



wesport

— Wesport Strategy 2020 - 2025
Acting with Purpose for our People and Place

West of England Map & Demographics

The area Wesport covers is the West of England (WE).

It has four Unitary Authorities: Bath and North East Somerset (B&NES), the City of Bristol, North Somerset and South Gloucestershire. Bristol has an elected Mayor.

B&NES, Bristol and South Gloucestershire together are the West of England Combined Authority (WECA), also with an elected Mayor.

The Local Enterprise Partnership (WELEP) includes all four Unitary Authorities.

Health – Bristol, North Somerset and South Gloucestershire (BNSSG) are a combined Clinical Commissioning Group (CCG); while B&NES works with the neighbouring areas of Swindon and Wiltshire (BSW CCG).

 **LSEG** **20.1%**
2011 Census Total WoE population are in LSEG groups

107,711 **77,301** **29,840**
N-SEC 6 (13.6%) N-SEC 7 (9.8%) N-SEC 8 (3.8%)



1,156,804
West of England Population
(Mid year estimate 2019)

573,820
Males (49.6%)

582,984
Females (50.4%)



Age Split
2011 Census

209,526
0-15 yrs (18.2%)

742,641
16-64 yrs (64.5%)

199,907
65yrs + (17.4%)



Ethnicity
2011 Census

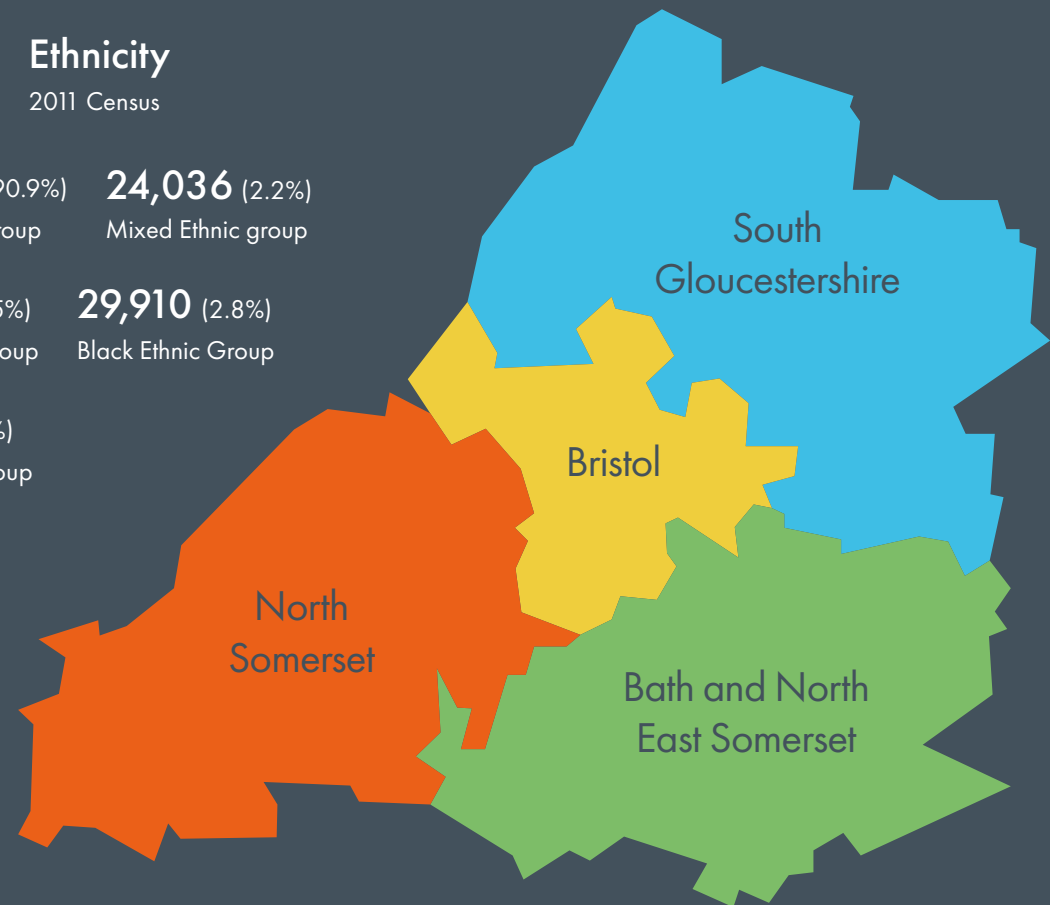
971,715 (90.9%)
White Ethnic Group

24,036 (2.2%)
Mixed Ethnic group

37,108 (3.5%)
Asian Ethnic Group

29,910 (2.8%)
Black Ethnic Group

2,140 (0.2%)
Arab Ethnic Group





Introduction by Wesport's Chair of Trustees and CEO

We are launching this strategy as the impact and implications of the COVID-19 pandemic are becoming evident locally, nationally and internationally. It is a challenging time for all organisations in all sectors, working through unique circumstances to sustain their operations, supporting those most vulnerable in society. With the significant challenges dealing with this pandemic, come opportunities it will be important to take note of and influence as part of a five-year strategy to help people **move more**¹, in all aspects of their lives.

People being restricted to their homes, except for essential travel, shopping and exercise added to the widely accepted understanding that moving more through sport and physical activity is of significant value to the health and wellbeing of society. The public profile and understanding of the benefits of moving more has never been higher. In addition, in times of uncertainty, collaboration and joining up approaches across organisations becomes even more important. Raising the profile of moving more and working collaboratively have been at the core of Wesport's work and will continue to be through the delivery of this strategy.

Understanding the complex and interdependent nature of the **ecosystem**² in which we are working is a significant, evolving opportunity. It is our role at Wesport to explain across a number

of settings and environments how moving more through sport and physical activity can improve physical and mental health, and can contribute to personal growth and development. It brings communities together, grows our local economy and can support the local environment. Sport and physical activity can also address key issues of benefit to local communities, helping reduce crime and other anti-social behaviour.

Wesport wants to ensure that organisations in the networks it connects to stay well informed and able to play their role in making the West of England the most active place in the country, for all the benefits this can bring to the nearly 1.2 million people who live here.

Wesport is working to make sure moving more through sport and physical activity is for everyone, with opportunities inclusive, and their contribution across different themes of importance to local communities recognised and acted on.

There is no doubt the coming years will bring with them continued and new tests. Wesport's approach to working collaboratively and living our values will help to achieve the aims set out in this strategy. We look forward to working with a wide range of organisations in and beyond the West of England to...

Best wishes

Andrea Arlidge, Chair of Trustees

Steve Nelson, CEO

Inspire active lives, creating the conditions wherever possible to help everyone to move more.

Moving More¹ – this relates to sport and / or physical activity of any kind, for any reason. "Moving more" in this document is shorthand for all types of sport and physical activity, whether for recreation, fitness, competition or travel.
Why Ecosystem² and not 'System'? – Language in our sector is evolving to recognise the interdependency of organisations and structures in achieving the long-term aims of improving the health of the nation, helping people move more. Ecosystems are living, breathing and constantly changing; where changes in one area affect others...it is a more descriptive word to describe the sectors Wesport works across.



Our long term Vision is:

Inspire active lives,
creating the conditions
wherever possible
to help everyone
to move more.

Influencing decision makers at all levels, exploring opportunities for collaboration, working to develop and improve high quality, inclusive opportunities for sport and physical activity.



Our mission through this strategy period, to deliver on our vision will be:

Establishing the conditions for long-term change, enabling more people to be physically active, inclusive of all.

Wesport's role in achieving this will be through focusing on three strategic themes:

- 1 Influencing the local ecosystem**
- 2 Information and measurement**
- 3 Wesport delivery**

WESPORT VALUES

We are a positive team of people with a passion for sport and physical activity, which is at the heart of all we do.

What our stakeholders have told us

In developing this strategy, we have sought advice and input from our stakeholders, our trustees and the staff team, who have provided clear messages as we developed our strategic goals. These are summarised into four areas:

1. ROLE AND VOICE

- Wesport has a unique position and role, and our voice in and on behalf of the sport and physical activity sector is important locally

2. COLLABORATION AND RELATIONSHIPS

- Wesport must continue leading by example in developing collaborative approaches, expanding the network of organisations that understand the role sport and physical activity can play in achieving their goals
- Wesport has a leadership role in developing the people working in sport – the workforce (professional, voluntary, in and beyond the immediate sport and physical activity sector)
- Supporting and influencing key facility developments across the West of England is an important role

3. INFORMATION SHARING AND PROMOTION

- Wesport's role is to improve the use of data and insight within the sector, growing the understanding of the impact sport and physical activity can have, and helping amplify physical activity campaigns (local and national)

4. IMPACT

- Alongside our specific role to help individuals and groups underrepresented in sport and physical activity, it will continue to be important for the Wesport team and networks to keep those who are currently active, active

Wesport is Unique

Wesport sits in a unique position as an established local charity (registered charity number 1114495), formed in 2006, with local objectives, governed by local people, aiming to make a difference locally. As the Active

Partnership for the West of England, Wesport is part of a national network receiving funding to support the aims of Sport England, funded in turn by the Department for Digital, Culture, Media and Sport (DCMS).

National Network, Local Impact

Wesport is the Active Partnership for the West of England. Active Partnerships are working in localities across England to help make an active lifestyle the social norm for everyone. The accelerated learning through increased collaboration and sharing, is building the knowledge and skills of the network to new levels. At a time of great challenge, we have worked with Sport England as a whole network to highlight key messages and resources.

Wesport will continue to support Active Partnerships and the small national team, sharing learning as we work to focus resources in the right places, to build a society that is moving more here in the West of England.

Working with Sport England, Active Partnerships have highlighted the following key points:

- A collaborative place-based, whole system approach is central to Sport England's future strategy.
- There is potential for Active Partnerships to act as the extended workforce for Sport England, while also being the local facilitating organisation for a place-based approach, connecting local and national priorities.



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I really appreciate the way Wesport have worked alongside our community organisations to support and deliver new activities by providing resources and training to local people.

LOCKLEAZE COUNCILLOR

As highlighted, our mission through this strategy period, to deliver on our vision to inspire active lives, creating the conditions wherever possible to help everyone to move more will be:



Establishing the conditions for long-term change, enabling more people to be physically active, inclusive of all.

1 Influencing the local ecosystem

What, Where, Who and How?

WHAT TO INFLUENCE

The information Wesport is working to get across to those we want to influence.

We want to ensure that decision makers, influencers, policies and those working and volunteering in the local ecosystem understand what impact sport and physical activity can have, and the potential roles they can play in helping maximise this impact. This links to the outcomes highlighted by DCMS and Sport England in their strategies as to the logic for investment, in that sport and physical activity play a key role in improving:

- Physical Health
- Mental Health
- Individual or Personal Development
- Community Cohesion
- Economic Growth
- Improved Environment

WESPORT VALUES

Collaboration is key: we know when to take the lead and understand when someone else is better placed to do so.

WHERE TO INFLUENCE

The settings or environments Wesport will work to influence.

Wesport has identified a number of key settings important to sport and physical activity, where influencing key decision makers and use of resources can make a positive difference in increasing physical activity and reducing physical inactivity:

Where – setting / environment to influence	Strategic Influencing Goal/s
Local Government and related organisations	Collaborative working to share knowledge, experience, connections to support strategies and operations enabling local people to benefit from moving more through sport or physical activity.
Health Systems	Wesport developing its role as the key systems leader to champion and embed physical activity across the health network, with a focus on improving health outcomes and reducing health inequalities.
Schools, FE and HE	Work with colleagues within education to maximise the impact sport and physical activity can have on young people’s lives.
Development of Sport and Sport for Development	Growth of Community Sport - increasing the percentage of the population participating and retention of those engaged. Community sport is accessible and inclusive. Work with colleagues to utilise sport as a tool for local community development.

WHO TO INFLUENCE

The people Wesport aims to influence are those working and volunteering in the sport and physical activity sector, as well as organisations where the use of sport or physical activity can influence their objectives.

The workforce within the sport & physical activity sector is a mix of volunteers, who deliver the vast majority of community sport; but there is also a significant professional workforce in the sector, which incorporates coaches, administrators and developers. It also includes those working in related fields, such as sport in education, sport for development, leisure facilities management, public health, NHS, community cohesion, social services and many others.

Wesport will lead the development of the workforce in the West of England, positively influencing the quantity and quality of sport and physical activity opportunities, including the engagement of physically inactive people.

Wesport will bring the professional network together regularly, through network events, while also focusing on the areas fellow professionals highlight as opportunities for learning, collaboration and co-creation.

Wesport will work to influence the decisions and use of resources of organisations with wider responsibilities for skills and the workforce, such as the West of England Combined Authority and through continuing membership of The Initiative – Business West.

WESPORT VALUES

We are proud to work for Wesport and place value in the work we do. We are always seeking new ways to make a difference.

HOW TO INFLUENCE

Wesport working in different ways (and by example) to influence the delivery of high quality, inclusive sport and physical activity.

To achieve this, Wesport's role in providing training and support and use of data and insight to highlight the impact of sport or physical activity is essential. This will help to focus resources in the right places by highlighting what works, where the need is and best practice locally and nationally. This will also aid in growing the network of organisations Wesport can help improve awareness of what the sector has to offer.

Wesport will work to improve both awareness and the quality of opportunities available, to help the further development of our local sporting workforce.

There continues to be a significant difference between the most and least affluent areas in terms of peoples' physical activity levels, which has been further highlighted during the lockdown caused by the COVID-19 pandemic.

This has a knock on effect in terms of life expectancy, quality of life and many other factors. While recognising that physical activity on its own cannot solve this issue, it does have a significant role to play. Wesport will focus on ensuring those from lower socio economic areas and underrepresented groups have improved access to sport and physical activity, helping improve their health, community, skills and ambitions.



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I am really enjoying the experience of coaching at the cricket sessions. I can feel that my confidence is growing already.

PARTICIPANT

Refugee & Asylum Seeker Workforce Project

2 Information and measurement

COMMUNICATIONS PLAN

To use our voice in and on behalf of the sector to help achieve Wesport's overall vision of inspiring active lives.

Wesport will work to increase awareness of its role, voice and impact, presenting a clearer message about who we are and what we do, mainly focused on the professional network Wesport is working to influence.

Physical Activity related campaigns can have a great impact, so Wesport will work collaboratively with national and local partners to develop, support and amplify campaigns each year.

USING DATA AND INSIGHT TO SUPPORT THE CASE FOR SPORT AND PHYSICAL ACTIVITY

Wesport will use data and insight to inform our work, influence the networks and organisations we work with and to support the sectors voice, making the case for sport and physical activity.

Increasing our ability to consistently understand and interpret who is attending the events, programmes and activities Wesport delivers or supports, is crucial. This is about getting the numbers, participant views and drawing learning from this process to influence our work and future direction.

MEASURING IMPACT

A significant challenge for all organisations, especially those engaged in long-term system change, is the ability to judge the quality of the relationships they have with other organisations and individuals at a given point in time. This is particularly the case when the outcome (i.e. why the relationship was formed), is significantly in the future, or is not measurable through the limited resources in a locality.

Our aim is to measure relationships in and of themselves – what we are learning; how this learning impacts our collaborative working, our messages and our communication with stakeholders.

These additional measurement challenges to understand our relationships, will add to other methods of capturing quantitative and qualitative information. The importance of storytelling alongside this is essential in gaining a full picture of the effect a particular programme, campaign or initiative has had on its intended participants. Measuring impact will help with supporting the case for sport & physical activity.

WESPORT VALUES

Teamwork is vitally important – we support one another to get the job done, with honesty and commitment.

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Playing football helps leadership, managing emotions and taking responsibility for ones actions, building teamwork and soft skills that are important in life.

PROJECT LEADER
Satellite Clubs Project

3 Wesport delivery

Wesport is responsible for the delivery of a number of national programmes, linked to the funding received from Sport England. Wesport plans to continue to be a primary route through which national sport, physical activity and workforce programmes are delivered in the West of England.

Our operational planning year on year will identify the projects we are responsible for and our delivery aims – i.e. how these programmes contribute to our strategic vision to inspire active lives, creating the conditions where this is possible and helping everyone to move more.

At a local level, Wesport will look to lead on projects where appropriate – providing strategic and / or operational oversight, filling gaps and working to scale up programmes, again linked to achieving our vision to inspire active lives, creating the conditions where this is possible and helping everyone to move more.

We want to make sure the way in which we work, the communities we work with, the makeup of our team and Trust Board, our values and behaviours, all reflect our belief in providing for all communities, focusing resources on where they are needed most. This clearly includes Black, Asian, and other Minority Ethnic communities, and communities in lower socio-economic areas.



WESPORT VALUES

We are people centred; aiming to improve local communities by working with them.

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With just a little time and fresh air I was able to see my challenges and recent mental health crisis in a different way. I have since been able to go out once again and this walk was even more beneficial. I was able to talk openly about my experiences over lockdown, and my worries about the future, it felt like talking to a wise friend, and not like talking to someone whos judging or just there to offer solutions.

FUNDED PARTNER

The Sport England Tackling Inequalities Fund

QUESTIONS?

For any questions on this strategy document, please contact:

info@wesport.org.uk

0117 328 6250

www.wesport.org.uk

This document can be made available
in other formats on request.

Created by Alec Herrington Design

