**VISION**

1. ‘Hardwire’ physical activity into the system, across the system
2. Understand the needs and resources of local communities
3. Support local residents and community groups to create their own ideas and solutions
4. Facilitate social movements that promote physical activity
5. Create active environments and make better use of physical assets
6. Identify, scale up and replicate effective interventions
7. Understand what has worked in Essex and embed learning across the system

**PRIORITIES**

- Use a whole systems approach to make transformational change, enable increased physical activity and improve wider social and economic outcomes, focusing on areas of deprivation, families, older people and those with poor mental health.

**WAYS OF WORKING**

- Distributed Leadership
- Collaboration
- Engaging Unusual Suspects
- Test & Learn
- Data & Insight
- Communications
- Growing Social Movements
- Workforce Capacity & Development
- Community Capacity & Development
- Evaluation & Learning
- Distributed Leadership
- Collaboration
- Engaging Unusual Suspects
- Test & Learn
- Data & Insight
- Communications
- Growing Social Movements
- Workforce Capacity & Development
- Community Capacity & Development
- Evaluation & Learning

**SYSTEM**

- Education
- Workplace
- Community
- Health
- Community Safety
- Social Care
- Planning
- Policy
- Environment
- Organisations & Service Providers
- Social Networks
- Individuals

**ACTIVITIES**

- Policies / Programmes / Interventions

**OUTCOMES**

- Make Transformational Change: realignment of system budgets, co-production and social movements, shared vision and accountability among system leaders, robust evidence that enables replication at scale
- Increase Likelihood of Behaviour Change: capability, opportunity, motivation
- Reduce Physical Inactivity
- Improve Wider Social & Economic Outcomes: physical and mental wellbeing, community engagement, self-efficacy & citizenship, local economies, reduce health inequalities