



Reach. Include. Empower
2021-25 Strategy



Reach. Include Empower.

In our new 4 year strategy, we will strengthen the local workforce and build the resilience of community sports groups.

Through our network of 2,500 grassroots groups, we will improve wellbeing, tackle inequalities and connect communities.

We know sport and physical activity can have **wide ranging benefits** for young people, communities, and society.

For the next 4 years, we have identified 3 priority areas – wellbeing, equality and community – that are both hugely **relevant and important** within the current environment, and also where we believe Sported has the **expertise and experience** to have the biggest impact.

At the heart of our work will remain our **long-standing commitment** to support the **passionate, dedicated local people** who are running vital community sports groups across the UK and **building the resilience** of these groups, so that they can survive and thrive.

Our vision

We want every young person to have the same opportunity to fulfil their potential.

Our purpose

Helping community groups survive, to help young people thrive.

The Clubhouse



Our objectives: what we'll do

IMPROVE MENTAL HEALTH AND PHYSICAL WELLBEING

We will support the mental wellbeing of our **groups leaders** and help their **young people** to be physically healthier and mentally more resilient.

TACKLE INEQUALITIES BOTH IN SPORT AND THROUGH SPORT

We will channel a greater proportion of support to help group leaders and young people who are **facing disadvantage or discrimination** to have equal access to opportunities.

CONNECT COMMUNITY SPORTS GROUPS FOR COLLECTIVE ACTION

We will help groups across the UK to become **better connected**, supporting them to **take charge** of their own future and **work together** to create positive change within their communities.

Our tactics: how we'll do it

What we'll do **FOR** our network:

Strengthen the local workforce and build the resilience of community sports groups

Recover and
rebuild from
Covid-19

Support and
develop
group
leaders

Engage and
grow our
network

Listen to and
represent our
groups

Build local
connections

We consider the local workforce to be the **local people who either lead grassroots sports groups or sit on groups' committees**. These people are an essential part of the 'community sport workforce' but often aren't recognised as such, even sometimes by themselves.

The local leaders who **tirelessly and passionately dedicate their time** to establishing, driving and sustaining their community group **deserve recognition and support**, and that is why at Sported, strengthening the local workforce underpins everything we do.

Our actions: **how we'll work**

Our enablers

People

We will nurture and develop a diverse, high performing and satisfied team.

Income generation & partnerships

We will be financially flourishing; growing a mix of sustainable funding streams based on long-term partnerships.

Data & insight

We will become a trusted authority for grassroots sport.

Advocacy, PR & comms

We will increase our profile to boost our ability to fundraise and to influence effectively, to bring about beneficial change for our members.

Our values & intentions

Demonstrate
integrity

Commit to
inclusion

Be
people
led

Drive
change



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