



SPIRIT OF 2012
INVESTING IN HAPPINESS

STEP CHANGE:

**WORKING TOGETHER
TOWARDS AN ACTIVE
SOCIETY**



This is a summary of Step Change, a report bringing together learning from projects we have funded on what works when it comes to getting people active.

Taking part in physical activity can bring health benefits, as well as improvements in happiness, social connection and belonging.

This matters to us at Spirit of 2012. Major sporting events are often seen as part of the solution to physical inactivity and many set high legacy targets around increasing participation through inspiration.

But we wanted to think differently about how we could reach the least active, promote genuine inclusion and be a catalyst for a whole host of social outcomes.

We believe that the greatest gains are not always to be found in big numbers, or traditional sport, but in supporting the least active to start and sustain their physical activity journeys, focusing on movement in the widest possible sense and emphasising the social, fun side of activities.

So, Spirit-funded projects have focused on removing barriers to participation and unlocking the health, wellbeing and social benefits of physical activity for those who could benefit the most.

Our report identified 8 principles underpinning success from projects which had been most successful in removing barriers to participation for the least active.



1. Use a person-centred approach that is tailored to individual difference and needs.
2. Use sport and physical activity to improve people's mental and social wellbeing alongside their levels of physical activity.
3. Take people on a journey of small steps, recognising their starting point.
4. Build social elements into projects to encourage motivation.
5. Embed social activity into daily routines.
6. Use effective communication which the least active understand and relate to.
7. Work in partnerships across sport and non-sports organisations to reach the least active – employers, schools, colleges, faith and local civil society organisations have a role to play in encouraging active lifestyles.
8. Build a skilled and motivated staff and volunteer workforce, who understand the barriers to participation and work to address them.

What Has Spirit of 2012 Funded?

One of our main areas of funding has been to projects that aim to get people more active. We have done this by investing in local communities and grassroots initiatives connected to events across the UK. These projects have had a sustained impact in getting the least active people to become more active and stay active.

**MORE PEOPLE ARE
GETTING ACTIVE**

£13.3M

**IN 59 GRANTS IN OUR
ACTIVE PORTFOLIO**

Focuses on increasing physical activity among the least active individuals. Projects provide a range of activities tailored to people's needs, explore what interventions work best, offer peer support and mentoring, open pathways to other sports, scale successful strategies, and foster social interaction beyond the activities themselves.

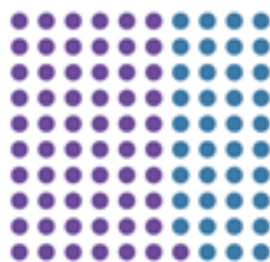
The Legacy 2014 Physical Activity Fund worked with the Scottish Government to encourage people to be active as a legacy of Glasgow 2014 Commonwealth Games.

The Changing Lives through Sport and Physical Activity Fund (Changing Lives Fund), a partnership between the Scottish Government, sportscotland, the Robertson Trust and Spirit, supported sporting and non-sporting organisations to work in their local communities to help people become and stay active.

What Has Spirit of 2012 Funded?

Get Set, the official youth engagement programme of the British Olympic Association and the British Paralympic Association, delivered by BOF, BOA and EVERFI and supported by Spirit of 2012 from 2014 onwards, worked in schools to get young people active.

Sporting Equality Fund, delivered on behalf of the Scottish Government, supported over 2,800 women and girls in Scotland to become more active.



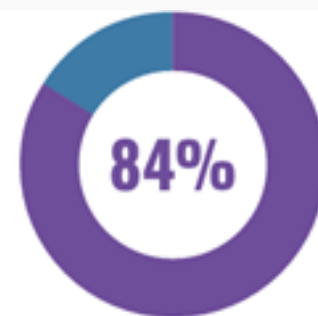
GET OUT, GET ACTIVE ENGAGED OVER 34,000 PARTICIPANTS, 7 IN 10 ARE INACTIVE AT START, POST PROJECT 61 % STILL ACTIVE.



CITY TO SEA HELPED 87% OF THE VULNERABLE YOUNG LONDONERS TAKING PART IN SURFING ACTIVITIES TO MAKE NEW FRIENDS.

13,000

THE CHANGING LIVES FUND BOOSTED WELLBEING, INCLUSIVITY, LIFE SKILLS, AND COMMUNITY CONNECTIONS FOR OVER 13,000 PARTICIPANTS.



OF SPIRIT OF RUGBY VOLUNTEERS DEVELOPED NEW SKILLS AND 81% MET NEW PEOPLE THROUGH THE PROGRAMME.



OF GET SET ACTIVITIES DURING TRAVEL TO TOKYO WERE RATED AS ENJOYABLE/REALLY ENJOYABLE BY PARTICIPATING FAMILIES.

2,800

THANKS TO THE SPORTING EQUALITY FUND, MORE THAN 2,800 WOMEN AND GIRLS HAVE BENEFITED FROM ENGAGING IN REGULAR SUSTAINED ACTIVITY AND EXPERIENCED IMPROVED WELLBEING AS A RESULT.



Case Study – Get Out Get Active

Launched to build on the momentum of Rio 2016, Get Out Get Active (GOGA) was Spirit of 2012's largest grant (£7.5m, 2016–2023), delivered by Activity Alliance and partners across 39 locations in all four nations of the UK. The programme broke down barriers to ensure disabled and non-disabled people could enjoy being active together, reshaping how communities and organisations think about inclusion.

GOGA reached 55,000+ participants, with 44% inactive on entry – far higher than most sports programmes.

Of these, 77% sustained activity for at least six months, showing real behaviour change.

“It was just like a big family... I became much more aware of myself and what I could do, even with my disability” (Sharon, Derry and Strabane).

A cost-effectiveness study found £3.70 of social value for every £1 invested, and for disabled participants, wellbeing was maintained or improved compared to a decline in those who did not take part.

GOGA's legacy lies not only in the thousands it supported but also in the way it influenced organisations to deliver more inclusive, sustainable activity programmes.

[CLICK HERE TO READ THE FULL REPORT.](#)



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