

# team BEDS & LUTON

*activity for life...*

## Strategic Plan 2021-2026

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**SPORT  
ENGLAND**

team  
**BEDS & LUTON**  
*activity for life...*

[www.teambedsandluton.co.uk](http://www.teambedsandluton.co.uk)

@teamBeds

# Moving forwards together

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We are team BEDS&LUTON.  
Through our commitment to local insight, influence and strategic partnerships, we're taking the lead in Bedfordshire and Luton to ensure movement and physical activity plays a key role to improve lives and build community resilience.

# Our Vision

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A Healthier,  
Happier  
Bedfordshire



# Our Mission

To work in partnership to support, develop and promote opportunities for people to be active for life.

We will raise the profile of physical activity as a tool to improve lives, create inclusive, safe opportunities and build community resilience.

- We will influence and support the system to ensure that physical activity is part of the solution.
- We will support, inspire and empower our communities.

# How will we do this?



- Identify the challenges and opportunities.
- Advocate for physical activity as a tool to improve lives and build community resilience.
- Influence and support the system to ensure that physical activity is part of the solution.



# Our Values

## COLLABORATIVE

Working in partnership to support, inform and advise our local communities

## INCLUSIVE

We value diversity and tackle inequalities to engage those with the most to gain

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## AMBITIOUS

A proactive, passionate and knowledgeable team, committed to making a difference.

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# Our key Priorities

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**PEOPLE DRIVEN:** Community orientated. Engage with leaders, influencers, and role models to identify a new workforce to champion PA as well as supporting the existing workforce

**PLACES:** Protect, enhance existing and develop new facilities that better meet the needs of our audiences

**NEW AUDIENCES:** Engaging and building relationships with communities who struggle the most to be physically active

**SUSTAINABLE COMMUNITIES** Helping the sector to sustain itself, improve and flourish



# Our key Audiences

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**Culturally Diverse Communities**

**Disability**

**Lower social economic groups**

**Long term health conditions**



# A Healthier, Happier Bedfordshire

This is why we bother, and the role we see sport and PA playing in society. Physical Activity has a unique ability to help people to be happier and healthier, and there's an activity for everyone.

**VISION**  
Our driving force

**MISSION**  
Our role in achieving the Vision

**To work in partnership to support, develop and promote opportunities for people to be active for life.**

## COVID-19 RECOVERY – RE-CONDITIONING.

The PA and sport sector is complicated and fragmented. We exist to help it work better, making sure the sector gets what it needs to flourish, whether it is resources, direction, insight, or connecting

**PILLARS**  
What we want to achieve

PEOPLE DRIVEN	PLACES	NEW AUDIENCES	SUSTAINABLE COMMUNITIES
Community orientated. Engage with leaders, influencers, and role models to identify a new workforce to champion PA as well as supporting the existing workforce.	Protect, enhance existing and develop new facilities that better meeting the needs of our audiences.	Engaging and building relationships with communities who struggle the most to be physical active.	Helping the sector to sustain itself, improve and flourish.

**DELIVERABLES**  
what we'll do

Recruit Ambassadors via the Active Bedfordshire Campaign, to reflect the impact of our work as well as amplify key partners' local/national campaigns.	Support our LA's in the development and delivery of strategic facility plans that meet the needs of their communities and will support the securing of inward investment.	Raise our profile as the lead voice on movement and physical activity to drive change.	Empower and support communities to improve their governance, safeguarding, equality and best practice.
Use insight and learning from the community, from the East Sector Skills Plan and across the team, to develop a workforce strategy for 2022 – 2025 including leadership and volunteering.	Promotion of opportunities locally to get active and stay active for life.	Advocate for the value of physical activity with a focus on those communities and groups, less likely to be active.	Advocating the value of sport and physical activity as part of Covid 19 Recovery and reconditioning.
Community Approach', understand local networks, systems and groups, like social prescribing, to lead to new partnerships and a new workforce who can advocate for PA.	Exploit digital opportunities to the full, amplify partner messages, build and share with audiences.	Mitigate against risk of social isolation and loneliness by creating a whole system approach across Bedfordshire to ageing well.	Create tools, resources and promote information sharing, for clubs and / or community organisations to be as effective and impactful as they can be.
	Explore how we can influence new developments to ensure they are Active by Design.	Develop a Children and Young People strategy to engage more young people to be physically active.	Advocate and demonstrate the impact physical activity can have on climate change.

**TARGET AUDIENCES**

PRIORITY AUDIENCES			
Ethnically Diverse Communities	Disability	LSEG	Long-Term Health Conditions

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## Thank you

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