

Devon Moving Together

2022-32 Strategy Framework Summary



Vision: Everyone in Devon active for life

From childhood to later life, the benefits of being active are life-changing and deliver significant societal value. Movement can have profound benefits for our physical health, but it also has the power to do so much more. It is good for our mental wellbeing, connects and strengthens communities, and has huge economic value.

(Uniting the Movement, Sport England, 2021)

Devon is a large county with a vivid mix of urban, rural and coastal communities and a unique blue, green and built environment. This provides great opportunities for people to be active but also leads to challenges of complex public administration, hidden deprivation and seasonality. It has an older population profile which is ageing further. A third of adults and half of children in Devon do not move enough to receive the full health benefits of physical activity and inactivity is more prevalent among people who are marginalised by wider societal inequalities. The dispersed, rural nature of many communities often masks inequality, isolation and deprivation.

We believe that by working together to achieve systemic change we can reduce inequalities and help make movement a positive part of people's lives, whatever their background. Through Devon Moving Together we invite people and organisations, who share these ambitions, to work together with us and make them a reality.

Mission

To unlock the ability of movement to change lives for the better. We work together with communities and partners, to connect, advocate and enable people to move more.

Our Values



Collaboration - We overcome more challenges by walking the journey together.



Inclusion - Movement is for everyone.



Trust - Building trusting relationships is vital in enabling people to move more.



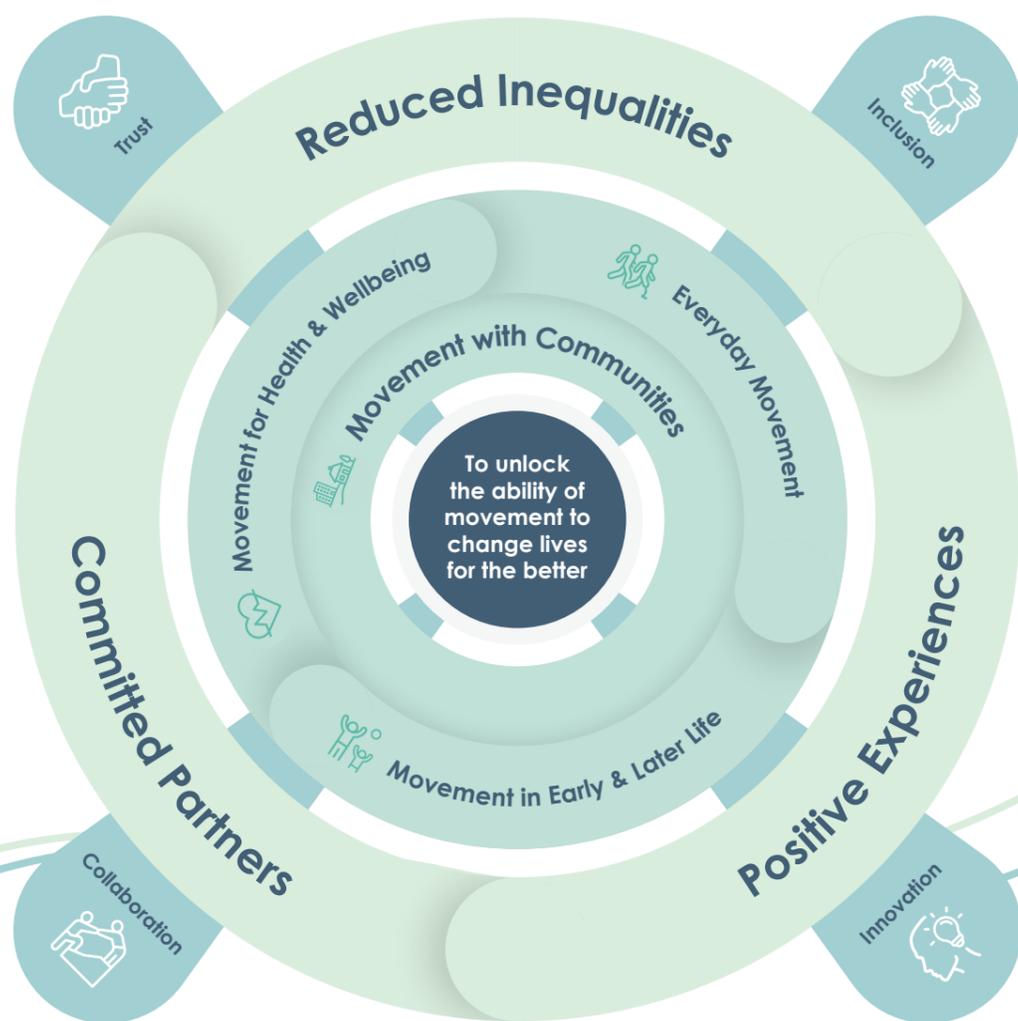
Innovation - We are always learning and finding new ways to help people be active.

Long-Term Aims

Positive Experiences - Movement to be a positive experience for all people, whatever their background

Reduced Inequalities - Movement to contribute to reduced societal inequalities

Committed Partners - Increased local commitment to using movement to change people's lives



Key

- Mission
- Priorities
- Long-Term Aims
- Values

Priorities



Movement for Health and Wellbeing

To create closer connection between health and community systems, where the benefits of physical activity are understood and routinely used to improve people's physical and mental wellbeing.



Movement with Communities

To achieve positive impact for people's lives in local places where multiple inequalities exist.

To develop and support an inclusive workforce that is positioned to be able to respond to individual needs.



Movement in Early and Later Life

To unite partners and gain their commitment behind the importance of these two pivotal segments of the population.



Everyday Movement

To help normalise everyday movement for all by promoting simple, accessible ways for people to move more.

To help more people experience the benefits of being active outdoors and feel connected to the environment through movement.

Working Together

No single organisation will be able to achieve these ambitions alone. Active Devon's approach will be to build relationships and influence with those who can enable people to move more, to ensure that more local partners and resources are aligned and mobilised to deliver Devon Moving Together's aims.

We deliver a broad offer which includes activity initiatives, campaigns, capacity building, insight and advisory services.



How We Will Work

We know that how we work together is as important as what we try to achieve.

We will:

- **Champion equality**, diversity and inclusion and challenge inequality.
- **Value community perspectives**, being people led and listening and acting upon what we learn from lived experiences.
- **Be collaborative by default** because working together achieves greater impact.
- **Focus on relationships** with people and organisations that enable others, valuing trust as we do.
- **Value flexibility**, being innovative with our approaches because solutions are often bespoke and need to be discovered.
- **Be open** about how we prioritise resources.