



the national governing body for group exercise

EMD UK STRATEGY

2022 - 2027



Introduction

from our Chief Executive



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

Our vision

Our vision is healthier communities through group exercise. We know this can be achieved because of physical, mental and social health benefits that group exercise brings.

Our mission

Our mission is to support group exercise instructors to be the best they can be.

Not only will we support instructors to get qualified and insured but we'll also support them to develop professionally, follow best practice and sustain their businesses in a changing world.

Our role

- 01** ⁰¹ To be the leader, influencer, collaborator and coordinator across the group exercise sector with a focus on the instructor workforce.
- 02** ⁰² 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.
- 03** To create solutions for the problems that instructors face, as well as identify opportunities for improvement.
- 04** To build relationships with sector partners and deliver our governing role in line with the workforce governance agenda.



Our Strategic Goals



Our three strategic goals underpin our mission and vision. They define what we need to deliver if we are to realise the direction we have set for the organisation.

STRATEGIC GOAL 01

To be the membership organisation of choice for group exercise instructors to join.

STRATEGIC GOAL 02

To have the most in-depth insight and resource base of any organisation for group exercise instructors.

STRATEGIC GOAL 03

To be the voice of group exercise; to represent and advocate for group exercise instructors in the sector and community.

Our strategic goals are underpinned by a series of strategic and operational plans; below those sit our programmes and infrastructure.

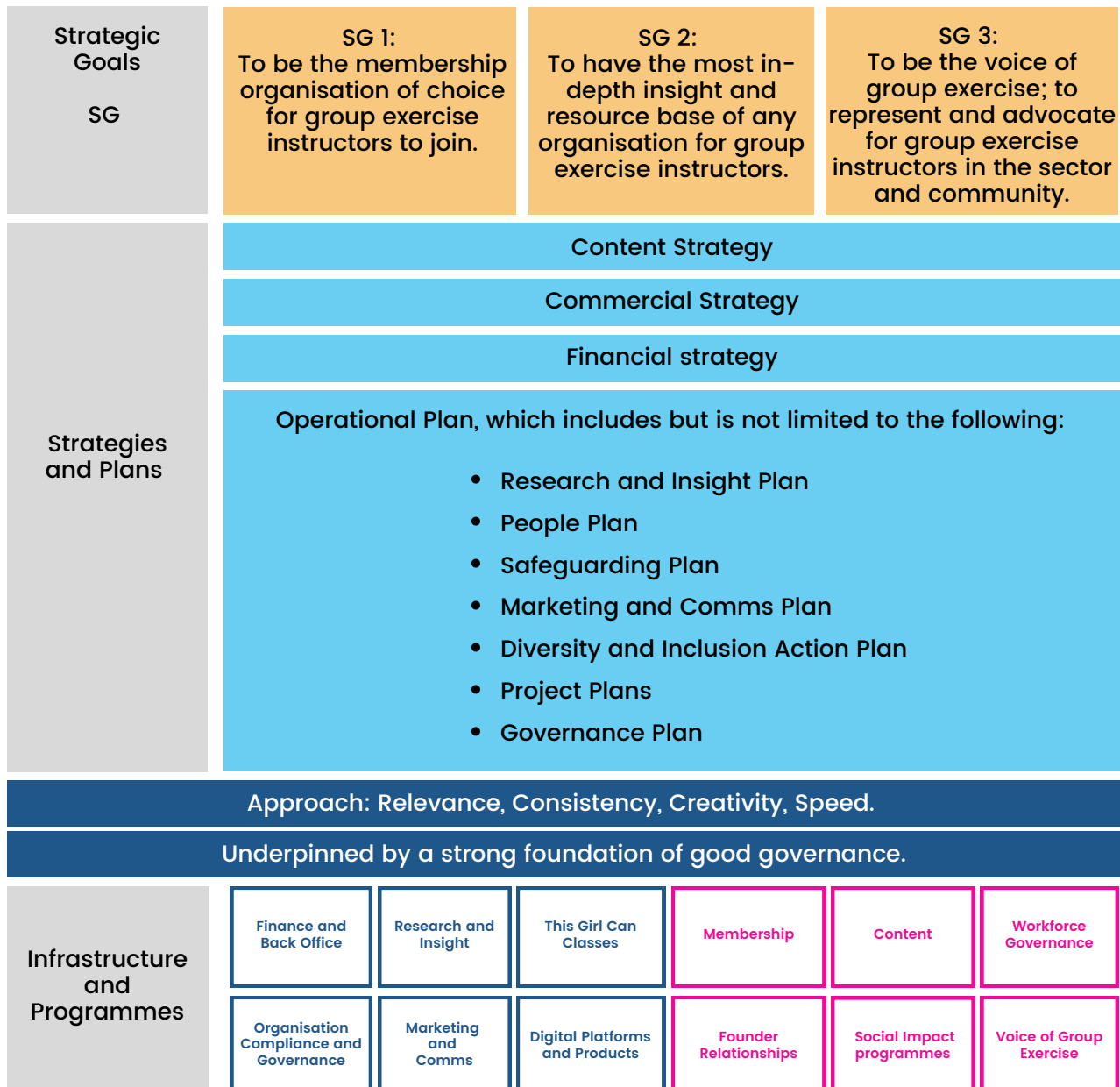
How our strategy and plans work together

Vision:

Healthier communities through group exercise.

Mission:

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



Our role in the physical activity world

Sport England's strategy, Uniting the Movement, sets out a vision for sport and physical activity in England: a nation of more equal, inclusive and connected communities; a country where people live happier, healthier and more fulfilled lives. EMD UK's vision and mission closely aligns with this vision and as such we fully support Uniting the Movement.

Sport England has invested in EMD UK as a system partner with two key roles in the physical activity ecosystem:

A systemic role

To connect and influence across the sector.

A governing role

To lead and regulate a discreet and defined part of the system with the ability to shape and influence it.

Systemic: Our long-term goal being 'To be the leader, influencer, collaborator, and coordinator across the group exercise sector with a focus on the instructor workforce. We have a clear ambition and strategic vision to be the voice of group exercise, with extensive plans to provide advice, support and guidance to the workforce and wider ecosystem to achieve greater collaboration and create inclusive and healthier communities through group exercise. We will champion the group exercise instructor and create solutions for them through our content strategy, membership strategy and commercial plan as well as our SE goals. Our content strategy will improve professionalism, ultimately leading to higher quality experiences for all.

Governing: Our long-term goal being "To provide leadership, innovation, and support for the group exercise sector. To be the go-to body for group exercise, collaborating with wider sector partners in creating and promoting standards of operation (e.g., safeguarding, EDI, QA, governance), and influencing adherence to those standards. To be the body which champions standards and supports group exercise instructors to be the best they can be. To build relationships with sector partners and deliver our governing role in line with the workforce governance agenda.

Safeguarding

EMD UK wants everyone to have positive, safe and enjoyable experiences when taking part in group exercise activities. We also want to ensure that all staff, teachers, instructors and volunteers are clear on what is expected of them when engaging with adults at risk and that best practice is central to all activities. So we have developed safeguarding policies for participants so that all involved know what processes and procedures to follow and who they can contact for help if they have any safeguarding concerns.

We will continue to ensure that safeguarding remains at the forefront of our work to influence best practice across the sector. Our safeguarding policy is underpinned by a detailed action plan.



Equality, diversity and inclusion

We pride ourselves on our commitment to equality, diversity and inclusion for our customers, our staff, and our stakeholders. Our approach is much more than compliance with the law; it is at the heart of our culture and values as a company.

We believe in the positive benefits of equality, diversity, and inclusion, not just for society but as a foundation to enhance the service and performance of our organisation. We believe group exercise breaks down barriers, fosters positive behaviours and offers an accessible activity that creates healthy communities.

Our goal is that equality, diversity, and inclusion is embedded in our attitude and our daily way of working. We want everyone who connects with EMD UK to feel respected and valued. We make every effort, every day, to be non-discriminatory, open minded and inclusive. We also recognise that our thoughts and deeds can always improve.

Our Board has approved an action plan that underpins our policy. It is an illustration of our commitment to live by our values and beliefs. We aim for our workforce and our organisation to be inclusive and supportive, where everyone enjoys the opportunity to be the best version of themselves.

Over this strategy period, the ED&I action plan will be replaced by a Diversity and Inclusion Action Plan in order to meet the latest best practice and requirements of Sport England.



Behaviours and values

Behaviours and values are important because they set out how things should be done and guide the behaviour of staff and board directors. The behaviours and values are:

WE SUPPORT

We support instructors to be the best they can be. We use our resources, expertise and influence to guide instructors individually and as a collective.

WE COLLABORATE

Our vision and mission matter for the health of all communities. We collaborate and seek a 'win-win' for the benefit of instructors, the wider physical activity sector and the nation.

WE ARE INCLUSIVE

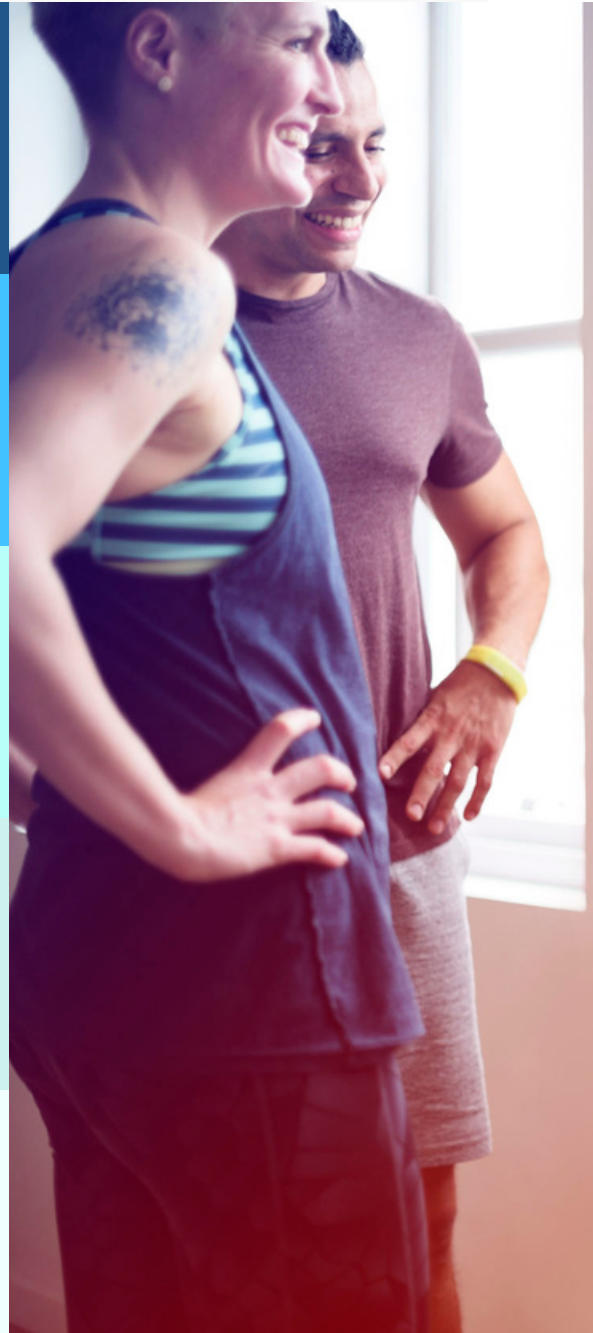
Group exercise is for everyone. We strive to ensure all instructors have the same opportunities from us, regardless of age, gender, ethnicity or ability.

WE ACT WITH INTEGRITY

Our customers and stakeholders expect EMD UK, as the national governing body, to be fair, consistent and do the right thing. We are honest, principled and have high standards. We deliver on our promises.

WE ARE AMBITIOUS

We think big! We always challenge ourselves and the sector to provide the best support and opportunities for instructors.



Strategy monitoring and evaluation

Progress towards vision and mission

Written annual statement published on website and shared with stakeholders.

Strategic Goals

On-going monitoring of the key results which underpin each strategic goal.

Sport England goals

Six month and end of year reports to Sport England. Also reported to board, SMT and staff.

Individual Objectives and Key Results

Monthly and quarterly monitoring of individual objectives and key results which drive the delivery of the strategic goals.



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