

Removing The Barriers To Moving

Vision A Healthy Lifestyle Is An Easy Choice For Everyone

Mission Challenging inequalities and changing lives through sport and physical activity

A Values Driven Strategy to 2030

County Durham Sport is part of a network of 43 Active Partnerships across England funded by Sport England and supported by the Active Partnership Network.

We recognise that patterns of physical activity in County Durham are affected by inequality- in health, wealth and access to services.

Taking an evidence based partnership approach, we work to ensure that a healthy lifestyle is an easy choice for everyone.

By learning together, we believe we can shift understanding and promote action that raises ambition and reduces inequality. We want to create a happier, healthy county by learning, sharing and collaborating with partners to raise ambitions and inspire change.

If you are interested in talking to us about innovation and partnership, please get in touch

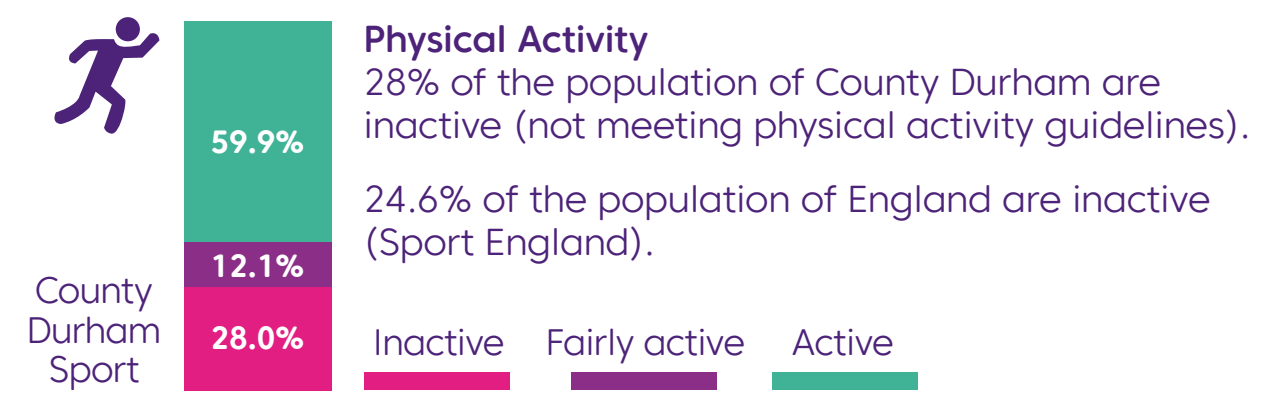
Our Values ► Our Objectives

- Ambitious** Setting our standards high and being an employer of choice with high levels of staff satisfaction
- Collaborative** Working in effective partnerships to challenge barriers to an active lifestyle
- Curious** Creating a learning organisation that is responsive to local need and works with local communities
- Equality** Promoting equality through high performing staff and an effective Board
- Passionate** Sharing our passion for change, our knowledge and skills

Our Priorities

- Children and Young People** Positive experiences and physical literacy to shape healthy and active futures.
- Building Capacity** Upskilling local communities to develop the local physical activity workforce.
- Community Engagement** Working with local people to co-produce and co-design projects.
- Health and Wellbeing** Using sport and physical activity as a means to improve health and wellbeing.
- Active Travel** Promoting active travel as healthy and green.
- Active Environment** Creating an environment where being active is an easy and accessible choice.

Our Challenge



Health 23.7% of adults in County Durham report an illness or disability which affects their day-to-day activities (Durham Insight).

37.3% of children in year 6 and 63.3% adults in County Durham are overweight or obese (NCMP via Durham Insight; PHE).

Deprivation 46.9% of the population of County Durham live in areas in the top 30% most deprived nationally (DCLG via Durham Insight).

22.3% of children in County Durham live in families on relative low income (DCLG via Durham Insight).