

How partners might use the Framework

Do you know why you do what you do? Do you know what the need and demand is in your area?

The Framework can help by informing team and individual work planning, supporting new and improved project development and providing evidence for funding applications.

Key partners in achieving our goals

Key to the success of the Framework is the successful creation and delivery of the local network Action and Implementation plans; these include our key partners as follows:

Shropshire Council

Shropshire County Primary Care Trust

Telford & Wrekin Council

Telford & Wrekin Primary Care Trust

PE, School Sport and Young People Operational Group

National Governing Bodies of Sport

How to find out more

For more information about the Strategic Framework and the background evidence upon which it is based, please visit www.energizestw.org.uk or contact us by emailing csp@shropshire.gov.uk

Contact us

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The logo for Energize, featuring the word "energize" in a bold, lowercase sans-serif font. A red swoosh underline starts under the 'e' and curves around the 'z'.

*fuelling passion for
sport and physical activity in
Shropshire, Telford & Wrekin*

Active Lives

A Framework for getting Shropshire
and Telford & Wrekin more active
2009 - 2012

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A large graphic on the right side of the page. It features a dark, textured background with white silhouettes of various people engaged in physical activities: a person jumping, a person on a bicycle, a person running, a person playing basketball, a person playing soccer, and a person playing tennis. The silhouettes are arranged in a dynamic, upward-sloping path. The Energize logo is prominently displayed in the center of this graphic area.

A reliable and easy to use resource to guide everybody's approach to developing sport and physical activity in Shropshire and Telford & Wrekin.

Where are we now?

We have all seen the headlines. Obesity levels and health problems associated with not doing enough physical activity are rising. The Nation's inactive lifestyles have contributed to heart problems, type 2 diabetes and increased anxiety and depression no longer being issues faced only by adults, but children and young people now as well.

In Shropshire and Telford & Wrekin, we know that there are not enough people being active on a regular basis and that the amount of people who do not do any sport or physical activity at all is cause for concern.

Documented evidence shows how sport and physical activity not only improve health and well being, but also contribute to developing safer communities, improving education, economic development and community cohesion.

Where do we want to be?

The Energize Shropshire, Telford & Wrekin County Sports Partnership's vision is to enable sport and physical activity to be part of everybody's everyday life.

Our aim is to increase the numbers of people being more active by increasing the quality and range of activity provision and through greater public awareness of what is on offer locally.

Nationally, government has set a target to get two million people being more active by 2012. Locally, our goal is to increase the number of people participating in sport and physical activity by 1% every year.

How will we get there?

Through research and consultation with members of the Shropshire, Telford & Wrekin County Sports Partnership, a Strategic Framework has been developed.

The Framework identifies shared aspirations and provides a common structure for the future growth and development of sport and physical activity programmes by Energize's partners.

As a Partnership, we create more opportunities for people in our area to be more active and to achieve their sporting potential than we would do by working alone.

To increase participation in sport and physical activity to maximum effect in Shropshire, Telford & Wrekin, we believe that the Local Authorities, Primary Care Trusts, National Governing Bodies of Sport, clubs, coaches, volunteers and all other activity providers should be working to this Framework.

What is the Strategic Framework?

The Strategic Framework is based on lots of evidence and background research and sets out four fundamental 'building blocks' that will guide the work of the Partnership between 2009 and 2012.

1. Participation Pathways

Increase access to opportunities to participate in sport and physical activity on a regular basis and develop links for improvement and progression.

2. Partnership Infrastructure

Continue to build up the Partnership to support an effective delivery infrastructure for sport and physical activity.

3. Advocacy and Influence

Market the benefits of sport and physical activity to policy and decision makers, residents, workers and promote opportunities for development.

4. Resources and Standards

Secure external funding to implement the Strategic Framework and utilise the resources to achieve optimum impact.

Participation Pathways

Into sport and physical activity
For active lifestyles & good health
Onto new levels

Partnership Infrastructure

More partners
Adding value
Harnessing joint effort
High quality facilities & opportunities
World class delivery system
Active networks of: leaders & operators,
coaches & volunteers,
schools & clubs

**Enabling sport and
physical activity
to be part of
everybody's everyday life**

Promoting the benefits
Improving communication
Influencing organisations & people
Enhancing the brand & reputation
Optimising the 2012 Olympic legacy
Advocacy and Influence

Attracting external funding
Making best use of resources
Robust management systems
Higher standards for safeguarding
children & equality
Resources and Standards