



An 'active lifestyle' means a mix of different things for different individuals. It could include:

- walking or other low intensity exercise as a first step to help you get healthy
- building activity into different parts of your everyday life like choosing active means of travel or being active at work
- informal recreational activities like jogging, going to the gym or getting outdoors with your family,
- taking part in organised sport



Strategy

2017-22

ACTIVE DEVON'S ROLE

We know that active lifestyles bring huge benefits to individuals and they are also an important part of making Devon's communities even better places to live. Active Devon recognises that it is uniquely placed within the active lifestyles sector in Devon to provide advocacy and leadership and we take that responsibility very seriously.

In its 2015 'Strategy for an Active Nation' the Government recognises the role that sport and physical activity can play in transforming people's lives and the communities they live in. It has identified 5 key outcomes for sport and physical activity:

- physical wellbeing
- mental wellbeing
- individual development
- social and community development
- economic development

We will broaden the network to encompass partners, providers and influencers that share a focus on these outcomes. Active Devon will work on behalf of partners to demonstrate the value of activity and to secure a multi-partner commitment to help at least 125,000 people in Devon to GET more active or STAY active. We will also continue to extend our influence amongst national partners to raise their awareness of Devon's mission to inspire & support people to get active and stay active and to secure their support.

OUR VALUES

- PASSION** ... about the benefits of active lifestyles, about our mission and about our values
- INTEGRITY** ... trusted and relied upon to always act with integrity
- INCLUSION** ... going the extra mile to ensure that everyone has the chance to get involved
- RESPONSIVENESS** ... to people's needs and to our diverse local communities
- COLLABORATION** ... working together to achieve more
- MAKING A DIFFERENCE** ... driven to achieve quality outcomes & impact

FINAL WORKING DRAFT – APPROVED FOR COMMENT

Our Vision:
Everyone in Devon active for life

Our Mission:
To Inspire & Support people to get active and stay active

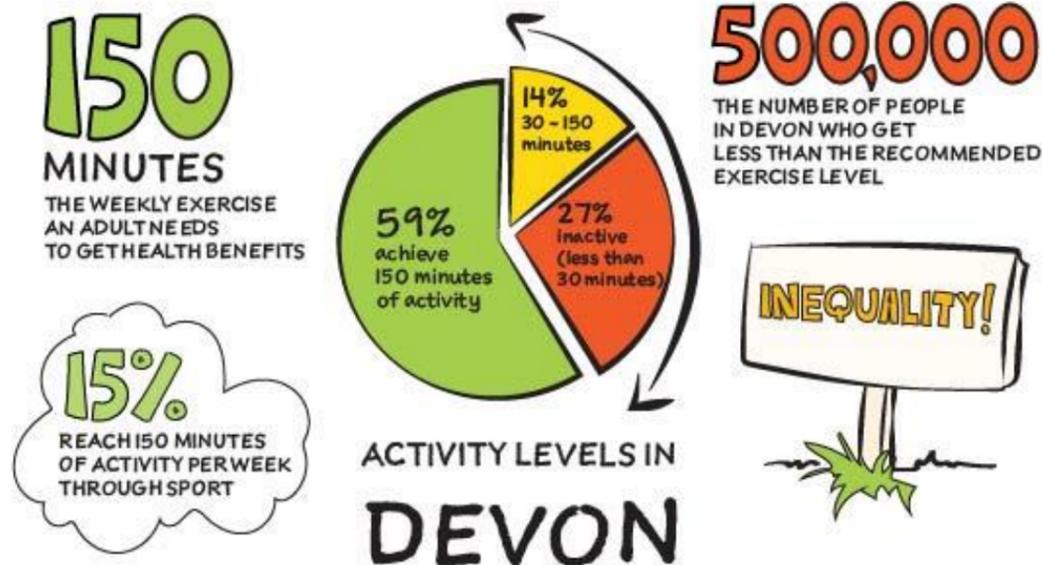
Our Ambition:
To help at least 125,000 people in Devon to **GET** more active or **STAY** active... two thirds of the people we help will be amongst Devon's half a million least active people.



Active Devon is a community focussed, not for profit organisation inspiring and supporting the people of Devon to lead active lifestyles, whether that's getting active for the first time or staying active throughout their lives. To deliver our mission we work with an extensive network of partner organisations and individuals to:

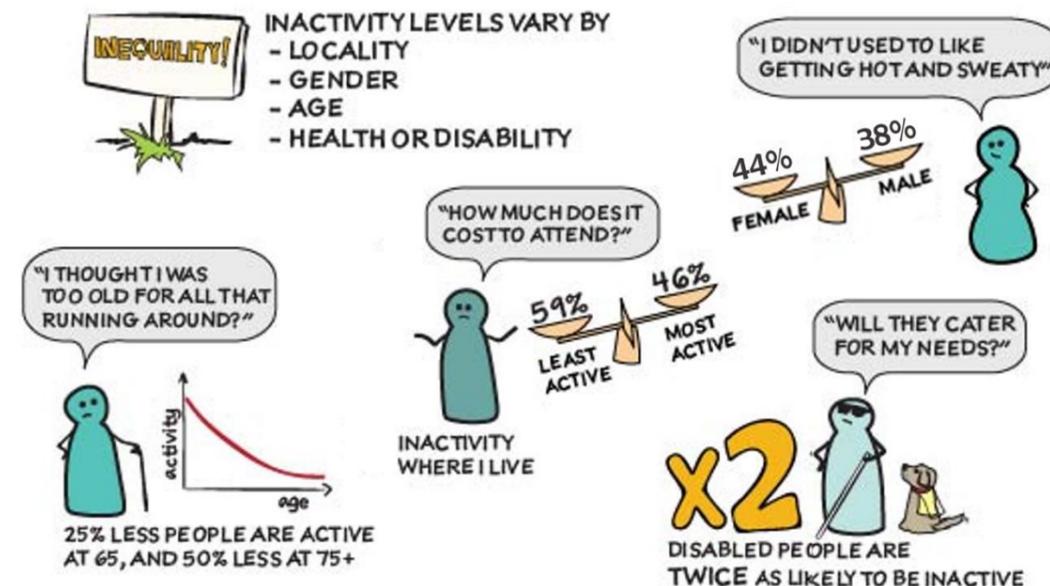
- **develop** the right opportunities for people to start and stay being active
- **support** existing partners and providers to promote and grow the variety of opportunities available for local people
- **create Devon wide campaigns** to inform and inspire individuals to be active
- **deliver** initiatives in a way that is appropriate to each local area
- **generate more resources** by making the best use of current investment and securing more

THE CHALLENGE IN NUMBERS



THE INACTIVITY CHALLENGE

THE CHALLENGES FOR PEOPLE



OUR AMBITION

To help at least
125,000 people
in Devon...

... to **GET** more active
or **STAY** active...

... two thirds of the people we help
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STRATEGIC PRIORITIES

We think there are five areas that we need to focus on to help us achieve our goals:

1. **Active Lifestyles** – helping people to choose active lifestyles by ensuring that the opportunity and the offer is right for their needs and is accessible to them
2. **Supporting communities** – building capacity in individuals and local organisations to help make Devon's communities places where it is easy to choose activity
3. **Influence** - reaching out to consumers to inform and inspire them to choose active lifestyles and uniting partners across Devon behind the Mission
4. **Innovation** - discovering and sharing new approaches to influencing people's lifestyle choices towards activity
5. **Growth** – increasing resources and energy behind achieving the Vision

OUR GOALS

Get Active

for more people from all sections of Devon's society to choose activity as part of their everyday lifestyle.

Stay Active

for people to keep choosing activity as part of their lifestyle

The challenge of people doing little or no activity is spread right across society. But there has never been more intelligence and consumer insight available and we will use this to focus and prioritise our efforts towards those people across the population where there is greater impact to be achieved.

OUR APPROACH

Understanding people or communities we are trying to help. By using the collective insight, intelligence and local knowledge of the network to help them identify the opportunities that are right for them.

Developing provision by working with local partners, groups or individuals to help them establish new activities or develop existing opportunities.

Promoting and campaigning to get people thinking about ways they could lead a more active lifestyle and promoting the range of opportunities available

These approaches will be set out in detailed operational plans against which we will regularly assess progress to refine to refine our approach and prioritise how and where resources should be targeted.