

Tackling inactivity in Cumbria



3 Year Plan 2018-21



Be part of it!

Introduction

Active Cumbria is the county sports partnership for Cumbria, and is one of 43 such organisations in existence across the whole of England. Hosted within Cumbria County Council since our inception in 1999, we have a strong track record of success in the delivery of national services and programmes on behalf of our principal funder Sport England.

Through the provision of leadership, expertise, insight and connectivity, we also continue to support many local organisations to develop services to achieve a wide range of outcomes through increasing participation in physical activity and sport in communities across Cumbria.

We believe that physical activity and sport have a major role to play in improving the health and wellbeing of residents of Cumbria. This document provides more detail on our priorities for the period to 2021, which align and support the achievement of a range of other key local and national plans and strategies.



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Why does reducing physical inactivity matter?

There is a growing evidence base around the benefits physical activity can play in supporting the achievement of a range of wider community outcomes. Moving forward, we will ensure that such benefits are widely understood and reflected within relevant local planning.

There is equally compelling evidence around the risks associated with inactivity.



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The local picture - the challenge for Cumbria

The cost of inactivity to Cumbria is
£9,100,000 every year



28.2%

of children aged 4-5



35.5%

of children aged 10-11



60%

of adults 18+



are overweight or obese in Cumbria

23.1%

of adults 16+
in Cumbria are
inactive

=

96,200

people



17%



of premature deaths
every year in the UK are
caused by inactivity



287 deaths

could be prevented each year if
75% of the adult population aged
40-75 in Cumbria met Chief
Medical Officer Guidelines

Note – figures accurate as at 31 March 2018

Our role

Our role is to provide leadership and expertise for and on behalf of the physical activity and sport sector across Cumbria. We facilitate and broker collaboration and a wide range of relationships, and also advocate the benefits of a physically active lifestyle. We have a deep understanding of our people and communities, and create and share insight and good practice with a range of organisations.

We have a clear role to play in helping to land the ambitions of Sport England's 'Towards an Active Nation', here in Cumbria, specifically through the delivery of our primary role, national and local programmes.

We will also continue to work with local and national partners to design and develop innovative products and services which seek to reduce levels of inactivity within targeted communities in Cumbria.

However, we appreciate that we cannot do this alone; we need to work collectively and collaboratively in order to make this happen. Our role is to help create the conditions for success to be achieved.



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Our Strategic Objectives and Success Measures

Mission

Why we exist

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

Core Values

How we act and behave

- 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'.

Outcomes

What we want to achieve by 2021

For Communities:

- Increased physical activity has contributed to improved health and wellbeing of the people of Cumbria.
- Skill levels and knowledge within the workforce in community settings have been raised.
- Additional investment into physical activity and sport has been generated.
- The importance of physical activity and sport in supporting the achievement of health and wellbeing outcomes has increased.

For Active Cumbria:

- A sustainable, high performing and efficient organisation exists, which is valued by stakeholders and partners.

Action Plan

For Communities:

Outcome 1 – Increased physical activity has contributed to improved health and wellbeing of the people of Cumbria

Strategic Objective – Active Cumbria will

- Support inactive people, specifically older adults and people from lower socio economic groups across Cumbria to change their behaviour and become regularly active by: -
 - Strategically influencing representative bodies and service providers to understand and value increased activity for their communities.
 - Providing support to enable quality, insight driven, locally based customer led activities to be developed.
 - Supporting local organisations to maximise the impact of national and local campaigns promoting the benefits of physical activity.
- Support children and young people to be regularly active, and to develop positive attitudes to physical activity by: -
 - Working with partners to develop a range of needs led activity opportunities through the delivery of the satellite clubs programme.
 - Influencing schools to adopt whole school approaches to physical activity.

Outcome 2 – Skill levels and knowledge within the workforce in community settings have been raised

Strategic Objective – Active Cumbria will

Support the development of the physical activity workforce by: -

- Developing a high-level county-wide Workforce framework and action plan.
- Provide a range of needs led skills development and deployment opportunities for those working with under-represented groups.

Outcome 3 – Additional investment into physical activity and sport has been generated

Strategic Objective – Active Cumbria will

Increase investment into communities by: -

- Promoting Sport England and other relevant funding opportunities across all networks in Cumbria.
- Co-ordinating a range of scoping workshops with relevant partners to advocate collaborative approaches.
- Supporting partner organisations to secure capital and/or revenue funding.

Outcome 4 – The importance of physical activity and sport in supporting the achievement of health and wellbeing outcomes has increased

Strategic Objective – Active Cumbria will

Increase awareness and recognition from strategic bodies and partners of the benefit physical activity has on a range of health and wellbeing outcomes by: -

- Advocating the benefits of physical activity, and influencing the actions of key county-wide and local decision makers and commissioners.
- Provision of data and insight to support policy and strategy development.
- Sharing of good practice and evidence of success.

For Active Cumbria:

Outcome 5 – A sustainable, high performing and efficient organisation exists, which is valued by stakeholders and partners

Strategic Objective – Active Cumbria will

Be a high performing, efficient and relevant organisation, by:

- Ensuring the Advisory Board and senior management provides appropriate leadership to the core team.
- Ensuring that a well led fit for purpose core team is in place to meet the needs of the service.
- Providing staff with appropriate continuous professional development opportunities.
- Identifying opportunities to secure continuous improvement in service delivery.
- Ensuring that our work is focussed on the achievement of our outcomes, and is valued by partners.
- Ensuring a sustained national and local funding stream is in place year on year.
- Providing high quality opportunities to celebrate achievement.
- Identifying risk and developing appropriate mitigating actions.

2018-2021

Measures

Success in 2021 will be

- 1.1 A reduction in the number of inactive adults (aged 16+) in Cumbria by 6,000.
- 1.2 An increase in the number of organisations supported regarding national and local physical activity campaigns.
- 1.3 A reduction in the number of inactive children and young people (aged 5 – 16) in Cumbria.
- 1.4 An increase in the number of young people (aged 5 – 16) in Cumbria having a positive attitude to physical activity and sport.
- 1.5 62 sustained satellite clubs providing regular opportunities for inactive young people.
- 1.6 3,480 new inactive participants engaged in satellite clubs.
- 1.7 An increase in the number of schools engaged in Active Cumbria led initiatives.

Measures

Success in 2021 will be

- 2.1 An increase in the number of adults in Cumbria volunteering in physical activity and sport on at least 2 occasions each year by 1,500.
- 2.2 The demographics of those volunteering in physical activity and sport in Cumbria becomes more representative of Cumbrian society as a whole.
- 2.3 Evidence of increased skill levels and knowledge within the network.

Measures

Success in 2021 will be

- 3.1 £2.5m increased investment in to physical activity and sporting infrastructure and services in Cumbria has been realised.

Measures

Success in 2021 will be

- 4.1 Tackling inactivity is a recognised mechanism to support the achievement of health and wellbeing outcomes within an increased number of key local plans.
- 4.2 Tackling inactivity is a recognised mechanism to support the achievement of wider outcomes within an increased number of commissioning arrangements and contracts.
- 4.3 High quality data is used to inform strategy development to address inactivity.
- 4.4 An increasing number of examples of local good practice is used to advocate the benefits of addressing inactivity to support health and wellbeing outcomes.

Measures

Success in 2021 will be:

- 5.1 Achieving above the national network average NPS score from stakeholders and partners.
- 5.2 Continuing to meet the requirements for Tier 3 organisations of the UK Code for Sports Governance.
- 5.3 Maintaining of Excellent rating in Quest Active Communities.
- 5.4 Continuing to meet performance expectations as part of on-going Sport England six monthly monitoring.

Vision

What we are aiming for

Everyone in Cumbria is appropriately physically active as part of their everyday life.

Our Way of Working

How we will operate

Strategy

We are customer centric. All decisions about partners, priorities, and value for money are centred on delivering positive experiences for customers.

Systems

Our systems are designed to enable us to focus on the achievement of our priorities.

Style

Our leadership style is collaborative. We work together with partners and enablers to shape and influence our customer's experiences. We will be an independent 'honest broker', working with the right partner at the right time.

Structure

We have a flexible structure that empowers staff to be outcome focussed, and not task focussed.

Staff

We will support and develop staff to be confident in taking the lead and influencing stakeholders and partners to be more customer focussed.

Skills

Our staff will be highly skilled in building relationships, influencing others, and communicating using a range of methods, with a commitment to learning and improvement.



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www.activecumbria.org