

Towards an Active County



OUR VISION:

More people, More active, More often

OUR AIM:

To make Kent more active by 2021

Kent Sport continues to work to help people and communities to be more active. Being active can have a significant positive impact on physical and mental health. It also enables people of all ages and backgrounds to learn new skills, improve their confidence and engage with others.

But there are challenges. We know that if you are older, disabled, female, have less money, have health issues or are part of an ethnic minority, you are less likely to be active and benefit from what sport and physical activity can bring.

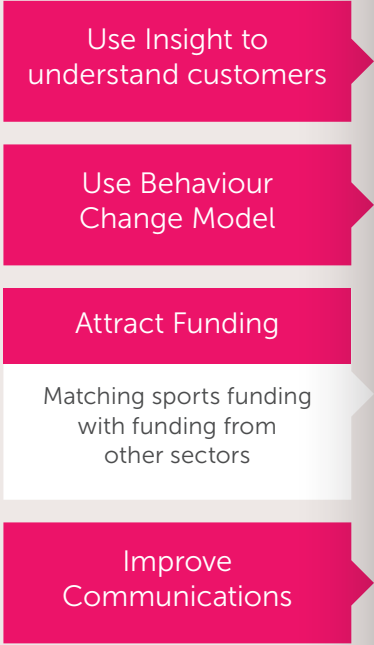
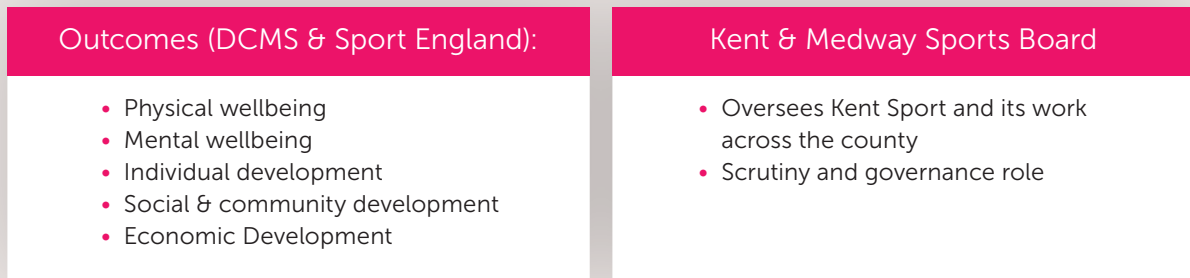
In the last year and after consultation with a wide variety of partners, Kent Sport has developed this Strategic Framework for Sport and Physical Activity in Kent and Medway.

This framework creates a shared approach and vision, so that all people and organisations in Kent and Medway may work together to tackle inactivity and work towards a more active county.

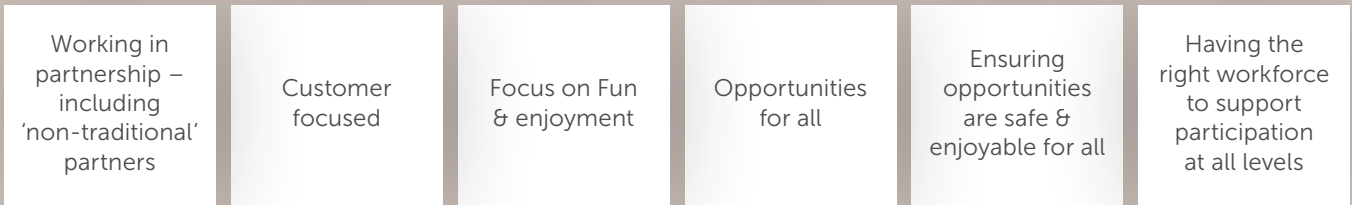
Dick Fedorcio OBE, Chairman of Kent & Medway Sports Board

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Kent & Medway Sport and Physical Activity Strategic Framework (at a glance):



Underpinning Principals:





Kent & Medway population

2017: 1.8m
2021: 2.0m

(10% projected growth)

93% white, 7% BME

Economic value of sport

£488 million

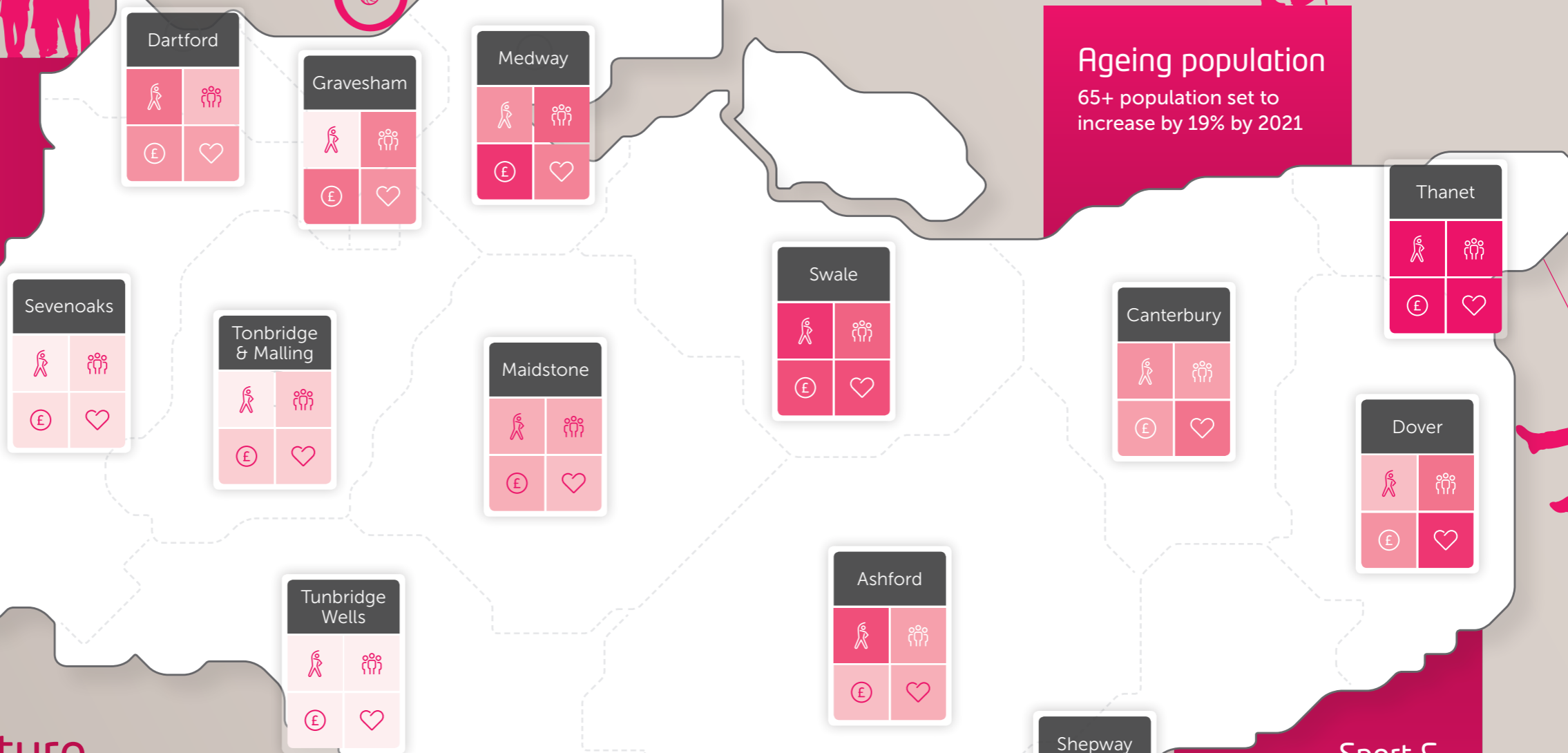
Ageing population

65+ population set to increase by 19% by 2021

The local picture

Kent and Medway is a large area with a growing population and varied challenges. This graphic highlights some key indicators in the areas of health, economy, communities and physical activity, providing each district with a ranking for each category. Lighter shades indicate a higher ranking in each area relative to the other districts of Kent and Medway, while darker shades indicate a lower ranking.

To explore the data further, visit www.KentSport.org/ActiveCounty



Sport & physical activity

60.4% (878,000) active (150+ minutes activity per week),
25.5% (371,000) inactive (less than 30 minutes activity per week)

Key



Activity



Communities & Education



Economy



Health

Highest ranking



Lowest ranking

If you're interested in making Kent a more active county
we want to work with you:

www.KentSport.org/ActiveCounty



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If you require this publication in another format,
please contact Kent Sport.

