



Jersey will be a healthier, more productive and fairer society by being one of the most physically active populations in the world, is the vision for Inspiring an Active Jersey.

Our mission is to get more people active for a healthier island. Jersey will increase physical activity by 10%, by 2030.

To successfully achieve our vision and mission, we have introduced three themes: Move More Jersey, Sport and Inspiring Active Places - each with underlying outcomes and ambitions, outlined in this document.



## MOVE MORE JERSEY

### Move More People

#### Vision

Sport and active living will have a positive impact on individuals through the provision of programmes which target the least active by providing greater support and breaking down barriers. Population-wide inspirational and innovative programmes for children, adults and families that create the habit of being active and make it the social norm.

#### Ambitions

##### Move More Opportunities

Every islander will have access to a wide range of opportunities to be active which are innovative, affordable and accessible.

##### Move More Promotion

Inspiring health promotion campaigns, events and initiatives that promote the benefits of being active and make it the social norm to be active.

##### Move More Prevention

Through the benefits and power of sport and active living, working in partnership with agencies such as the probation service, police, education and the voluntary and community sector, individuals will be supported to make positive life changes.



### Move More Travel

#### Vision

An island where active travel (walking, running and cycling) is prioritised over motorised travel, with high standards of safety and accessibility.

#### Ambitions

##### Cycle Friendly Island

Jersey is a cycle friendly island where the cultural norm is to travel actively.

##### Move More Infrastructure

Exceptional network of on and off-road commuter routes which foster a culture of active travel being the norm.

##### Cycle Training

Every child in Jersey will be taught in school how to ride a bike and coached how to ride safely on roads, by delivering Bike Ability level one in key stage two and Ready Set Ride in key stage one.

Adult 'learn to cycle' and 'commute with confidence' courses will be implemented to support adults to cycle for travel and leisure.

### Move More Schools

#### Vision

World leading in the physical literacy and physical activity rates of our young people, building the foundation to start active and stay active.

#### Ambitions

##### Move More Education

Providing the conditions, environment, education and quality of teaching that inspires young people to include an hour of physical activity in their day, every day with a focus on developing physically literate children and young people.

##### Move More Lessons

Children will receive two hours per week of high-quality lessons designed to improve physical literacy and increase their heart rate to a level beneficial for health.

##### Move More School Swimming

Year four and five pupils in Government of Jersey schools will receive one term of swimming lessons in each year.

### Move More Workplaces

#### Vision

Most active workforces in the world.

#### Ambitions

##### Move More Workplaces

Move More Workplace Partnership established which encourages employers to implement infrastructure, policies, employee benefits and a workplace culture that supports and promotes people being active.



## SPORT

### Sporting Opportunities

#### Vision

A proud sporting nation where islanders can play sport to the extent of their ability and desire.

#### Ambitions

##### Organised Sport

As the lifeblood of any sporting structure, it is vital Jersey supports and further develops a strong, vibrant, well-supported club sport scene underpinned by forward-thinking bodies of sport who have a clear pathway in place to develop their sport across all levels.

##### Inspiring Performance

Performance Pathway programme that supports athletes to fulfil their potential to perform on the national and international stage. Grassroots to Greatness.

##### Competition and Events

Vibrant calendar of on island sporting competitions and events supported by a sports event strategy and fund.



### Sport and Move More Workforce

#### Vision

A volunteer and professional workforce that deliver an exceptional experience that allows sport and active living to flourish.

#### Ambitions

##### Coaching

Coaching framework, annual training and development plans in place that create clear pathways for coaches and supports their continuous development.

##### Volunteering

A volunteering strategy for sport and active living that promotes the wide range of opportunities available and supports organisations to recruit and develop volunteers.

##### Working in Sport

It is critical that initiatives are implemented that create opportunities for islanders to follow a vocational or academic path into sport and active living.

##### Officiating

Introduction of an officiating framework that develops the skills of our existing officials and encourages new people to take part.



## INSPIRING ACTIVE PLACES

### Sport Facilities

#### Vision

Inspirational, high quality, accessible facilities, which inspires, supports and delivers an active Jersey.

#### Ambitions

##### Facility Strategy for Sport

Establish a long term strategy for improving sports facilities which is incrementally implemented, ensuring islanders have access to inspiring, affordable, well-programmed facilities which support active lifestyles and competitive sport.

##### Indoor Sports Facilities

Geographically balanced provision of indoor sports facilities which support islanders to be active. Built on a culture of excellent customer service the programmes will offer a wide variety of opportunities to individuals and clubs. Pricing and accessibility will ensure access for all.

##### Outdoor Sport Facilities

Jersey will endeavour to provide a wide range of public outdoor playing fields and other outdoor sports facilities which will be maintained to a standard dictated by the competitive standard required.



### Active Outside

#### Vision

An island that encourages activity through parks, beaches, paths and play areas designed with activity in mind.

#### Ambitions

##### Play

Investment in excellent play facilities within a 10-minute walk time of urban areas and a 10-minute drive time from rural areas. Active travel routes to all play, parks and beaches.

##### Open Spaces

Open spaces strategy created and implemented to preserve and promote Jersey's beaches and parks as places to be active.

##### Paths

An investment strategy to extend the path network and upgrade the coastal paths to allow better linkage and multiple use.

#### Find out more at:

[www.jerseysport.je/IAJStrategy](http://www.jerseysport.je/IAJStrategy)

