



The North West is on the Move

...CUMBRIA IS AT THE FOREFRONT!!

We need you to bring your knowledge and expertise to influence the future of the Cumbria Sport Partnership and help us devise a Strategy for Sport and Physical Activity to benefit those who live, work or visit our county.

Sustainable Cumbria 2004 – 2024

The new Strategy produced by the Cumbria Strategic Partnership reveals:

“Cumbria is the only county in the UK experiencing economic decline....there will be no scope for quick fixes – long term problems need long term solutions.”

Its objectives include:

“Raising aspirations, challenging the status quo and looking forward with vision... sustainable communities and well being is the overarching priority and the ultimate goal of all of our outcomes sought by this Strategy...we need to adopt a ‘grow your own policy’.

The Value of Sport and Physical Activity

The facts from the Chief Medical Officer’s Report in 2004 reveal:

- Obesity causes about 30,000 deaths a year in the UK through problems such as heart disease, stroke and diabetes
- The Government estimates the total annual cost of inactivity (including loss of earnings) in England is £8.2b and this does not include the contribution of inactivity to obesity which costs £2.5b annually.

Should current trends continue, it is projected that by 2020:

- 1/3 adults will be obese
- 1/5 boys will be obese
- 1/3 girls will be obese

There is strong and compelling evidence of the positive benefits of sport and physical activity to health and well being, to economic growth and regeneration, to skill development and personal attainment and to community safety. These benefits will only be achieved by sport working collaboratively with other agencies in operating in these areas.

The Value of Leadership

Leaders inspire and make the right things happen.

“If I have the belief I can do it, I shall acquire the capacity to do it even if I may not have it at the beginning” Mahatma Gandhi

Please help us by agreeing to be part of our Leadership Team



Leadership Team

Introduction

Vaga Associates has been commissioned to help Cumbria Sport develop a Sub-Regional Strategy for sport and physical activity across Cumbria for the next five years. The approach we use is innovative and has worked well in other County Sports Partnerships and in the business world. It reflects a strong theme of *Sustainable Cumbria* for 'growing its own', unlocking skills and releasing the talent of individuals and organisations. The approach is based on developing leaders and helping them to devise the Strategy and build the structures.

Why Leadership?

Leadership is about creating and making happen what wouldn't otherwise happen – above all it's about getting significant new things done or improvements made (IDeA & Leadership Development Commission 2004). With leaders we will move sport forward taking it into new areas and onto new levels. Without leaders we will struggle to make a difference. Very simply we need leaders to help us design a Strategy that will make a difference and will work!

The Leadership Team

We are looking to recruit a Leadership Team of approximately 25 people, who are currently in leadership positions or demonstrate leadership potential and have an interest in developing sport and active recreation for improving the lives of people living or visiting Cumbria. We need leaders who are involved in health, regeneration, social inclusion, education, environment and other cross cutting themes as well as those involved in sport.

Our Investment and Commitment to You

Our programme of events for the Leadership Team is delivered by top quality facilitators and is based on bringing together the best practice and theory from business and sport. We are confident that it will give you:

- Insight into leadership theory and development
- The opportunity to network with other leaders
- Influence over the future of sport and physical activity in Cumbria
- An enjoyable and stimulating experience.

What We Need From You

Is your commitment to get fully involved! We need you to attend the Leadership Events, ideally all three but at minimum two, which are scheduled for:

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| 13 & 14 April | Two full days to understand leadership and the strategy model, agree the vision and foundations and get started |
| 24 May | One full day to reconnect and review progress, design the strategic framework and operating model, explore major opportunities and issues |
| 27 June | One full day to agree the draft Strategy, delivery and change management processes and prepare for the stakeholder event. |

The stakeholder event will take place in July and will be a sounding board for the draft Strategy so that it can be finalised by September 2005 and operational by 2006.

If you want to discuss this opportunity please contact Eddie Edge of Cumbria Sport (01228 606885) or Nikki Enoch of Vaga Associates (07989 3501047).