

EMD UK 5 YEAR STRATEGY

What it means to you



OUR VISION

Healthier communities through group exercise.

OUR MISSION

Supporting group exercise instructors to be the best they can be.

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We've created a new strategy for the next five years which focuses on supporting instructors to be the best they can be. We will do this by providing leadership, influencing the sector, collaborating with partners and tackling inequalities; we will also work closely with partners to create a high-quality, empowered workforce through appropriate governance and regulation.

We've made a lot of changes internally in order to delivery this strategy, removing services which put us in competition with others and adding capacity for insight, sharing good practice and ED&I. If you're a group exercise instructor, we want to support you. If you are a partner, we want to collaborate with you. These are exciting times and we're ready to go!

Marcus Kingwell, CEO, EMD UK

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OUR ROLE IN THE SECTOR



To be the leader, influencer, collaborator and coordinator across the group exercise sector with a focus on the instructor workforce.



To be the voice of group exercise, providing advice, support and guidance to the workforce and wider ecosystem to achieve greater collaboration and to create healthier communities.



To create solutions for the problems that instructors face, as well as identify opportunities for improvement.



To raise standards in the group exercise instructor workforce, leading to higher quality experiences for all.

OUR VALUES AND BEHAVIOURS



WE SUPPORT



WE COLLABORATE



WE ARE INCLUSIVE



WE ACT WITH INTEGRITY



WE ARE AMBITIOUS