



**RISE.**

**TOGETHER**

**2021 – 2031**

**STRATEGY**

**WE TRANSFORM  
LIVES, COMMUNITIES  
AND PLACES THROUGH  
THE POWER OF  
MOVEMENT.**

# INTRODUCTION

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Rise is a leading health and wellbeing charity – and we're passionate about the role that physical activity can play in making a positive difference to communities across North East England that need it most.

Our ten-year strategy (2021 to 2031, refreshed in 2025) is focused on addressing four key priorities where we believe greater participation in physical activity will achieve the biggest positive impact for communities and people, now and into the future.

We'll work closely with our partners and stakeholders to deliver the positive changes our communities need. This includes the UK government, Sport England, NHS, the North East Combined Authority, local authorities, and others.



# OUR MISSION, VISION AND VALUES

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## MISSION

To transform lives, communities and places through the power of movement.

## VISION

Our communities enjoy a better quality of life through active wellbeing.

## VALUES

### CATALYSE CHANGE.

We believe that change is possible and we're ready to lead the exploration.

### POSITIVELY DISRUPT.

To challenge the norm and cause radical change through innovation and learning.

### COLLABORATE.

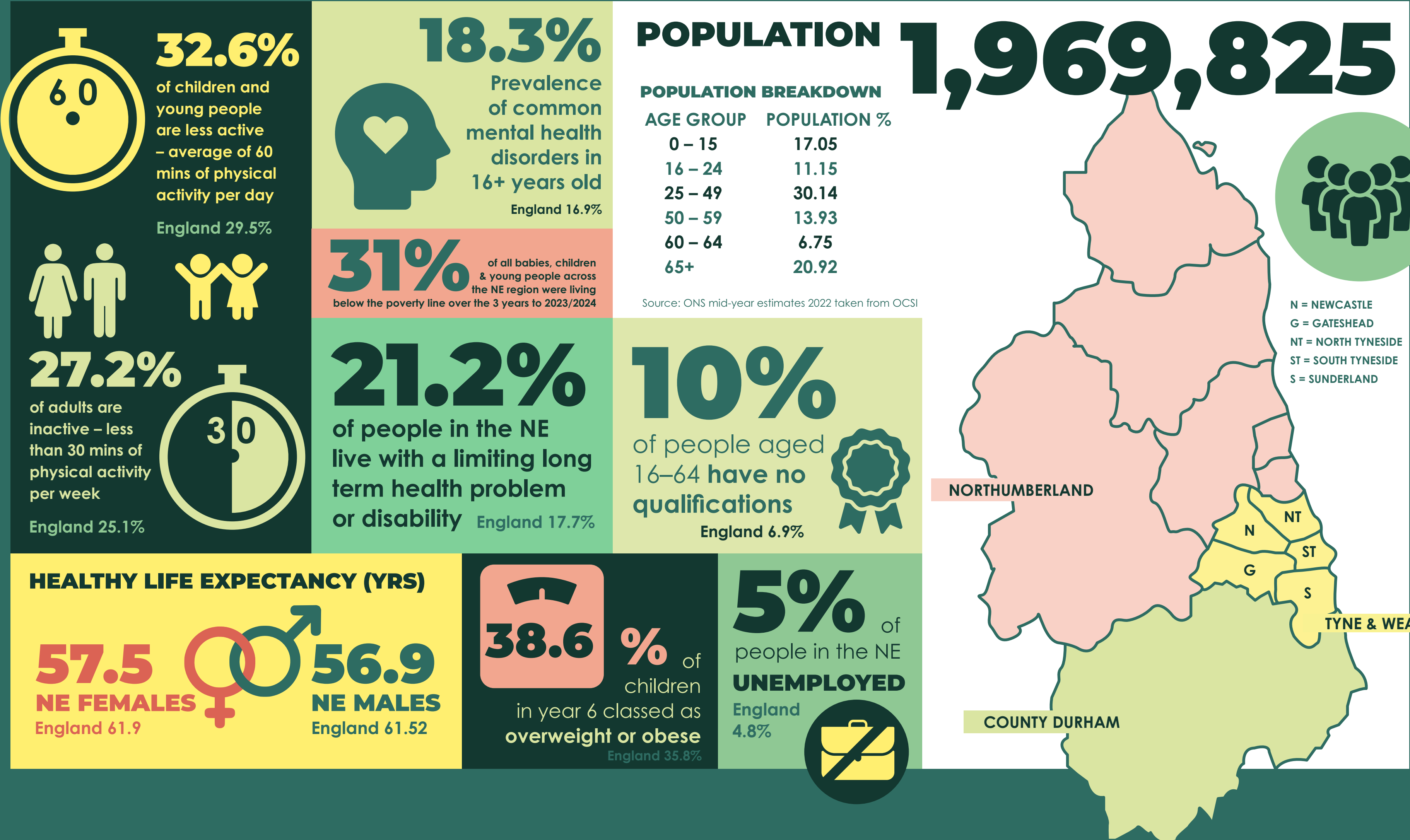
Together we are greater than the sum of our parts. People make the change.

We will endeavour to understand and proactively tackle any forms of prejudice. We, along with colleagues across the Active Partnership network, are striving to be anti-racist, not just 'not-racist'. We will demonstrate a clear stance against all forms of inequality.

# STATISTICS FOR OUR REGION

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# MOVEMENT THROUGH LIFE

Movement and physical activity improve every stage of life.

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# OUR STRATEGIC PRIORITIES

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### In developing this strategy and identifying our priorities we've:

- Considered carefully what the data, evidence and insight tells us about the key socio-economic opportunities and challenges facing the North East and the role that greater participation in physical activity can play in addressing these issues.
- Focused on the priorities of our strategic partners and stakeholders, and identified what we can do to help our partners achieve their goals in the North East.

Based on this research and feedback, we've identified four strategic priorities and three supporting themes, which together provide the foundations of our strategy.

### STRATEGIC PRIORITIES

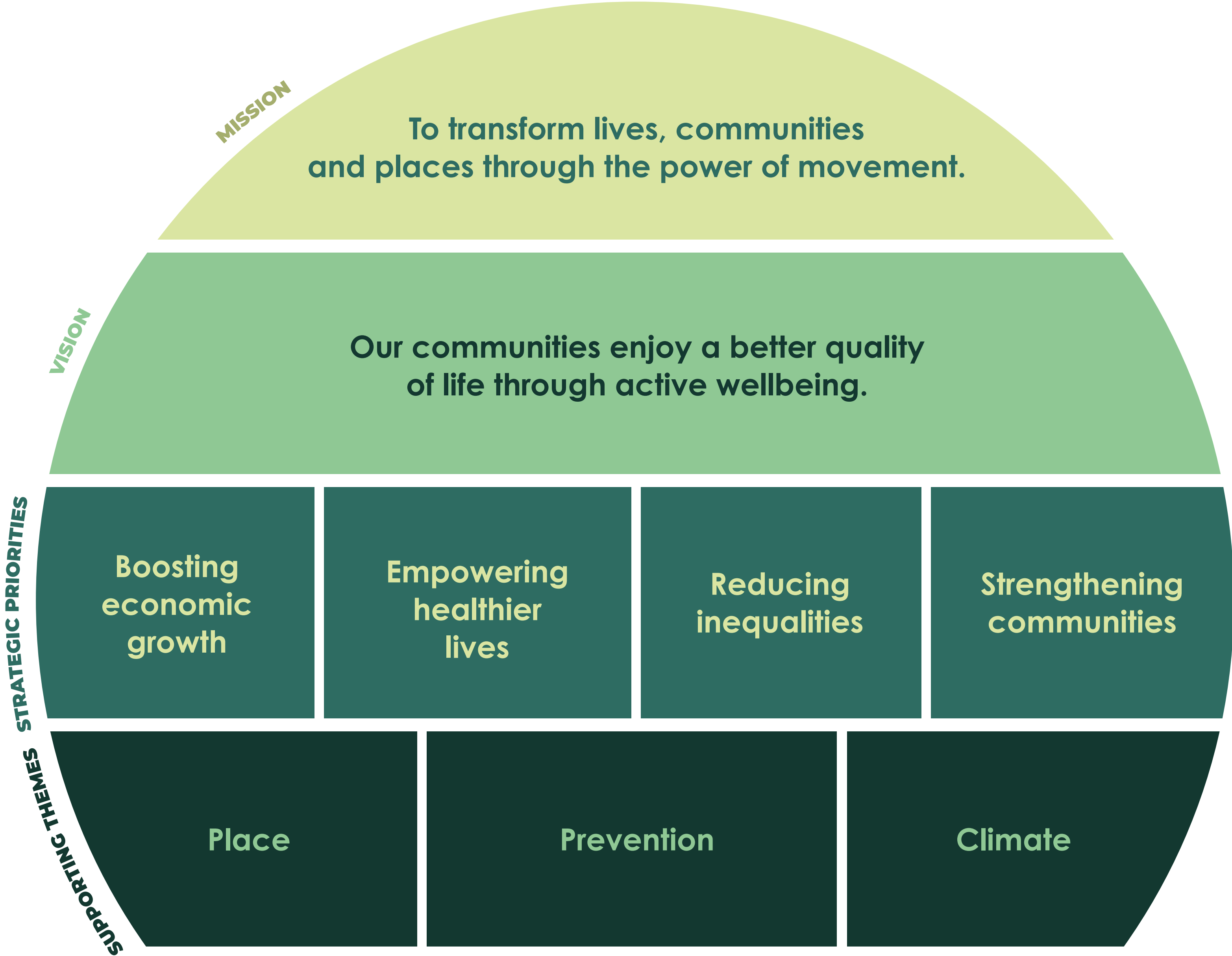
- Boosting economic growth
- Empowering healthier lives
- Reducing inequalities
- Strengthening communities

### SUPPORTING THEMES

- Place
- Prevention
- Climate

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# STRATEGIC PRIORITY

## Boosting economic growth

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Economic growth is the government's top priority, with a focus on health and work (i.e. helping people with health conditions to stay in work; helping economically inactive or unemployed people with health conditions to improve their health and progress into jobs). This will also contribute to tackling cost of living pressures.

We will deliver on this priority by supporting working age people, and current and potential workers to boost their health through physical activity, and by preventing poor health in the workforce. New 'Trailblazers' are being established in the North East to test new approaches to tackling health barriers to work, providing opportunities to demonstrate how physical activity can improve health and support people into work.

Just as important is the role that physical activity plays in boosting educational attainment and skills, especially among children and young people as part of a balanced approach to education and preparing for the world of work.

### EXAMPLES

- Work and health: supporting unemployed and economically inactive people to get ready for work by improving their physical and mental wellbeing.
- Skills and education: working with schools, colleges and training providers to ensure physical activity is at the heart of a healthy, balanced approach to education and training, and that children enter school with the motor skills needed to engage with the curriculum, boosting educational attainment.
- Transport: the ability to access employment, training and education is often reliant on the ability to travel. We will work to develop and grow active travel opportunities that can boost economic growth.



# STRATEGIC PRIORITY

## Empowering healthier lives

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Beyond promoting good health as a route into work (and higher incomes and economic growth), boosting public health is a national and regional priority, with a focus on reducing pressures on the NHS and the public finances. This is a long-term challenge for the country and the region and is likely to persist for years to come.

We will work with the NHS, local authorities, the VCSE sector and others to support people of all ages and backgrounds to improve their long-term physical and mental health and wellbeing and prevent poor health, through the role of physical activity in addressing the social determinants of health.

### EXAMPLES

- Physical activity programmes aimed at improving physical and mental health, particularly for those experiencing any form of inequality.
- Preventing childhood mental health problems through physical activity.





# STRATEGIC PRIORITY

## Reducing inequalities

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Growing inequality and poverty are national and regional challenges. There are increasing inequalities in health and social outcomes, and differences in wealth and quality of life between socio-economic groups, age groups and local places. Reducing child poverty and improving the lives of young people is a priority for the UK government and the North East Combined Authority.

We will work to reduce health, social, economic and environmental inequalities through physical activity.

### EXAMPLES

- Supporting economically inactive people into work through improved physical wellbeing, boosting household incomes and reducing child poverty.
- Improving health, wellbeing and aspirations of young people living in deprived communities.
- Working to address imbalances in access to green and blue spaces, as well as addressing other environmental inequalities such as poor air quality.





# STRATEGIC PRIORITY

## Strengthening communities

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Physical activity is a great way to bring people together and get them involved in positive activities. It has an important role to play in strengthening communities and places and building cohesion by bringing people together from diverse backgrounds. Physical activity can help promote mutual understanding (between younger and older people, and people from different backgrounds), tackle isolation and loneliness, and prevent crime and antisocial behaviour by diverting young people into positive activities. Addressing community cohesion is a national and local priority, in light of rising crime and antisocial behaviour in some communities.

We will work to strengthen communities through the power of physical activity and movement.

### EXAMPLES

- Socialising for example through walking groups, and exercise classes, helping to reduce isolation and loneliness in communities, and be a positive diversion away from online harm.
- Supporting clubs and groups who provide vital physical activity opportunities to their communities to thrive, for example, through welfare advice, sustainability support and connectedness.
- Ensuring urban design supports communities to move more and reduces barriers to activity, such as feelings of being unsafe, or a lack of appropriate facilities.
- Ensuring training is available to people working on the frontline to ensure that physical activity is considered and used to achieve their outcomes.



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## SUPPORTING THEMES



### PLACE

We will work in local areas and communities with greatest need, which we will assess through statistical information and community-led insight. Rise delivers place-based initiatives, and some Sport England, NHS, and other physical activity programmes are increasingly targeted on specific places that need it most. In our places of focus, we will take a whole-systems approach to addressing the specific issues relevant in that place. We will also be mindful of the differences between our rural, urban and coastal geographies and communities.



### PREVENTION

Our work contributes to preventing long-term health conditions, loneliness and isolation, unemployment, child poverty, and crime and antisocial behaviour.

Prevention is a growing priority for the UK government, the NHS and local authorities in relation to long-term health conditions, labour market exclusion, and crime and antisocial behaviour. Early intervention and prevention to enhance life chances is a key focus.



### CLIMATE

Active travel (walking, wheeling and cycling) is an important form of physical activity.

Rise will promote the importance and benefits of active travel, encouraging more people to shift to sustainable active modes of travel, reducing emissions from transport and contributing to tackling climate change. We will also work to support the local physical activity sector to be considerate of its impact on the environment and work to reduce its carbon footprint, including our own.



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## Advocacy

Influencing other organisations to deliver on our priorities by working with strategic partners to ensure the role and benefits of physical activity are embedded in the development of organisational strategies and delivery programmes.

For example, working with local authorities and the NHS to ensure physical activity is at the core of strategies and programmes; working with the North East Combined Authority and NHS to ensure physical activity is at the heart of new health and work programmes.

This activity includes lobbying, campaigning, providing evidence and insights, and promoting and measuring the benefits and impacts of physical activity, regionally and locally.

This currently forms the core of our work, for example, supporting the early stages of development of the UK Region of Sport concept with the North East Combined Authority; representing the Active Sunderland Board on the city's Health & Wellbeing Board sub-groups; being a member of the NENC Health & Growth Accelerator Programme Steering Group to promote the role of physical activity within the employability programme.





# HOW WE'LL WORK

## Supporting others to deliver

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Supporting other organisations to deliver on our priorities by:

- building partnerships and consortia
- supporting organisations to put delivery systems and processes in place (for example, sport welfare; providing evidence and insight; sharing successful delivery models and programmes for others to adopt)
- training staff to deliver physical activity programmes or to be aware of the role of physical activity in their work
- helping organisations to build relationships with partners and funders
- signposting to information and physical activity opportunities

We will also explore opportunities to act as a 'prime contractor', leading partnerships of smaller VCSE organisations that are too small to bid for funding programmes and contracts alone (for example, our place-based work).





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## Direct delivery

On a carefully targeted basis, we will directly deliver physical activity projects and programmes to achieve our priorities. Our direct delivery work has grown recently (for example, our work in Berwick, Rise Workplace Wellbeing e-learning, early years Active Start) and there is scope for further expansion where we are the best-placed organisation to deliver (we do not seek to compete).

We'll focus on specific target groups, places, and communities least likely to take part in physical activity, as well as delivering programmes where physical activity can support other positive outcomes (for example, improving health so people can progress into work; diverting young people from anti-social behaviour through physical activity projects). In certain situations, we'll also have "boots on the ground" – helping us to better understand our communities to strengthen our work.

By working this way we will ensure Rise is a financially sustainable organisation, attracting income and funding from a diverse range of sources, allowing us to continue making a difference to communities for many years to come.





# STRATEGIC OUTCOMES AND IMPACT

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Within everything we do, we gather and share evidence, insight and community voice around what works, and what doesn't, to help the organisation and our partners understand how to use physical activity to meet their objectives.

We will evaluate our impact and the difference we're making by monitoring progress towards our strategic outcomes, which mirror the four strategic outcomes of Sport England:



Increasing  
physical  
activity



Decreasing  
physical  
inactivity



Positive experiences  
for children and  
young people



Tackling  
inequalities

We recognise that these outcomes will be achieved through the combined efforts of many organisations and people working towards common goals.

However, Rise has a leading role to play in ensuring these positive changes are realised in our communities.

# RISE.

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