



Re-thinking Local

The role of physical activity in a changed society

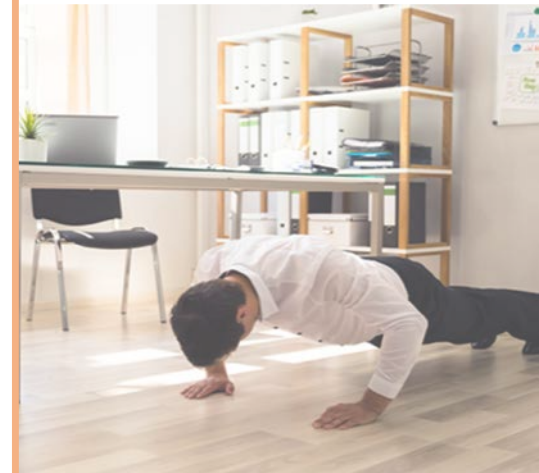
Baroness Tanni Grey-Thompson

Impact of COVID-19 on our communities

“Physical activity is a wonder drug we have never fully appreciated or harnessed as a nation. With the shadow Covid-19 casts over our society, that must now change”

Greg Whyte OBE, ukactive Board member and ukactive Scientific Advisory Board member

- Demonstration of the resilience of our people and institutions
- Exacerbation of an already overstretched health service
- Collective physical and mental health became national priority
- Physical activity sector is a public service essential to COVID-19 rehabilitation and recovery
- Fitness industry can support ambition for a ‘decade of prevention’



Shifting our priorities to focus on health and wellbeing

"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity"

World Health Organisation

- Prime Minister and his Government to lead a new public health initiative and tackling inequalities
- Bottom-up approach to Government commitment to improving wellbeing, reducing obesity and engaging inactive communities
- Local solutions to make a positive impact from cradle to grave
- Re-thinking the spaces, facilities and services we already have to improve public health and wellbeing



A sector well placed to support

“There is no situation, age and condition where exercise is not a good thing”

Professor Chris Whitty, Chief Medical Officer for England

£7.7 Bn

Annual contribution to the UK economy

7,239 sites

Across the UK

£3.3 Bn

Social value on account of improved health, reduced crime and increased educational attainment

10 Mn

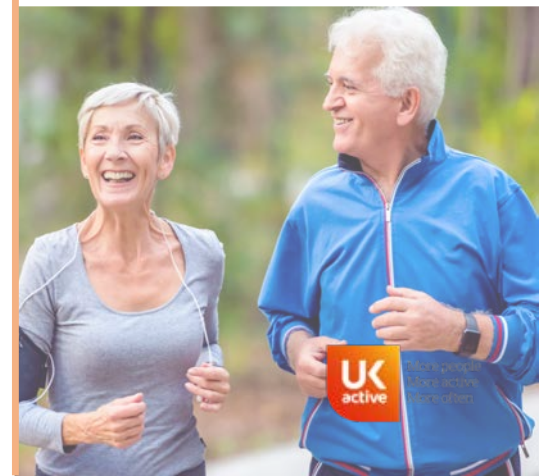
Members across the UK (15% total population)

20 chronic conditions

Can be prevented by regular physical activity

66%

Adults in England recognized the importance of physical activity for their mental health during lockdown



Rethinking public leisure to support community health

“The loss of our leisure centres would cause irreparable damage for those people who rely on their services most, from community groups who find connection within their walls to patients who rely on activity prescriptions to manage long-term illness or recovery”

Huw Edwards, CEO of ukactive

BAME groups make up

26%

of the membership in publicly operated leisure centres (but only make up 14% of the UK population)

8%

Public leisure members reside in the UK’s most deprived areas

48%

Public leisure operators in the UK are at risk of becoming financially non-viable or insecure over the next six months

Travel & leisure

Back us or risk losing half UK’s public leisure centres, industry warns

The Guardian, June 2020

Loss of public leisure would result in

£2.8 Bn

Loss of social value per year, based on the benefits provided to the nation’s health and wellbeing



Leveraging the sector for high street renewal and improved health

“If sport and activity hasn’t been part of your family life, it may not be something you are immediately drawn to. Therefore, how can we present opportunities and places to experiment and try movement in an inclusive way to all?”

Kate Hardcastle, Retail expert and commentator

- › Royal Society for Public Health: declining high streets negatively impact economic, social and public health of communities
- › Amidst widespread decline, physical activity sector one of two sectors growing on the high street in 2019 (PwC & Local Data Company)
- › Positive movement towards more flexible planning regulations as set out in the Prime Minister’s speech on 30 June 2020
- › Re-thinking empty spaces and underutilized capacity to support health outcomes



Using existing assets to support the health and wellbeing of C&YP

“We need to show young people that anything is possible, with the right mentors and by giving them access to safe community spaces, we can help them make real positive change.”

John McAvoy, Nike Ambassador and Iron Man Athlete

39%

Sports facilities in England sit behind school gates

Children lose up to

75%

Fitness levels over the 6-week summer holiday period

23 weeks

is the amount of time children face without activity provision due to COVID-19

150,000 children

Risk missing out on engagement this summer due to inability of children’s activity providers to run their programmes

1 in 5

Children aged 10-11 in England are obese

13%

Children aged 5 to 19 have at least one mental health condition in England



Moving forward: Opportunities at the local level

“Physical activity is a golden thread with the potential to address a myriad of public health issues, including improving the health of our children, ensuring the wellbeing of the nation’s workforce, tackling loneliness, and supporting an ageing society.”

ukactive

- Opportunity to leverage potential of physical activity sector to support public health and community resilience at local level by:
 1. Prioritising public leisure to support community health
 2. Leveraging the sector for high street renewal and improved health
 3. Using existing assets to support the health and wellbeing of C&YP
- National Summit 2020: Physical activity in a transformed society

