



# active dorset

Community Interest Company

## Strategy 2020-2025

We want Dorset to be a place where people choose to enjoy an active lifestyle through participation in sport and physical activity.

We will achieve this by using high quality advice and advocacy to support change in systems and behaviours amongst leaders, organisations and individuals. Being active will be the normal choice for people in Dorset.

Active  
Partnerships



SLADES PARK  
PAVILION

# Welcome to the Active Dorset strategy 2020-2025

This document summarises an exciting, innovative and ambitious strategy for sport and physical activity in Dorset over the next 5 years. It identifies how Active Dorset will lead a collaborative approach to embed system changes so that business as usual for system partners supports people to be more active. Sport and physical activity will be recognised for the positive impact it has through improved physical and mental wellbeing, educational attainment, social cohesion and economic development on the lives of the people in Dorset.

## Strategic Objectives

- To increase participation in sport and physical activity
- To improve health and well-being by reducing physical inactivity
- To improve lives by increasing sport and physical activity's contribution in creating stronger, more sustainable and prosperous communities
- To further embed Active Dorset as the County wide strategic lead agency for improving wellbeing (physical and mental) through system change leading to active participation in sport and physical activity

**Our Values: Customer Focused | Inclusive | Trusted | Influential | Collaborative | Committed**

# Key Focus Areas

## Leadership

We will grow the understanding of sport and physical activity as a vehicle to deliver health, educational, social, environmental and economic benefits, working with key organisations from within and outside of the sport and physical activity sector.

## Building Capacity

We will seek further investment so as to provide greater support for system partners to achieve embedded system change that supports increased activity. We will also seek to support partners to invest in improving the quality and range of physical activity on offer in Dorset.

## Insight, Understanding & Impact

We will grow our understanding of communities through data collection, insight, and consultation, ensuring this knowledge informs both ours and our partners in the design, delivery and evaluation of services.

## Building Partnerships

We will further strengthen our role as agents of change, working with partners to introduce systems changes which encourage, normalise and deliver greater levels of physical activity.

## Demonstrating Impact & Promoting Activity

We will promote the impact of the organisation to stakeholders and customers, growing the credibility of sport and physical activity as a cost-effective means of delivering health, social and economic outcomes.

## Environment

We will identify the systems changes required to improve air quality particularly through increasing Active Travel. We will act as a driver for change, embedding Active Design into local plans in conjunction with our partners.





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