Active adults

Our ambition:
Create the conditions for adults moving in everyday life, in and out of work and in their communities and places, building on the momentum to enable movement to be accessible to all.

Our contribution:
Continue to collaborate with and develop strategic relationships with partners who have the expertise and relationships with priority audiences, contributing to greater social and economic inclusion and reduction in the inequalities gap.

We measure change against the 5 enablers:

Leading
...conversations that advocate the importance of Active Workplaces, to support healthy workforces, with a real focus on those who face the greatest challenges to move more.

Supporting
...organisations and partners within employability, to play an enabling and supportive role by continuing to share evidence & insight, learnings and positive stories from across these systems.

Connecting
...with and encouraging collaboration between new system partners who know and understand priority audiences best.