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
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.
- cross-sector partnerships with a shared understanding and commitment to the benefits of an active lifestyle.
- a vibrant, inclusive, customer focussed sport and physical activity sector with a skilled, welcoming and diverse workforce.
- communities engaged in co-designing the delivery of impactful behaviour change interventions.
- 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.
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.