

What we heard when preparing our last strategy...1

- Wesport has a unique position and role
- Importance of our voice in and on behalf of the sport and physical activity sector
- Wesport's influencing role is key
- The need to better utilise data and insight within the sector



...2

- Expanding the network of organisations that understand the role sport / physical activity can play in achieving their goals
- Growing the reach of the sector, attracting additional resources
- Importance of collaboration
- Clear about delivery role
- Amplifying campaigns



...3

- Build closer relationships with a few key organisations
- Keeping the active, active is still important
- Wesport has a leadership role in developing the sporting workforce (professional, voluntary, in / beyond the sector)
- The measurement challenge..!



wesport
INSPIRING ACTIVE LIVES

Timeline and Process – Wesport Strategy 2026 - 31

- SPAN – initial strategy consultation
- Dec – Team and Board
- Jan – review and draft
- Feb – Team, Board and Network reps
- March – Finalise and launch (April)

SPAN – initial Consultation

- Context – a brief dive into the last five years (earlier)...
- Outcomes for today
 - Understanding of the progress (headlines) Wesport has made in the last five years
 - Your views on what is important in the next five years
- Questions for your table
 - Influencing and advocacy for sport, PA and movement
 - Working in communities / localities / places
 - Communication, connecting and collaborating

Context / Reminder

- We know what we want to advocate for –the power / impact of Sport, Physical Activity and Movement can have on health (mental and physical), education, in communities and to support skills, confidence...
- We know where we want to influence – decision makers in the Health system, our four UAs (facilities, planning, strategies) and WECA (workplaces, skills, increasingly, health); in education (primary – tertiary); across VCSEs; as a development tool for communities; in localities
- We recognise we have an important role supporting the workforce who are key to enabling our communities to be active
- How we work has changed – success is impossible alone... highlighted in Sport England's Uniting the Movement Strategy - share, learn, communicate, collaborate

Questions for your table

- If Wesport was going to pick one group of decision makers to influence regarding the role of movement, PA and sport, who would it be? Can you agree on a response as a table?
(Output = your top one as a table, followed by your 2nd and 3rd)
- What is one key skill we need to be collectively better at when working in and with communities, in local places?
(Output = Prioritised list from each table)
- Discuss and agree 3 key things / messages / actions that would improve how we tell the story of movement, physical activity and sport across the West of England, and in specific places / working with specific communities.
(Output = table's top 3)