



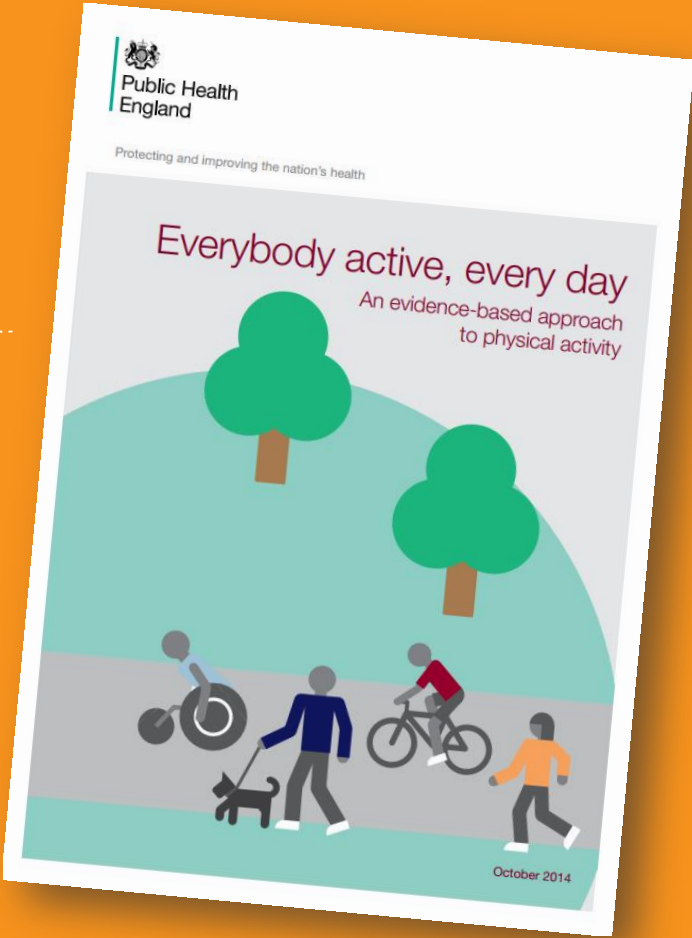
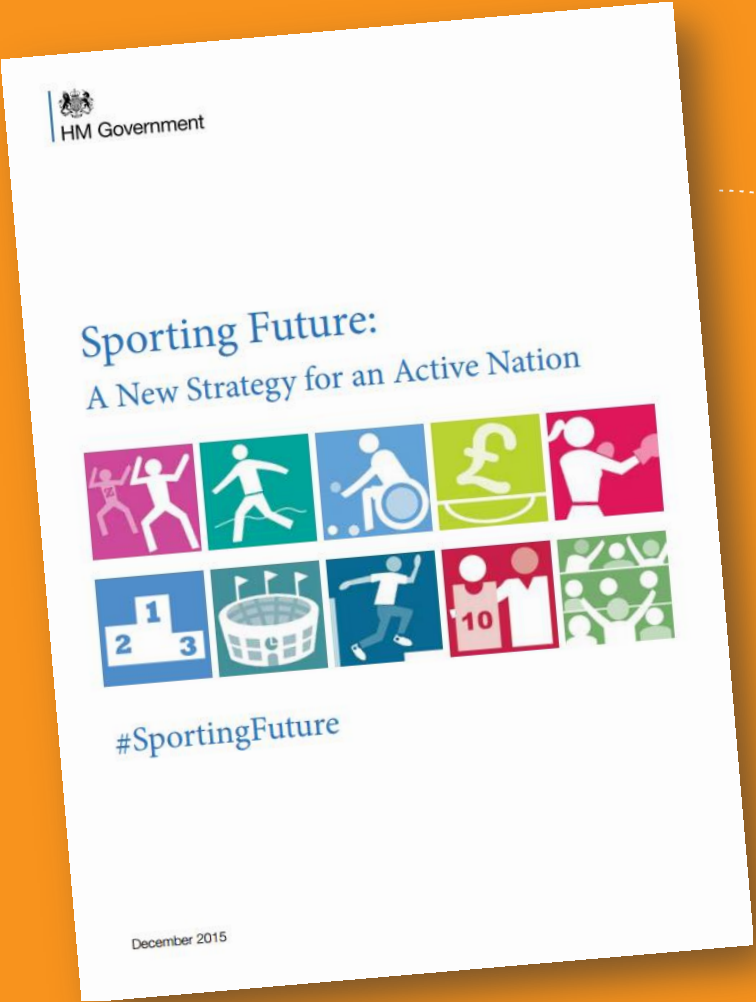
3 Year Plan 2018-21

Bruce Lawson, Senior Manager (Development)

Be part of it!



... National Policy

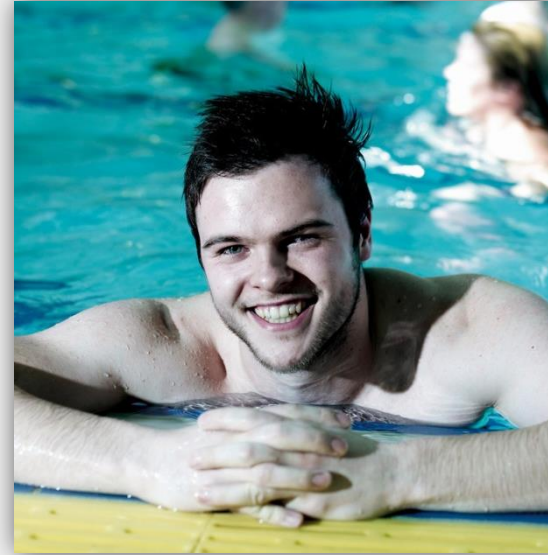


••• 3 Year Plan April 2018 – March 2021



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

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



Having a strong granular understanding of the place and people of Cumbria



Supporting projects and relationships where necessary on behalf of Sport England



Having the ability to broker and facilitate a much wider range of relationships



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.



•• National Funded Programmes, Services & Events



•• Local Funded Programmes, Services & Events



•• A Different Way of Working

