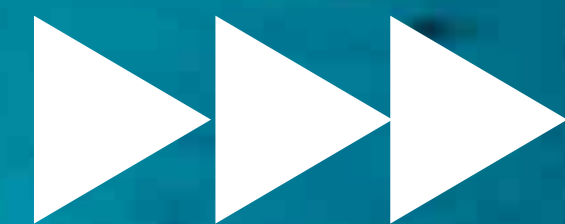




THE

BIG
ACTIVE



THE BIG PILLARS

Active people

Active places

Active lives

THE BIG INTENT

A richer and more
diverse profile of
participants and people

Priority places that
swim, bike, run

A strong core from
which to build and grow

A broader framework
of opportunities

People who thrive;
for themselves and
for the sport

THE BIG FORMULA

Authentic partnerships

Test and learn

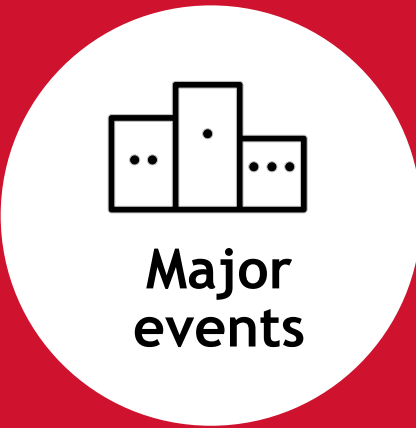
Meaningful impact

Diverse and flexible offers

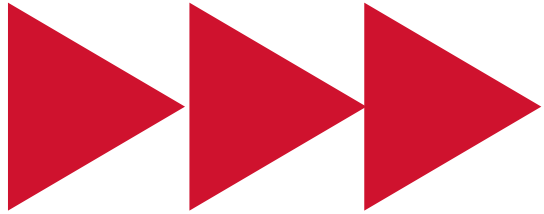
Customer-centred technology

Where it fits

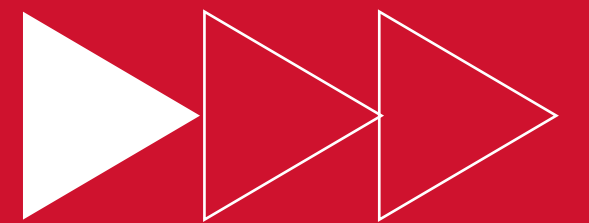
ORGANISATIONAL STRATEGIES



THE
BIG
ACTIVE



THE BIG PILLARS





ACTIVE
PEOPLE.
ACTIVE
PLACES.
ACTIVE
LIVES.

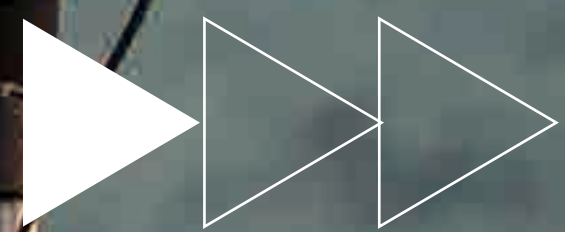


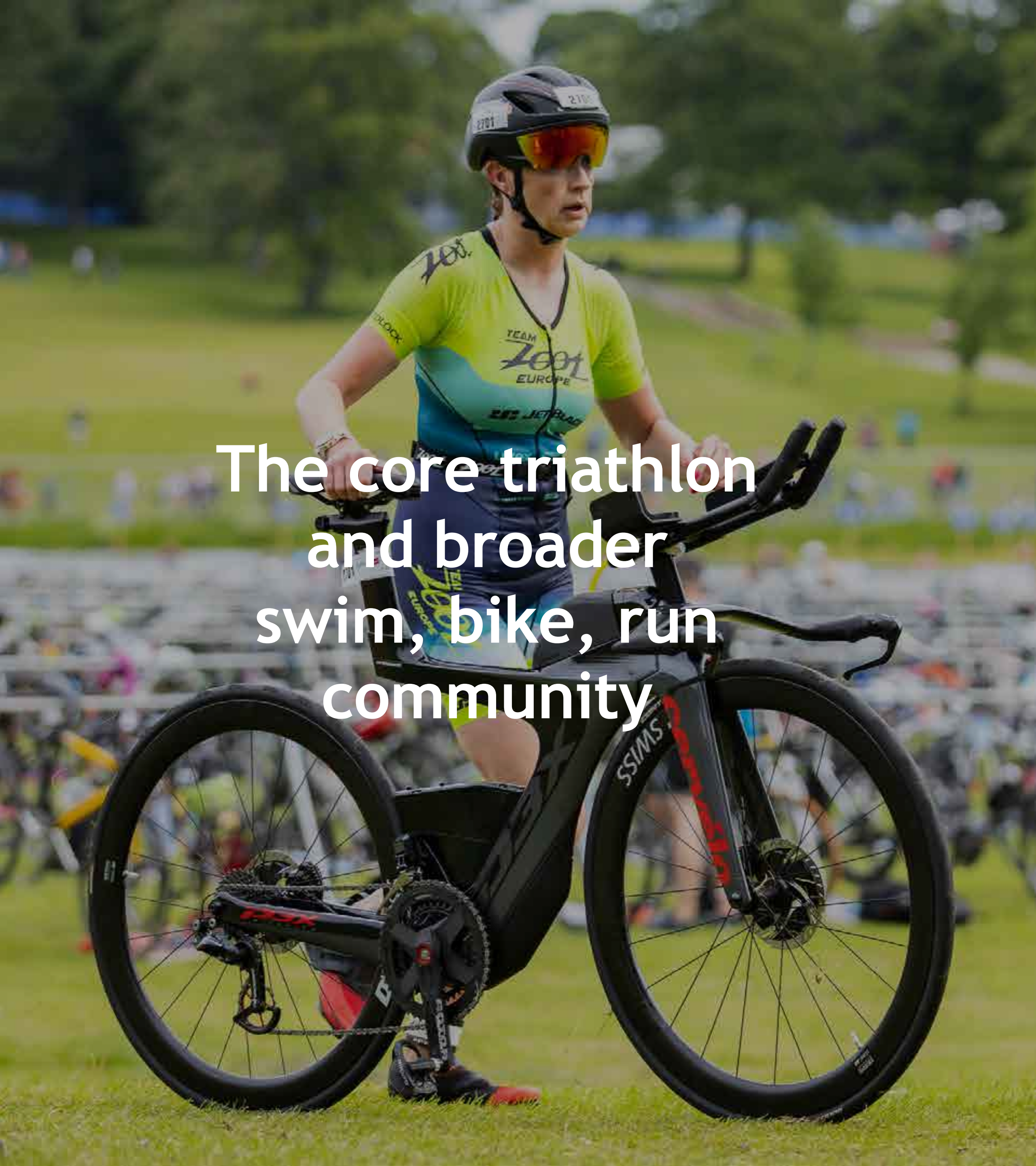


ACTIVE
PEOPLE.

ACTIVE
PEOPLE.

ACTIVE
PEOPLE.





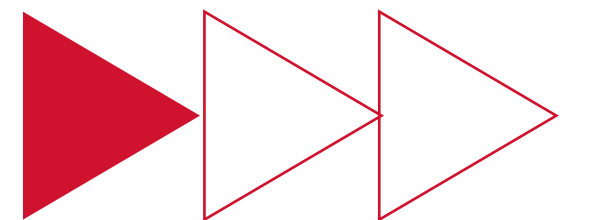
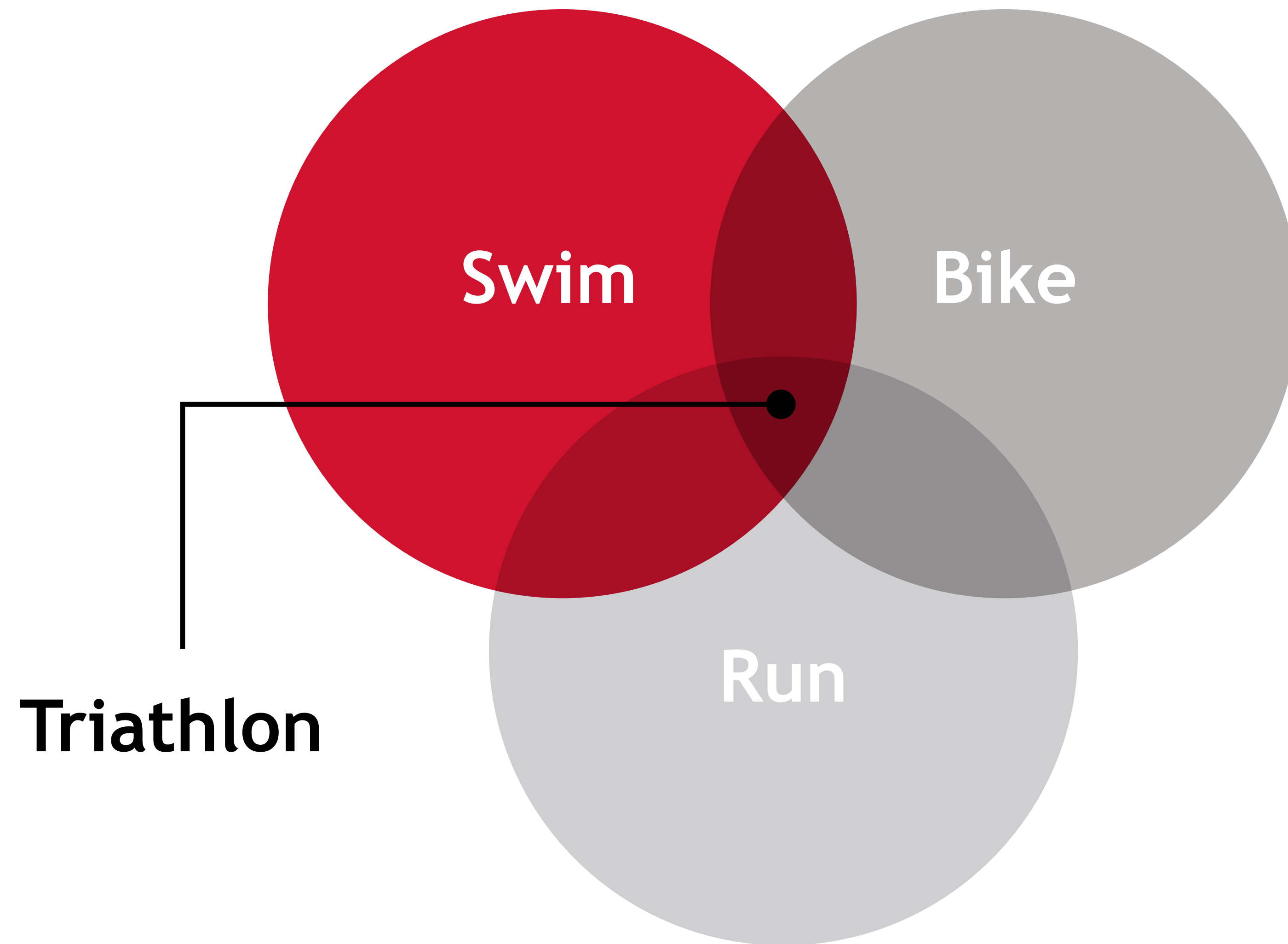
The core triathlon
and broader
swim, bike, run
community



New audiences and
people and communities
with the biggest barriers
to engaging



Reaching down into our single disciplines





Ethnically
diverse
communities



Lower
socio-economic
communities





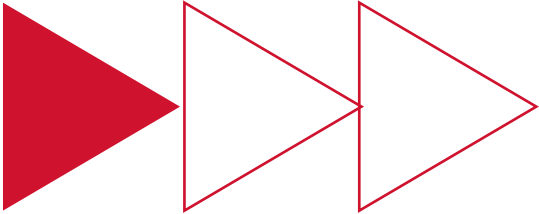
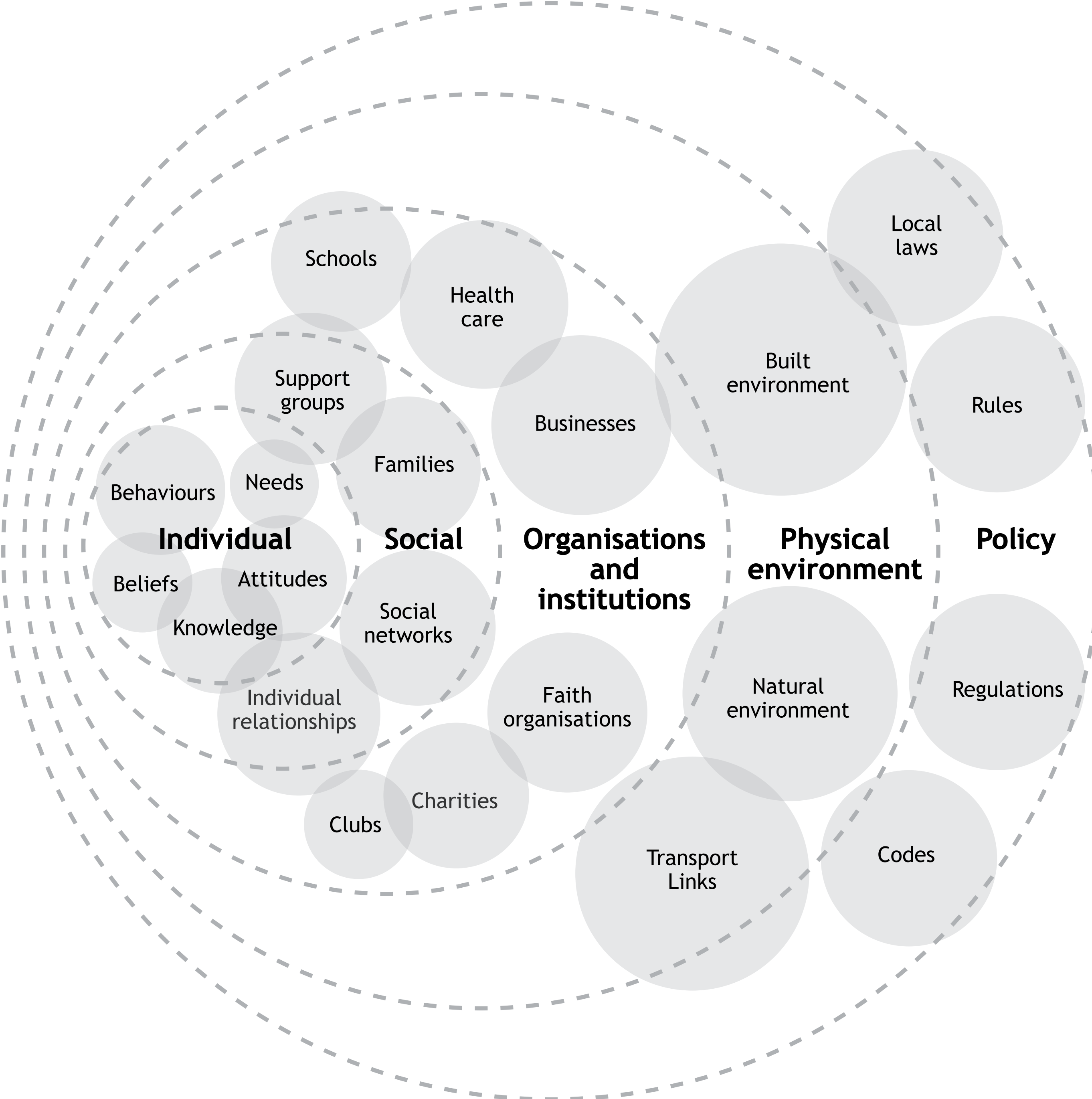
ACTIVE
PLACES.

ACTIVE
PLACES.

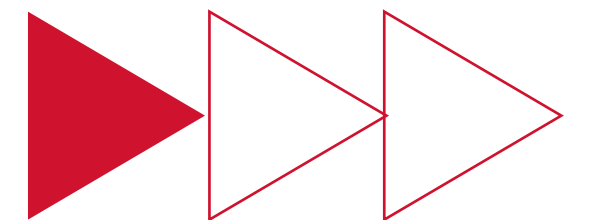
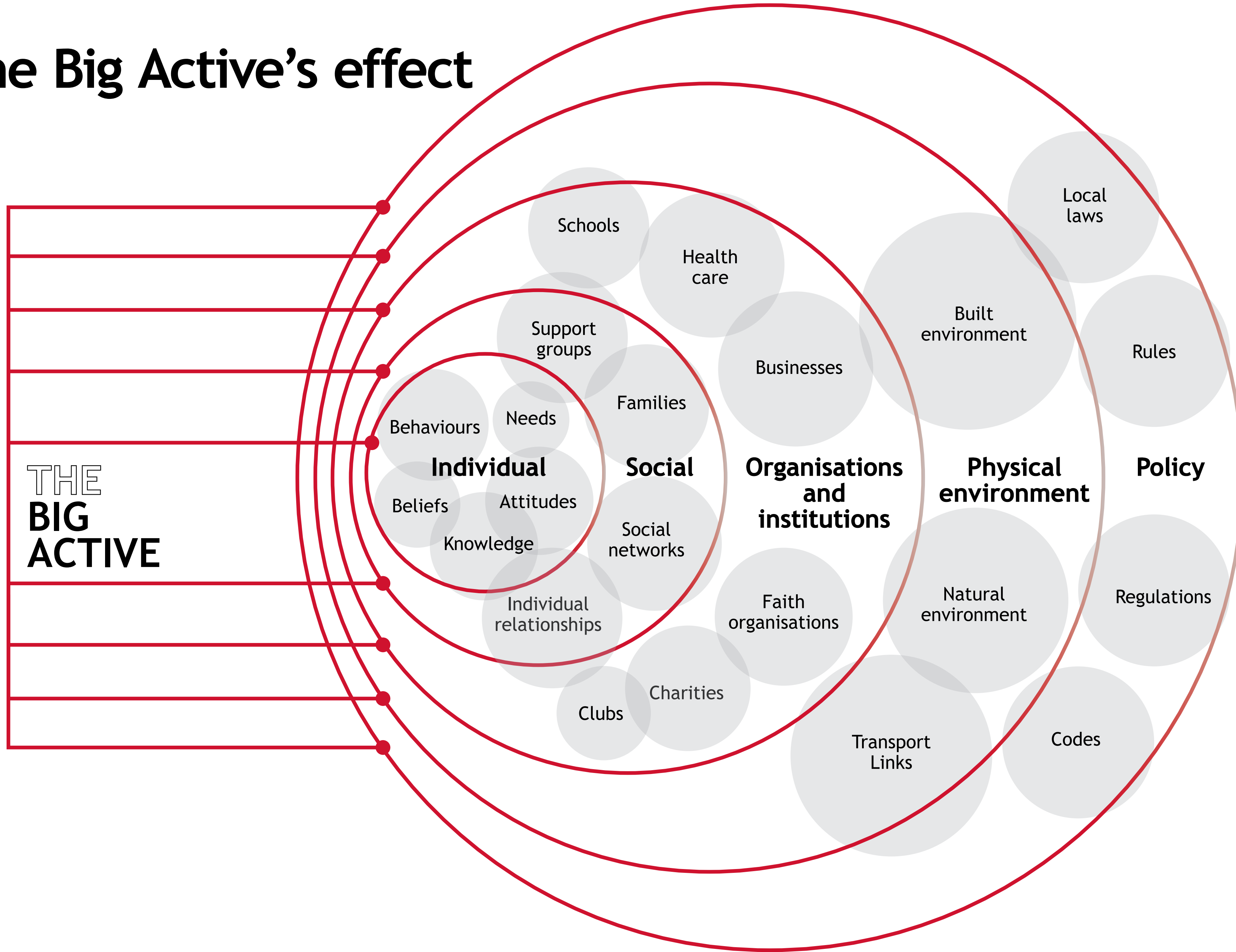
ACTIVE
PLACES

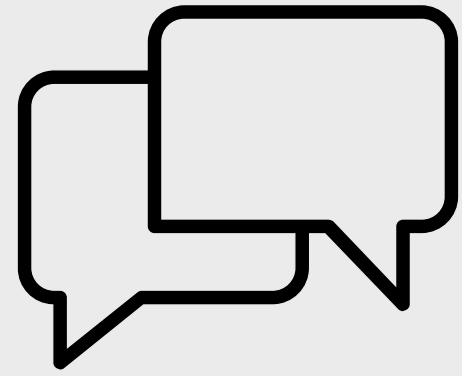


Working in complex ecosystems



The Big Active's effect

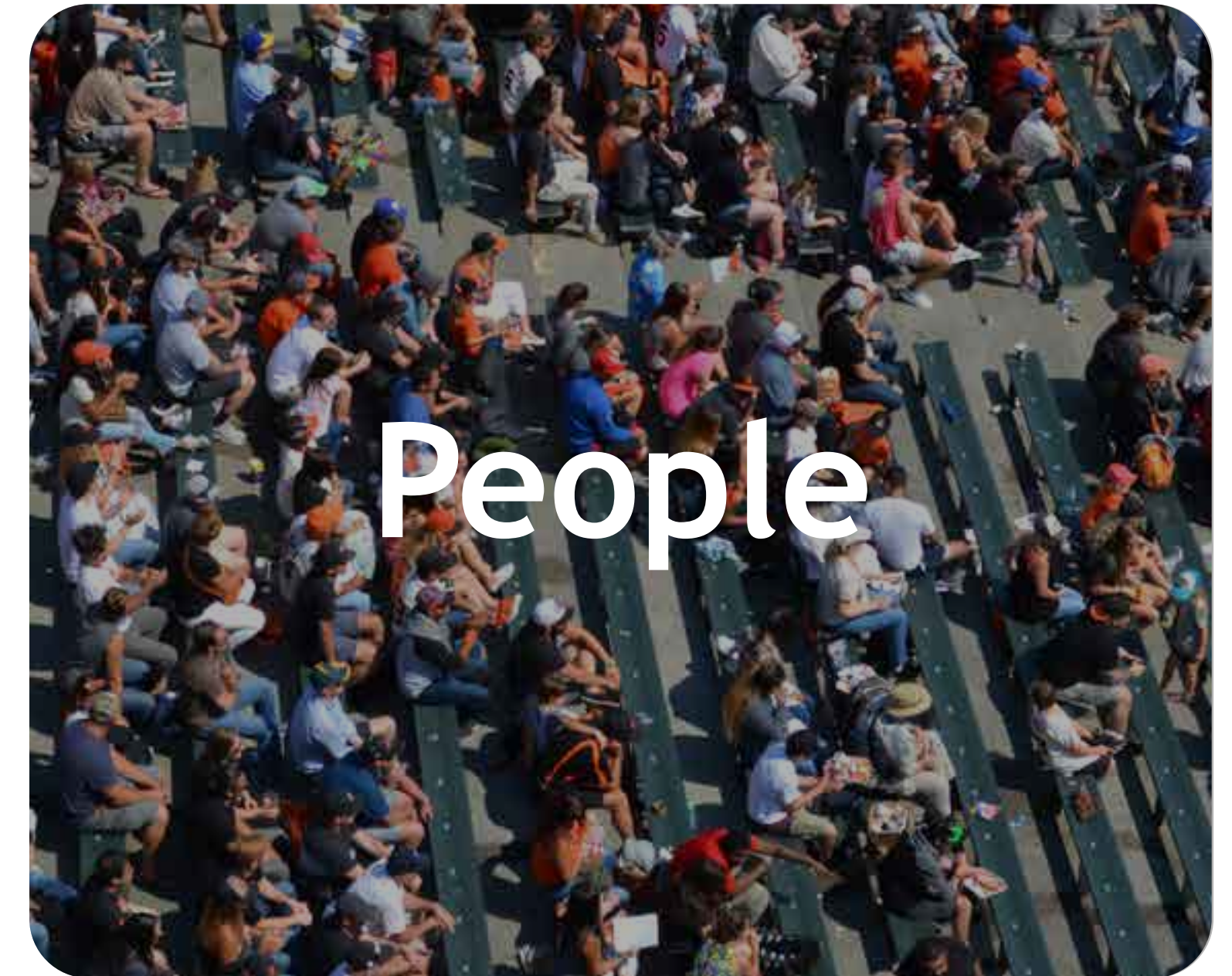




Local stories
and folklore



Environment
and built
facilities

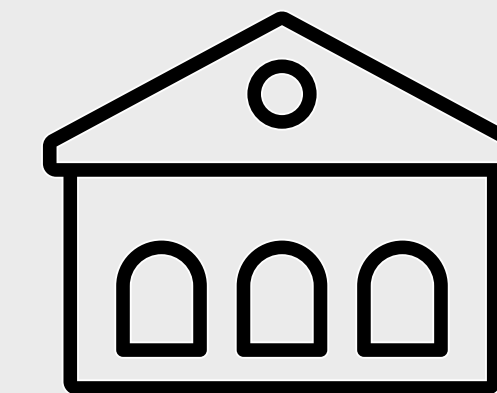


People

Working with
and alongside
community assets



Community
organisations
and groups



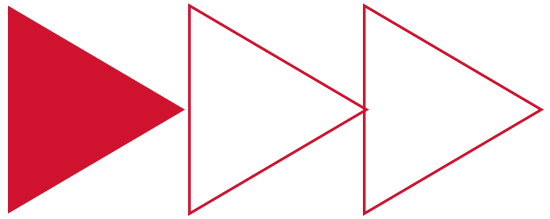
Public
institutions



Our 17 priority places



Active places as an anchoring approach

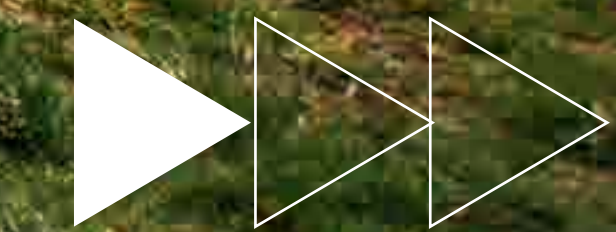




ACTIVE
LIVES.

ACTIVE
LIVES.

ACTIVE





Volunteering



Coaching

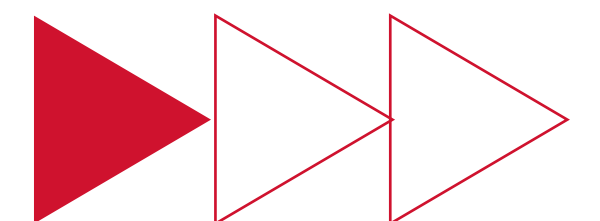
A focus on
outcome-based
impact



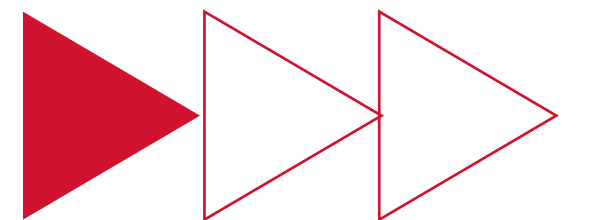
Competing



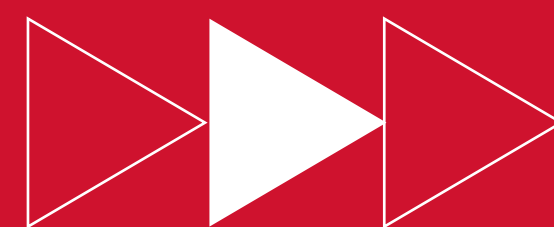
Taking part

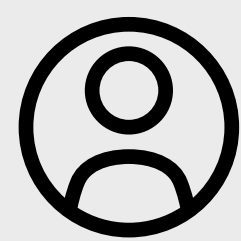


**“We want to focus more on
why people take part in
our sport, **how it shapes**,
adds value and
truly changes lives.”**



THE BIG INTENT





A richer and
more diverse
profile of
participants
and people



A strong core from which
to build and grow



A broader framework
of opportunities

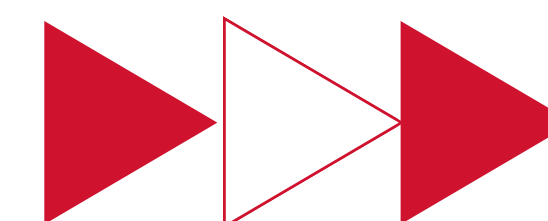
Our commitments



Priority places that
swim, bike, run

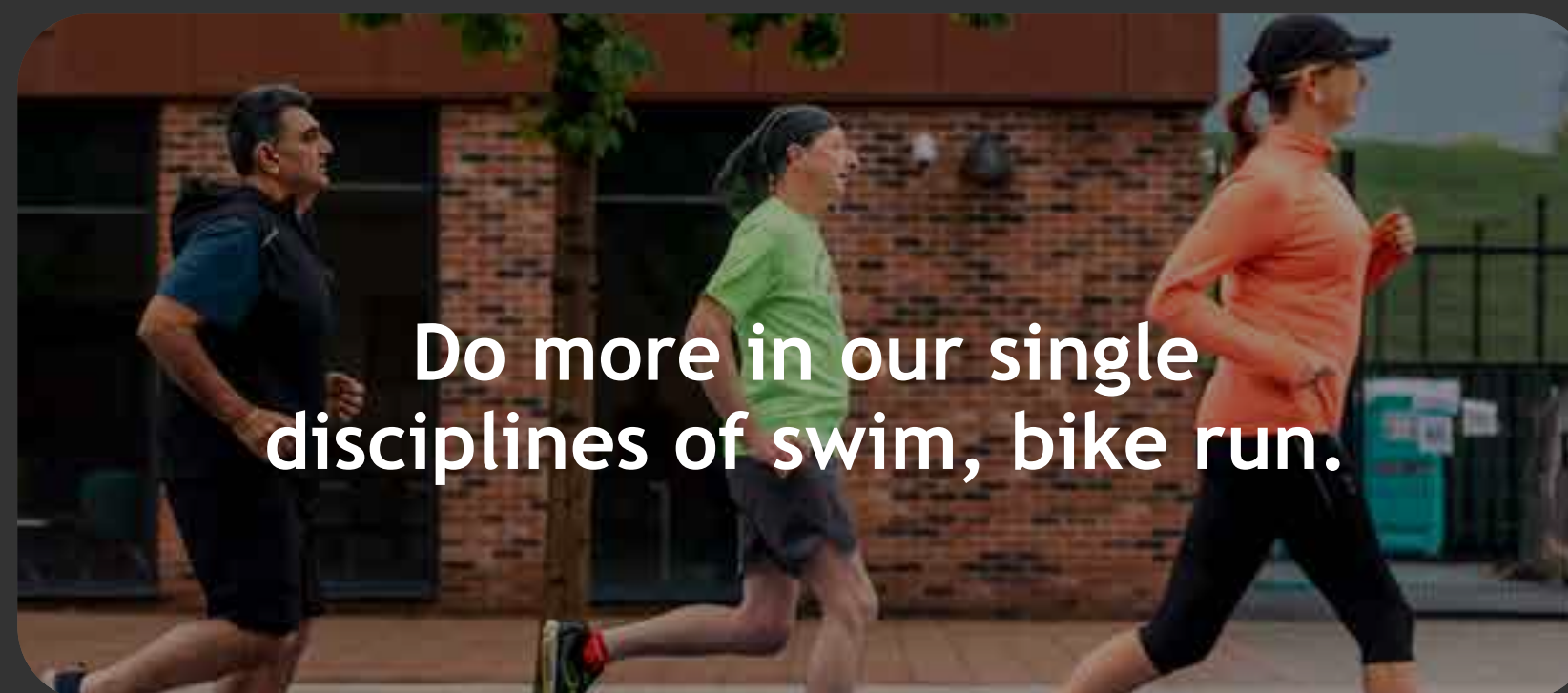


People who thrive;
for themselves and
for the sport





Apprenticeship
offer and employing
local people

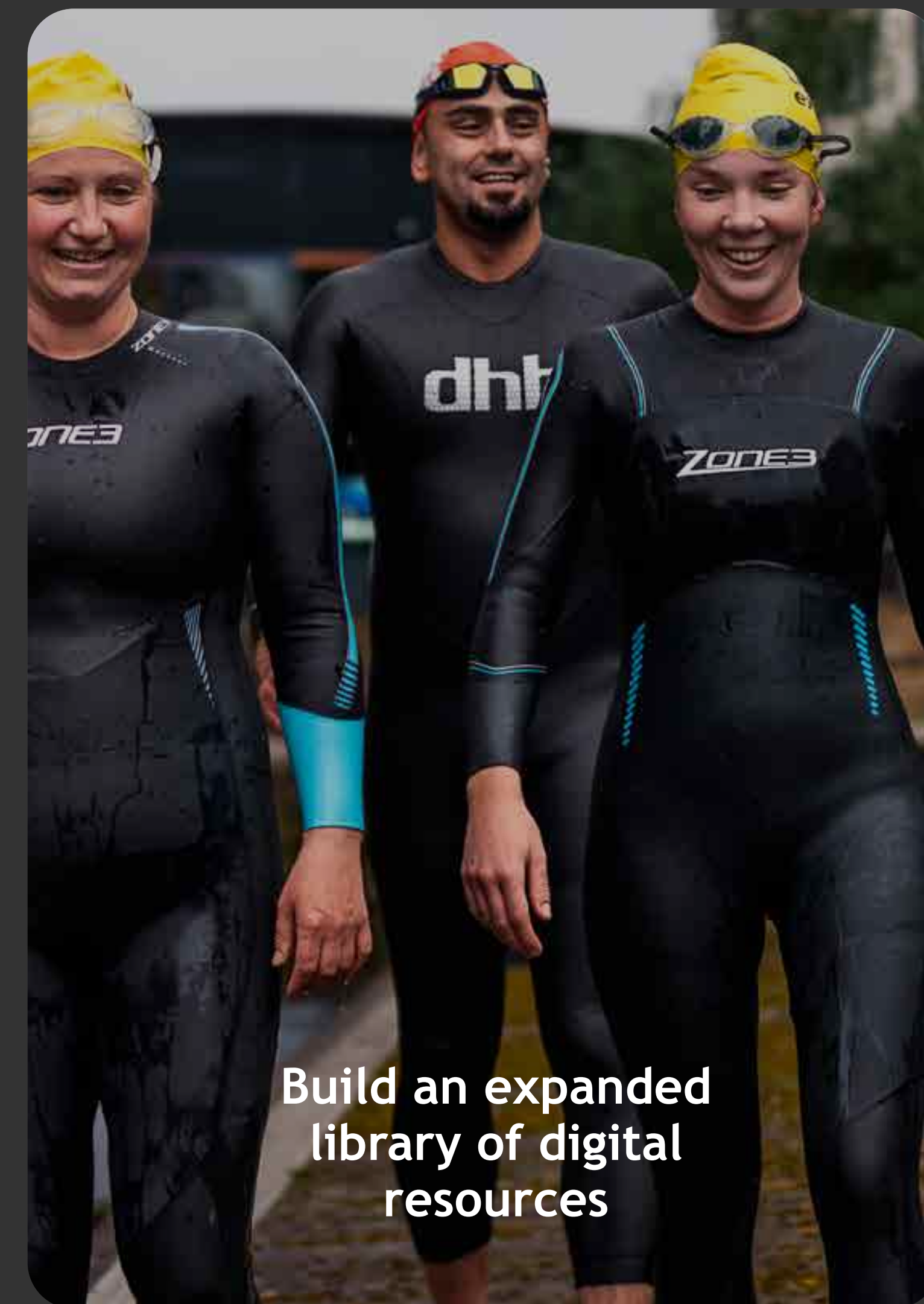


Do more in our single
disciplines of swim, bike run.

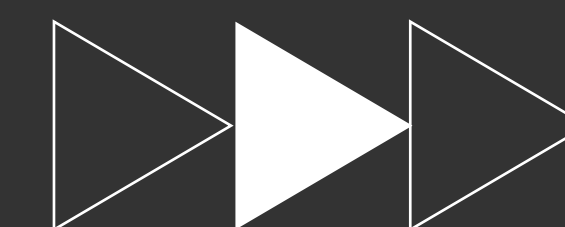
A richer and more diverse
profile of participants
and people



Partnerships with national
stakeholders both within and
beyond the sport and physical
activity sector.



Build an expanded
library of digital
resources





Establish new formal partnerships

Two priority places with embedded talent pathways



Priority places that swim, bike, run



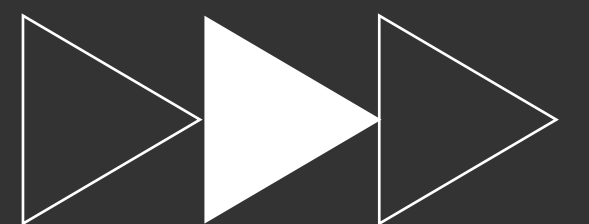
Recruit, train and deploy local people for locally-led growth



Contributing to local public health and social prescribing services



Enhanced support to affiliated clubs





Grow the number
of affiliated clubs



Club accreditation
scheme



high-quality
club affiliation



Robust standards
for safeguarding

**A Strong Core from which
to build and grow**



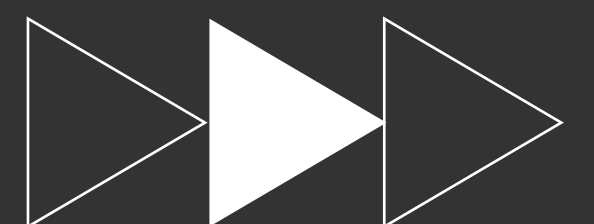
Club
development
offer



Support event
organisers of all types



Support our
regional
committees



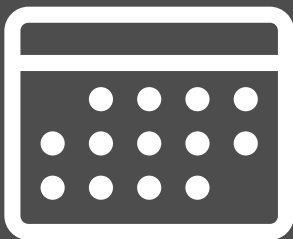
Swim, Bike, Run
brand housing
a range of
participation
programmes to
used flexibly



Inspiring and progressive
education offer



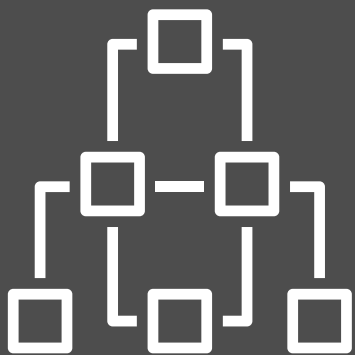
Offer for
families



Regular monthly
swim, bike, run offer



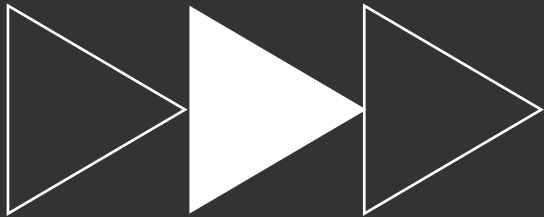
A broader framework of opportunities



Holistic competition framework
for Children and Young People



Open water swimming





Transformative review
of our workforce landscape



Innovative and
intuitive learning
environment



Supportive and
user-friendly
guidance

**People who thrive;
for themselves and
for the sport**

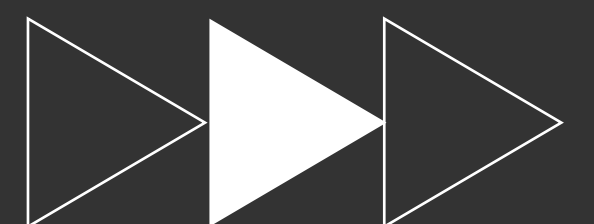


World-class workforce
education and
development programme

Clear
guidance
for our
workforce



Embrace those with single
discipline expertise and
qualifications



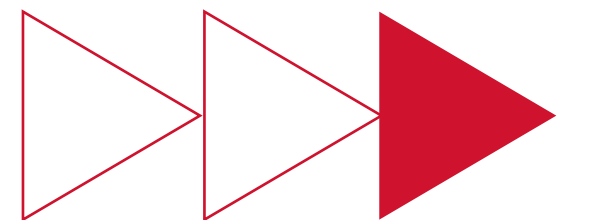
THE

BIG

FORMULA



**“To deliver the aspirations
of The Big Active, we need
to think differently about
the way we do things.”**





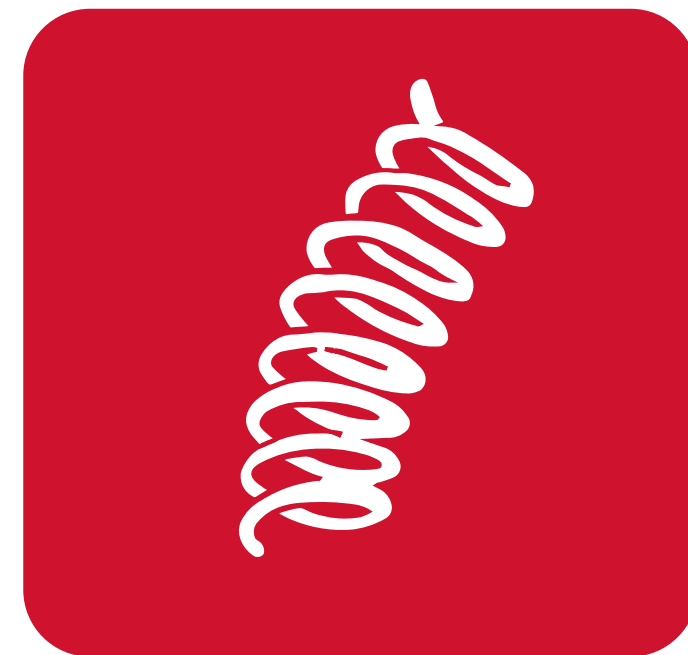
**Authentic
partnerships**



**Test and
learn**



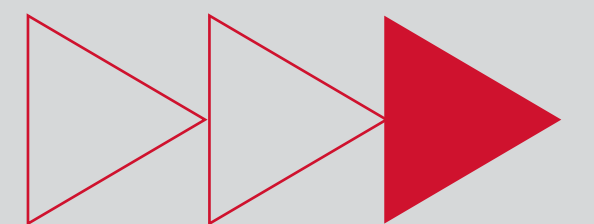
**Meaningful
impact**



**Diverse and
flexible offers**



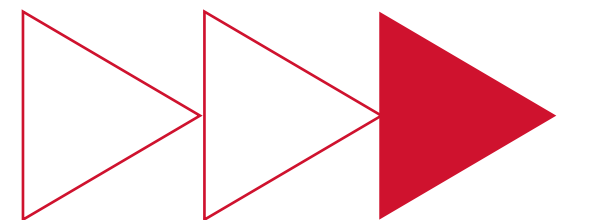
**Customer-centred
technology**





Authentic partnerships

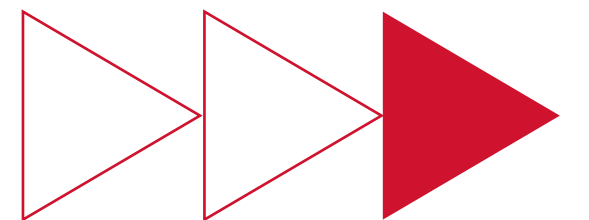
We will work in genuine, mutually-beneficial partnership to extend our reach and reduce complexity for local systems.





Test and learn

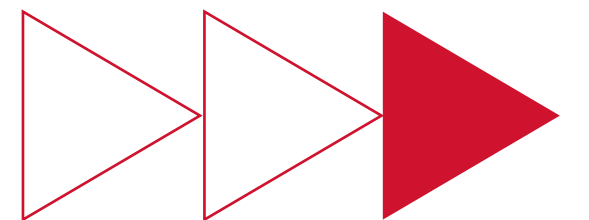
We will trial new ways to grow swim, bike, run,
with an ethos where we are not afraid to fail.
This is part of our journey enabled by listening
to our community and it's stakeholders as we go.





Meaningful impact

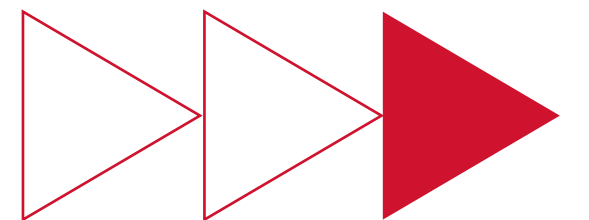
We will focus on the impact of swim, bike, run to individuals, communities and ecosystems, articulating this to drive greater growth and investment.





Diverse and flexible offers

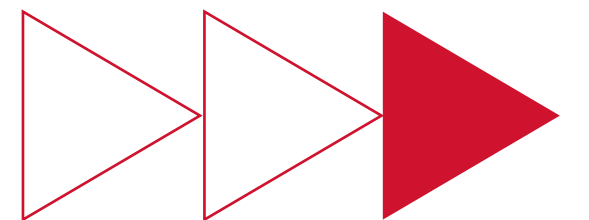
We will develop and provide a toolkit of programmes, education and resources to be used flexibly within local ecosystems as well as offered centrally.



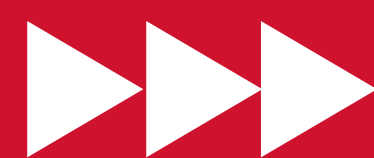


Customer-centred technology

We will embrace more innovative digital solutions to improve the user journey as people navigate through our sport as well as introducing new ways for people to take part and engage virtually.



THE BIG ACTIVE



JOIN US