



Tackling inactivity across Herefordshire & Worcestershire
through the power of physical activity and sport



Introduction

The body of evidence that being active can positively influence both physical and mental health is substantial.

Regular physical activity can reduce the risk of many chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer and obesity. It can reduce anxiety, reduce feelings of stress and increase self-esteem thereby reducing the risk of depression. All of which can contribute to happier moods, clearer thinking and a greater sense of calm.

We know that the two counties of Herefordshire and Worcestershire are wonderful counties in which to live and work, and both have good sporting facilities and abundant natural resources, yet 26% of our adult population and 26.7% of our young people are inactive.

Whilst we need to create an environment so the active can stay active, our greatest challenge is to increase levels of activity amongst the inactive. We need to remind and, in some cases, introduce people to the concept that being active can be fun, social and non-competitive. It can be squeezed into busy lives whilst having a positive impact on physical and mental health. We need to demonstrate to the inactive population that being active is something for them, done by people like them and led by people they recognise.

This will require a change across the whole system that will remove the barriers for inactive populations so changes in behaviour can be successful.



Who We Are

We are a vibrant, independent organisation committed to improving the lives of people in Herefordshire & Worcestershire through the power of physical activity and sport.

Part of our role is to understand, interpret and localise the national sports strategies from DCMS (Sporting Future: a new strategy for an Active Nation) and Sport England (Towards an Active Nation) through our primary role, as set out and funded by Sport England. We are well placed to lead change locally, which is informed by strong insight and partnerships.



Our Purpose

Create a more active and healthier Herefordshire and Worcestershire by enabling a thriving, sustainable environment of physical activity and sport.

Values

Energy

We are a vibrant organisation that makes sport and physical activity happen, with a hardworking and enthusiastic approach.

Quality

We are dedicated to delivering high standards and are motivated to achieve the best results with the greatest impact.

Teamwork

We work with integrity and in unity, complementing one another to establish and realise shared goals.

Respect

We consider, understand and value others' opinions and circumstances.

Inclusive

We are committed to transparency and equality. We champion diversity.

This will all be underpinned by strong leadership, good governance and the highest safeguarding and equality standards.



Prevention

Prevention is about helping people stay healthy, happy and independent for as long as possible. Changes within an individual's life can have a significant impact on their participation rates and on their relationship with physical activity so we intend to invest in initiatives which support prevention locally. We see that we can make the greatest impact in this area, reducing pressure on public services, establishing positive habits for life and providing our population with the opportunities to live a happy, healthy lifestyle.





Strategic Objectives

We have identified 5 strategic objectives where we are confident we can have the greatest impact.

Target New Opportunities for Growth

We will raise our profile across new sectors which will enable us to influence large scale interventions across Herefordshire & Worcestershire. Through diversification we will increase the prospect of investment locally.

Partner and Influence

We will facilitate and broker relationships across and within a diverse range of sectors at both operational and strategic levels. We will obtain, analyse and disseminate insight to influence decisions locally.

Empower Individuals, Groups and Communities

We will ensure that individuals, groups and communities are equipped, confident and have the knowledge to understand local need and the mechanisms for change.

Develop a Workforce that Inspires

Through the development and delivery of high quality learning opportunities we will enhance and support a workforce that is reflective of local need.

Increase the Visibility and Accessibility of Opportunities

Through the use of strong communication pathways and campaign messaging we will connect people with local, positive opportunities.

Themes

We value, and will continue to develop existing partnerships. We also want to extend our reach beyond the sports sector in order to bring exciting and innovative opportunities to the two counties.

We have adopted the following themes that fit alongside our strategic objectives and complement the preventative aspirations of our work.

Inspire a Generation

We want to ensure young people from all backgrounds grow up with a positive experience of sport and physical activity.

We will work with young people aged 4-24, focusing on key changes in a young person's life and reach those for whom physical activity and sport can make the biggest difference.

Promote Independence

We will support adults and older adults who have more pronounced physical health needs such as cancer, obesity and the risk of falling, to become more active.

We want individuals to feel confident to be active at a level which suits them.

Positively Impact Mental Wellbeing

We know that key changes in people's lives can have a big impact on their mental health. We will use physical activity as a means of building resilience to help combat low level mental health. We will work with partners to find out what works and the benefits that physical activity can have.

Reduce Social Isolation

We will develop and empower local communities to introduce sustainable activities. This will allow local communities to develop their own, more flexible approach to engaging people in physical activity, which is more likely to result in long term behaviour change and an increased sense of wellbeing.

Encourage Opportunities for All

We will work with local organisations to ensure that physical activity opportunities in the two counties are attractive, easily accessible and inclusive. Our focus will be on ensuring that people enjoy and maintain their participation and can find the right opportunities at the right time.

Priority Demographics

National statistics and research indicate that certain demographics are less likely to be active; this is mirrored locally across Herefordshire & Worcestershire.

Our knowledge is particularly developed around barriers to participation for Women & Girls, Older People (55+) and Children and Young People (with a focus on those who are disengaged) with interventions in place. We will continue to evaluate what works and, with the help of partners, continue to improve the available opportunities.

For those with disabilities and for populations within lower social economic areas, we are committed to developing our learning around barriers and solutions, so we will seek the expertise and support of partners working in these areas.





If you would like more information about SPHW, and how we can work with you to develop sport and physical activity, please contact us:

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