

# 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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Our strategic direction is focussed on EMD UK being the go-to organisation for participants, instructors, organisations, and the media for expert advice about all things group exercise. To facilitate the continued growth of the sector we have revised our strategy to focus on providing quality membership offers, content and resources as well as ongoing help and advice to instructors, supporting them at every stage of their career.

Aligned with Sport England's 'Uniting the Movement' at the heart of which sits tackling inequalities, we will take a lead role to support the group exercise sector, influence, collaborate and find solutions to the issues important to our workforce.

Gill Cummings-Bell, 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 play a lead role in tackling the inequalities that exists for both the group exercise workforce and participants to ensure the sector delivers inclusive and accessible opportunities.



To build relationships with sector partners and deliver our governing role in line with the workforce governance agenda.

## OUR VALUES AND BEHAVIOURS



WE SUPPORT



WE COLLABORATE



WE ARE INCLUSIVE



WE ACT WITH INTEGRITY



WE ARE AMBITIOUS