

Active Dorset Strategy 2017 - 2021

This document summarises an exciting, innovative and ambitious strategy for sport and physical activity in Dorset over the next 5 years. It identifies how Active Dorset will lead a collaborative approach to broaden and deepen the impact that sport and physical activity has on the lives of people in Dorset. The challenge is a great one, but a long-term, prioritised commitment to addressing the issues identified within the strategy will make a real difference to individuals and communities across the county.

Our Vision

Dorset is a place where people choose to enjoy an active lifestyle through participation in sport and physical activity.

STRATEGIC OBJECTIVES

- To increase participation in sport and physical activity
- To improve health and well-being by reducing physical inactivity
- To improve lives by increasing sport and physical activity's contribution in creating stronger, more sustainable and prosperous communities
- To further embed Active Dorset as the County wide strategic lead agency for improving wellbeing through active participation in Sport and Physical Activity

Measurement

- Participation levels will rise. Measured through 7,500 individuals per year participating on Active Dorset programmes
- Increase the number of individuals living with a long-term condition who are active. Measured through 500 individuals per year participating on Active Dorset programmes
- Increase the number of previously inactive parents of young people undertaking regular activity. Measured through 750 individuals per year participating on Active Dorset programmes
- Increase the number of individuals from deprived communities successfully qualifying and then undertaking leadership roles within sport. Measured through Active Dorset coaching database



Increase stakeholder value. Measured through annual stakeholder survey.

Core Values

Professionalism – Continually working to a high standard, completing tasks with honesty, integrity, impartiality, commitment and diligence, always with the community at heart.

Continuous Improvement – Striving to be the best both collectively and individually. Reviewing, refining and developing our service and staff.

Leadership - Providing clarity of vision and advocacy of sport and physical activity.

Public Responsibility – Using resources in an appropriate and socially conscious manner and delivering maximum benefit to the community.

Recognition – Being proactive champions for best practice and success, celebrating our achievement where appropriate through external accreditation.

Engagement – Creating and sustaining mutually successful partnerships and teams delivering beneficial outcomes for the community.

Innovation – Searching for new methods to achieve the vision using imaginative, inspiring and practical approaches.

Legacy – Generating revenue to sustain the delivery of our vision and reinvesting to achieve community benefit.

Clear communication – Consistently raising awareness of the positive benefits regular activity can bring.

Leadership

We will continue to establish, maintain and grow our role as strategic lead for sport and physical activity within and across sectors.

We will grow the understanding of sport and physical activity as a vehicle to deliver health, educational, social, environmental and economic outcomes, working with key organisations from within and outside of the sport and physical activity sector.

We will bring together partners from across sectors where there is strategic synergy and/or mutual benefit, maximising resources available to achieve shared goals through sport and physical activity.



We will influence local, regional and national decision-making in relation to sport and physical activity development.

Building Partnerships

We will seek to improve our understanding of all stakeholders' objectives, motivations, barriers & constraints and support them to achieve or overcome them as appropriate.

We will grow our existing relationships and create new relationships with appropriate stakeholders, ensuring we add value to every partnership.

We will increase our breadth of stakeholder relationships to open up new routes to communities, reflecting our broader objectives.

Insight, understanding & impact

We will continuously seek to grow our understanding of communities through data collection, insight, and consultation, ensuring this knowledge informs both ours and our partners in the design, delivery and evaluation of services.

We will improve evaluation and impact assessment of sport and physical activity, helping us learn more about what works/doesn't work and the processes that influence outcomes.

We aim to be the local experts on customer insight and behaviour change in relation to sport and physical activity.

We will give attention to key points in people's lives when behaviour change is most likely. Initially we intend to focus on:

- People diagnosed or living with a long term condition
- Inactive parents of active children



Promotion

We will raise the profile of sport and physical activity opportunities across the county through effective marketing and communication, making it easier for everyone to find and access a sport or activity that interests them.

We will promote the impact of the organisation to stakeholders and customers, growing the credibility of sport and physical activity as a cost-effective means of delivering health, social and economic outcomes.

Building Capacity

We will stimulate and grow the delivery of sport and physical activity across the county by:

- Stimulating behavior change to build personal capacity for being active.
- Seeking investment to increase delivery of sport and physical activity in the county.
- Supporting communities to build capacity (individuals and/or organisations) to deliver sport and physical activity in sustainable ways.
- Seeking investment to maintain, improve and increase the number and quality of places people can be active.
- Growing and developing the workforce, including volunteers, that can make sport and physical activity happen in Dorset.
- Increasing access to community assets (e.g. schools) through advocacy and strategic support.

Reducing Inequalities

We will maximise the health benefits of physical activity by directing resources to communities with the greatest health inequalities.

We will dedicate specified resources to grow participation in under-represented groups including:

Women & girls



Older people
People with a disability (Including mental health)
BME communities
Low socio-economic status

Make a positive impact on the local economy

We will increase inward investment into sport and physical activity.
We will seek to reduce absenteeism and increase productivity in Dorset workplaces through engaging employers and employees in workplace health/physical activity initiatives.
We will support the growth of the sport and physical activity employment sector through workforce development and attracting investment for increasing local delivery opportunities.

Environment

We will seek to minimise environmental impact through the promotion of active travel.
We will support a growth in participation focusing on outdoor spaces and the natural environment.

Stronger communities

Driven by insight and consultation, we will seek to impact positively on communities by using sport and physical activity as a tool to:

Promote social integration
Improve community cohesion
Reduce social isolation
Reduce anti-social behaviour

Organisational excellence

We will have the needs of the customer at the heart of every decision made.
We will function as a lean and efficient organisation.



We will implement robust performance management for our investment with high standards of financial accountability and value for money.

We will strive for excellence in governance and operation.

We will plan for sustainability in everything we do.

We will work in partnership.

We will seek investment to sustain and grow the role of the organisation, diversifying activities and sources of income which support the strategic objectives and reducing reliance on any single source.

Measuring success

We will manage organisational performance through our Board, with regular reporting to stakeholders.

