

Large Print Version

Front Cover

Annual Review 2016 – 2017

On the front cover is a series of images formatted in boxes. These images include a group of ambassadors and staff at a Devon Girls Can launch, a couple getting ready to walk outdoors, a man with visual impairment running with a guide runner, a group of mums cycling with their children, a group of men and women walking and children having fun at their School Games. The individual images are linked to keywords that form our values, which are passion, integrity, inclusion, responsiveness, collaboration and making a difference.

Also on the front cover is the following text,

Active Devon is a community focussed, not for profit organisation inspiring and supporting the people of Devon to lead active lifestyles, whether that's getting active for the first time or staying active throughout their lives.

Everyone in Devon active for life.

Introduction

2016-17 has seen significant flux as Sport England, one of Active Devon's principal funders, has unveiled and begun to implement its new strategy 'Towards an Active Nation'. Active Devon welcomes the shift in emphasis to more locally driven, customer centred approaches and the much broader recognition of the challenges and approaches to tackling inactivity.

In parallel the Active Devon Board has been refining its own new strategy and has agreed an ambitious target of helping 125,000 people to get more active or stay active.

The important mission of inspiring and supporting people to get active and stay active has continued. In this review you will see the headlines of Active Devon's achievements in 2016-17. As ever, the volunteers and groups in Devon's communities and the extensive network of partners we work with and support is critical so our genuine thanks is extended to them for their continuing support.

Holly Woodford (Chair) and Matt Evans (Chief Executive).

At the bottom of the front page is the Active Devon logo which is a shape that represents a person and the wording active devon.

Centre page, divided up into five areas.

Our impact, achievements and highlights

Centred on our five strategic priority areas we have had an incredible year.

Active Lifestyles

We have directly helped, supported and encouraged **15044** people across Devon, to choose an active lifestyle and stay active. **A quarter** of those people were inactive at the first point of contact.

Focussing on people who find it hard to get active -

39 new accessible walks were established with Walking for Health in Devon, which supports older people to take their first steps into group walking.

130% increase on new walkers with a long term health condition.

Taking an inclusive approach -

Devon Opportunity Clubs enabled **1200** people with varying impairments to take part in activity and sport, including **200** people with a mental health condition, gain the benefits of an active lifestyle.

Recruiting and developing young participants and leaders -

Sportivate is a national programme that provides opportunities to 14-25 year olds who do little or no physical activity. **2958** participants took part, of which: **59%** were inactive when they first registered and **70%** were female.

Creating opportunities in local communities to make getting active easier -

Through listening to people's wants and needs, we have taken activity to where people are.

51 new beginner running groups in workplaces, community hubs and at the school gates have been created and over **550** people started running.

Supporting Communities

We have built capacity in individuals, informal groups, clubs and local organisations to enhance and diversify the activity offer in Devon.

Providing advice, guidance and training -

We delivered **43** nationally accredited courses and local bespoke workshops, helping **582** people to have the skills and confidence to deliver activity.

Building innovative partnerships -

Through the Devon Coaching Plan, we have worked with **6** partner organisations to improve the delivery of coaching courses for disabled people. This groundbreaking work has been recognised and is being taken forward nationally.

Supporting the volunteer workforce -

We have helped over **1000** people into the volunteer workforce. An example of this in action is our Inclusive Volunteers programme.

100 FE and HE students were trained to deliver activity to disabled groups and **59** students went on to actively volunteer within an inclusive community sports setting.

Innovation and Growth

We aim to constantly test and learn new approaches to inform what future programmes will deliver the most impact for people in Devon.

Collaboration -

Active Devon is a key organisation within Devon's Local Nature Partnership. We have brought together over **100** organisations from various sectors with a shared aim of connecting people actively to nature.

Launching new projects -

Capitalising on the added energy behind the 2015 Rugby World Cup the 'Spirit of Rugby' project enabled **46** people aged 16-24 to discover rugby and become regular club players.

30 student volunteers have trained in various RFU courses.

Go where women are -

Our 'Women into Leadership' pilot centred on finding and recruiting female natural influencers. We worked with hair salons to set up activity sessions of their choice and equipped the hairdressers to promote active lifestyles to their clients. This has informed our current work with community ambassadors.

Recognition for Active Devon Work

Sport England continues to recognise Active Devon as a consistently high performing organisation. We once again exceeded all performance standards set nationally.

This would not be possible without the partner organisations through which we deliver our programmes.

Broader national recognition included:

- The Bicton College Rounders Sportivate project won the national Sport England Silver Project Award
- The NSPCC's Child Protection in Sports Unit has commended Active Devon's approach to integrating safeguarding young people and adults at risk
- We joined the All-Party Parliamentary Group in Westminster for Women's Fitness and Sport, following an invitation to showcase our local activation of the national This Girl Can campaign.
- The Active Mums Cycling project won a prestigious National Impact Award for 'Physical Wellbeing'

Influence

Collaboration is a core value at Active Devon. We continue to work hard to support, develop and extend the network of individuals and organisations who are so important to making Devon a great place to be active. Joining forces, complementing each other's work and really knowing their local patches are some of the key things that partners in our network are renowned for.

We worked with over **246** local organisations spanning a hugely diverse range of interests to help more people get active.

Marketing and Communications

Focussing on digital influence and recruiting ambassadors, who have overcome barriers to a more active lifestyle and are happy to share their inspirational journeys...**4** high profile public campaigns were delivered with the support of...**36** inspirational ambassadors and champions.

Our Future

It is clear that the changes in national strategy represent the most significant shift that has been seen in recent years. They represent a bold and positive new approach to which Active Devon's strategy is closely aligned and so we are well placed to take full advantage of the opportunities afforded. We must continue to further strengthen and consolidate Devon's position in this new strategic context. Our aim is to make it clear that Devon is a place with a vibrant, effective and collaborative network and numerous opportunities to reach key customer groups and tackle the challenge of inactivity.

Key delivery priorities for Active Devon in 2017-18 include:

- Securing wide support and influence around Active Devon's new strategy
- Making a smooth transition of current delivery programmes and initiatives to address future priorities
- Extending our impact through consumer campaigning and re-launching the Active Devon digital offer
- Further enhancing our local understanding and focus on equality and inclusion
- Maximising investment opportunities in Devon

Financial Summary

Active Devon is constituted as a not-for-profit, unincorporated association. Through a formal partnership arrangement, Devon County Council (DCC) is the accountable body for Active Devon. As a recipient of public funding we must exercise high standards of governance and probity. You can see more details in our Annual Governance Statement. Summarised below are details of our Income and Expenditure for 2016-17.

Summarised statement of financial activities

| Income: | 2017 £ |
|--|------------------|
| Sport England core, coaching & programme funding | 832,192 |
| Sport England other grant funding | 138,886 |
| Partner contributions | 192,098 |
| Fees and charges for services and products | 29,690 |
| Grant funding (non Sport England) | 23,949 |
| Strategic Commissioning | 105,577 |
| In Kind Contributions | 12,278 |
| Total | 1,334,670 |

| Expenditure: | 2017 |
|--|------------------|
| | £ |
| Salary costs - Programme Delivery Staff | 533,838 |
| Salary costs - Other Staff | 208,944 |
| Other staffing costs (incl travel and subsistence) | 23,779 |
| Marketing costs | 52,198 |
| Administration and finance costs | 39,041 |
| Programme delivery costs | 335,710 |
| Other expenditure | 11,078 |
| Total | 1,204,588 |
| Surplus/(deficit) in year | 130,082 |

Pie charts show the breakdown of figures.

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