

Our Mission

To work with a range of partners to address reasons for inactivity by supporting the development of facilities and encouraging active lifestyle behaviours for all

Our Residents



Our residents are at the centre of everything we do to support Physical Activity in Greater Norwich

Our Guiding Principles

- Tailored to local places and people
- Addressing inequalities
- Action throughout people's lives
- A collaborative approach

Our Programmes and Work Areas

- Active Environments
- Active Systems
- Active Health
- Active Travel
- Active Workplaces
- Active Education
- Workforce Development
- Raising Awareness

Our Objectives

- Reducing inequalities in our communities
- Supporting and encouraging people to live active and healthy lives
- Enhancing our residents mental and physical well-being
- Reducing our impact on the environment
- Tackling social isolation
- Supporting strong and sustainable sector
- Support in the recovery from COVID-19

Our Vision

To enhance the health well-being and quality of life of our residents by creating opportunities for and inspiring people to become more active



Our Outcomes

- Healthier people
- Happier people
- More active people
- Reduced inequalities
- Increased sustainability