

Move More, Live Well.



A Shared Movement for Lancashire.

Our collective 10-year strategy to embed active, healthy living into everyday life.

Why this matters

Movement is not a luxury — it is essential. It fuels healthier lives, stronger communities, a thriving economy and more sustainable systems. But access to its benefits is not equal. Together, we're working to change that — so everyone in Lancashire has the chance to move more and live well.

Our vision

A healthier, more active Lancashire where everyone can thrive — by embedding movement into everyday life and empowering communities and systems to lead lasting change.

Our purpose

To use the power of physical activity to transform lives, reduce inequalities, and strengthen communities — putting people and place at the heart of everything we do.

Our values

We live these values every day — in how we lead, how we partner and how we show up for Lancashire:

People First – We build everything around real lives, relationships and needs.

Everyone Counts – We champion inclusion and make sure no one is left behind.

Working Together – We achieve more by listening, learning and acting as one.

Influencing Change – We lead by example and inspire others to think and act differently.

Forward Thinking – We stay curious, adapt boldly and always look ahead.

Passion – We care deeply about what we do — and it shows in every step we take

Our priorities

We're focusing our energy where it matters most:

1. Inequality – Reaching those with the least access and co-creating solutions rooted in fairness, inclusion and lived experience.

2. System Leadership – Embedding movement into policies and services through collaboration and lived insight

3. Place Leadership – Supporting and scaling what works through long-term, local partnerships.

4. Children & Young People – Embedding healthy habits early through youth-led, inclusive and culturally relevant opportunities.

5. Health – Making movement a core part of prevention, care, and mental wellbeing across health systems.

6. Environment – Championing sustainability, active design and accessible green and blue spaces.

How we work: our model for change

Engage – Building shared purpose and trust to align goals and drive collective action.

Empower – Supporting people and communities to lead their own change.

Enable – Embedding movement into everyday life — from mindsets to systems and spaces.

This is guided by data, community insight, and a clear Theory of Change.

Success looks like...

...more people active, especially where it's needed most. Systems transformed. Green and blue spaces thriving. Young people leading the way. Real change, led by all of us.

What's next?

This isn't just a strategy — it's a movement. Every conversation, connection and action counts. Keep it alive in your work. Share it. Shape it. Live it.

Let's move Lancashire forward — together.