

# OUR WAY OF WORKING



## 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