



herts 
sport & physical activity
partnership

**HSP Draft
Implementation Plan
2024-25**

OUR VALUES UNDERPINNING EVERYTHING WE DO

Proactive

Reliable

Inclusive

Collaborative

Environmentally Sustainable

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
- ▶ Covid Recovery
- ▶ Physical Activity for Health and Wellbeing
- ▶ Sport for Social Change
- ▶ Stronger Communities
- ▶ Active Environments

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

Fit for purpose organisation

Insight led

System change

Embracing technology & innovation

ENABLERS OF CHANGE

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.

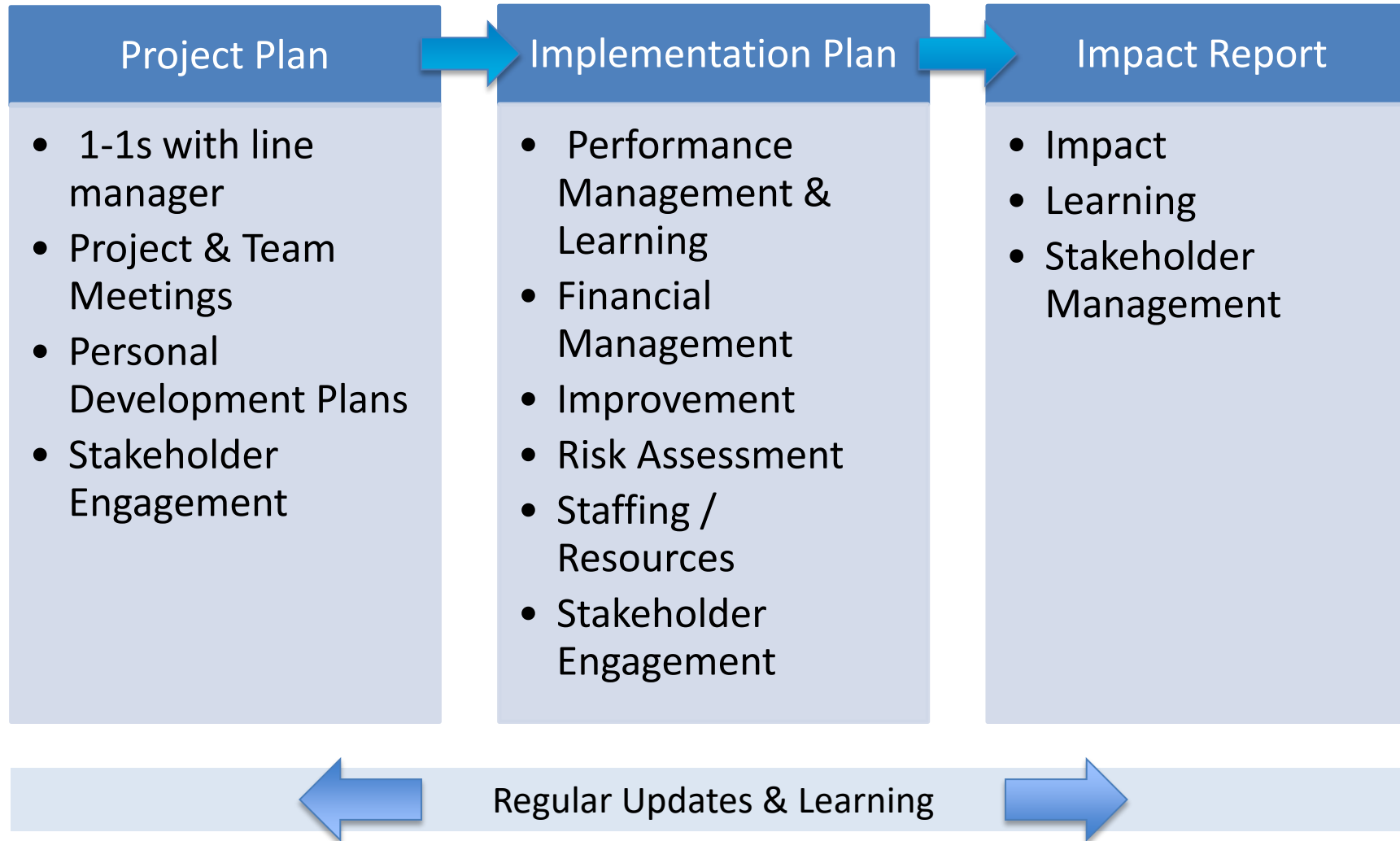


Long-Term Outcomes

- Increased activity levels
- Reduction in inactivity levels
- Reduce the inequality gap between the people who are least and most active
- Transform lives through sport & physical activity



Annual Planning Cycle



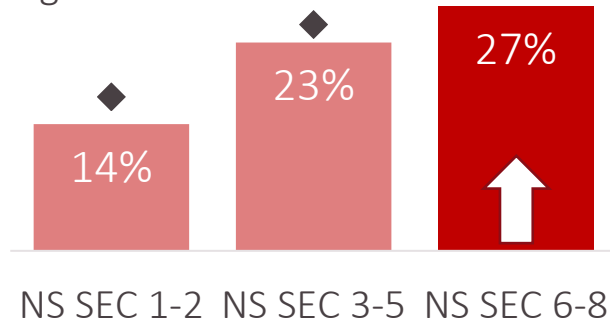


Insight Drivers

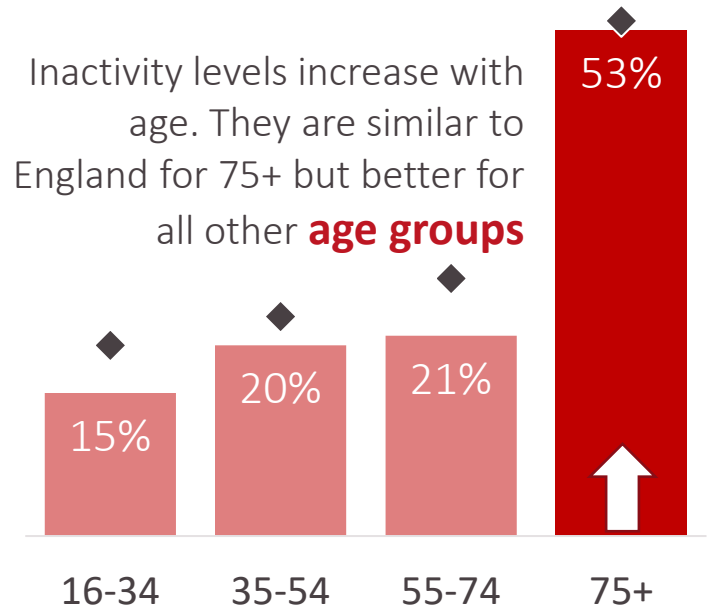


The groups with the highest **inactivity levels** are those with a limiting illness, and aged over 75

Inactivity levels are higher for those in lower **socio-economic groups** (NS SeC 6-8) but lower than England

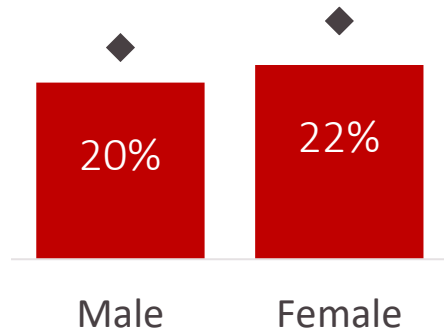


Inactivity levels increase with age. They are similar to England for 75+ but better for all other **age groups**

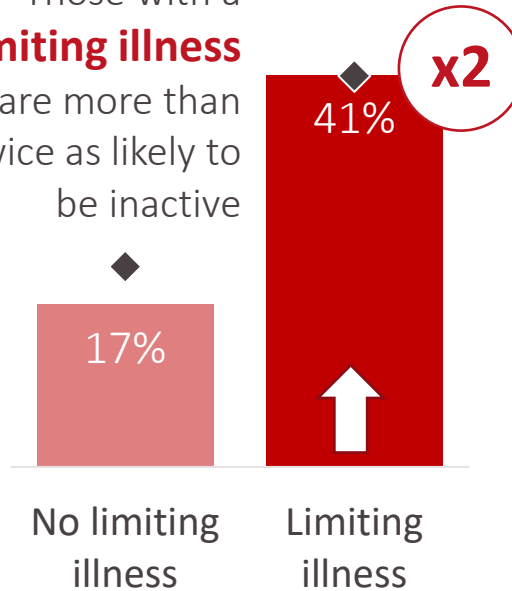


■ Hertfordshire ◆ England

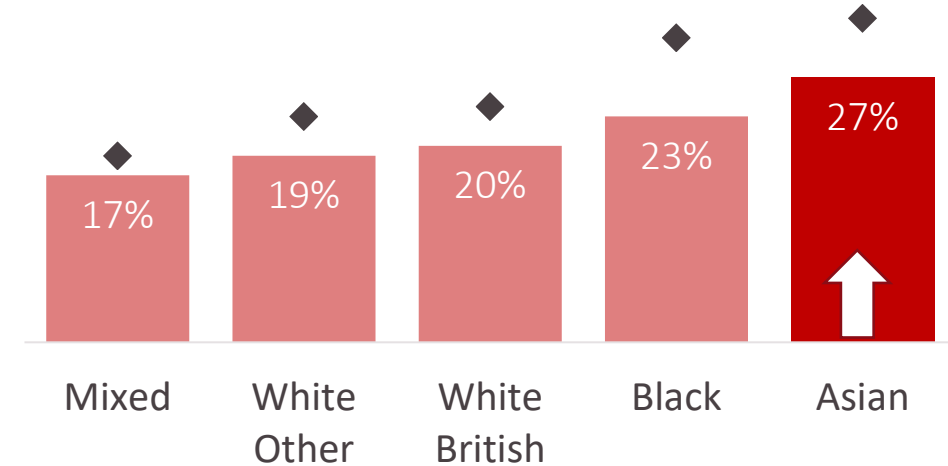
When comparing **gender**, women are more inactive than men



Those with a **limiting illness** are more than twice as likely to be inactive



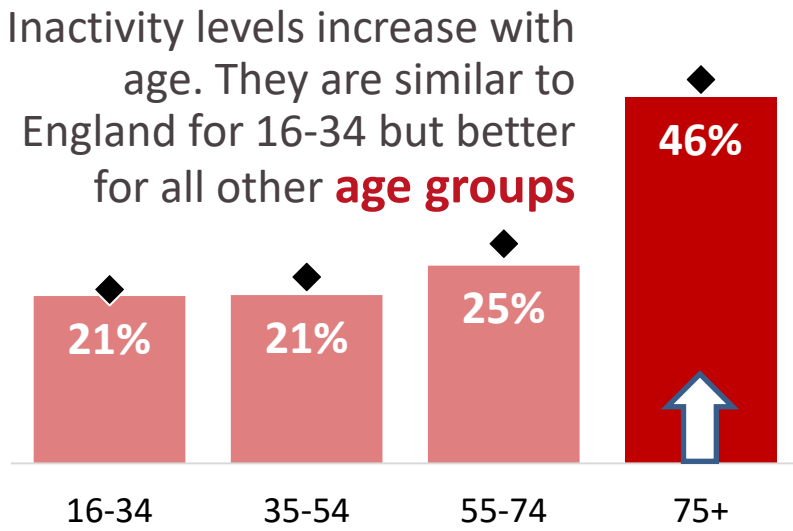
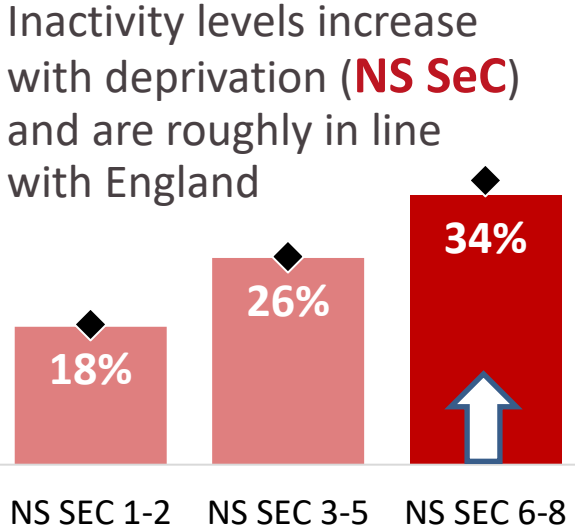
Inactivity levels vary by **ethnic group**, with those from Asian communities having the highest level of inactivity



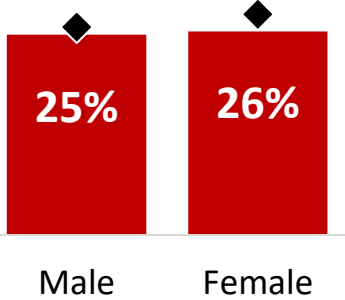
Understanding the Herts Activity Landscape - The

groups with the highest inactivity levels are those with a limiting illness, NS SeC 6-8, aged 75+ and Asian communities

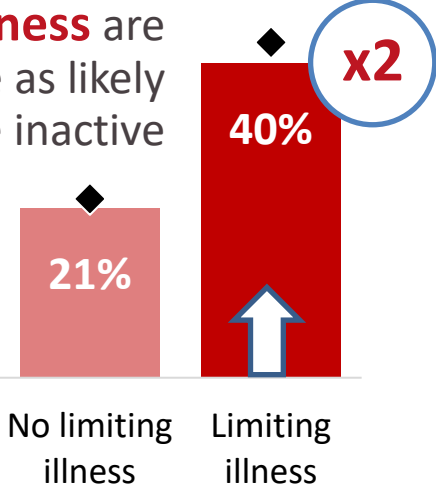
■ Hertfordshire ◆ England



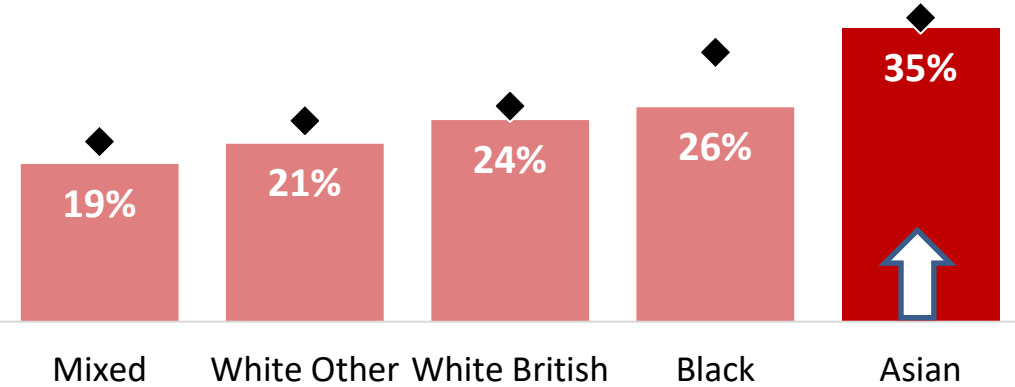
When comparing gender, inactivity levels are similar for males and females



Those with a limiting illness are twice as likely to be inactive

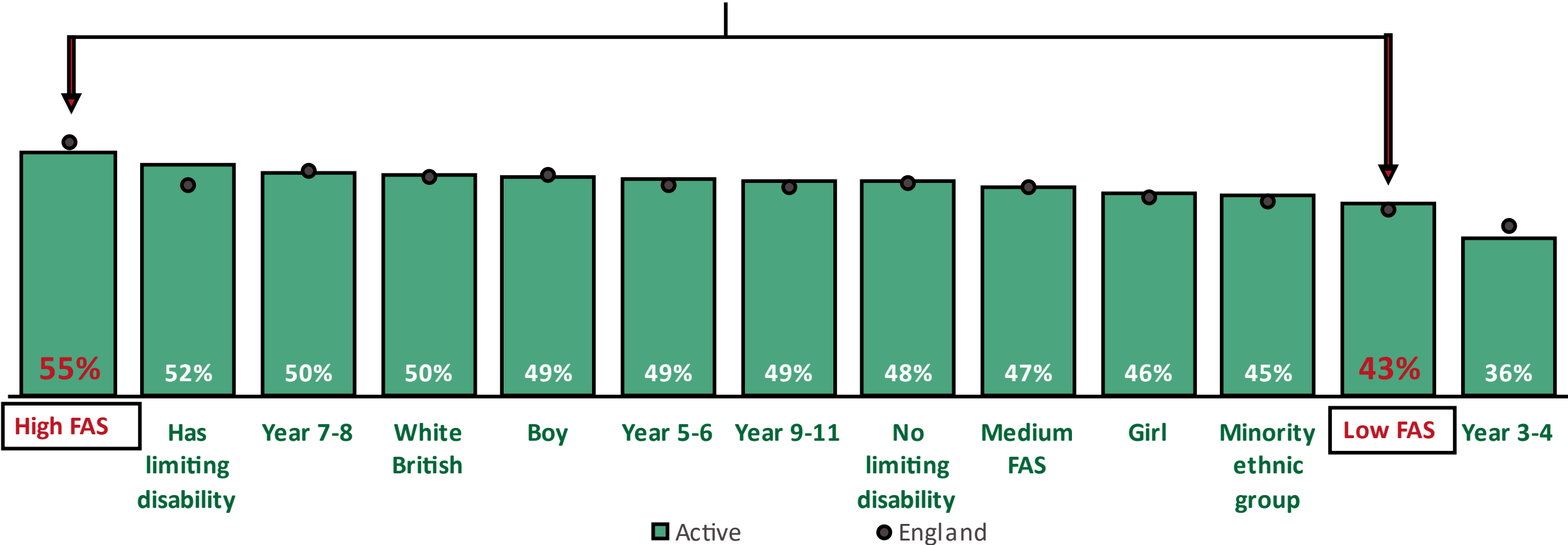


Inactivity levels vary by ethnic group, with those from Asian communities having the highest level of inactivity



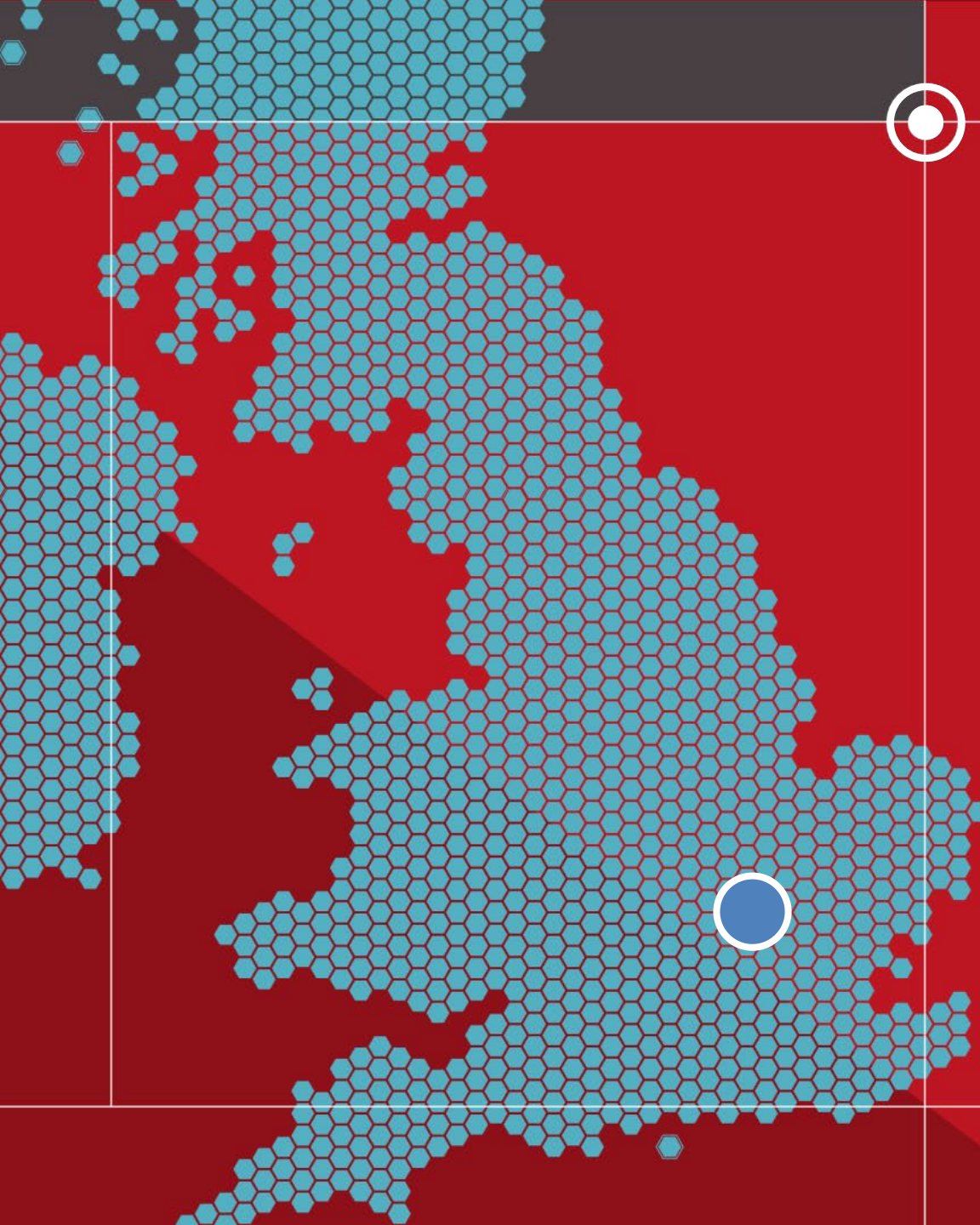
Source: Sport England, Active Lives Adults, Nov 20-21, excluding gardening

Family affluence has a big impact on CYP physical activity levels



Source: Sport England Active Lives, Children and Young People survey 2021 -22
 Measure: An average of 60 minutes or more a day, either at school or outside school (everywhere)





The population of Hertfordshire is:

Growing, ageing and becoming more diverse

And is projected to continue to do so

Source: Census 2021



Key factors
influencing the
Operating
Environment

Key Considerations (National)

Opportunities

- New Sport England place-based investment – Universal Offer
- Sport England – Movement Fund
- Sport England – multi-sports funding
- Government / Football Foundation investment in 3G, playzones, grass pitches & ancillary facilities
- Collaboration across systems

To Watch

- Cost of living / austerity / inflation
- General Election
- School Games programme review
- Growing importance of Climate Change
- Developments in AI
- National workforce registration scheme for coaches
- National Live Longer Better movement
- Growing role of Sport for Development Coalition

Key Considerations (Local)

Opportunities

- UH community connections / profile and student employability
- Re-focus of Active Local on spotlight areas
- UH ICS funding
- HCC funding linked to our various objectives

To Watch

- Continuation of HAF
- New HCC CEO and DPH
- HCC response to OfSTED SEND report
- New PCC
- Local Authority austerity
- Local Authority elections
- HCC re-organisation / cut backs / local government devolution
- Evolution of ICB / ICS



HSP Provisional Priorities 2024-25

Community Sport & Schools

- Provide new welfare / safeguarding support for clubs
- Opening School Facilities Year 3 – distribution of £380K
- Expanded support of PE & School Sport in Hertfordshire
- Club pilots with Community Action Dacorum and Spotted

Covid Recovery

- High quality delivery of HAF programmes
- HCC Children Services' funding
- Delivery of Summer Parks programme in target areas
- Delivery of PHH funded Long-Covid and physical activity rehabilitation programme
- Continue to lead MIND's regional Mental Health in Sport & Physical Activity Network

Physical Activity for Health & Wellbeing

- Embedding the Moving More Activity Finder as the 'go to' website for activity opportunities
- Menopause pilot
- Delivery of PHH Active Connections and Active Together contract
- Continued local activation of national 'We are Undefeatable' movement
- Workforce development related to health and care workforce for physical activity
- Continue to improve connection with emerging Integrated Care System
- Promotion of Active Practices Charter
- Expansion of Live Longer Better movement in Hertfordshire

Sport for Social Change

- Support the High Sheriff with the Year for Sport for Good
- Hertfordshire Year of Disability Sport and Physical Activity 2025
- Delivery of evidence led interventions as part of the Crime Reduction through Sport project and using the insight to influence the criminal justice system.
- Delivery of the Year 3 Multiply project to 200 learners, developing numeracy skills via engagement in sport.
- Promotion of the Sport for Development Coalition #OpenGoal Campaign and targeted support for Hertfordshire's sport for development infrastructure

Stronger Communities

- Evolution of the Active Local movement in spotlight areas
- Roll-out of Sport England's Universal Offer across Hertfordshire

Active Environments

- Continue to develop the ParkPlay concept establishing venues across the county
- Create capacity for specialist active design / environments work in partnership with pilot local authorities

Fit for Purpose Workforce

- Using new Sector Skills Strategy as a lever to influence Workforce Development and Diversity
- Delivery of a needs-based training programme for Older Adults and CYP workforce
- Delivery of a Bitesize Inclusion Training programme across Hertfordshire

Fit for Purpose Organisation

- Delivery of the Governance Improvement Plan 2024-25
- Maintaining CYP Safeguarding Standard and achieving Adult Safeguarding Standard and Sport England EDI Standard
- Embed the new UH Graduate Programme intake
- Introduce and embed a new marketing CRM system
- Embedding the new Performance Management & Learning System
- Using insight deep dives to support decision making in priority work areas
- Strengthen the insight resources on our website
- Strengthen our approach to understanding and using lived experience from those facing the greatest inequality
- Measure our carbon footprint and use to action plan



Operational Considerations

Operational Considerations 2024-25

Financial

- We have the financial resources to deliver the work priorities
- The main driver to maintain current service levels is to secure the HAF contract beyond Dec 2024

Staff

- We have good staff structure, sufficient staff with the appropriate skills with a commitment to CPD, and we will continuously review and make adjustments
- We have the right financial skills and capacity
- We will continue to review the diversity of our staff and board teams and put pro-active practice in place to ensure inclusive recruitment and an inclusive work culture

Office Accommodation

- Continue to review staff accommodation requirements