OUR WAY OF WORKING

INSPIRE PEOPLE TO BE ACTIVE

Understanding behaviours and motivations
Creating a social movement
Continual improvement
(Impact, achievement, feedback loop)

BUSINESS IMPROVEMENT
ENABLING FUNCTIONS

CREATE THE OPPORTUNITY

Mobilising the workforce
Access to the right place at the right time

CHILDREN AND YOUNG PEOPLE, ADULTS & WORKFORCE EXECUTION FUNCTIONS

ENCOURAGE PEOPLE TO STAY ACTIVE

Scaling up interventions
Competition
Signposting

HOW WILL WE WORK?

Through our sport and physical activity model we:

✓ Use insight to inform strategic decisions, placing a greater social & economic impact of sport and physical activity
✓ Lead and champion the benefits of sport and physical activity
✓ Influence system leaders and policy makers enabling joined up approaches and resources
✓ Provide inclusive & collaborative approaches to make activity happen
✓ Enable people to stay active through targeted products, programmes, events & services

• Active Campaigning
• Active Workplace
• Active Primaries
• Active Learning
• Active Communities
• Active College
• Active University / Campus

© 2018, by MSP