

2017-18 impact, achievements and highlights

Centred on our 5 strategic priority areas, we're making a difference...

Active Lifestyles...

For children and young people.

4600 children took part in the School Games, including **1000** disabled young people supported by **360** trained Young Leaders helping to deliver the events. In collaboration with our strong school sport network, we organised and delivered a programme of **30** School Games events throughout the year which included over **70** different competitions. They provided the opportunity for young people to enjoy, celebrate and compete in activity and sport.

We delivered the Get on Track programme in Northern Devon aimed at young people facing disadvantage.

15 graduated, all of whom were in education or employment by the end of the programme.

For Midlife.

2166 participants engaged in activity across all our informal activity and group sessions Devon wide. Working closely with partners, various successful projects were delivered, including Active Devon supporting local leaders to start up **20** new running groups across Devon, with one group alone attracting **60** people, **40** men joining the Man v Fat programme run by City Community Trust.

For older people.

2500 people were encouraged to walk more regularly with our continued support and development of the walking health network in Devon. **684** new walkers started in 2017.

Innovation & Growth...

Exeter and Cranbrook Local Delivery Pilot. Active Devon is part of a strong team of local partners which demonstrated the case for Exeter and Cranbrook to be named as just one of 12 Local Delivery Pilots in England. The pilot will have access to a share of £100m to test new approaches to tackling inactivity. The work will focus on links to social prescribing, addressing health inequalities and active travel. We will remain a key partner, with a specific emphasis on helping to share learning and successful approaches outside of the pilot area.

Coach Core launched in Devon. The Royal Foundation programme aimed at 16-24 year olds, is a three year apprenticeship scheme improving the availability and quality of sports coaching, whilst creating much needed employment for young people. Since the launch in November, Active Devon has worked with key activity partners to recruit **16** apprentices and support them through their coaching qualifications and training and develop their long-term employability.

Connecting Actively to Nature (CAN).

This new five-year programme was successfully awarded National Lottery funding by Sport England. CAN will be managed by Active Devon and delivered by Devon Local Nature Partnership (DLNP) organisations. It will help and support over 3,000 inactive older people connect actively to nature. Our advocacy work and the strong, innovative DLNP partnership will be key towards the successful delivery of the programme and raising physical activity up the agenda of other organisations and sectors.

With projects and activity groups.

450 mostly inactive people became active as a result of our Local Activation Fund enabling **30** organisations to start activities. Our Bursary Scheme helped **56** people, of which **64%** were disabled or women, to complete training courses and coach education so that they can help others get active.



Supporting Communities...

By encompassing everyone. Working with Mental Health Recovery Services in Devon, **50** people participated in two Sober Raves. The Recovery and Wellbeing festival attracted over **100** people.

Through training others to deliver. **444** **37** courses we've delivered or organised have upskilled people to have the confidence to deliver activity. Supporting new Inclusive workshops and working with the Parkinson's Excellence Network, we created the first Parkinson's Awareness course for physical activity providers. **33** attended.

Influence...

With campaigns that inspire the masses. We launched #DevonGirlsCan

in support of the national This Girl Can campaign. Working closely with delivery partners and activity leaders, **38** ambassadors were recruited. Their motivational stories helped increased social media engagement. One ambassador's story alone had **150** comments and shares. A further **270** women and girls were inspired to take their first steps into activity during this phase of the campaign.

449 people within **117** workplace teams from organisations across Devon took part in the Big Devon March, collectively walking 24,098 miles. 1 in 5 were inactive when signing up to the challenge. **64%** said they felt healthier by taking part and over **95%** said they walked more due to the campaign.

Through Health and Social Care.

With our strategic connections and networks, we have been working closely with health and care professionals on social prescribing to effect change on how physical activity can be used to prevent and manage long term conditions.

We've directly inspired and supported **16668** people in Devon to choose an active lifestyle

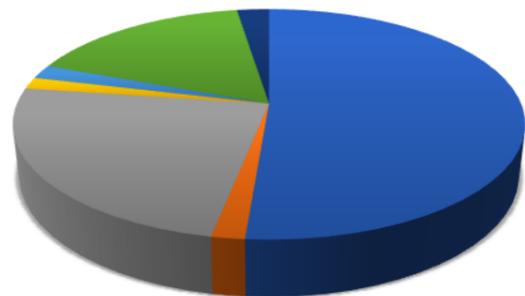
Our Future... Active Devon's strategy is closely aligned to national strategies which seek local solutions to the challenge of tackling inactivity and inequality and so we are well placed to take full advantage of the opportunities afforded. Our aim continues to be to ensure that Devon is recognised as a place with a vibrant, effective and collaborative network with numerous opportunities to reach key audience groups and we have reorganised our staff team with that intent.

Key delivery priorities for Active Devon in 2018-19 include:

- Fully embedding our new staff structure and team
- Extending our digital reach to consumers by launching the next phase of our website
- Further strengthening and broadening our partner relationships and network
- Maximising investment opportunities in Devon and developing sources of non-grant income

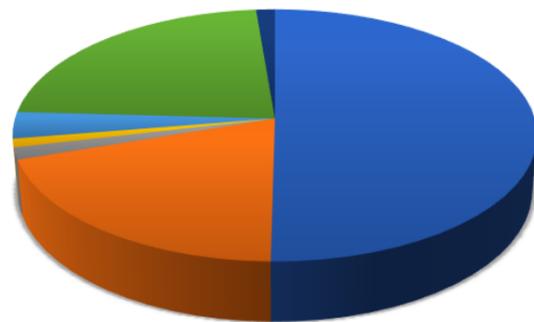
Financial Summary...

2017-18 Income - £1,122,463



- £575,237 Sport England core coaching & programme funding
- £20,000 Sport England other grant funding
- £271,516 Partner contributions
- £18,479 Fees and charges for services and products
- £22,138 Grant funding (non Sport England)
- £188,109 Strategic Commissioning
- £26,983 In Kind Contributions

2017-18 Expenditure - £1,064,609

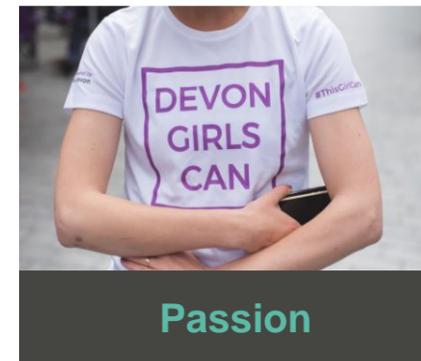


- £534,638 Salary costs - Programme Delivery Staff
- £208,947 Salary costs - Other Staff
- £16,167 Other staffing costs (incl travel and subsistence)
- £11,693 Marketing costs
- £36,134 Administration and finance costs
- £243,025 Programme delivery costs
- £14,005 Other expenditure

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A large print version of our Annual Review is available on request.



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
2017-18



Responsiveness



Collaboration

Everyone in Devon active for life



Making a difference

Introduction...

The reach and impact of our work has continued to grow in 2017-18, both in terms of the numbers of people we have inspired and supported to get more active and the partnerships we have fostered to gain wider support for the active lifestyle's agenda. This is particularly encouraging given that a lot of our focus this year has been on realigning our work and restructuring our team in response to changes in national strategy and to ensure that we can effectively address future priorities.

Our campaigning work has continued to grow with locally driven campaigns supplementing our work to activate national campaigns like This Girl Can. We successfully launched phase one of our new website and plans for the exciting phase two are well advanced. The quality of our local understanding has once again been reflected in the success of many investment opportunities which we have helped to secure for Devon.

Holly Woodford, Chair
Matt Evans, Chief Executive

