3 Year Plan 2018-21
Bruce Lawson, Senior Manager (Development)
Sporting Future: A New Strategy for an Active Nation

Everyday active, every day
An evidence-based approach to physical activity

National Policy
3 Year Plan April 2018 – March 2021

Mission
To advocate the benefits of physical activity, and increasing opportunities to address inactivity to improve county wide health and wellbeing outcomes.

Vision
Everyone in Cumbria is appropriately active as part of their everyday life.
Local Delivery

3 Components to Local Delivery

Primary Role

National funded programmes, services and events

Local funded programmes, services and events
Primary Role

Helping to land Sport England’s ‘Towards an Active Nation’ through:

- Having a strong granular understanding of the place and people of Cumbria
- Having the ability to broker and facilitate a much wider range of relationships
- Supporting projects and relationships where necessary on behalf of Sport England
- Supporting Local Authorities by consent
Primary Role Priorities

To improve the health and wellbeing of Cumbria’s super ageing population by supporting ‘inactive’ older adults in identified areas to become more regularly active.

To contribute to a reduction in health inequalities in our most deprived communities by supporting inactive people of all ages to be more regularly active.
Local Funded Programmes, Services & Events

Tour of Britain is coming!

Touch the Tour

Information for Schools

Road Two - Monday 9th September
- Cycle to Newcastle-upon-Tyne
- UK's biggest professional bicycle race
- 70 of the world's top teams
- UK's biggest professional bicycle race
- Over a million spectators

Broadcast live on ITV
- Coverage from over 200 countries worldwide

Sign up your school

A whole school approach to Physical Activity

#100MileChallenge
#Cumbria100Miles
www.activecumbria.org/100milechallenge
A Different Way of Working

Active Cumbria 2018 Tackling Inactivity