

Appendix 1 - Strategy Review 2021 Summary

Strategy				
Authority Outcome	Sport England – Uniting the Movement	Together Active - Step Up	Everyone Active – Uniting Communities Through Activity	Burton Albion Community Trust – Healthier, Happier & Stronger Communities
<p>More People More Active – increase the opportunities for our local populations to participate in sport and physical activity, changing lifestyles and attitudes towards exercise</p>	<p>‘A collective purpose’ to provide an opportunity for everyone to have the freedom to get moving.</p> <p>Active Environments.</p> <p>Community engagement (national and local action).</p> <p>Knowledge and experience of people in communities, working alongside national partners.</p> <p>Methods to assess success: programmes, interventions, partnerships and influence, measured through the Active Lives survey and KPIs.</p>	<p>Working together to create active places and opportunities.</p> <p>Priority work strands include ‘Environments’ (active travel, accessibility and physical activity in place and space making)</p> <p>Success measured through the understanding and strength of relationships</p>	<p>Local population participation in sport and physical activity.</p> <p>Progressing community plans and wellbeing ambitions, supporting community groups and organisations</p> <p>Aim to understand local communities and to continue to review insight from local health profiles, JSNAs, and Sport England Active Lives surveys.</p> <p>Local partner work, leading to outcomes including; greater innovation, increased capacity, happy children, more active travel, and improved mental and social wellbeing provision.</p>	<p>Community development, with strategic outcomes around developing healthier and happier communities, empowering them to help fulfil potential and opportunity, and make them safer and more cohesive.</p> <p>Scopes of work include Health and Wellbeing, through programmes including ‘Active Recovery Cancer Recovery’ and ‘Extra Time Hub for over 55s’.</p>
<p>Reduced Inactivity and a Healthier Population - a reduction in inactivity levels and commitment to improving the health of the population</p>	<p>Key objectives around five big issues; two of which are ‘Connecting Communities’ and ‘Positive experiences for children and young people’.</p> <p>Focus on making better places to live and bringing people together in communities, while also creating positive experiences for all children and young people for a long and healthy life.</p> <p>These will be achieved through the aforementioned programmes, interventions, partnerships, surveys and KPIs.</p>	<p>Emphasis on the use of sport and physical activity as a tool to prevent and manage long term health conditions, which can aid the reduction of inactivity levels in the population.</p>	<p>A mission to encourage customers to undertake 30 minutes of activity five times a week, two of which are in our centres.</p> <p>A community pledge to support local communities and improve on overall health and social wellbeing.</p>	<p>A strategic outcome to develop healthier, happier communities.</p>
<p>Reduce Inequality - reduce inequalities in participation between different social and ethnic groups</p>	<p>Conscious of reducing inequalities in participation</p> <p>Vision for a Nation of more equal, inclusive and connected communities, through programmes, interventions and partnerships</p>	<p>Strategic objective; ‘Step up for equality’, involves partnership work to tackle systemic inequalities in physical activity and sport participation.</p>	<p>Tackling inequalities through health exercise referral and inequalities support programmes, delivered in collaboration with partners, including NGBs, charities and public health organisations.</p>	<p>Community elements within strategy which align to reducing inequalities.</p> <p>Strategic objectives include the creation of experiences that are innovative, open to community ideas and reactive to their needs to place support where it is need most.</p>
<p>Economic Benefit - demonstrable social return on investment through sport and physical</p>	<p>Investment in sport and physical activity to enable more people to become active and provide life-changing, sustainable benefits that have huge economic and social value.</p>	<p>Aim to reduce the number of inactive adults and children in Staffordshire and Stoke-on-Trent, particularly those who experience financial hardship.</p>	<p>Will deliver an education and employment programme as part of their strategy to create an economic benefit.</p>	<p>Objective dedicated to making a difference, through investment into insight and impact to develop and monitor projects, which may in turn lead to evidence of social return.</p>
<p>Building strong partnerships – key stakeholder and organisations working towards this common goal.</p>	<p>Centred on strong partnerships.</p> <p>‘Advocating for Movement, Sport and Physical Activity’ stresses a common purpose and agenda that every organisation committed to creating change can get behind.</p> <p>‘Recover and Reinvent’ is a call to reinvent as a result of the coronavirus pandemic.</p> <p>Emphasis on ‘Connecting with Health and Wellbeing’, enabling more people to become advocates for an active life.</p>	<p>Strategic objectives to drive ‘systems leadership that results in physical activity and sport becoming a core feature in policy’.</p> <p>Strategic leadership and advocacy to the sport and physical activity agenda locally, bringing together condition-specific systems to tackle obesity, mental illness and long covid holistically, using physical activity.</p> <p>A Community & People work strand indicating funding for partners and community organisations to deliver physical activity interventions to people with health conditions.</p> <p>Supports and facilitates the learning and development of a volunteer and professional workforce</p> <p>Envisage a workforce ranging from health professionals to community leaders</p>	<p>Partnership work on many levels, with examples including a club support programme and partnership network programme.</p> <p>Strategic partners include LAs, NGBs, public health organisations, voluntary and charity partners.</p>	<p>Develop and deliver partnership projects to maximise programme outcomes.</p> <p>Provide long lasting positive experiences for every individual whatever their age or background through programmes or partnerships.</p>