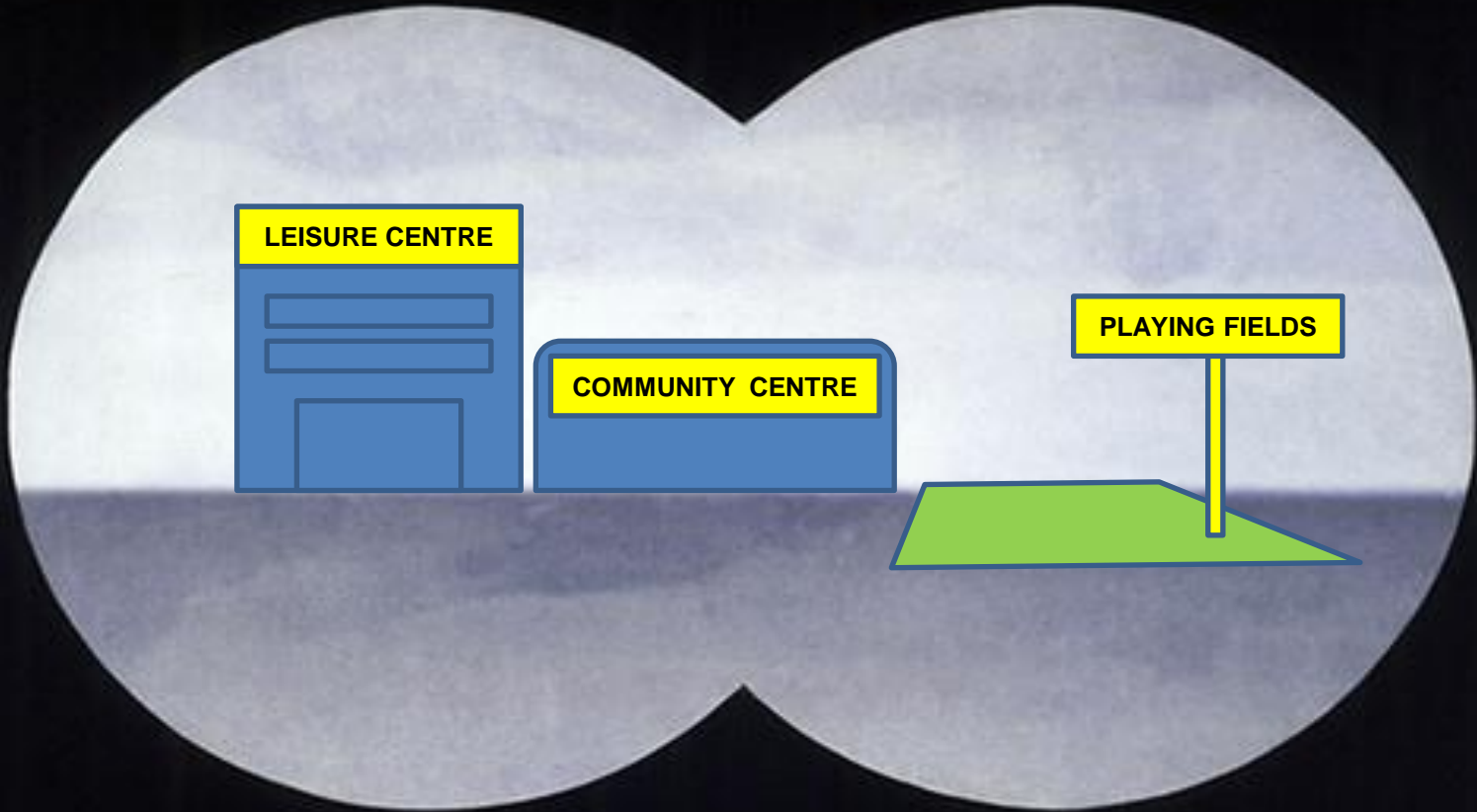


25% budget cut

SDU Staff cuts

Increasing
demand –
health/2012

Poor leisure
stock condition



LEISURE CENTRE

COMMUNITY CENTRE

PLAYING FIELDS

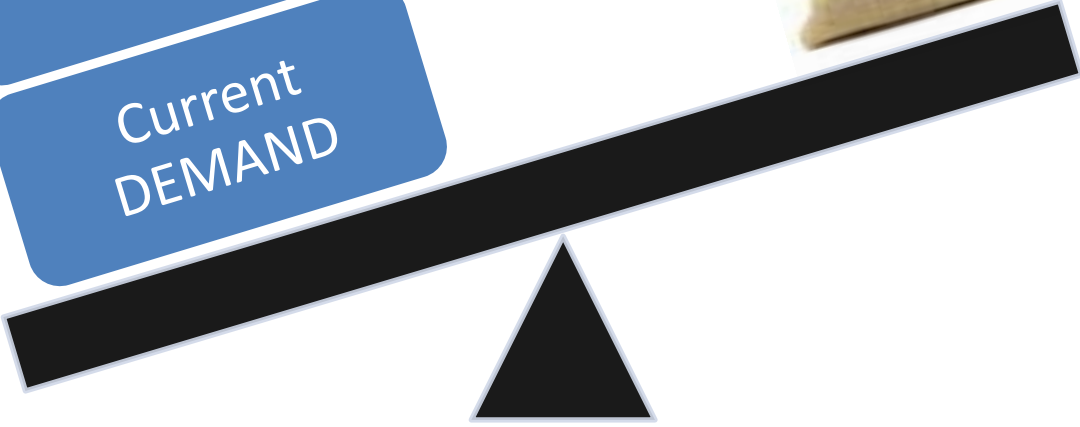
Consumer choice

FACILITY investment

Future NEED

Current DEMAND

**Local Gov -
primary investor
and deliverer**





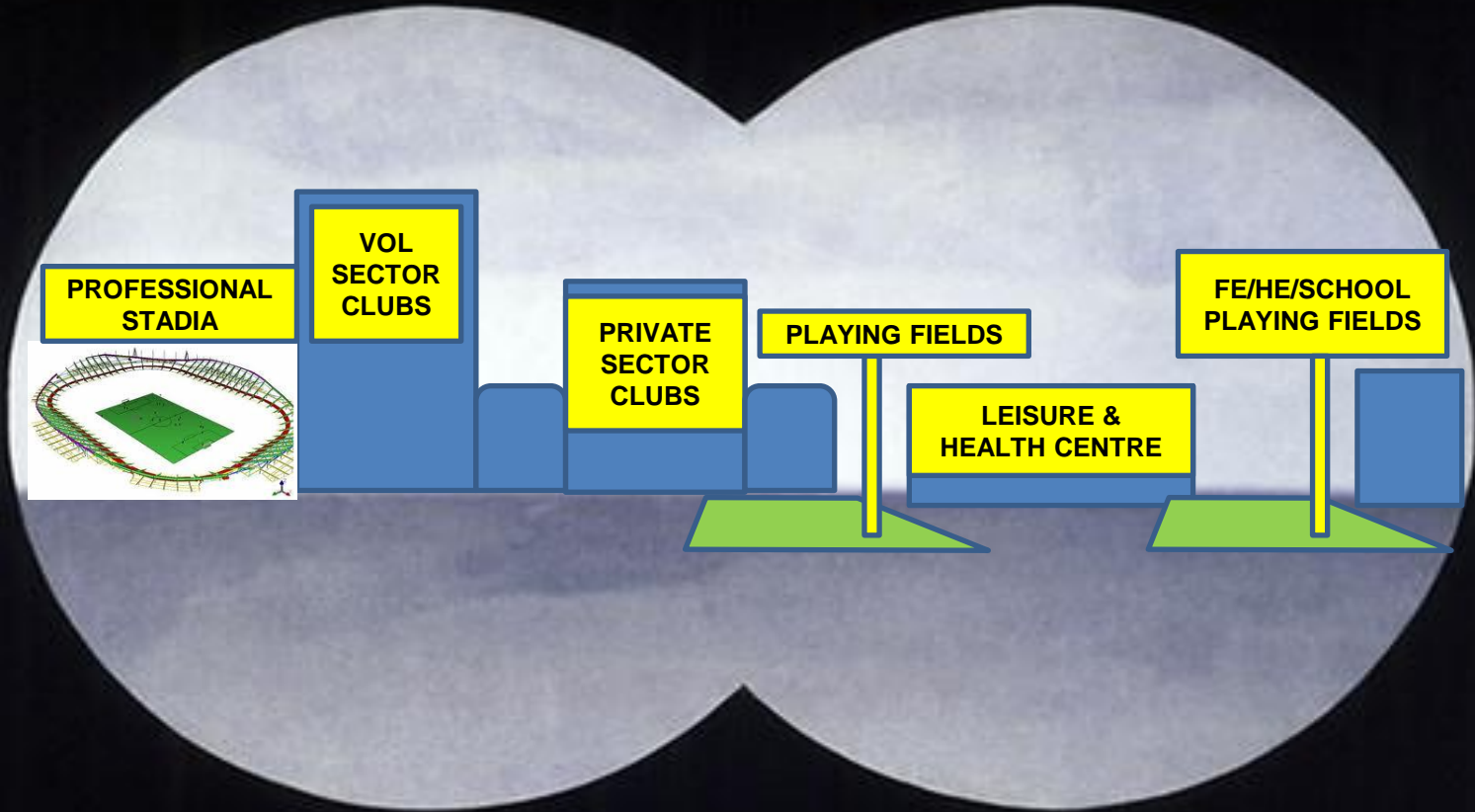
75% budget to
ENABLE

Sweat assets

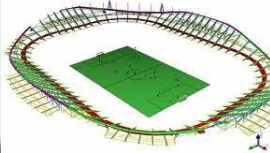
Collaborative SDU
service

Intelligence
influencing market

Wider range of
provision



PROFESSIONAL STADIA



VOL SECTOR CLUBS

PRIVATE SECTOR CLUBS

PLAYING FIELDS

LEISURE & HEALTH CENTRE

FE/HE/SCHOOL PLAYING FIELDS

Consumer
choice

FACILITY
investment

Future NEED

Current
DEMAND



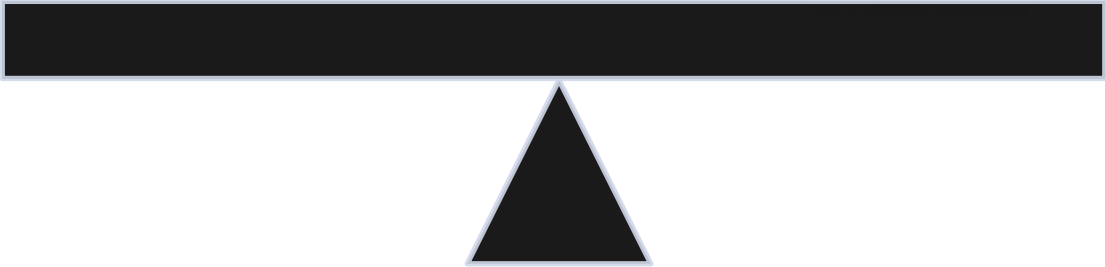
**Private
Sector**



**Voluntary
Sector**



**Public
Sector**



Stepping up to the challenge



**EMBRACE YOUR ROLE AS
ENABLER...**

Stepping up to the challenge



SWEAT EXISTING ASSETS...

Stepping up to the challenge



COLLABORATE...

... T-Mobile ...



Stepping up to the challenge



FIND NEW WAYS OF DOING THINGS...

‘The only way to make sense out of change is to plunge into it, move with it, and join the dance.’

Alan Watts



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