



Our Purpose Inspiring Active Futures

Our vision

More young people growing up happier and healthier through positive experiences of physical activity.

Our work contributes to Sport England's 'Uniting the Movement' Strategy and Herefordshire's Health and Wellbeing Strategy.

Our motivation for change

- Over half (53%) of young people in Herefordshire are not taking part in enough physical activity to benefit their health.
- 1 in 4 reception aged children in Herefordshire are overweight or obese, rising to over 1 in 3 by the time they reach year 6.
- Only 30% of teachers and 31% of parents are aware that children should be active for at least 60 minutes a day.
- 1 in 5 young people in Herefordshire have poor mental health.

Our Values

Passion - We are driven by enthusiasm for what we do and our desire to make a difference.

Aspirational - We are dedicated to making an impact, creating change and being innovative in our approach.

Quality - We have integrity and strive as a team to achieve the highest standards.

Open - We are committed to creating a welcoming and supportive environment for everyone.

Our Goals

To achieve our desired impact, we have established key goals to guide our work. Our goals will be underpinned by a commitment to putting young people at the centre of all we do.

#1 Raise the profile of physical activity and advocate the benefits for young people.

We will develop and share insight and impact to demonstrate how physical activity can be used to improve health, wellbeing and behaviour outcomes.

We will influence local and national networks, programmes and policies.

#2 Work together to achieve better outcomes for young people.

We will prioritise working collaboratively with organisations, schools and families to share our expertise and enthusiasm.

We will broaden our partnerships and reach to increase the positive impact of physical activity for more young people.

#3 Commit to creating a sustainable future.

We will unite environmentally friendly practices and physical activity, encouraging others to do so.

We will identify new opportunities for income diversification and growth.

#4 Provide meaningful opportunities and positive experiences of physical activity for all young people.

We will develop and implement a programme of events and interventions that are values-driven and meet the needs of schools and young people.

We will support the networks around children and young people, such as schools, teachers and families to help them access and deliver physical activity, PE, sport and play.

#5 Use physical activity to help young people develop the skills to thrive in life.

We will support good mental wellbeing through physical activity, specifically building resilience and developing confidence.

We will provide leadership and learning opportunities, developing transferable skills to support young people's ambitions and employability.

For more information visit www.strideactive.org