

## 2. Aim:

*What is the overall change you want to achieve with this programme?*  
To increase activity levels of those living in rural areas across Herefordshire & Worcestershire

## 3. Type:

### Direct Delivery:

- Multiple contact programme
- Single contact programme

### 'Enabling' Work:

- Developing Capacity
- Information and Awareness

## 4. Outline:

*What are the activities that will take place to create the desired change?*  
Working with rural communities in H&W to provide doorstep active and creative opportunities

## 5. Local Priorities

## 6. Partner Priorities/ Objectives

## 7. Funder Priorities

### Themes

#### Primary

- Inspiring a generation
- Reducing social isolation
- Promoting independence
- Positively impacting on mental health
- Mass market

#### Additional

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### Partner One:

Ignite CIC

#### Partner priorities relevant to this programme:

1. tailor activities for rural communities
2. support practitioner development
3. create enjoyment, healthier lifestyles and leave a legacy
4. meet and talk with groups, organisations and individuals

### Partner 2:

#### Partner priorities relevant to this programme:

- 1.
- 2.
- 3.
- 4.

#### Key expectations of funders:

*Bringing people together and build strong relationships in and across communities. Improve the spaces and places that matter to communities. Enable more people to fulfil their potential by working to address issues at the earliest possible stage.*

## 8. Strategic Objectives

## 9. Sport England Priorities

### Priority Groups

#### Primary

- Women & Girls
- Lower Socio-Economic Groups
- Children & Young People
- Older People
- Disability/ LTHC

#### Additional

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### Other

- Infrastructure
- General Population

#### Primary

- Increasing the visibility and accessibility of opportunities
- Targeting new opportunities for growth
- Developing a workforce that inspires
- Empowering individual groups and communities
- Partner and influence

#### Additional

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### Government Outcomes

#### Primary

- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Community Development
- Economic Development

#### Additional

#### Core:

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#### Additional:

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#### Supplementary:

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### PMIF Output Areas

#### Primary

- Insight
- Workforce
- Advocacy
- Policy and Investment
- Delivery
- Community Engagement

#### Additional

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