

# Large Print Version without images

Front cover

The title is **Strategy 2017 – 2022**

On the front cover is a montage of images, including men, women, boys and girls all having fun and enjoying being active. This includes walking, running, cycling, jumping, wheelchair basketball, table tennis and canoeing. The images are embedded into a large shape that represents a person and matches the shape in the Active Devon logo. Also on the front cover is the text,

**Our Mission** To inspire and support people to get active and stay active

**Our Vision** Everyone in Devon active for life

**Our Ambition** To help at least 125,000 people in Devon...to GET more active or STAY active

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

Centre page, top section, working across the whole page, from left to right,

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. To deliver our mission we work with an extensive network of partner organisations and individuals to:

- develop the right opportunities for people to start and stay being active
- support existing partners and providers to promote and grow the variety of opportunities available for local people
- create Devon wide campaigns to inform and inspire individuals to be active
- deliver initiatives in a way that is appropriate to each local area
- generate more resources by making the best use of current investment and securing more

Centre page, middle section, working across the whole page, from left to right,

# The Inactivity Challenge

First infographic image with the following information,

## The Challenge in Numbers

Activity levels in Devon

150 minutes	the weekly exercise an adult needs to get health benefits
350,000	the number of people who get less than the recommended exercise level
15%	of people reach 150 minutes of activity per week through sport
70%	of people achieve 150 minutes of activity

11% of people achieve 30-150 minutes

19% of people are inactive, (less than 30 minutes)

Second infographic image with the following information,

## The Challenges For People

Inactivity levels vary by - locality, gender, age, health or disability

“I didn’t used to like getting hot and sweaty” 44% female, 38% male

“How much does it cost to attend?”

Inactivity where I live 35% least active, 25% most active

“I thought I was too old for that running around?” 25% less people are active at 65 and 50% less at 75+

“Will they cater for my needs?”

Disabled people are twice as likely to be inactive

Centre page, bottom section, working across the whole page, from left to right,

## Our Ambition

To help at least 125,000 people in Devon to GET more active or STAY active...

two thirds of the people we help will be amongst Devon's 350,000 least active people.

# Strategic Priorities

Five areas that we need to focus on to help us achieve our goals:

1. Active Lifestyles – helping people to choose active lifestyles by ensuring that the opportunity and the offer is right for their needs and is accessible to them.
2. Supporting communities – building capacity in individuals and local organisations to help make Devon's communities places where it is easy to choose activity.
3. Influence - reaching out to consumers to inform and inspire them to choose active lifestyles and uniting partners across Devon behind the Mission.
4. Innovation - discovering and sharing new approaches to influencing people's lifestyle choices towards activity.
5. Growth – increasing resources and energy behind achieving the Vision.

# Our Goals

## Get Active

For more people from all sections of Devon's society to choose activity as part of their everyday lifestyle.

## Stay Active

For people to keep choosing activity as part of their lifestyle.

The challenge of people doing little or no activity is spread right across society. But there has never been more intelligence and consumer insight available and we will use this to focus and prioritise our efforts towards people across the population where there is greater impact to be achieved.

# Our Approach

Understanding people or communities we are trying to help. By using the collective insight, intelligence and local knowledge of the network to help them identify the opportunities that are right for them.

Developing provision by working with local partners, groups or individuals to help them establish new activities or develop existing opportunities.

Promoting and campaigning to get people thinking about ways they could lead a more active lifestyle and promoting the range of opportunities available.

These approaches will be set out in detailed operational plans against which we will regularly assess progress to refine our approach and prioritise how and where resources should be targeted.

Back page, top section,

# What is an active Lifestyle?

Infographic image with the following information and related images,

A mix of different things for different people, including,

Daily activity

Being active at work

Low intensity exercise, like walking, or just getting out and about with family and friends

Playing organised sport or going to the gym

Next to this the following text,

An 'active lifestyle' means a mix of different things for different individuals. It could include:

- walking or other moderate intensity exercise as a first step to help you get healthy
- building activity into different parts of your everyday life like choosing active means of travel or being active at work
- informal recreational activities like jogging, going to the gym or getting outdoors with your family
- taking part in organised sport

Underneath this the following text,

## Active Devon's Role

We know that active lifestyles bring huge benefits to individuals and they are also an important part of making Devon's communities even better places to live. Active Devon recognises that it is uniquely placed within the active lifestyles sector in Devon to provide advocacy and leadership and we take that responsibility very seriously.

In its 2015 'Strategy for an Active Nation' the Government recognises the role that sport and physical activity can play in transforming people's lives and the communities they live in. It has identified 5 key outcomes for sport and physical activity:

**physical wellbeing**

**social and community development**

**mental wellbeing**

**economic development**

**individual development**

We will broaden the network to encompass partners, providers and influencers that share a focus on these outcomes. Active Devon will work on behalf of partners to demonstrate the value of activity and to secure a multi-partner commitment to help at least 125,000 people in Devon to GET more active or STAY active. We will also continue to extend our influence amongst national partners to raise their awareness of Devon's mission to inspire and support people to get active and stay active and to secure their support.

Underneath this the following text,

## Our Values

Passion	about the benefits of active lifestyles, about our mission and about our values
Integrity	trusted and relied upon to always act with integrity
Inclusion	going the extra mile to ensure that everyone has the chance to get involved

Responsiveness to people's needs and to our diverse local communities

Collaboration working together to achieve more

Making a Difference driven to achieve quality outcomes and impact

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