

Our impact, achievements and highlights

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

Focussing on people who find it hard to get active **39** new accessible walks 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 & 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. **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.

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.

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.

Active Lifestyles

We have directly **helped, supported and encouraged**

15044 people across Devon, to choose an active lifestyle and **stay active.**

1/4 of those people were inactive at the first point of contact.

Innovation & Growth

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

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.

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

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 Volunteer 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.

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 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 Well-being'

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.



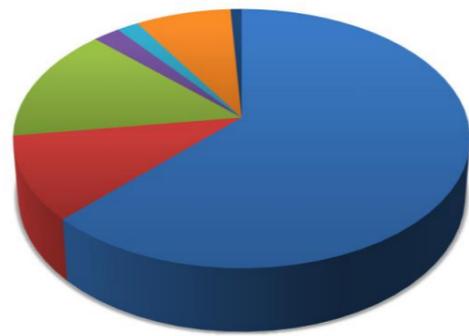
Our Future... It is clear that the changes in national strategy represent the most significant shift that has been seen in recent years. They represent a bold and positive new approach to which Active Devon's strategy is closely aligned and so we are well placed to take full advantage of the opportunities 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

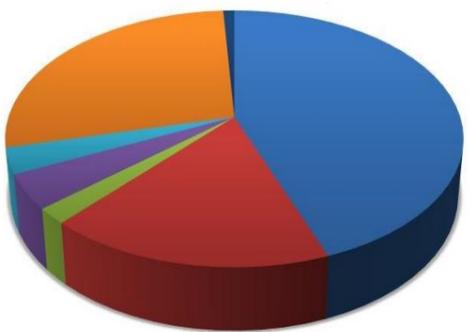
Financial Summary...

2016-17 Income - £1,334,670



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

2016-17 Expenditure - £1,204,588



- £533,838 Salary costs - Programme Delivery Staff
- £208,944 Salary costs - Other Staff
- £ 23,779 Other staffing costs (incl travel and subsistence)
- £ 52,198 Marketing costs
- £ 39,041 Administration and finance costs
- £335,710 Programme delivery costs
- £ 11,078 Other expenditure



Passion

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.



Integrity



Inclusion

Annual Review
2016-17



Responsiveness



Collaboration

Everyone in Devon active for life



Making a difference

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
Matt Evans, Chief Executive

