



# Fit for the Future

The Physical Activity and Sport Strategy for Essex, Southend and Thurrock 2021-2031

**A summary of our 10-year strategy**

# Vision

## An active Essex to improve everyone's health and wellbeing

Being physically active is one of the most effective ways to enrich the lives of the people of Essex and the communities we live in.

This vision is for everyone who lives in Essex. To get everyone active means levelling up the playing field across Essex – supporting those who are already active and tackling head on the inequalities that currently prevent everyone from the life changing impact of an active lifestyle.

# Mission

## Working together across systems to make physical activity a part of everyday life for everyone

One organisation cannot do this alone. Delivering the huge ambition of this strategy will require the effort of thousands of Essex organisations all pulling in the same direction.

There is a strong synergy between the Sport England 'Uniting The Movement' strategy launched in January 2021 and this new Essex, Southend and Thurrock strategy. Both setting a long-term 10-year vision, and are committed to the importance of an active lifestyle for everyone, no matter how people choose to be active.

The Covid-19 pandemic clearly raised the importance and profile of physical activity to heights we have never seen before and this strategy builds on the positive spotlight that the pandemic has shone on physical activity.

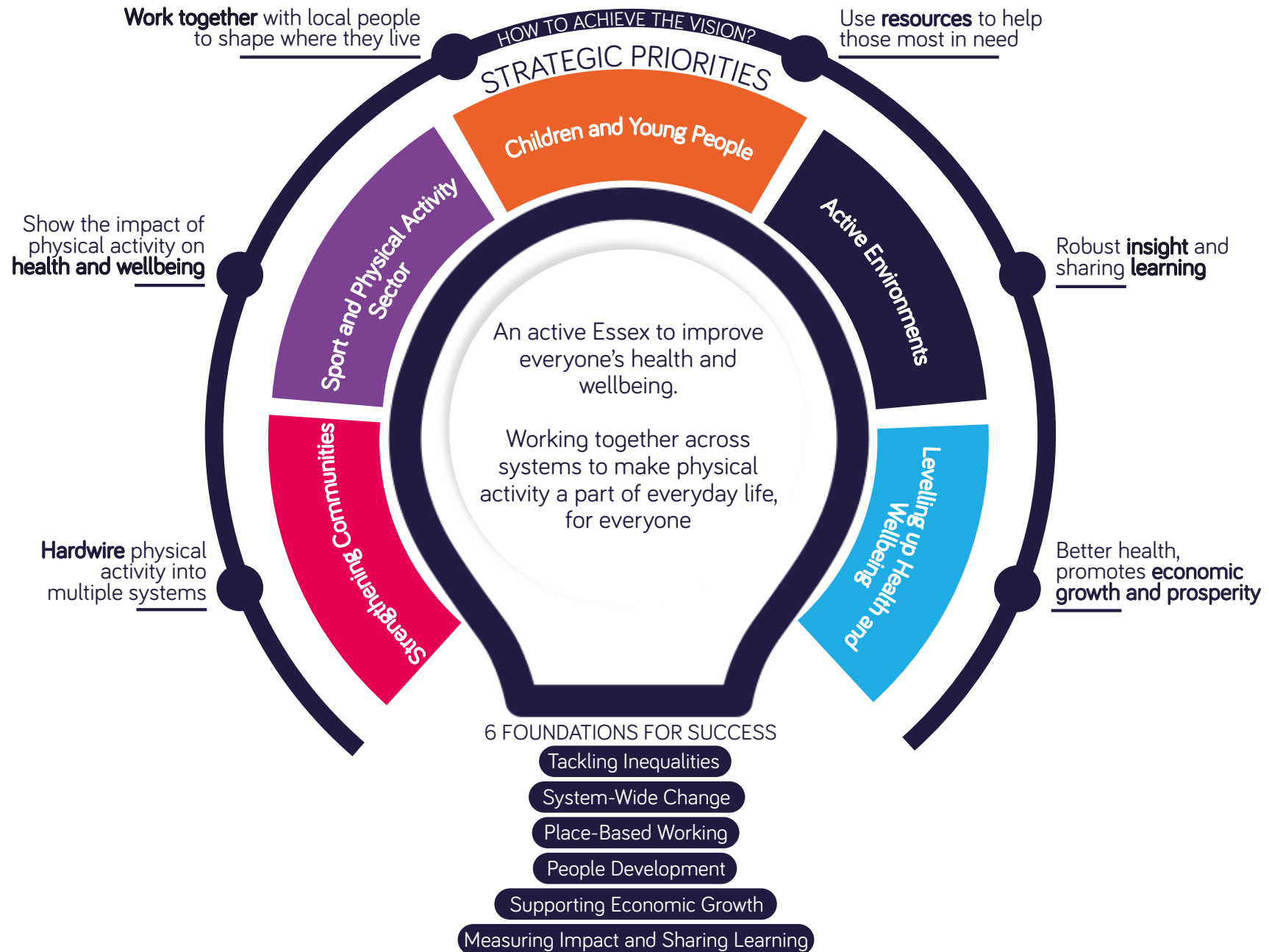
Tackling the climate emergency is one of the highest priorities for Essex. As we adapt to the necessary changes in Essex in response to the climate change emergency, how we travel in our daily lives and live more sustainably will become increasingly important to us all.





# Fit for the Future Summary

This diagram highlights the five strategic priorities and six foundations for Essex, Southend and Thurrock's strategy.



Everyone is active in their own way. Many people are active informally, enjoying activities like walking, running, and cycling on their own or with friends and family. Others are active to get from one place to another, often for work, school, college, or shopping. Our most familiar way of being active is through organised activities such as sports clubs, fitness classes, and parkrun. There is no right or wrong way to be active – the important thing is enjoying the experience.

Our vision to have everyone in Essex leading an active life depends on changes to existing systems and sectors through ongoing prioritisation of physical activity. This will involve the measurement of less visible impacts such as system change, tackling inequalities, place-based working, increased collaboration and partnerships, realigning budgets in favour of physical activity, and changes to policy and practice. We need to understand what works and what doesn't work so that we can scale up and replicate successful practices and interventions. This requires robust evidence to understand why different approaches are successful. It is also vital that strong communications are disseminated across the county to reach all residents in order to successfully achieve behaviour change.

The Fit for the Future strategy is launching at a pivotal moment and is coupled alongside the launch of a brand new behaviour change campaign called Find Your Active. Find Your Active will celebrate the fact that everyone can enjoy the huge benefits of moving more - it's just about finding what's right for you. When it comes to getting active we know that finding the right activity greatly increases your chances of creating a new, sustainable, healthy habit. Found out more at: [www.activeessex.org/find-your-active/](http://www.activeessex.org/find-your-active/)



A major new behaviour change campaign



To read the full strategy, visit: [www.activeessex.org](http://www.activeessex.org) or use the QR code below

