



More people
More active
More often

Ukactive/ APSE

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More people
More active
More often



“Physical activity is the golden thread that runs through our society, impacting on a myriad of social issues, from criminal justice to disability, from cradle to grave.”

Tanni Grey-Thompson Chair, ukactive

More people, more active, more often



Enabling and fostering partnerships throughout the physical activity sector.

4,000+ Members and Partners

Public Affairs & Policy

Raising physical activity as a top tier public health priority.



Defining the impact of physical activity on physical and mental wellbeing, and validating physical activity products & services.

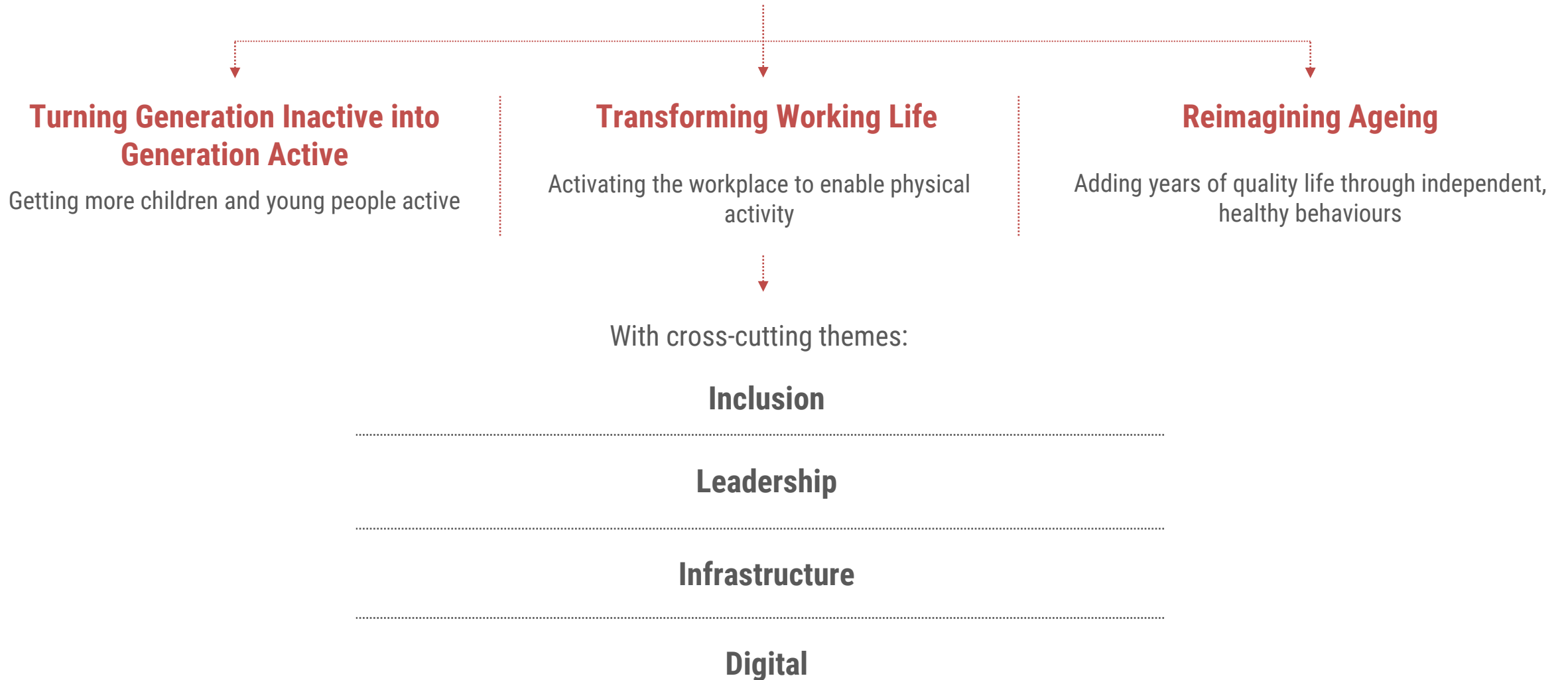
Research

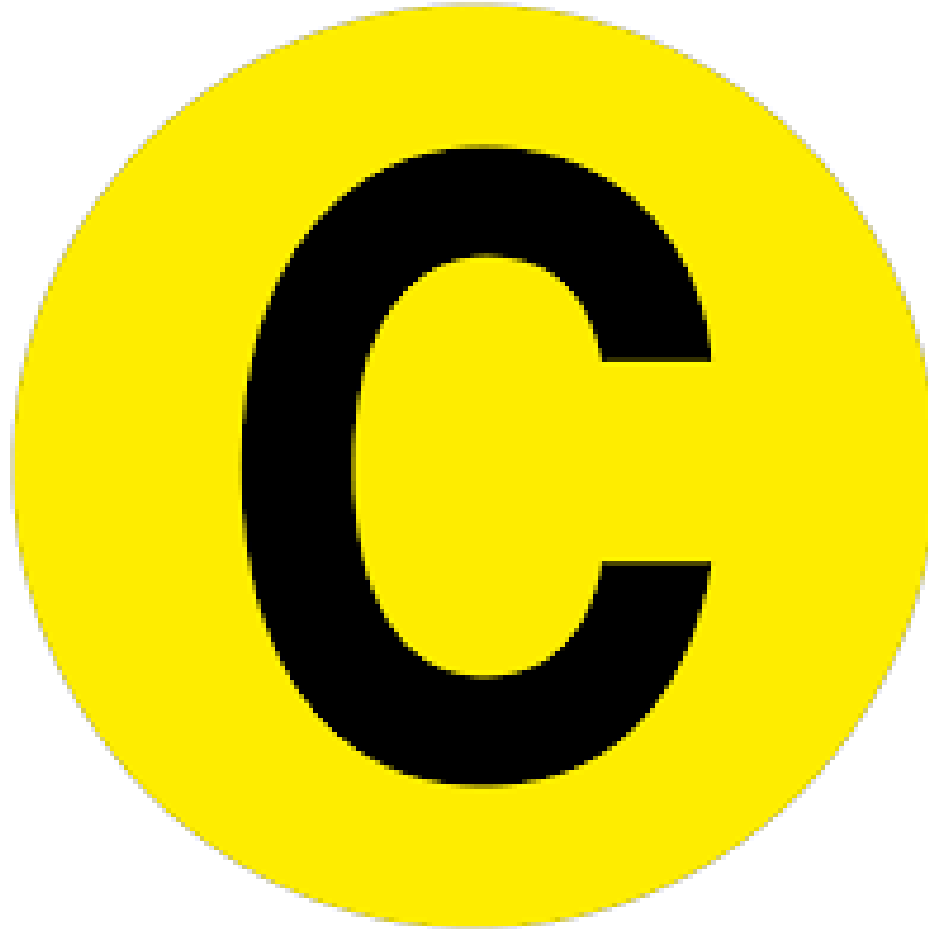
Projects & Campaigns

Enabling more people, to get more active, more often on a nationwide scale



Uniting the Movement of an Active Nation





- ❖ The industry response to Covid-19 and is there work still to do?
- ❖ What changes may we need to accommodate?
- ❖ Scenarios for the future of leisure and physical activity

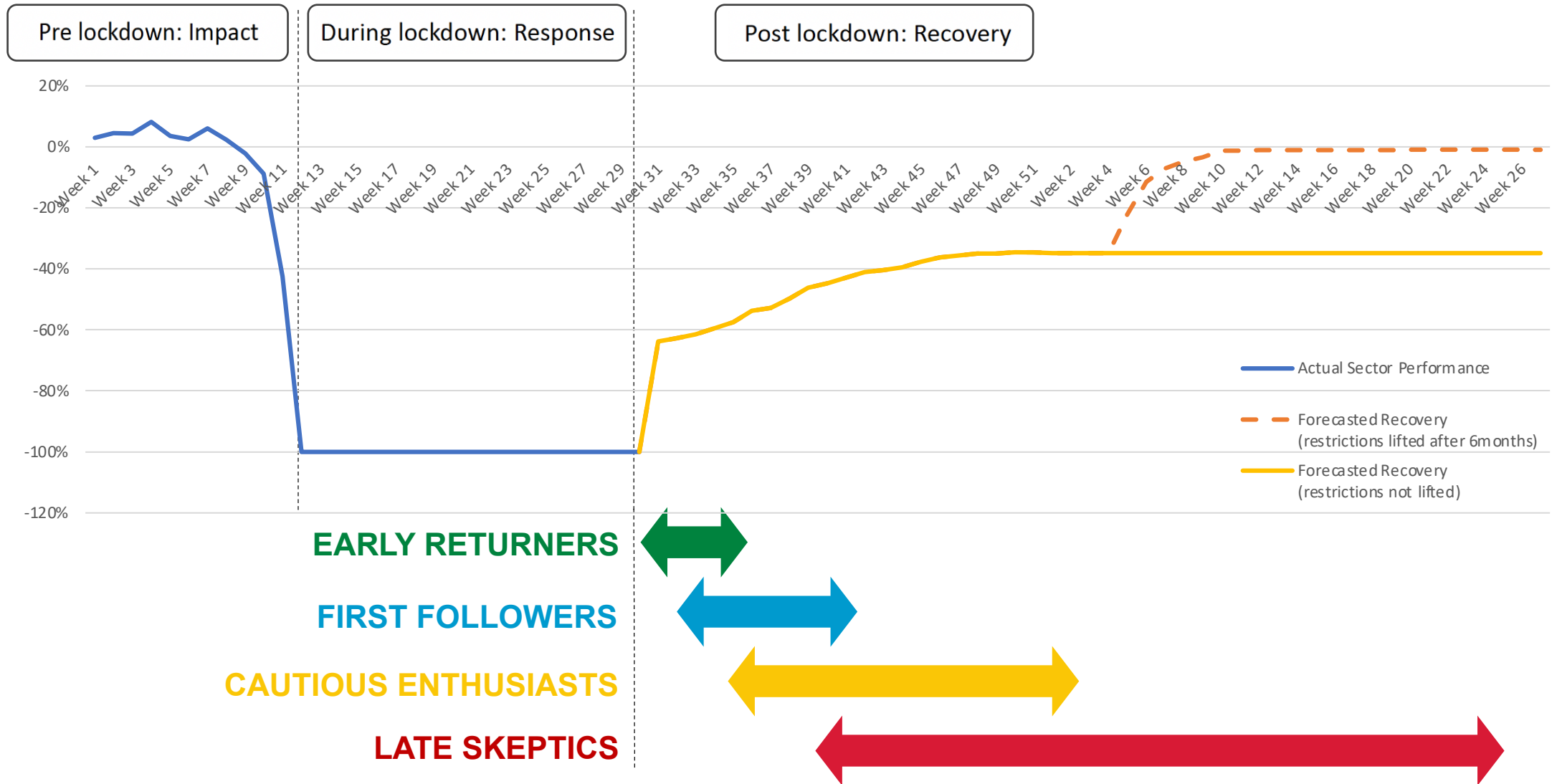
❖ Framework

❖ Research

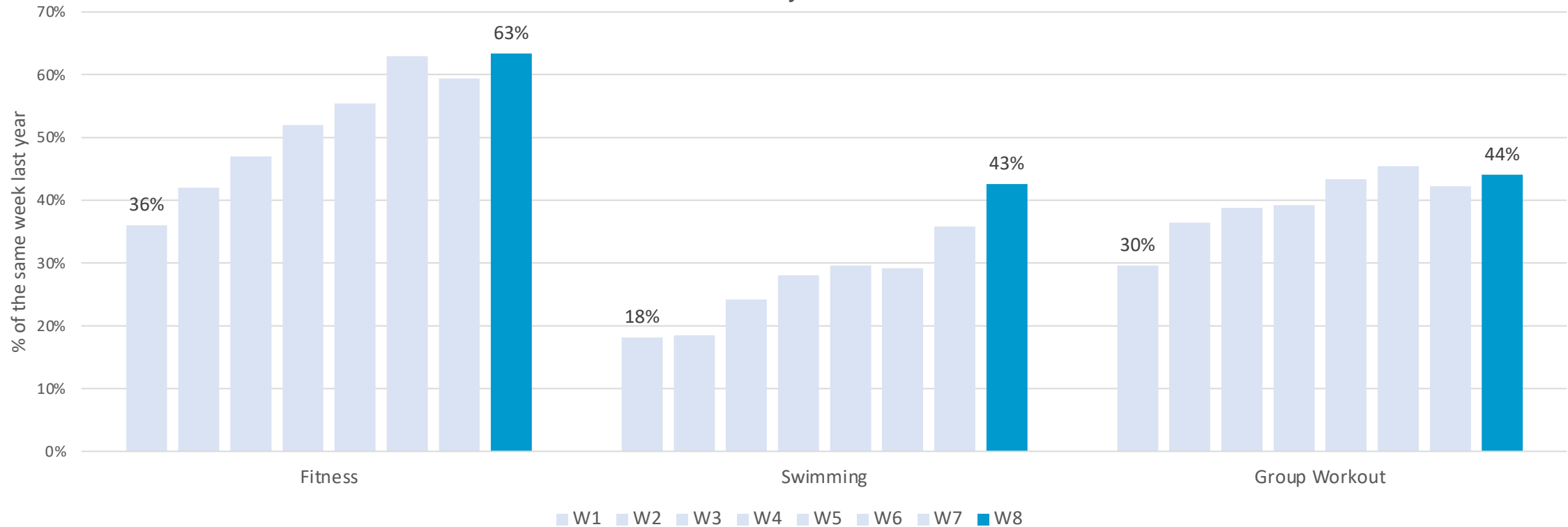
❖ Government / Stakeholder engagement

❖ Confidence / Campaign



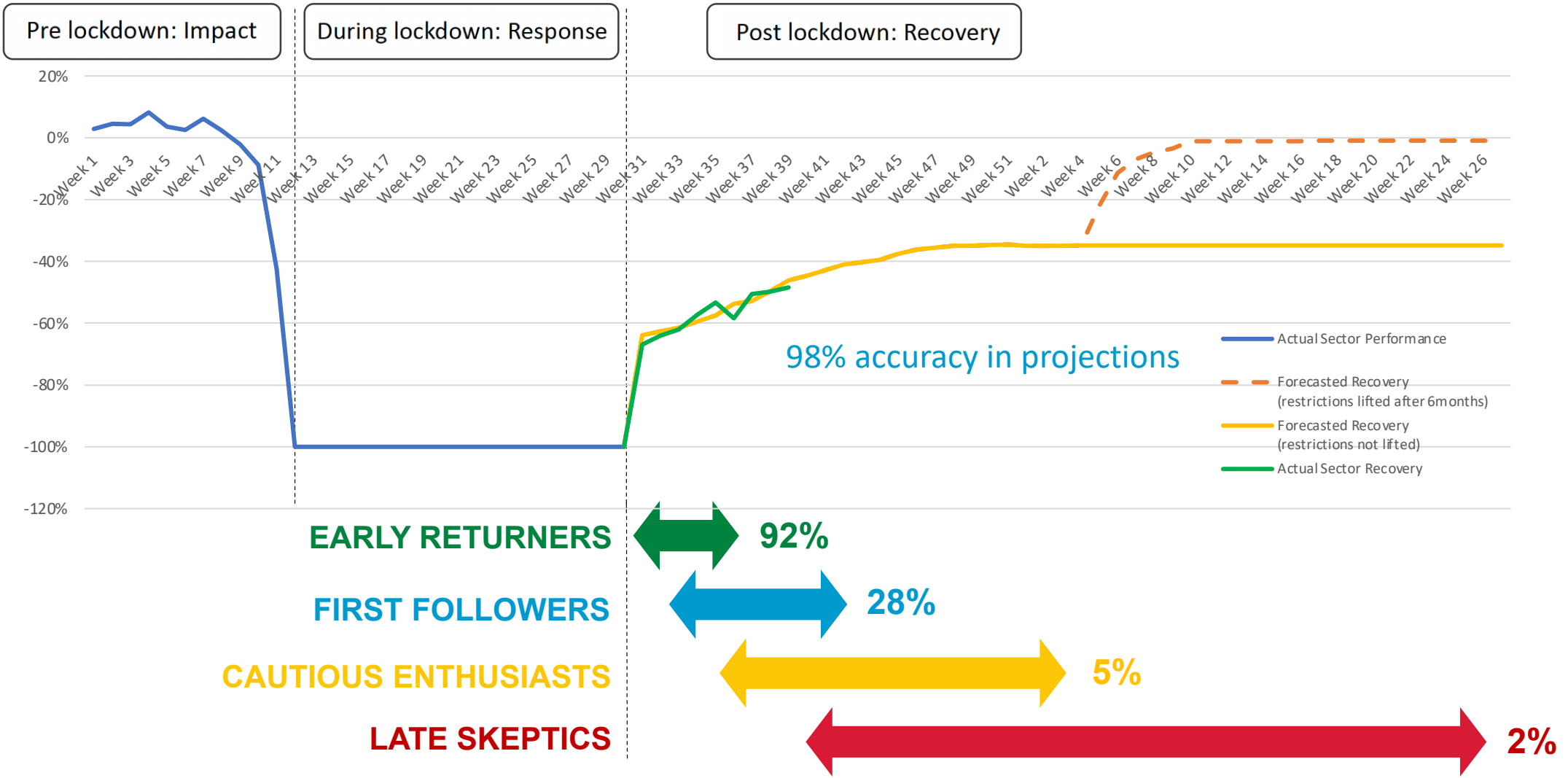


Sector Recovery Rates - Activities



Sample Size: 758 sites (like for like comparison), 4.7million visits

Sector recovery rates are presented as a % of visits in the same week last year.



- ❖ How do you benchmark?
- ❖ Who are you customers?
- ❖ What services do they want now?
- ❖ Lets not get carried away.....

- ❖ The industry response to Covid-19 and work still to do?
- ❖ What changes may we need to accommodate?
- ❖ Scenarios for the future of leisure and physical activity?



- ❖ Define what we do based on our results and capabilities
- ❖ Be prepared and adaptable
- ❖ Accountability for the Culture

- ❖ Recovery is a journey- *Build positive experiences and increase confidence*
- ❖ Your Service users are changing- *Analyse member profiles and use this to refine your offer*
- ❖ Sector collaboration and Sharing is key- *Unite and evidence the impact of the fitness sector.*

We are **ukactive** 