

WELCOME TO ...



(The new brand for Cornwall Sports Partnership)

... we look forward to working with you

ACTIVE CORNWALL BECAUSE ...



The landscape is changing:

- Physical activity and sport habits and behaviors are changing
- The way people access physical activity and sport is changing
- There is a trend towards sedentary lifestyles with more and more people doing less and less activity

Organisations are responding to the change:

- Sport England has refocused its strategy and resources
- The market is fragmenting: there are many more organisations of varying types delivering physical activity and sport
- Grass roots and community led initiatives are enjoying success in getting mass participation in events and activities

A CHANGING EMPHASIS TO OUR WORK



- **From Active Audiences to Less Active** – a focus on inactive and under-represented groups.
- **From Traditional Sport to Physical Activity** – wider range of activities suited to target audiences including those that have potential to change behaviour at scale.
- **From Cornwall wide to Place Based working** – a Cornwall wide service with a locality emphasis.
- **From Physical Activity and Sport Sector to Wider System** – working with more diverse range of partners and stakeholders outside the traditional sector, particularly those able to influence change at scale.
- **From Direct Delivery to a Strategic Enabling Role** – primary role is to build insight which in turn is used to inform and influence change whilst still retaining a mandate to deliver programmes where gaps in the market would otherwise remain.

OUR VISION & MISSION



Vision: **EVERYONE** in Cornwall has the opportunity to live an active, healthy and happy life.

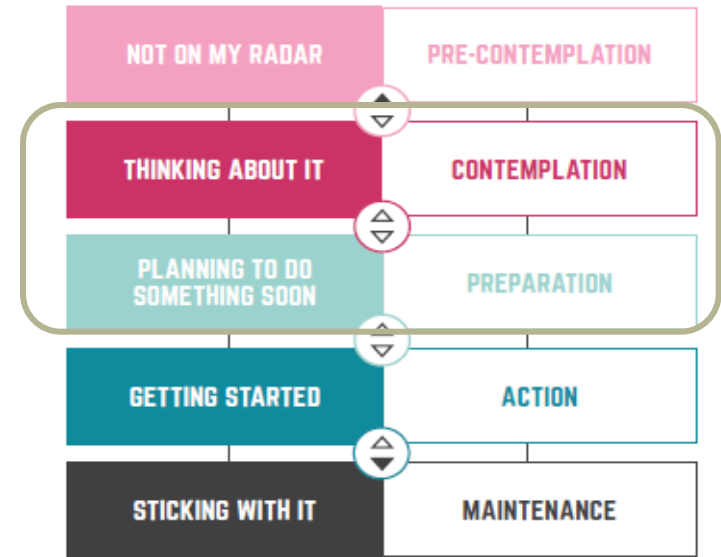
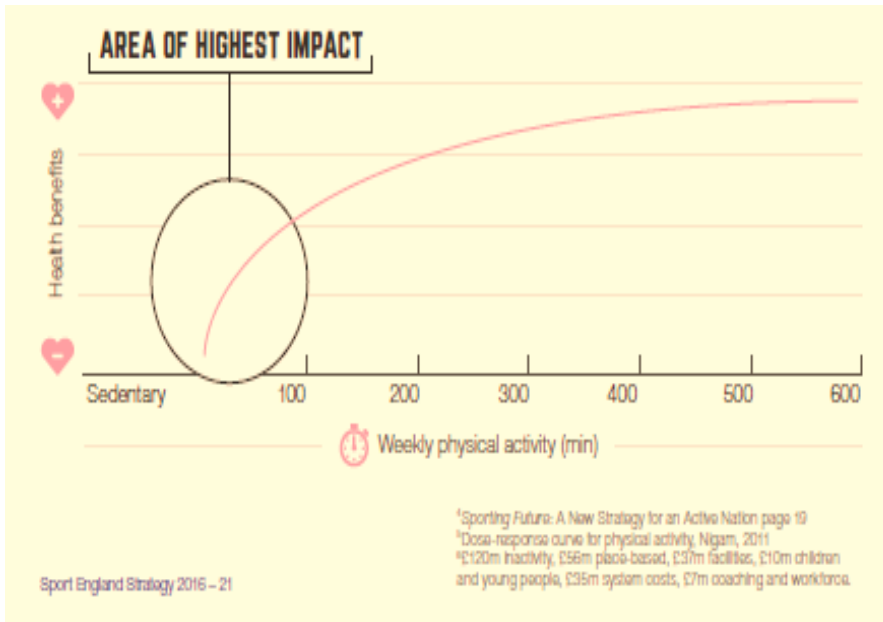
Mission: To bring organisations, people and places together to improve the conditions that unlock the power of physical activity and sport.

OUR ROLE AND PURPOSE



- Active Cornwall is the leading organisation working across Cornwall and the Isles of Scilly solely dedicated to reducing inactivity through physical activity and sport to transform lives.
- We **understand, influence, connect** and **support** to unlock the wider benefits that physical activity and sport can have to improve the quality of life for the people of Cornwall, specifically for PEOPLE who would benefit the most in PLACES that need it most.
- By working together WE can create the right conditions and opportunities for people to live an active, healthy and happy life.

TARGET AUDIENCE: PRINCIPLES



People can move back and forth through these

- The greatest health benefit comes from getting those who are least active more active.
- They are likely to be at 'Contemplation' or 'Preparation' stage and at key life stages which make them more receptive to change.

TARGET AUDIENCE: 2 KEY FOCUSES

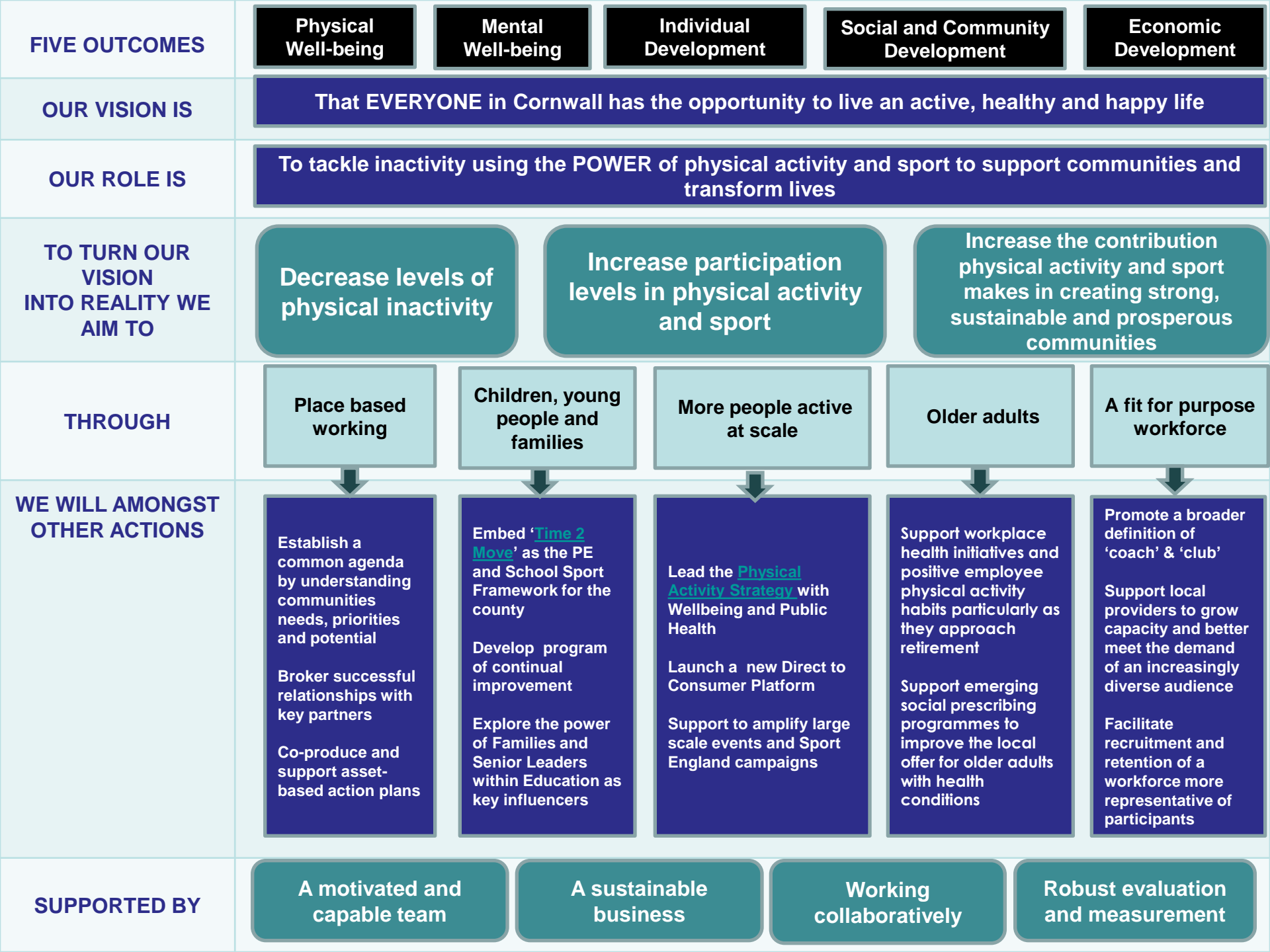


Children, Young People and Families

- **With a specific focus on;**
 - The inactive
 - Girls
 - Children with low emotional resilience
 - Transition: Primary to Secondary and Secondary to College
 - Families
- **and the wider influences on children and young people**
 - Parents and carers
 - Headteachers and Governors

Older Adults

- Physical Inactivity increases with age and is most prevalent in older adults
- 2/3 inactive adults are aged 55+:
- **Specific groups:**
 - Priority 1 – Pre retirement (55-64yrs)
Long-term return, large population, male focus
 - Priority 2 – Early retirement (65-74yrs)
Medium-term return, female focus
 - Priority 3 – Later years (75+)
Short-term return, small population, female focus



THE ACTIVE CORNWALL TEAM



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Starts Monday 7th October 2019