

Strategic Framework Diagram

Everyone more active for life by 2028

Vision

Inclusivity

Making sure everyone has the opportunity to be active.

Excellence

Delivering an outstanding service.

Innovation

Embracing a culture of change and encourage creativity.

Achievement

Evidencing agreed outcomes and improving lives.

Ambition

Leading by example to enable others to succeed.

Collaboration

Working together as a trusted partner.

We Value

Create a whole system approach to tackle inactivity in Northumberland

Mission

To build an infrastructure to enable adults to choose an active lifestyle.

To reduce the health, social and economic impact of inactivity.

To give every child the best start in life to enable them to become healthy and active adults.

To be recognised as the countywide strategic lead for physical activity and sport.

To build an effective workforce fit for the future.

Our Aims

Influence partners to use physical activity and sport to achieve shared outcomes.

Influence policy makers to include opportunities for physical activity and sport.

To develop a granular understanding of local communities using insight and research to inform local decision making.

Influencing partners in the use of physical activity and sport in a preventative approach.

Improve opportunities for children and young people to be active.

Supporting schools to adopt approaches to "active learning".

Raising the profile of physical activity and sport through effective marketing and communication.

Using local insight to influence local marketing strategies.

Developing a more diverse workforce.

Creating a workforce which meets the needs of our communities.

Strategic Priorities

Contributing to

Improved physical wellbeing

Improved mental wellbeing

Improved social and community development

Improved skills development

Increased economic development

Outcomes