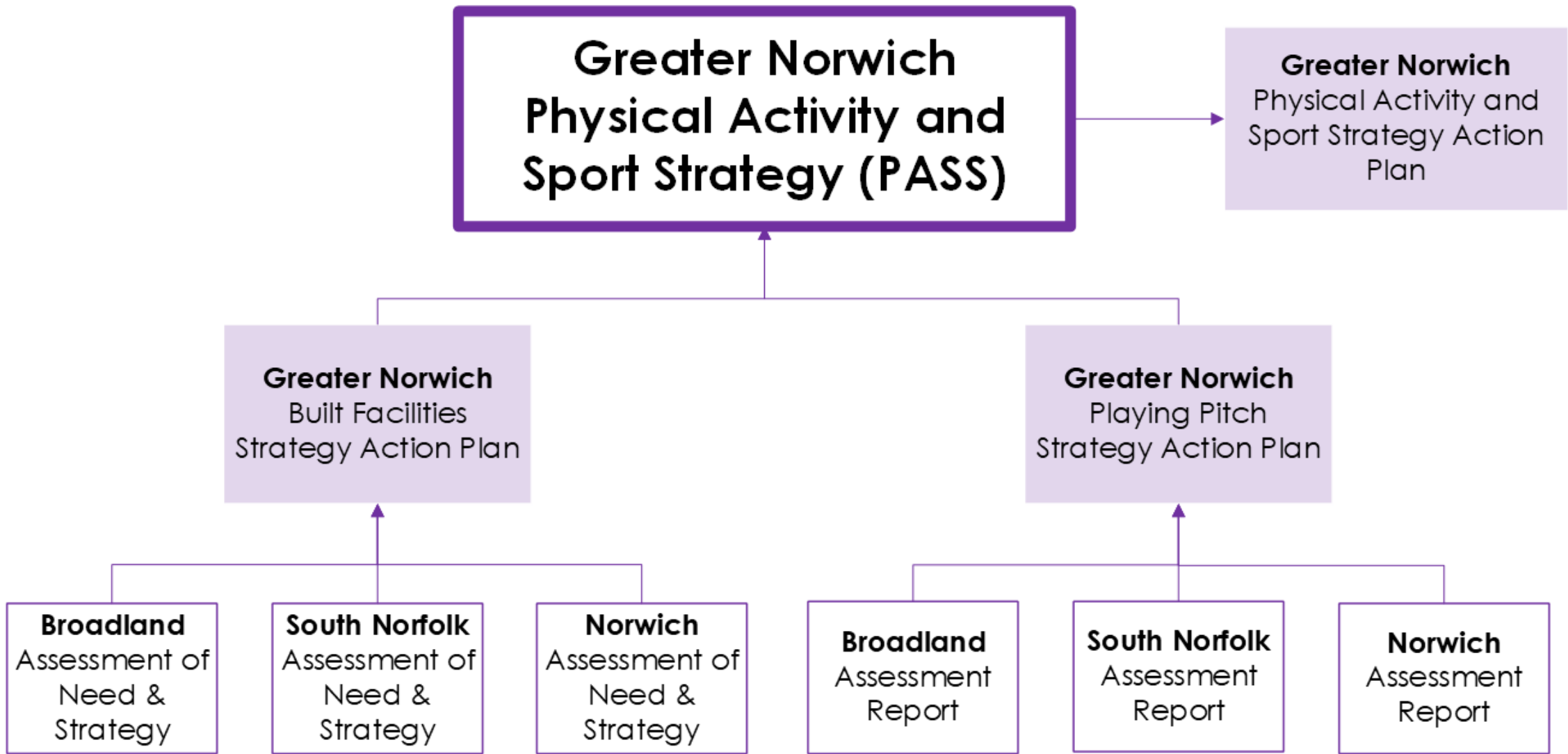


The Greater Norwich Physical Activity & Sport Strategy 2022 – 2027

Greater Norwich Growth Board





GN PASS 2022 - 27

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

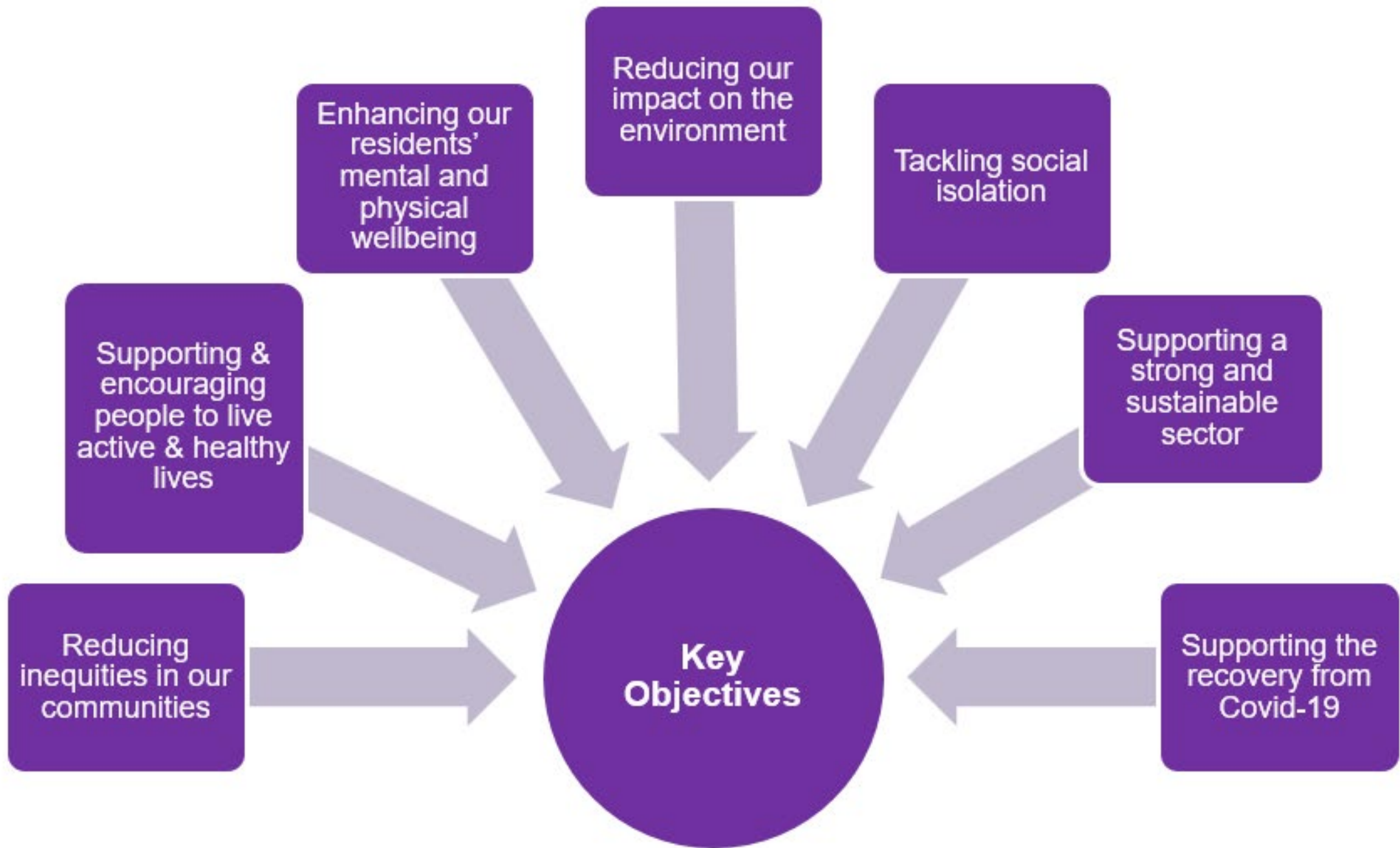
Our Vision

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



Our Guiding Principles

Tailored to Local Places & People

We will focus on the needs of local people in local places, using our local knowledge to understand what needs to change and then supporting people and partners to make those changes.

Addressing Inequities

The aspiration is for everyone in Greater Norwich to have the same opportunities to be active no matter who they are or where they are born or live. In aiming to reduce inequities the intention is to help all our residents be active but with a greater focus on those most in need, targeting the most vulnerable and disadvantaged.

Action Throughout People's Lives

We will adopt an approach which recognises that habits and motivations will change depending on our residents' stage of life and provide services and facilities which can cater for people's changing needs.

A Collaborative Approach

We will involve multiple sectors and partners in the solutions, ensuring everyone, including policy makers, planners, community workers and residents themselves play their part in helping people choose to be physically active.

Our Programmes and Work Areas

- Active Environments
 - Active Systems
 - Active Health
 - Active Travel
 - Active Workplaces
 - Active Education
 - Workforce Development
 - Raising Awareness
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Thank you. Any questions?