

2022 – 2026 is about MOVEMENT

MOVEMENT is important . . .
for our health and wellbeing
for our resilience
for our education
for our socialisation
for our communities
for our economy
for our planet

2018-2022	2022-2026
Leap’s mission	
“Our 2018 - 2022 strategy focused on improving lives through physical activity and sport by reducing the number of inactive residents in Buckinghamshire and Milton Keynes”	“Our 2022 strategic framework focuses on reducing inequalities by removing barriers and influencing systems that improve lives through movement, physical activity and sport”
Leap’s purpose	
<i>Our purpose is about MOVEMENT and improving lives through physical activity and sport</i>	
Our Objectives	
2018-2022	2022-2026
<i>To improve lives through physical activity and sport by:</i>	<i>To improve lives through physical activity, and sport and regular movement by:</i>
1. Working with our partners to decrease the percentage of the Bucks and MK population who are inactive	1. Working with a broader set of system partners, we will use movement, physical activity and sport to tackle stubborn inequalities in key target groups
2. Working with our mental health partners across Bucks and MK to embed physical activity and sport into the prevention and treatment pathway	2. Working with system partners to reduce the number of inactive residents in Bucks and MK
3. Working with a broader set of community partners we will use physical activity and sport to bring communities together with a focus in areas of housing growth	3. Working with system partners to increase positive experiences for children and young people
4. Securing and maximising investment into the physical activity and sport sector including facility, programme and individual development	4. Securing and maximising investment into the movement, physical activity and sport system including facility, programme and individual development

Evolution – **DRAFT** document

<i>Principles are the way in which Leap works to deliver our objectives</i>	
2018-2022	2022-2026
<p>Principle 1. Identifying and reaching the right people</p> <p><i>Through greater understanding of our people and communities we will improve and increase opportunities for the least active to lead an active life by:</i></p>	<p>Principle 1. Gain a deeper understanding and develop more support for targeted groups</p> <p><i>Through greater understanding of target groups and communities we will improve and increase opportunities for the least active to lead an active life by:</i></p>
Identifying who and where the right people live through our granular understanding of Bucks and MK	Better understanding the barriers to movement, physical activity and sport, then create systemic solutions to remove these.
Understanding and applying behaviour change principles and encourage our partners to adopt this approach	Understanding and applying behaviour change principles and encourage our system partners to apply this approach
Taking every opportunity to collect participation data and customer intelligence to grow our insight culture	Taking every opportunity to gather and understand relevant research, intelligence and data growing our insight and knowledge, to share with, and inform system partners
Training the workforce to ensure they understand the needs of existing and new customers	Supporting the continuous development of the workforce ensuring they understand the needs of existing and new customers

2018-2022	2022-2026
<p>Principle 2. Broadening out partnerships</p> <p><i>We will broaden our network, helping partners understand and maximise the value of physical activity and sport by:</i></p>	<p>Principle 2. Influencing systems</p> <p><i>We will improve the way our system operates by:</i></p>
Identifying and working with partners who will benefit most from investing in physical activity and sport to achieve their strategic outcomes	Connecting and influencing system partners, helping them appreciate the benefits achievable from movement, physical activity and sport.
Sharing our knowledge and understanding of the wider social value of physical activity and sport with our delivery partners	Sharing our expertise, knowledge and understanding of the wider social value of movement, physical activity, and sport with key system investors.
Equipping key advocates with the knowledge to talk passionately about the benefits of physical activity and sport in Bucks and MK.	Equipping key activists and ambassadors with the knowledge and resources to promote the benefits of movement, physical activity and sport.

2018-2022	2022-2026
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Principle 3. Improving places and spaces	Principle 3. Energizing places and spaces
<i>We will work with partners who are responsible for places and spaces to consider how the infrastructure and workforce can best support and promote active lifestyles by:</i>	<i>We will work with partners who are responsible for places and spaces to consider how the infrastructure and workforce can best support and promote active lifestyles by:</i>
Maximising the use of community assets which can be used for physical activity and sport	Enabling the use of community assets to promote and encourage more physical activity and sport
Influence planners and developers to provide places and space for communities to be active together	Influencing planners and developers to design places and spaces which positively effecting climate change by stimulating more physical activity

Movement, Physical Activity and Sport

Movement

By movement, we understand as any body movement that is produced by the contraction of skeletal muscles and that produces substantial increases in the body’s energy consumption compared to being at rest.

Examples: standing up, raising your arms, action that is often spontaneous

Physical Activity

For our purposes, physical activity is movement that is sustained for more than a few minutes and that mildly or moderately increases your heart rate and energy expenditure, and is often a planned effort. Like the “movement”, physical activity may use some or all of your muscles and joints, depending on what you’re doing.

Examples: Powering a wheelchair, gardening, walking the dog, doing housework

Sport

Sport is distinguished from the previous two by being a form of physical activity subject to specific rules or regulations, and can be played both recreationally and professionally.

