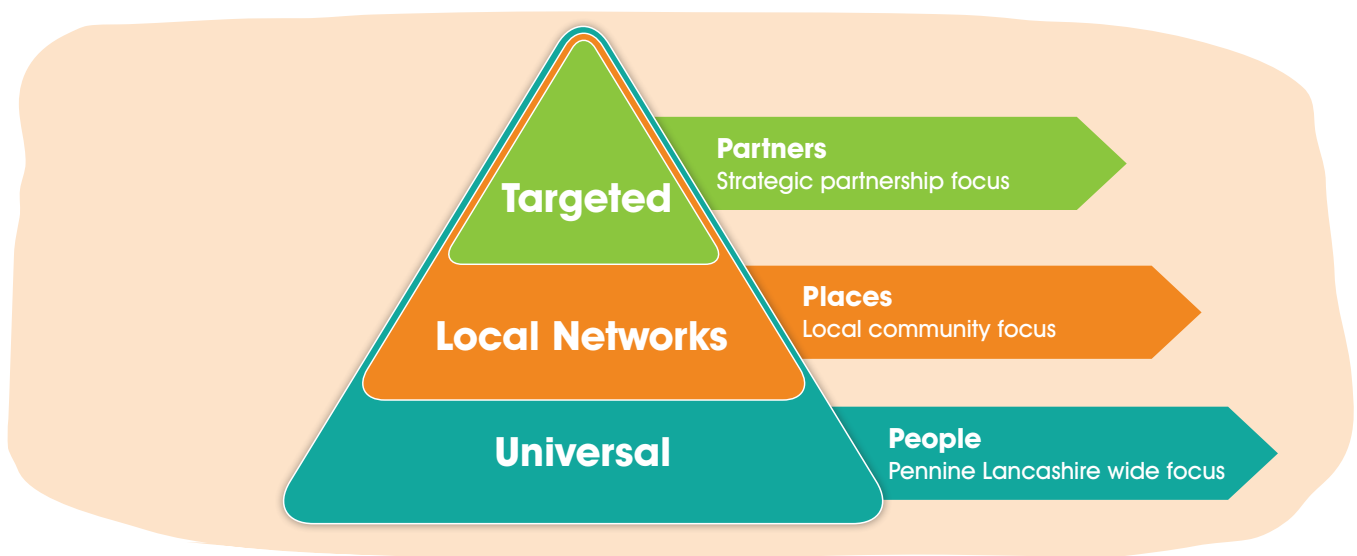


The Differentiated Approach

The Differentiated Approach is our way of structuring, managing and delivering our work. One of our key successes early on was to recognise that a small core team alone would not be able to deliver something that would reflect and celebrate the fabulous diversity that Pennine Lancashire offers. We needed partners from different places, backgrounds and organisations who could develop a local approach to tackling physical activity inequalities unique to their people and place.

The differentiated approach fits with well established partnership and place structures. It eliminates competition, avoids duplication and allows the development of plans that best reflect local needs.



The Differentiated Approach enables us to work at three different levels:

Targeted

Working alongside strategic partners on key physical activity challenges and opportunities in their area of work. Our targeted work streams include:



Local Networks

Taaf teams in each of the 6 districts of Pennine Lancashire, working alongside local people and partners to increase physical activity. Our local networks include:



Universal

Working with specific groups of people across Pennine Lancashire to discover opportunities to increase physical activity within their settings. Our Universal work streams include:



Key components of maintaining consistency of who we are and how we do things across the differentiated approach include the use of **Design Principles**, the **Shared Role Model** and **Creative Engagement**.