Common Theory of Change

SPORT UNITES intends to improve access to sport and physical activity for all Londoners by addressing barriers to participation. Activities will focus on decreasing inactivity; improving mental health; reducing loneliness; tackling serious youth violence and apathy; creating forums for people from different backgrounds to come together and mix; and building the capacity of the London workforce to deliver community sport for positive social change. Specific and inclusive methodologies will be employed to avoid the activities simply serving to reinforce existing divisions and to build collaborative and progressive community sport.

1. What Sport Unites does

2. Outcomes Pathways

3. Impact

1. What Sport Unites does		2. Outcomes Pathways			
		If…	Then…	Then…	Then finally…
Focuses organisations to deliver physical activity and sport opportunities to encourage active, healthy lives	**Helping the most inactive people be more active**	Londoners participate in organised physical activity	there will increased understanding of the benefits of regular exercise	levels of fitness levels will increase and behaviours will change to support long-term progression to decreased inactivity	Londoners will be less inactive and more physically healthy
Focuses organisations to provide physical activity interventions designed to foster positive mental wellbeing	**Mental Health and well-being**	If…Londoners participate in physical activities with enhanced support	Then...there will be increased understanding of the benefits of regular exercise to mental health	Then...levels of stress and anxiety will reduce whilst wellbeing, confidence , resilience and self esteem will increase	Then finally…Londoners will be more happy, confident and resilient
Focuses organisations to run physical activities for young people to tackle serious crime and issues around NEET	**Reducing Serious Youth Violence**	If…young people are supported appropriately in physical activities	Then...knowledge and understanding of life and employability skills will increase and behaviour will change positively	Then…levels of crime / anti-social behaviour will reduce and more young people will continue in education, go into training or find work	Then finally…Young Londoners will avoid violent confrontations and getting involved in crime.
Focuses organisations to provide opportunities for isolated individuals, groups and the wider community to build connections through sport	**Decreasing isolation and loneliness and strengthening connections**	If….Londoners participate in organised physical activity designed to bring people together	Then…people from different backgrounds and isolated individuals will have positive interactions with others	Then...will lead to increased trust between people, opportunities to participate in their community, and reduced feelings of loneliness	Then finally…there will be increased sense of belonging and social connectedness amongst Londoners
Encourages building a diverse workforce via the training of individuals to deliver and network and organisations to develop.	**Building workforce and org development**	If….workforce training in techniques, curriculums, methodologies and MEL processes creates enhanced support to deliver community sport	Then…standards will improve, experiences will be enhanced and networks will be developing supporting organisations to make consistent progress towards programme goals	Then...individuals will have strengthened hard and soft skills and organisations an expanded capacity	Then finally…greater capacity in London to deliver effective sport activities which tackle social issues
Provides opportunities to share learning, disseminate knowledge and create physical and digital infrastructure to support the sector	**Building System Capacity**	If….organisations are supported with their processes and infrastructure and engage in learning / knowledge dissemination	Then…organisations across London will make connections and have a shared understanding and collective vision.	Then...the sector will have enhanced strategic agendas and make consistent progress towards programme goals	Then finally… greater capacity in London to deliver effective sport activities which tackle social issues

3. Impact

London becomes an active and more socially integrated city. This leads to:

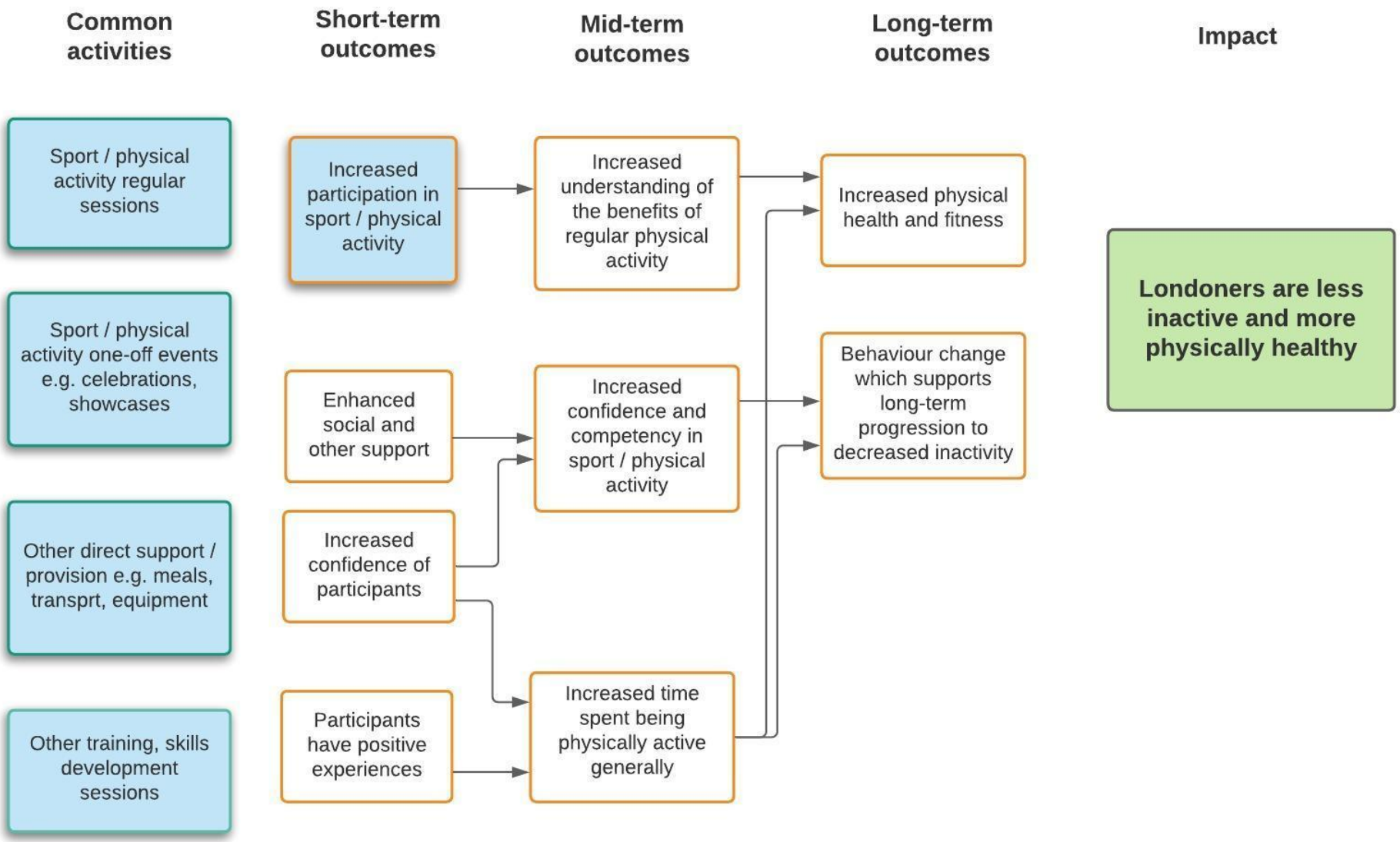
- ✓ More physically active and healthier Londoners
- ✓ Improved wellbeing and mental health
- ✓ Active young people avoiding crime, violence and taking up education, training and employments opportunities
- ✓ Londoners mix with those from a different background and feel less lonely
- ✓ A trained, diverse, and effective workforce and sector ready to deliver
- ✓ An improved infrastructure and better, purposeful programming of sport

4. Key Assumptions

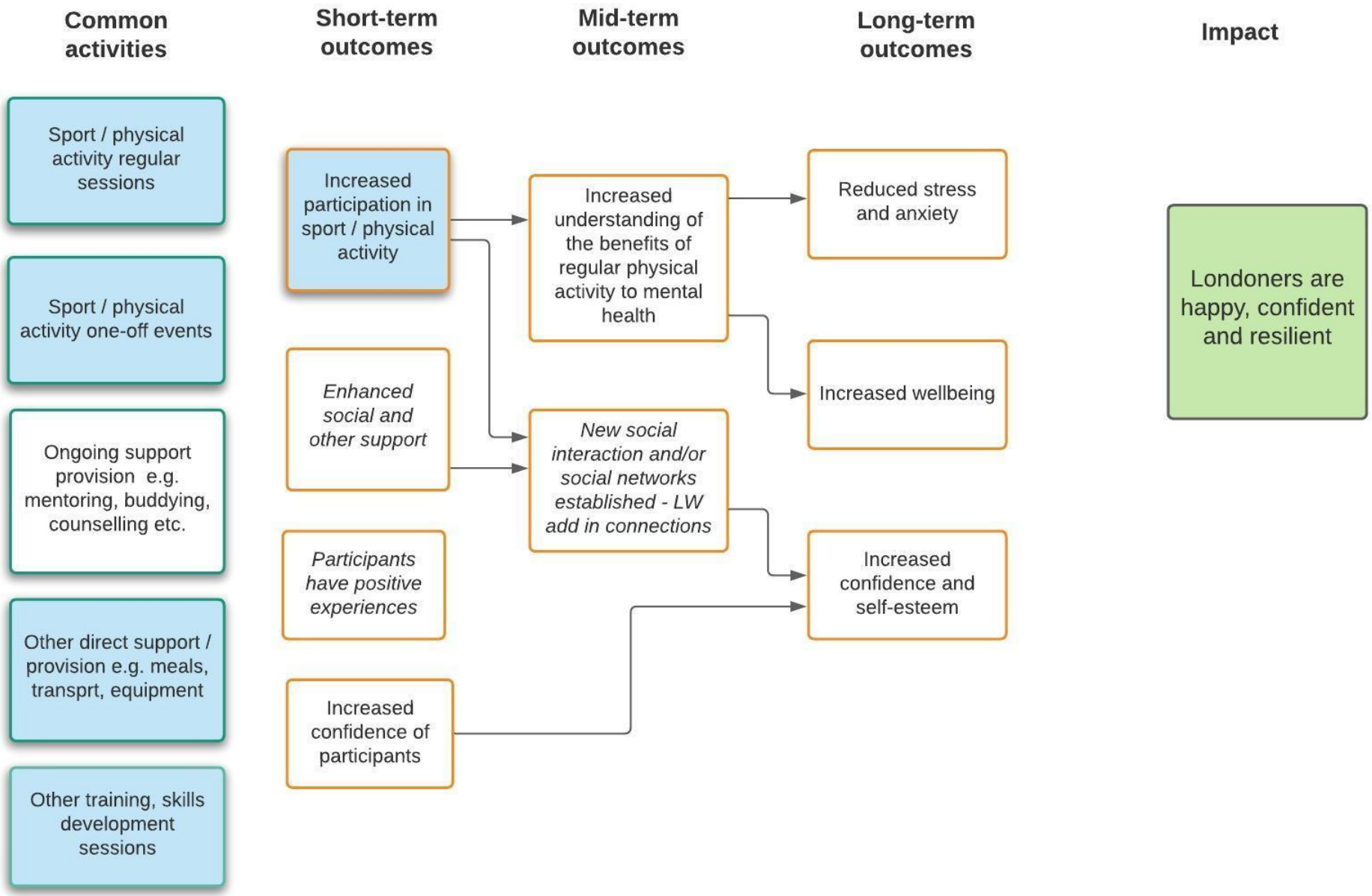
MAYOR OF LONDON

- Sport and physical activity is fun and contributes positively to fitness and health
- Sport allows the 'outside' world to be suspended, allowing for enjoyment and connectivity
- Sport creates a level playing field where personal identity is replaced with a shared common purpose
- Sport creates positive social forums at grassroots, local level for integration
- Training in dedicated techniques, methodologies and M&E improves the ability to deliver SFSI effectively
- Learning and knowledge dissemination improves sector understanding of and networks for SfSI

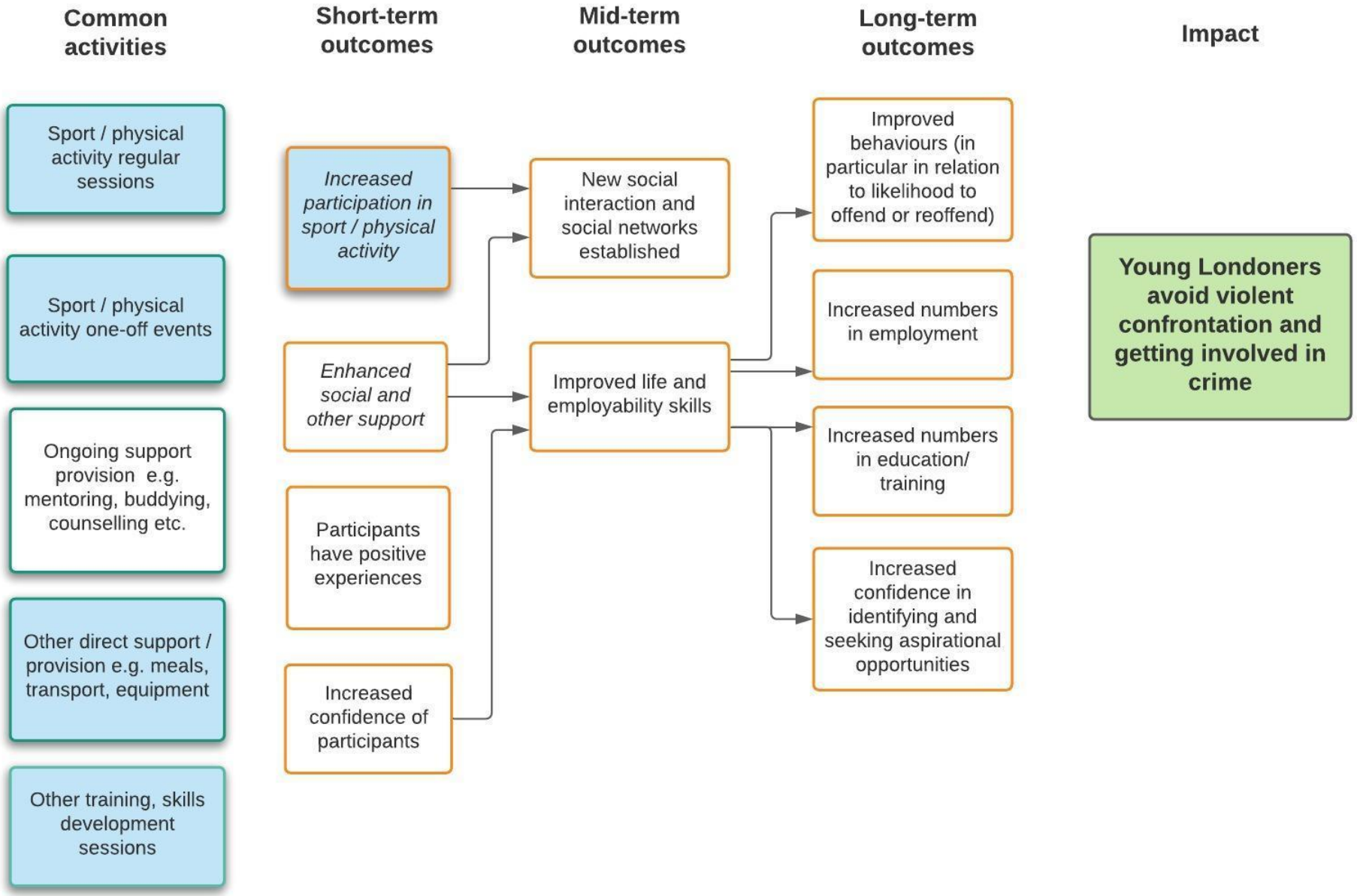
Helping the most inactive people be more active



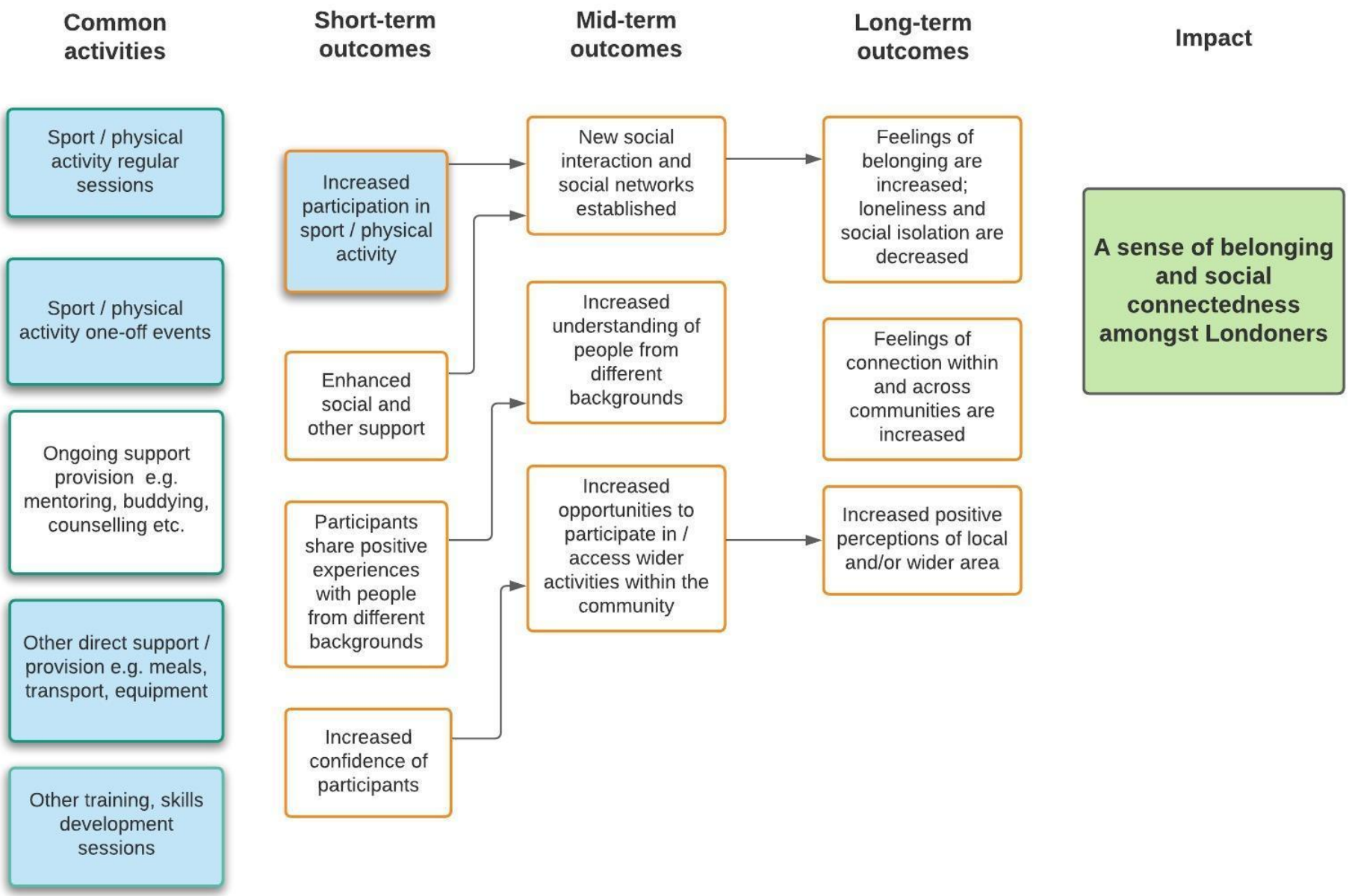
Improving people's mental health and well-being



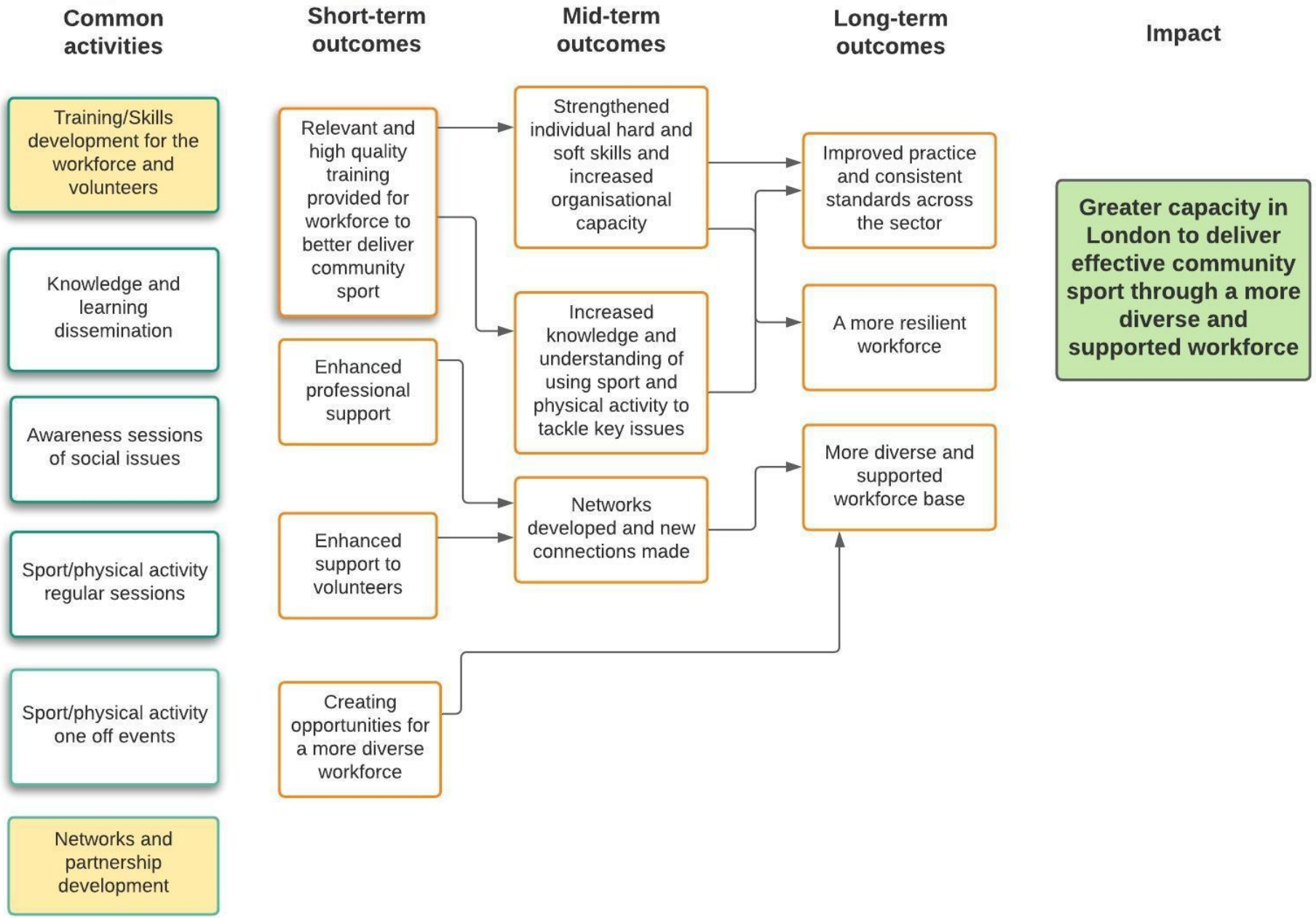
Reducing Serious Youth Violence



Decreasing isolation and loneliness and strengthening connections



Workforce and Organisational Development



Infrastructure and Systems

