

Our Vision

Active lifestyles are the social norm for everyone

Active Partnerships...



**... tackle the challenge
of inactivity**

**... work in partnership to
create the conditions for
an active nation**

**... use the power of sport
and physical activity to
transform lives**

How we are changing

Our core purpose is to create the conditions for an active nation.

- > an in-depth **understanding** of the needs of the local community built on robust data and insight.
- > **communities engaged** in co-designing the delivery of impactful **behaviour change interventions**.
- > cross-sector partnerships with a **shared understanding and commitment** to the benefits of an active lifestyle.
- > **shared learning** of what works locally to get people active and compelling **evidence of the impact** that sport and physical activity can have on a range of outcomes.
- > a vibrant, inclusive, customer focussed sport and physical activity sector with a skilled, welcoming and diverse **workforce**.

Why Active Partnerships?



Active:

highlighting the broad spectrum of sports and physical activities we embrace, the dynamic and agile way that we approach our work and our mission to increase levels of engagement in sport and physical activity.



Partnerships:

to reinforce the collaborative nature of our work and our core purpose to create the conditions for an active nation by engaging communities, building understanding and insight, brokering cross sector partnerships and influencing policy and practice.