

# VISION 2030



## MISSION:

More people, more active, more often

## OBJECTIVE

- To help our members engage over 20% of the population by 2030

## PURPOSE

- To support, protect, and inform our members
- To represent and champion our members
- To help our members grow

## STRATEGY

- The growth and development of our members within the sector

## HOW WE WILL ACHIEVE THIS

### DEVELOPMENT OF THE SECTOR TO PROVIDE A MORE INCLUSIVE SERVICE

- Fully adopting consumer data and insight to inform decisions that engage a diversity of audiences.
- Delivering the highest professional standards across all areas of the sector.
- New programmes and services that strive to make facilities as inclusive as possible.
- Fully established and integrated into health pathways to support NHS and wider mental and social wellbeing pathways.
- Fully supportive of children, young people and families, to make activity a life habit.
- Delivering insight-led, inclusive, and targeted campaigns to drive engagement in physical activity.

### GROWTH OF SECTOR RELATIONSHIP WITH NATIONAL, CIVIC, AND LOCAL GOVERNMENT TO SECURE SYSTEMIC REFORMS TO IMPROVE THE SECTOR'S OPERATING LANDSCAPE

- To secure long-term investment in order to support infrastructure sustainability, and to navigate and access health funding and systems.
- To deliver fundamental reform of the existing tax and regulatory system to reduce burdens on the sector and encourage greater participation.
- To successfully work with governments across the UK to deliver incentive schemes that increase physical activity levels and prioritise health and wellbeing.
- To ensure that there is ring-fenced investment for strategically designed sport and physical activity-based interventions through the plan for Health and Social Care.

## Supported by:

- Our Governance structure
- Our People

## Informed by:

- Our membership and stakeholder engagement

## Underpinned by our values:

- We are a community, we care, we are driven, we empower and we are progressive