

SUPPORT. RECOVER. ACHIEVE.

Sport and Recreation Alliance Strategy 2021-25

OUR NEW STRATEGY

The Sport and Recreation Alliance believes that the power of sport and recreation can change lives and bring communities together. Together with our members and in partnership with the wider sector, we make the most of opportunities and tackle the areas that provide a challenge.

Our new strategy comes at a critical juncture for both society and our sector. The COVID-19 pandemic has simultaneously reinforced both the importance of sport, recreation and physical activity to the lives of individuals and communities but also how easily it can be taken away. Now, more than ever, we must work creatively and collaboratively to make the case for sport and recreation.

In addition, the pandemic has brought home the real human cost of inequality. As a sector, we know all too well that more work is needed to make sport and recreation at all levels a place for everyone not just some. That is why equality, diversity and inclusion is a key part of our new approach.

Beyond COVID-19, the sector also faces many other big strategic challenges, from the need to continually improve governance standards and maintain public trust to the growing threat from climate change. But these challenges also provide opportunities, ones which we believe we can help our members identify and maximise to ensure long-term sustainability.

PURPOSE, VISION & MISSION

Our Purpose, Vision, Mission and Values sit at the heart of our new strategy and provide the touchstone for everything we plan to do over the coming years.



PURPOSE

We believe everyone should benefit from the positive power of sport and recreation

This is the reason we exist – it is what motivates us.



VISION

We will be at the heart of a thriving sector enabling more people from all backgrounds to participate in sport and recreation.

This is the difference we want to make to our members and the wider community when we follow our purpose.



MISSION

To be the go-to body for sport and recreation, providing expert services, advice and advocacy.

This is what we will do every day to make sure our purpose delivers our vision.

OUR VALUES

We know that values are not just words – they matter.

When values are clear and aligned, people understand one another, everyone does the right things for the right reasons and this common purpose and understanding helps people build great working relationships.

SPORT+
RECREATION
ALLIANCE

1

SUPPORT

We are supportive and show care and commitment to our members and our staff.

2

COLLABORATION

We are built on a great team which collaborates with others to harness collective energy and drive change.

3

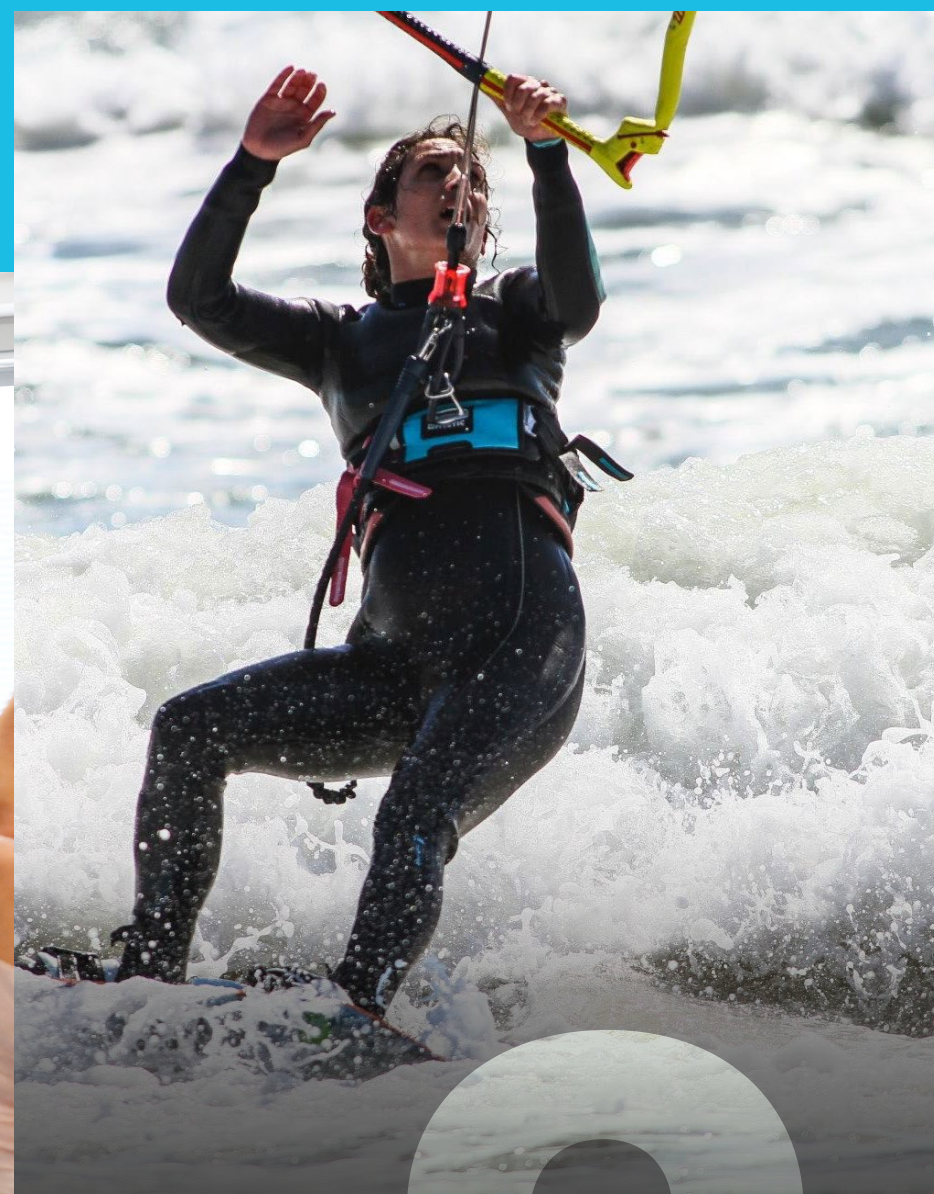
RELATIONSHIPS

We value long-lasting relationships with our members, partners and the wider sport and recreation community.

STRATEGIC OBJECTIVES

Our new strategy is built around four key strategic objectives. These reflect both our core role as the representative body for sport and recreation but also the need for us to take a lead and become a catalyst for change in areas where there is still much work to be done.

**CHAMPION
THE ECONOMIC,
SOCIAL, HEALTH
AND WELLBEING
BENEFITS OF SPORT
AND RECREATION.**



**PROTECT AND
PROMOTE OUR
MEMBERS'
INTERESTS AS THE
INDEPENDENT VOICE
OF SPORT AND
RECREATION.**

**LEAD AND
SUPPORT OUR
MEMBERS TO BE
MORE DIVERSE
AND INCLUSIVE.**



**HELP OUR MEMBERS
TO ADAPT TO
CHANGE AND
BECOME MORE
SUSTAINABLE.**

THANK YOU.

We hope our new strategy will inform and inspire you and we look forward to supporting you to achieve our collective vision of a more active nation.

For more information please visit:
www.sportandrecreation.org.uk

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