

## VISION, PURPOSE, OBJECTIVES

Active Essex will be made up of mutually interested agencies and stakeholders committed to providing locally determined solutions to collectively increase participation and widen access to sport and physical activity for the whole community.

### Vision

“To create a more physically active and sporting environment for all people in Greater Essex to increase participation”

### Aims

The Partnership will work in collaboration at a strategic level to:

- To increase participation in sport and physical activity across Greater Essex
- To widen access to sport and physical activity
- To build, strengthen and develop partnership links between key stakeholders

### Objectives

1. To widen access to sport and physical activity:

Helping people become and stay physically active through improved facilities, interventions and access to facilities that are welcoming, affordable and accessible.

2. Deliver a 2012 Legacy:

Ensure that the London 2012 Games are utilised as a catalyst to create a post games legacy for Greater Essex

3. Develop Sporting Pathways:

Nurturing lifelong participation by supporting the development of pathways from school to community sport & physical activity. Work with NGBs to support the design of the player pathways from within the school & beyond.

4. Improve Health and Wellbeing:

Tackling Greater Essex health inequalities and encouraging healthier lifestyles by promoting the take-up of traditional and non-traditional sports and physical activities.

5. Enhance Education and Skills:

Building the capacity of the paid and voluntary sector workforce and utilising sport and physical activity as a hook to engage and re-engage communities to improve their skills and qualifications.

## 6. Strengthen Organisations and Partnerships:

Providing high-level advocacy for Greater Essex sport and physical activity deliverers and enhancing the way that we organise, inform ourselves and work together through a delivery system

### **Core Values & Principles**

- To act independently in the best interests of sport and physical activity across Greater Essex, and not to allow personal agendas to dominate.
- Understand, interpret and deploy national, regional and local policies and plans
- Decision making and policy formulation is conducted in an efficient (non-bureaucratic), inclusive, open, transparent and accountable manner
- There is a commitment to equality (people and processes)
- Striving for high quality standards through continuous improvement and innovation
- Value for money is demonstrated at all times

### **Purpose**

The purpose of the Active Essex Board is to provide strategic leadership, advocacy and management accountability for the Partnership.