

# Kent and Medway Strategic Framework for Sport and Physical Activity 2023-2027

**Vision:** More People, More Active, More Often

**Mission:** To improve lives through sport and physical activity

## Purpose of the Strategic Framework for Sport and Physical Activity 2023 – 2027

As well as more people, more active, more often, we want to see a system change. Where partners are working together to tackle the deep-seated inequalities intrinsically linked with inactivity.

Ensuring that:

- Organisations who work with those who are less active, are embedding sport and physical activity into their services.
- The sport and physical activity sector is inclusive and accessible, and better able to meet the needs of our communities.
- New audiences are reached by prioritising resources to tackle inequalities.



### Connecting Communities

Bringing people together and harnessing sport and physical activity's unique ability to make places better to live.



### Positive Experiences for Children & Young People

Helping children and young people to enjoy being active and creating the right foundations for a long, active and healthy life.



### Supporting Sport

Supporting local organisations to better understand their community and to deliver activities appropriate to people's needs and motivations.



### Connecting with Health and Wellbeing

Working in partnership and enabling everyone to benefit physically & mentally from an active lifestyle.



### Active Environments

Creating and protecting the places and spaces that make it easier for people to be active.