



MOVEMENT IN BLUE SPACES

A new opportunity for water sports clubs to connect locally and help more people enjoy movement in blue spaces.

CLEAN WATER
SPORTS ALLIANCE



Active
Partnerships

↑ ♻️ ❤️
PLANSWITHPURPOSE

OUR VISION

Healthy & nature rich blue spaces across England for everyone to enjoy movement in water.



WHY THIS GUIDE EXISTS?

There is a **national playbook** designed to support **Active Partnerships** across England to work more effectively with sports clubs, community organisations and strategic partners to grow movement in and around blue spaces. It is a project led by Active Partnerships, the Clean Water Sports Alliance and supported by Sport England to share understanding of why blue spaces are important and how to take environmental action through engaging people with the joy of being in, on, under or beside the water.

The Playbook focuses on **two key barriers** to more movement in blue spaces: **access for all & water quality**. Sports Clubs will play a pivotal role in helping these organisations get to grips with unlocking meaningful movement in & around our seas, lakes, rivers, canals & reservoirs.

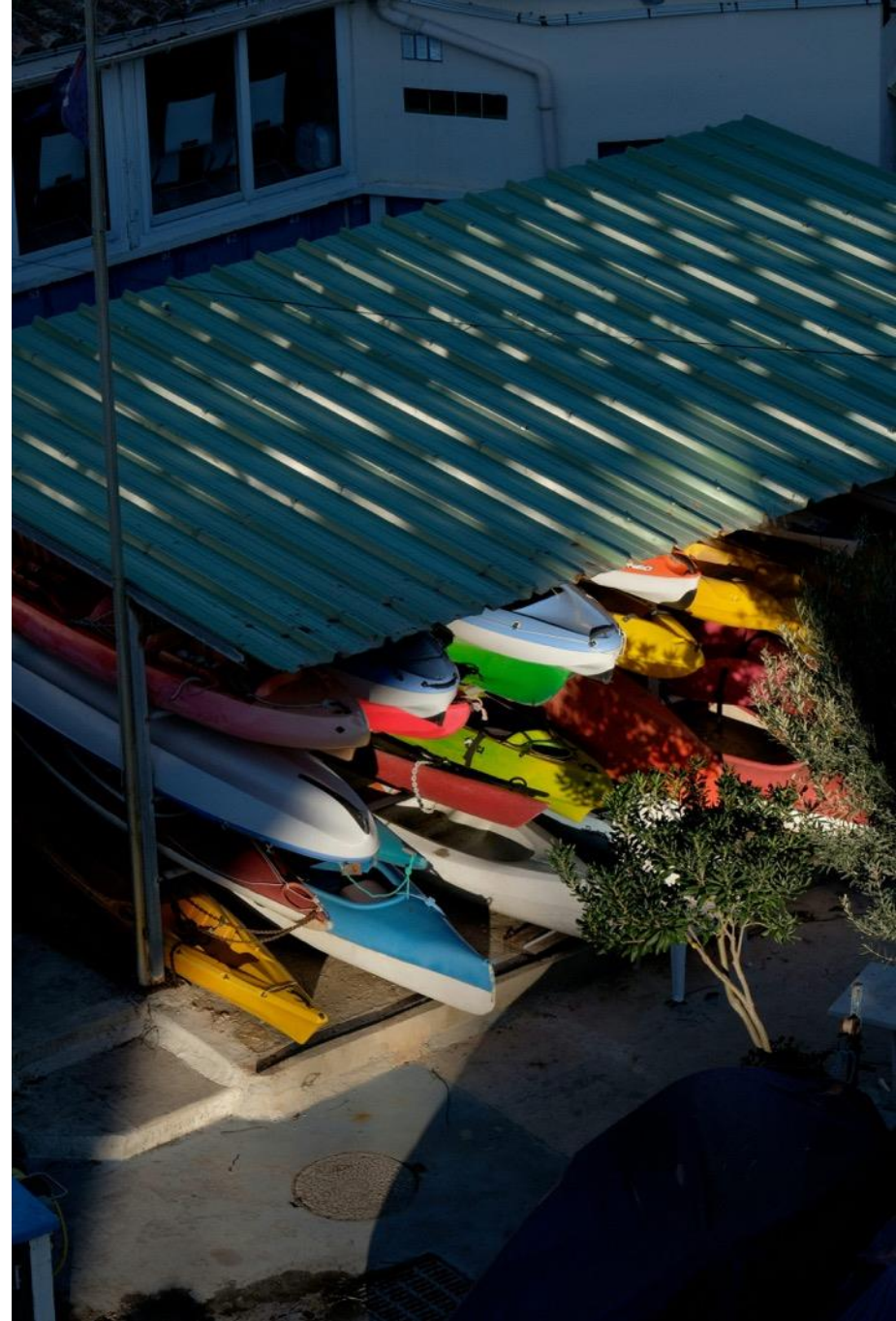
That full playbook is written for Active Partnerships.

You can view this here: [Green and Blue Spaces - Active Partnerships](#)

This short guide is written for water sports clubs. Its purpose is to help you understand:

- Why Active Partnerships may approach you
- What they are trying to achieve locally
- How your experience and insight fits into the bigger picture

*You are **not expected to read the full playbook**, take on additional responsibilities, or change how your club operates. This guide simply offers shared context, so conversations feel clear, balanced and useful for everyone involved.*



WHO ARE WE?

The Clean Water Sports Alliance:

- A coalition of National Governing Bodies who represent almost 450,000 members, elite athletes, participants and many more water users.
- The group is managed across all 11 NGBs with representatives across Sustainability, Operations and Policy Engagement.



Active Partnerships (APs) work across each local area in England to:

- Connect organisations
- Reduce inequalities in physical activity
- Support sustainable, inclusive movement
- Find who your local AP is here: [The Network - Active Partnerships](#)

Together we are Improving conversations about water quality, helping more people access blue spaces, especially those who face barriers

CLEAN WATER SPORTS ALLIANCE



ROLE OF ACTIVE PARTNERSHIPS

What Active Partnerships may be doing — and why they might contact your club

Building a local picture of blue space activity

Active Partnerships are working to better understand how blue spaces are currently used locally — what activities happen where, who takes part, and where there may be opportunities to support more people to get involved. Clubs may be approached because of your first-hand knowledge of the water and your community.

Exploring barriers to access and confidence around water

Active Partnerships are looking to understand factors that can limit participation — such as access, cost, safety, inclusion or confidence in water quality. They may reach out to clubs to listen to what you already see and experience, not because you're expected to solve these challenges.

Connecting partners and sharing opportunities

Active Partnerships help bring together clubs, local organisations and strategic partners. They may contact your club to connect insight, share learning, or explore opportunities for collaboration or support where it aligns with what you already do.



ROLE OF SPORTS CLUBS

Many clubs are already improving access and protecting their local waters — we want to help **amplify and build** on that work with the engagement of the Active Partnerships.

You don't need to have all the answers. What's valuable is lived experience.

You can help by sharing:

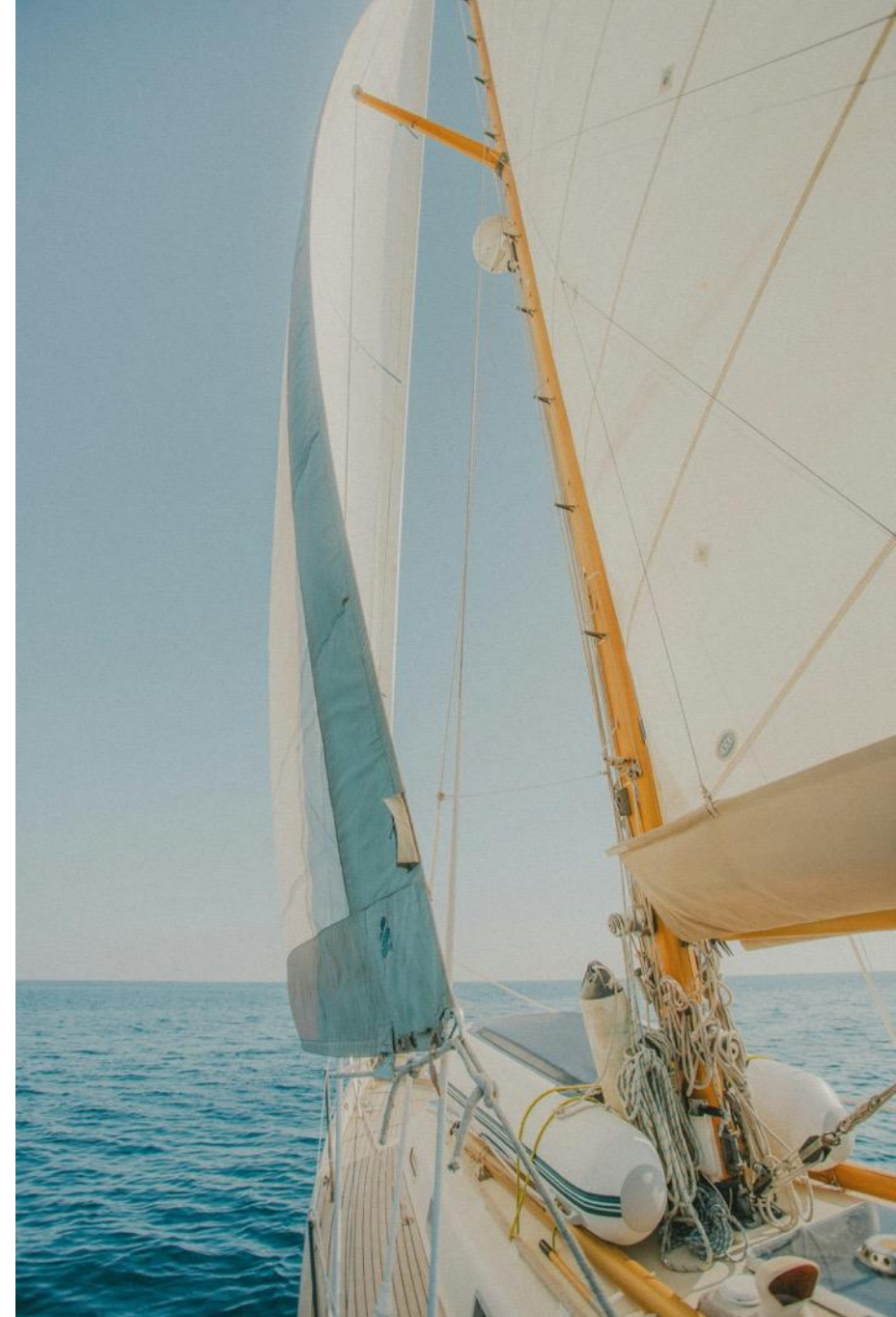
- What blue spaces you use (and when)
- Who currently takes part — and who doesn't
- Any access challenges you notice
- How confident you feel about water quality information in your area
- What already works well locally
- Where the gaps are in provision for more people to join in

Even partial insight is helpful.

Typical ways you might get involved:

- A conversation or short meeting
- Offering sessions to a new group of participants
- Sharing perspectives in a local forum
- Contributing to a funding bid – through sharing of information or training / session support
- Combining with other sports clubs to promote participation
- Linking your local Active Partnership to other local partners you know

Participation is always optional and at your pace.



WHAT'S INSIDE THE PLAYBOOK

Here's a taster of what Active Partnerships will find inside the Playbook to support them in working together with local water sports clubs and other relevant organisations on more movement in blue spaces

1. **Exec Summary**
2. **Why get involved** – benefits of movement in healthy blue spaces
3. **Interconnecting roles** – CWSA, APs & Clubs
4. **Unlocking key barriers** – facts & stats on water quality & access
5. **Understanding your local barriers** – where & how to find out more
6. **Tackling inequalities** – why this is key to movement for all
7. **Taking action** – a how to guide & templates for APs getting started
8. **Inspiring case studies** – 32 existing case study examples
9. **Useful resources** – Videos & links + Sport England Movement Fund
10. **Wrap-Up** – Next Steps & contacts





GET READY!

- **Watch out** for your local AP reaching out to you
- **Reach out** to your AP if you want to be proactive on this opportunity
- **Consider** the Movement Fund
- **Dip into** the playbook!

CLEAN WATER
SPORTS ALLIANCE



Active
Partnerships

↑ 🌱 ❤️
PLANSWITHPURPOSE