Towards an Active County

Outcomes (DCMS & Sport England):
- Physical wellbeing
- Mental wellbeing
- Individual development
- Social & community development
- Economic development

Kent & Medway Sports Board:
- Oversees Kent Sport and its work across the county
- Scrutiny and governance role

Strategic Framework - Towards an Active County Priorities:

- Increasing participation
- Supporting inactive people to become active
- Link to social agendas (health, education etc)

- Opportunities for children & young people to be active
- Addressing inequalities in engagement with sport by targeting certain groups (women, lower socio-economic populations, black & ethnic minorities, disabled & older people)

- Improving facilities
- Supporting voluntary sector and volunteering
- Supporting talented performers

- Maximising the benefits of major events

Measuring success:
- More People, More Active, More Often

Action Lives Jan 2017 - 25.5% inactive (<30 mins per week), 60.4% active)

Targets:
- Reducing the rate of inactivity
- Increasing the rate of activity

If you require this publication in another format, please contact Kent Sport.

www.KentSport.org/ActiveCounty
Kent Sport continues to work to help people and communities to be more active. Being active can have a significant positive impact on physical and mental health. It also enables people of all ages and backgrounds to learn new skills, improve their confidence and engage with others.

But there are challenges. We know that if you are older, disabled, female, have less money, have health issues or are part of an ethnic minority, you are less likely to be active and benefit from what sport and physical activity can bring.

In the last year and after consultation with a wide variety of partners, Kent Sport has developed this Strategic Framework for Sport and Physical Activity in Kent and Medway.

This framework creates a shared approach and vision, so that all people and organisations in Kent and Medway may work together to tackle inactivity and work towards a more active county.

Dick Fedorcio OBE, Chairman of Kent & Medway Sports Board

The local picture

Kent and Medway is a large area with a growing population and varied challenges. This graphic highlights some key indicators in the areas of health, economy, communities and physical activity, providing each district with a ranking for each category. Lighter shades indicate a higher ranking in each area relative to the other districts of Kent and Medway, while darker shades indicate a lower ranking.

To explore the data further, visit www.KentSport.org/ActiveCounty
Towards an Active County

Kent & Medway Sport and Physical Activity Strategic Framework (at a glance):

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Measure success:
- More People
- More Active
- More Often

Outcomes (DCMS & Sport England):
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If you’re interested in making Kent a more active county we want to work with you:

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OUR VISION:
More people, More active, More often

OUR AIM:
To make Kent more active by 2021

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**Use Insight to understand customers:**
- Use Behaviour Change Model
- Use Funding

**Improve Communications:**
- Matching sports funding with funding from other sectors

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**Underpinning Principals:**
- Working in partnership – including ‘non-traditional’ partners
- Customer focused
- Focus on fun & enjoyment
- Opportunities for all
- Ensuring opportunities are safe & enjoyable for all
- Having the right workforce to support participation at all levels

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**Measuring success:**
- More People
- More Active
- More Often

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