



Big Society uncovered.....

Sustaining community sport in a changing landscape

Anne Ibrahim, Big Society Works Ltd

THE RULES...

1. Make a hole large enough to pass your body through
2. Ensure perimeter remains intact
3. 3 minutes

THE LESSONS...

- Don't give up when it seems impossible
- If want to find new solutions we must adopt new perspective

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



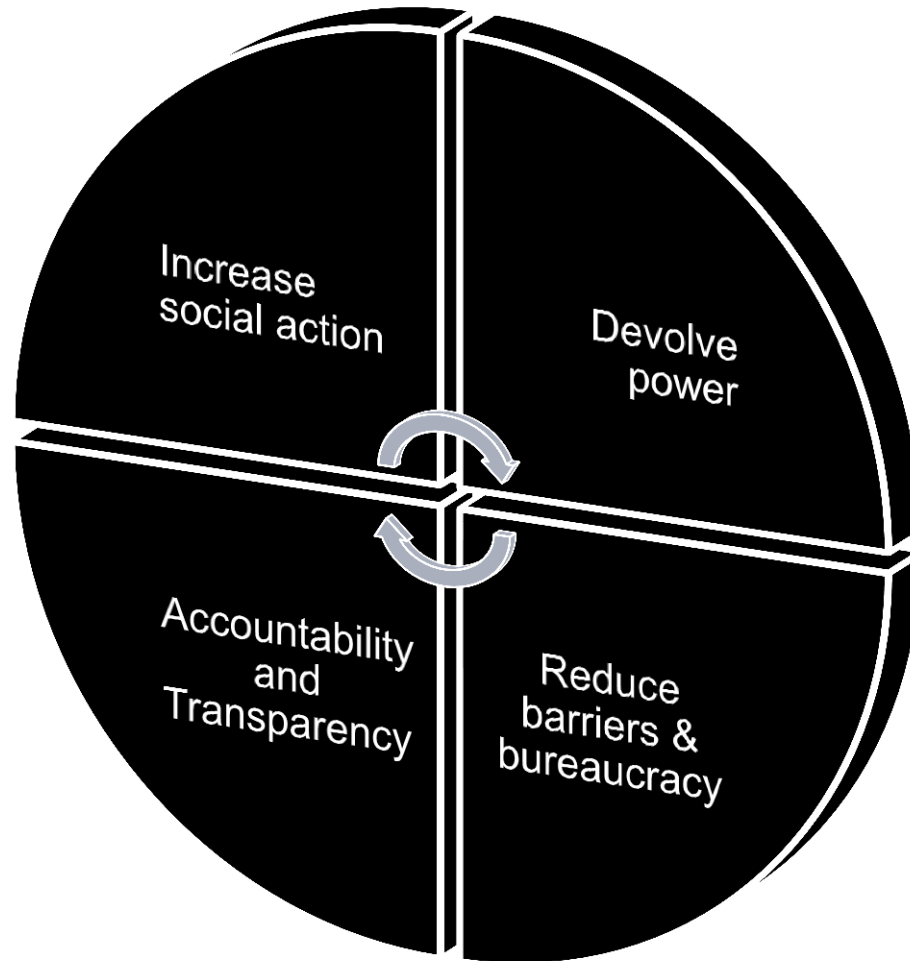
CabinetOffice
what we do

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**

Exercise



VS



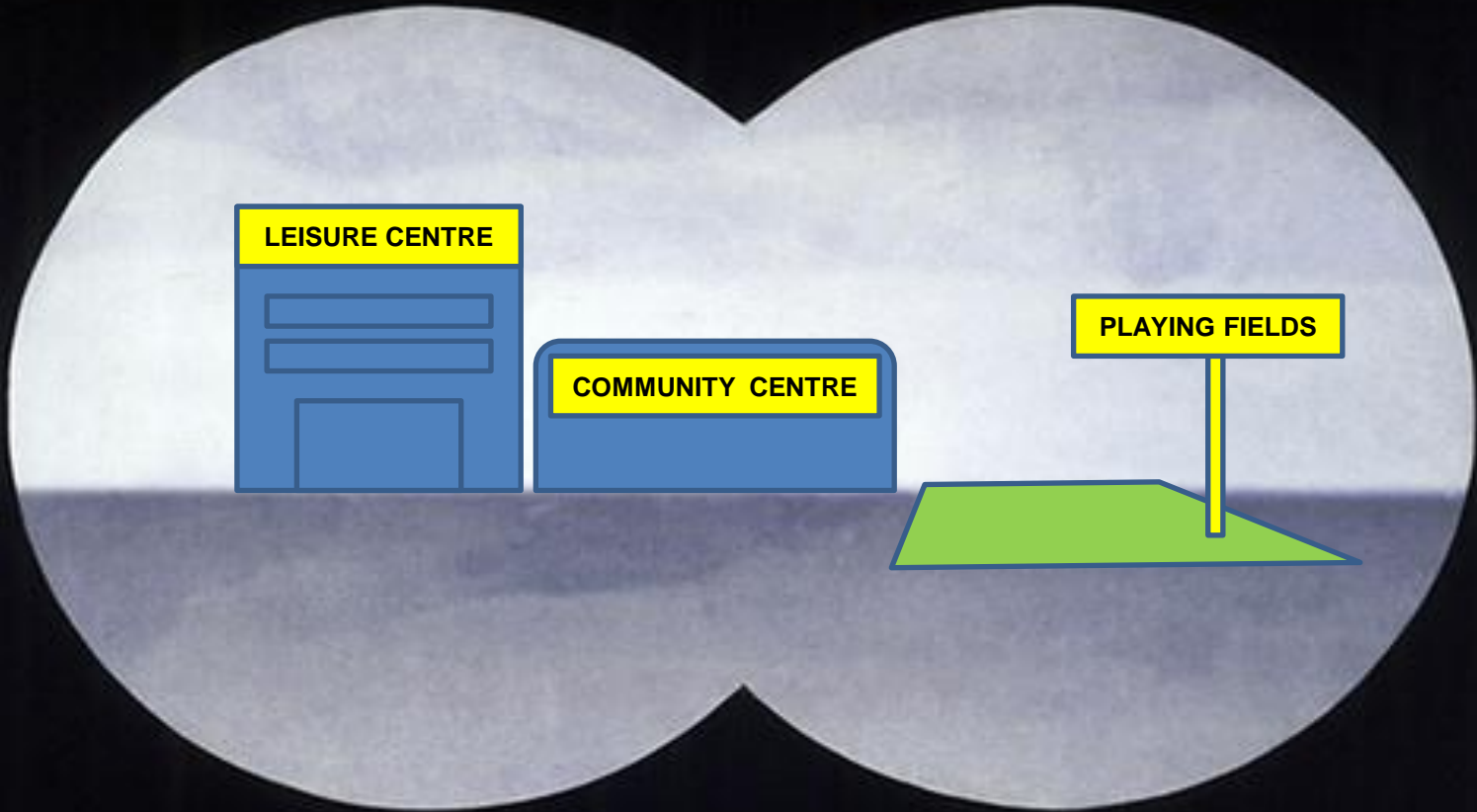


25% budget cut

SDU Staff cuts

Increasing
demand –
health/2012

Poor leisure
stock condition



LEISURE CENTRE

COMMUNITY CENTRE

PLAYING FIELDS

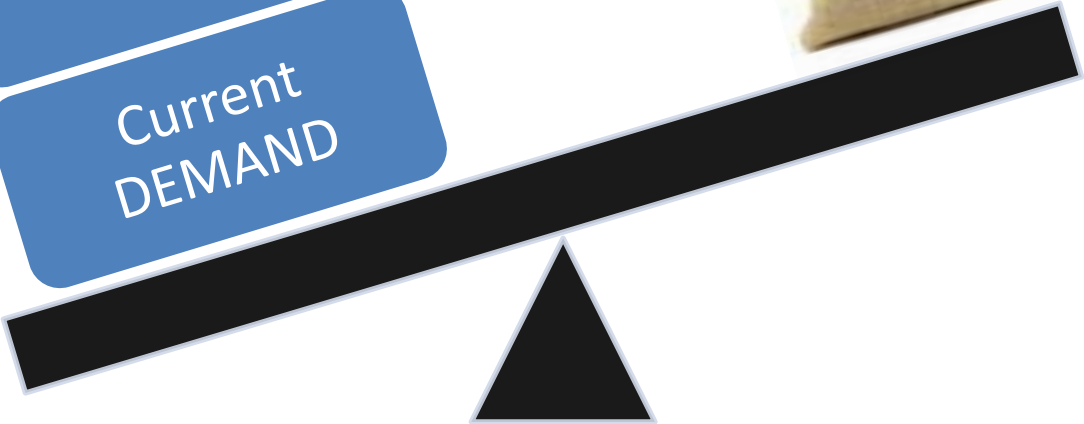
Consumer choice

FACILITY investment

Future NEED

Current DEMAND

**Local Gov -
primary investor
and deliverer**





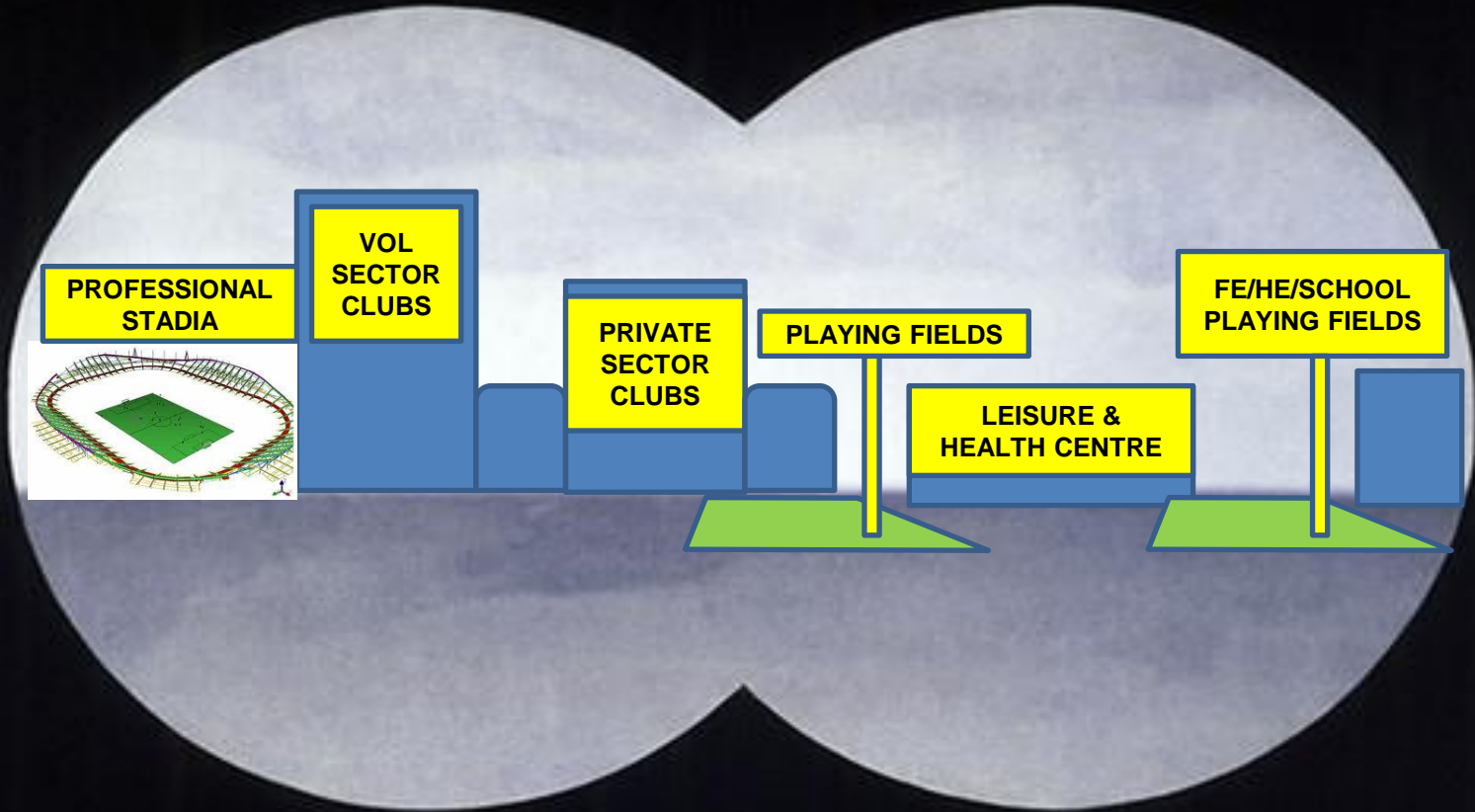
75% budget to
ENABLE

Sweat assets

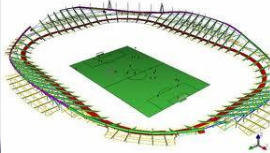
Collaborative SDU
service

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



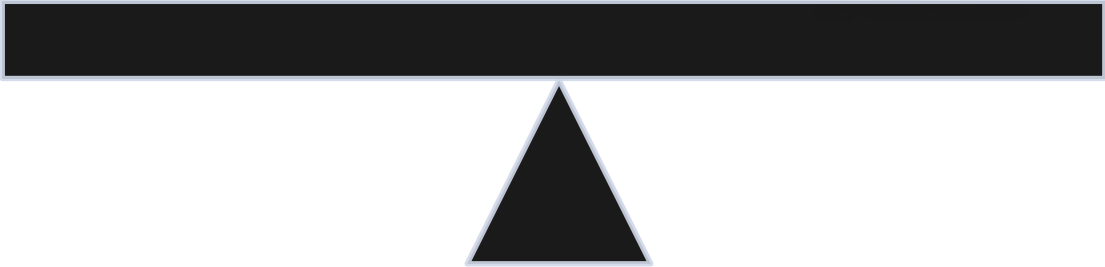
**Private
Sector**



**Voluntary
Sector**



**Public
Sector**



Stepping up to the challenge



EXPAND YOUR HORIZONS...

Stepping up to the challenge



REDUCE DEPENDENCY...

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...

EXERCISE

▶ What opportunities and challenges does this bring to:

- ▶ CSPs
- ▶ NGBs
- ▶ Community Sports Clubs

AND

▶ What enablers are required to support change?

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

Alan Watts



anne@bigsocietyworks.com

www.bigsocietyworks.com

