

Herts Sports & Physical Activity Partnership – Strategic Plan 2022-27 Summary

Our values underpinning everything we do

Proactive

constantly thinking ahead to anticipate opportunities and challenges in the operating environment.

Reliable

we will set clear expectations and do all we can to deliver on our promises.

Inclusive

we value diversity and will tackle inequalities so that everyone gets the chance to benefit from an active lifestyle.

Collaborative

we recognise that no single organisation or programme can create sustainable change at scale, therefore we will adopt a collaborative approach working closely with partners across Hertfordshire to co-ordinate our efforts and maximise impact.

Environmentally Sustainable

ensuring we meet today's sport and physical activity needs, while contributing to the enhancement of future opportunities by improving the integrity of the natural and built environment on which it depends.

Key insight driving our Strategy

- ▶ A more joined-up approach between schools and community sport¹
- ▶ The covid pandemic has disproportionately affected the most disadvantaged communities²
- ▶ People taking part in regular exercise have a lower risk of developing long-term health conditions³
- ▶ Sport and physical activity has massive potential in addressing social issues and having a positive economic impact⁴
- ▶ A widening inequality gap in certain parts of the county⁵
- ▶ Well-designed places and spaces can enable increased physical activity levels and improved mental health⁶

Our long-term Mission



Working strategically and collaboratively to improve the lives of the people of Hertfordshire, by using the power of sport and physical activity to tackle inequality and disadvantage.

Our Strategic Objectives

Community Sport & Physical Activity Sector - provide opportunities for the people of Hertfordshire to start, continue and thrive in their chosen sport or physical activity.

Covid Recovery - Support the community sport and physical activity sector and individuals to recover from the impact of the Covid pandemic using sport and physical activity to improve health and wellbeing and community resilience.

Physical Activity for Health and Wellbeing - Positioning movement, sport, and physical activity at the heart of how we think about people's health and wellbeing in Hertfordshire.

Sport for Social Change - Use sport and physical activity to enhance the lives of Hertfordshire's residents by supporting community cohesion, social inclusion, economic prosperity, crime and anti-social behaviour reduction, educational attainment and employability.

Stronger Communities - Taking a place-based approach to tackling inequalities and reducing inactivity, by concentrating limited resources and empowering local communities from target areas, for maximum impact.

Active Environments - The development of inclusive and sustainable places and spaces to encourage participation in sport and physical activity for all our residents.

How we will measure success



- ▶ Place based learning
- ▶ Project indicators
- ▶ Outcome measures
- ▶ System change
- ▶ National indicators

Long Term Outcomes

- ▶ Increased activity levels
- ▶ Reduction in inactivity levels
- ▶ Reducing the inequality gap between those who are least active and those who are most active.
- ▶ Our ability to positively transform lives through sport and physical activity.

Vision



More People



More Active



More Often

Fit for purpose workforce - a diverse and welcoming workforce with the skills and behaviours to be able to offer fun, safe and progressive activities that attract and retain individuals in sport and physical activity.

Fit for purpose organisation - robust governance with distributed leadership, a commitment to continuous improvement, equality, diversity and inclusion, and operational agility to respond to changing needs.

Insight led - an in depth understanding of the factors influencing activity levels, inequalities and the impact of sport and physical activity, and using this insight to make customer-led and evidenced-based decisions.

System change - understanding the key systems in place, coalescing around our shared purpose, and delivering interventions that will shift the conditions holding the problem (inactivity, inequality) in place.

Embracing technology & innovation - creating the conditions where we are constantly exploring new ways to achieve our strategic objectives, using technology and innovation to improve impact and efficiency.

Key Enablers of Change

Evidence Base

- 1** Young people (years 7-11) receiving free school meals (an indicator of affluence) in Hertfordshire, have significantly reduced activity levels compared to peers not receiving free school meals (Sport England Active Lives Children and Young People Survey Academic year 2020-21).
- 2** There were 1.2 million (+2.6%) more inactive adults (less than 30 minutes activity per week) in November 2020 compared to November 2019. (Sport England, Active Lives survey (mid-May 20/21))
- 3** 40% of long term health conditions could be prevented by reducing inactivity (Public Health England, Everybody Active Every Day).
- 4** £9.5bn value in improved physical & mental health generated by physical activity (Sport Industry Research Group, Social Return on Investment in Sport & Physical Activity in England, 2020).
- 5** Activity levels (taking part in at least 150 minutes a week) were on average 62.4% in the 10 Active Local Areas compared with 64.5% for England. (<https://local.communityinsight.org/>)
- 6** Reports by Dr William Bird found that benefits from contact with the natural environment included reductions in obesity, heart disease, diabetes, cancer, stress, ADHD, aggression and criminal activities, among others (Green Walking in mental health recovery. Centre for Sustainable Healthcare, May 2020)



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