

A summary of Sport Cheshire's strategy

2012 – 2017

Vision

For Cheshire and Warrington to be an active sporting county where many more people choose to play sport and take part in physical activity

Mission

Sport Cheshire aims to *inspire* a world leading community sport system* locally. We will make participation in sport and physical activity a regular habit for many more people and ensure the delivery of opportunities in the ways and places that people want.

Why?

For sport's own sake and the wider benefits it can bring. These include economic, improved public health, happiness and wellbeing and stronger and safer communities.

How will we achieve this?

We aim to deliver our new strategy through the four themes set out opposite:



* What does a world leading community sports system look like?

We share Sport England's aspiration for a world leading community sport system. For us this equates to sustainable infrastructure, within which

- there exists a coherent range of high-quality sport provision that is varied and equitable, with an improved customer journey
- the supply chain (public, private and voluntary sector provision) is strong and is made up of providers that work together to satisfy need and demand
- services are innovative, intelligently-designed and responsive to consumer needs
- assets are self-reliant and fully optimised for the benefit of the community
- there is an appropriate supply of skilled, qualified coaches, officials and volunteers to support local participation
- pathways exist to enable talented players progress to the maximum of their ability.

1. Leading

- Cheshire and Warrington Sports Partnership to adopt a strategic approach to planning, investment and delivery of the local community sport system
- innovative practice amongst stakeholders, using our understanding of market developments, national trends and policy to inspire fresh thinking
- as experts in local intelligence, to ensure that sport is designed and delivered in the ways and places that people want
- discussions at a national level, informing and influencing policy on behalf of Cheshire and Warrington stakeholders
- on the driving up of professional standards within clubs and amongst coaches, officials and volunteers to strengthen local infrastructure
- 2012 programmes to secure an active sporting legacy post-games
- by example, with enterprise at the heart of what we do.

2. Connecting

- NGBs to each other and to relevant stakeholders and agencies where opportunities for mutual gain exist
- the local supply chain to improve coherence, maximise impact and exploit economies of scale
- clubs, coaches, officials and volunteers to development and investment programmes to ensure a robust local infrastructure exists
- sub-national stakeholders to a nationwide network of experience, expertise and resources
- national policy to local strategy to optimise areas of synergy.

3. Advocating

- the benefits of sport and physical activity in personal, health, social and economic terms
- NGB programmes and investment
- Cheshire and Warrington's sporting offer, locally and nationally
- Sport England strategy and investment
- health, through sport and physical activity, across populations
- excellence, to enable talented players to be recognised and nurtured through the system
- both safeguarding and equality in sport.

4. Delivering

- intelligence to inform the design, development, delivery and promotion of local provision
- solutions for target groups specified in our charitable objects or through contractual requirements
- high quality development programmes for coaches, officials and volunteers
- targeted investment programmes to improve infrastructure, the sporting experience for specific groups and to capitalise on the interest in sport generated by the London 2012 Games
- sporting programmes, in a range of environments, where market failure or inadequate standards exist.