

Active Cumbria: the Sport & Physical Activity Partnership

4 Year Plan 2017-2021



The Sport & Physical Activity Partnership

Mission	Action Plan 2017—2021		Vision
<p>Why we exist</p> <p>Tackling local inactivity through strong leadership and positive customer experiences</p>	By 2021 we will have	Success by 2021 will be	<p>What we are aiming for</p> <p>Everyone in Cumbria is physically active as a part of their everyday life</p>
<p>Core Values</p>	<p>Outcome - The physical and mental wellbeing of the people of Cumbria has improved</p>		<p>Physical Activity and Sport Model</p>
<p>How we act and behave</p> <ul style="list-style-type: none"> Communicate in a clear and constructive way Act with honesty and respect for others Demonstrate a positive flexible attitude Take responsibility for our actions Be committed to 'one Team' 	<p>Supported inactive people across Cumbria to change their behaviour and become regularly active by:</p> <p>a) engaging with those groups currently under-represented in physical activity.</p> <p>b) providing quality, insight driven, locally based, customer led activities.</p> <p>c) maximising the use of the outdoors for exercise and/or health reasons.</p> <p>d) developing local campaigns promoting the benefits of physical activity.</p>	<p>(number) of inactive adults engaged in Active Cumbria led physical activity.</p> <p>(%) of engaged adults remain regularly active.</p> <p>(number) of new physical activity based community groups and/or interventions created.</p> <p>(number) of individual signups to Active Cumbria supported campaigns promoting physical activity.</p>	<p>Our way of working</p>
<p>Outcomes</p>	<p>Supported children and young people to be regularly active, and to develop positive attitudes to physical activity.</p>		<p>Strategy—Our strategic choice is to be customer centric. Decisions about partners, priorities, value for money are based on delivering positive experiences to end users</p> <p>Systems—Our systems are designed to deliver relevant and timely insight. This includes insight about target customers, market supply and measures of our performance and impact</p> <p>Style—Our leadership style is collaborative. We shape and influence our customers experiences by collaborating with a range of partners and connectors. This makes us partner-neutral, we work with the right partners at the right time.</p> <p>Structure—To be collaborative we need a flexible structure that enables staff to be outcome focused not task focused.</p> <p>Staff—We need staff that are confident in taking the lead and influencing partners to adopt a greater focus on the end user. It's not just about helping partners to achieve their needs, it's about helping them adapt to best meet the customer's needs.</p>
<p>What we want to achieve by 2021</p> <ul style="list-style-type: none"> The physical and mental wellbeing of the people of Cumbria has improved Skill levels and knowledge within the sector have been raised Additional investment into the sector has been generated An effective and efficient sports sector exists across the county 	<p>Outcome - Skill levels and knowledge within the sector have been raised</p> <p>Supported the development of the sectors' workforce through providing a range of needs led skills development and deployment opportunities.</p>	<p>(number) children and young people engaged in Active Cumbria led physical activity.</p> <p>(%) of young people demonstrating a positive attitude to physical activity.</p>	<p>Skills—To be effective influencers our staff need to build trusted relationships. To do this they need a thirst for learning and the ability to communicate in a clear and concise manner.</p>
	<p>Outcome - Additional investment into the sector has been generated</p>		
	<p>Increased investment into the local physical activity and sporting infrastructure and services by:</p> <p>a) promoting funding opportunities;</p> <p>b) supporting organisations to apply for capital and/or revenue funding;</p> <p>c) sharing good practice.</p>	<p>(number) of volunteers recruited and deployed.</p> <p>(number) of learning outcomes delivered.</p> <p>(number) of young leaders trained and deployed.</p> <p>(£...m) investment into the physical activity and sporting infrastructure and services in Cumbria.</p>	
	<p>Outcome - An effective and efficient sports sector exists across the county</p>		
	<p>Enabled collaborative approaches by working in partnership.</p>	<p>(number) of partnerships established</p>	
	<p>Ensured that Active Cumbria continues to be a high performing and efficient organisation.</p>	<p>Maintain above 45% NPS score from partners and 60% NPS score from customers.</p> <p>Attain successful contractual delivery every six months and annually.</p> <p>Continue to meet or exceed the requirements of the UK Code for Sports Governance.</p> <p>Maintenance of excellent rating in Quest.</p>	