

# *A Decade of Movement*

An outline of our 10-year vision to create and embed a culture of health and wellbeing for **everyone**



# Who are we?

We serve an incredible county full of diverse communities, innovative organisations and welcoming clubs. We are proud to be from Lancashire and we feel passionately about every person who lives here.

Sport and physical activity is etched into the fabric of our county yet for some, this is not an everyday reality. We believe that it is the right of every individual to lead an active lifestyle and benefit from moving more.

There has never been a more important time to prioritise health and the evidence is resounding, physical activity underpins a healthier and happier life, a prosperous economy and a thriving health service.

Therefore, over the next ten years, it is our mission to work with our partners to tackle inequalities and help people enjoy active lives. Our vision is to create and embed a culture of health and wellbeing for everyone in Lancashire, whatever their circumstances.

Through living our values we shape our own culture and influence those around us.

Whilst developing this vision for the next 10 years, we have kept our values front and centre, engaging with key partners and our stakeholders throughout the process.

But we will not stop there.

## Working Together



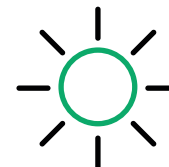
## Everyone Counts



## Forward Thinking



## Influencing Change



## Passion



## People First



We believe in these values and will apply them every day, as we deliver a decade of movement.

Sport and physical activity is for everyone, so it is time we made sure every person can access and benefit from it.

# Where are we today?

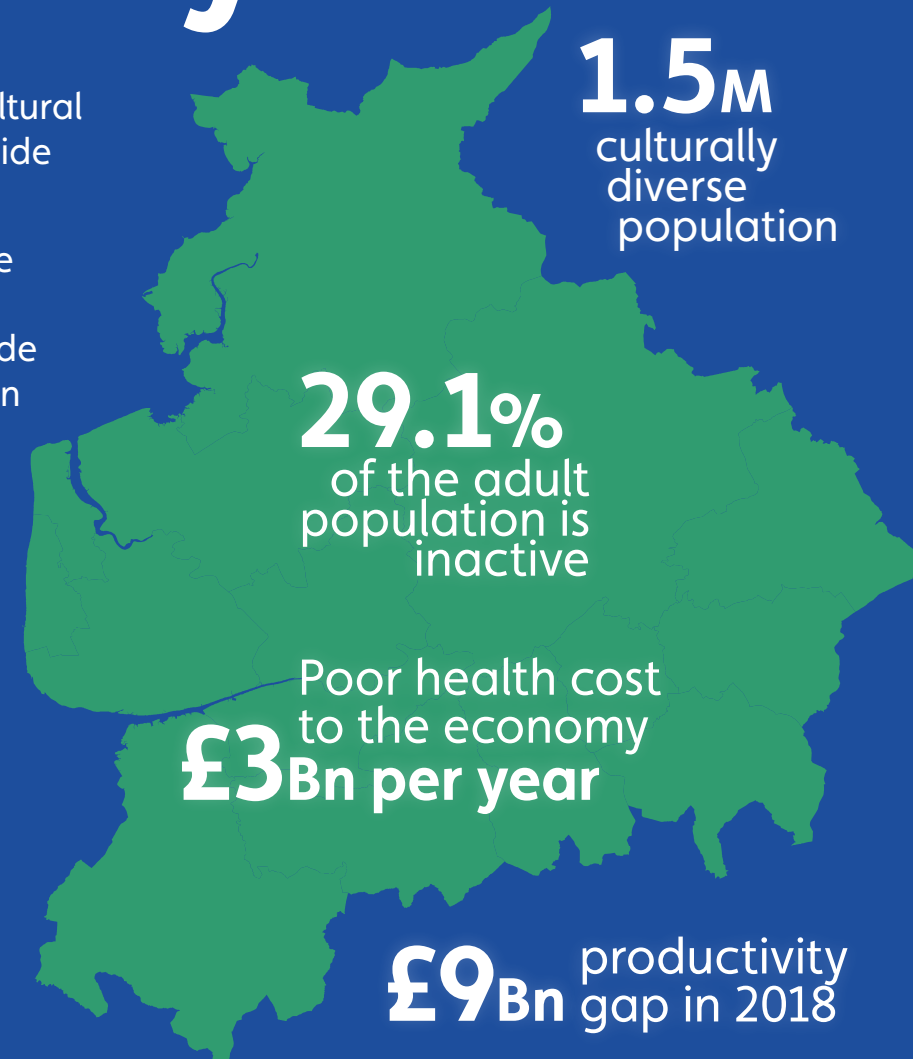
Lancashire is a vibrant and successful county with a rich industrial and cultural history, well known for our fabric and aerospace manufacturing, our seaside resorts and our football clubs.

Alongside those successes are significant inequalities; Blackpool has some of the worst health in the UK, compared with the Ribble Valley which has some of the best. The pandemic has amplified those inequalities and made significant long term impacts on mental and physical health particularly in East Lancashire and our coastal towns.

We can evidence that movement and active lifestyles can enable and improve life-long health outcomes. Physical activity is the most accessible and cost-effective way to personal wellbeing. At system level, it improves populations' health and productivity.

Lancashire's challenges of poor health and low productivity must be tackled head on. As strategic leader, we are here to ensure that a real change is made.

We could never have predicted recent events and we cannot predict the future. What we do know is that as a team and with our key partners, we will work tirelessly towards our goal of a healthier future.

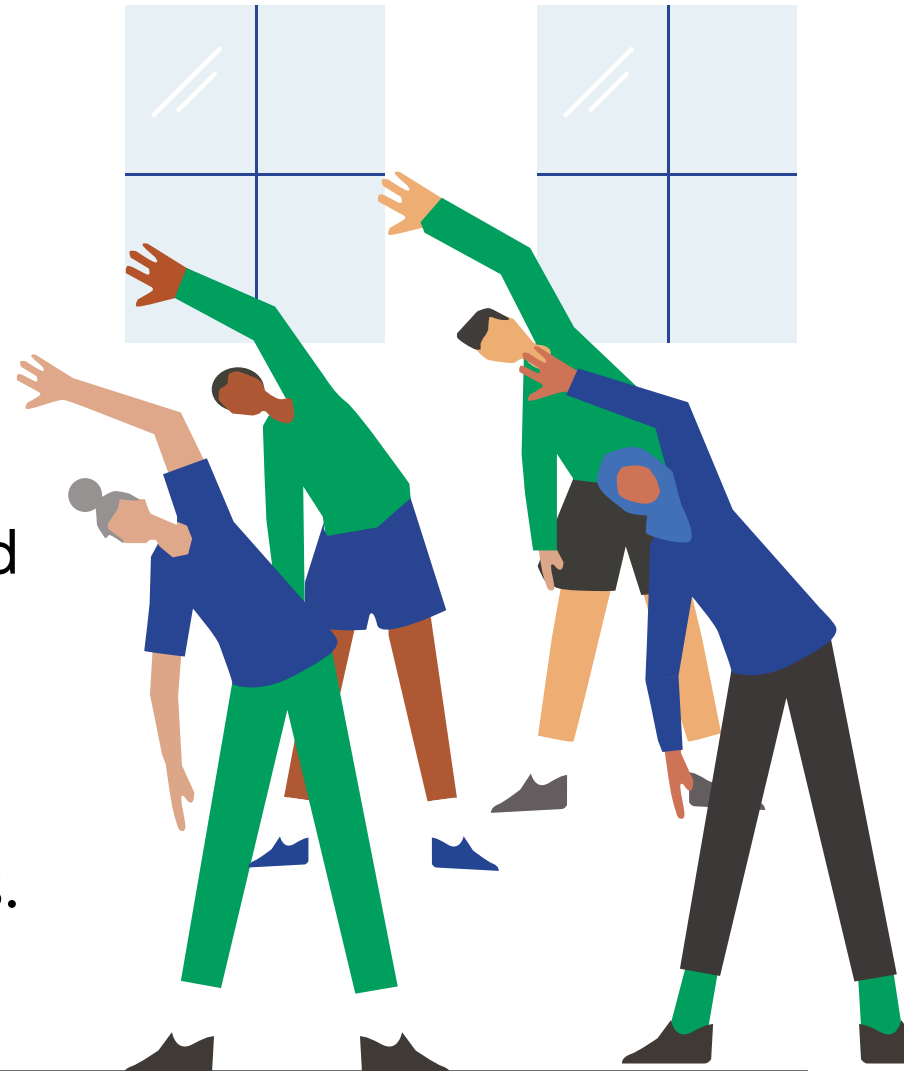


# What is our goal?

Our goal is simple.

We want to see a future where every person in Lancashire has access to, and benefits from, a physically active lifestyle.

Over the next 10 years, we want to understand how we can work together to grow participation across all communities as we know every person can benefit from increased movement. Our pursuit of this goal will never end and our ambition to achieve it is relentless.



# What will we do?

## 1. Engage partners

## 2. Empower Communities

## 3. Enable Individuals

# How will we do it?

### **Collaboration:**

Bringing together networks and people with shared outcomes to collaborate in learning and development. Working collectively to share resources, innovate and be creative in how we address challenges and create opportunities.

### **Places, spaces and opportunities:**

By working with and through others to have places, spaces and opportunities that are right for our communities and that are activated to inspire and engage.

### **Workforce development:**

Upskilling and empowering a volunteer and professional workforce that reflects the communities we serve. Encouraging a discovery mind set in which people learn together and from each other.

### **Researched, resilient and ready:**

A forward thinking organisation, that is reflective, well-governed and financially resilient, and operates to high professional standards across all departments. Being a great place to develop and learn, driven by a team with the skill to help transform lives.



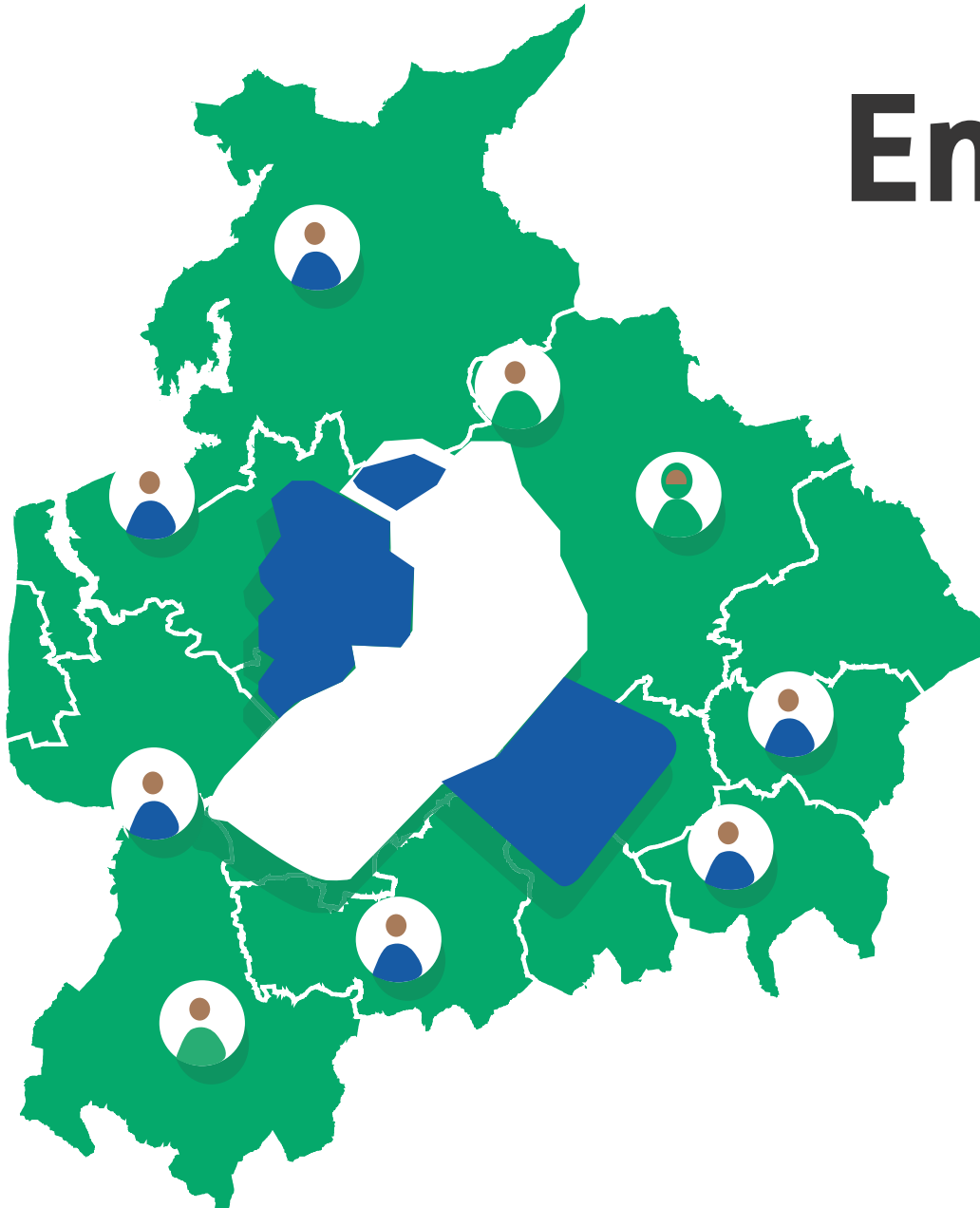
# Engaging partners

This work cannot be done alone. Working collaboratively with like-minded partners who share our vision, we can address challenges and create opportunities across Lancashire and beyond.

We will continue to engage our growing number of partners with the tools, knowledge and networks to deliver projects on a local level and we will work collaboratively to deliver a more physically active county.

We will be the destination for our wide-ranging stakeholders to access support, innovation and up-to-date guidance so that they can help partners to improve and create accessible opportunities that change lives.





# Empowering communities

Combining an individual and collaborative approach, we will support our diverse communities to create, deliver and sustain physically active lifestyles.

By ensuring communities have appropriate opportunities, spaces and places to deliver, we will empower communities to take ownership of their own success. Not only this, we will support leaders so that these opportunities are sustainable for years to come.

# Enabling Individuals

With our help, each individual will thrive from improving, and taking responsibility for, their physical and mental health.

Whether this is through participation in one of our own projects, partner programmes or benefitting from our wealth of training opportunities, we will enable each individual to benefit from an active lifestyle and impact those around them.

We continually train and support a network of volunteers and professionals who engage with, and reflect the communities they serve. And, as a forward thinking organisation, we will continue to provide our staff with an environment in which they can flourish, inspire others and help transform lives.





# What does success look like?

In ten years' time, we will have supported individuals and communities to harness the power of an active lifestyle, taking responsibility for their own wellbeing and benefitting from the effects of moving more.

To measure this progress, we will share the personal development stories of those who we engage with to demonstrate our ability to change lives. A key set of indicators will also be produced to align with our three big objectives and we will report Social Return on Investment (SROI) figures to measure our impact and the value we are making. As with this strategy, these indicators will evolve in response to changing circumstances and our learnings over the next decade. We will understand our social value more each year and communicate this to our stakeholders.

**Most importantly, we will use this insight to learn, develop and grow closer towards our goal.**



# What is next?

Join us in our 'Decade of Movement' and help us transform lives in Lancashire.

We achieve real change when we learn together and work together.

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