

A photograph of two women jogging on a path in a park. The woman on the left is wearing a grey long-sleeved top and black leggings, while the woman on the right is wearing a blue jacket with green accents and black leggings. They are both smiling and looking towards the right. The background shows trees and a path. A large cyan circle is in the top left corner, and a large teal circle is in the bottom right corner. A white square with a black border is centered over the women, containing the text 'we can move' in white lowercase letters.

**we
can
move**

**Active
Gloucestershire**

**Strategy
for 2021-2030**

Strategy for 2021-2030

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Our ambition:

We want to get more people moving and halve inactivity rates in Gloucestershire by 2030.

Our vision:

Everyone in Gloucestershire living healthy and happy lives.

Our mission:

We're part of an inclusive community that connects and inspires people in Gloucestershire to improve their lives through physical activity.



Introduction

We can move was formed in 2017 with the aim of helping more people to get active and enjoy the benefits of a healthier life.

Background

Prior to the pandemic we'd seen a gradual increase in the number of people becoming active in Gloucestershire. As things stand, these opportunities and their benefits aren't shared equally across all of our communities.

It remains the case that where we live, our ethnicity and health has a big impact on our health and activity levels. We have seen green shoots of change, and people in Gloucestershire are working together to enable others to live healthier and happier lives. Leaders in the county have made policy changes so people can become more active, and organisations are collaborating.

Covid-19 has had an enormous effect on all our lives but we haven't yet been able to fully understand what this means in the long term for sport and physical activity. On the other hand, Covid-19 has also created the opportunity to find new ways in which we can work together to learn from each other.

During the pandemic, we've also seen how important sport and keeping active is for many of us and how much we rely on those facilities, places and people – not just for our physical health but for our mental health and wellbeing, too.

Need

There has been a need for a new approach, one that unites people and allows them as a movement to encourage change. Our networks continue to describe the benefits of being more connected and working collaboratively. Individuals and communities are often best placed to make their own decisions about how to be more active in a way that suits them best. We can move aims to provide the collective identity, belonging and resources to support people and together translate into action.

Our values

Be brave

The best way to see if something works is to give it a go.

Be curious and listen hard

Gather learning, insight and data and look to understand the experiences of those with perspectives furthest from your own.

Stand shoulder to shoulder

Everyone owns the movement. Ask for help when you need it, offer it when it will be useful and be prepared to grow ideas together.

Find the energy

Focus on strengths, emphasise the positive and gently challenge the negative.

Build relationships of trust

Invest in others as much as in getting things done.

Our objectives

Grow we can move

so we can support more people and recognise the strength we have by working together.

Share and learn

so that everyone is able to enjoy the benefits of a more active life.

Connect

to make sport and physical activity available to everyone regardless of age, disability, race, gender, religious beliefs or background.

Support

diversity, especially under-represented groups, whilst working with people and projects that share our values.

Celebrate

people and organisations that help people to be active. Together we will celebrate our successes and failures and encourage each other to do more.

Stay flexible

so we can adapt to changes and opportunities.

What we will do

Work together to inspire and engage

We want to create a county where being active part of everyday life and everyone is able to share the benefits of a more active life regardless of age, disability, ethnicity, gender, religious beliefs or background.

Connect with funders and partners

Bring people together to work and learn, whilst connecting people that want to help shape the work. We will engage partners so that they can help us to learn and contribute funds to help us to achieve our vision.

Engage leaders across the county

Encourage leaders to engage in the movement and work together to help make Gloucestershire a better, healthier and happier place to live.

Identify places, spaces and infrastructure

Help develop the right places, spaces and infrastructure so that people can live healthier, happier and more active lives. We want a diverse and equal county in which where you live has no impact on your health.

Measure our value and how many people are getting active

Share what's working and what we are learning – including how many people are actually being active.

Share with success stories

We want to share how the movement's work has changed people's lives so that we can learn and celebrate. To maintain support for **we can move**, we'll share with partners such as Gloucestershire's Health and Wellbeing Board, Integrated Care Service, the Enabling Active Communities group, and the Sport England Extended Workforce.

Draw on the support and resources provided by Active Gloucestershire

Active Gloucestershire will help share the work of **we can move**, supporting growth by building a picture of what's happening.

Input to and review Active Gloucestershire's business plan

Active Gloucestershire will write a business plan which will help achieve the vision. The plan will be reviewed every year and will also include Active Gloucestershire's role as a member of **we can move**.

Join the movement

You will have been given this document by one of the team at Active Gloucestershire, please do let them have your view on it.

If afterwards you would like further information, please visit

wecanmove.net

Thank you.



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