

Sport and Recreation Alliance

# The State of Play

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Prepared by Ricky Boardman  
Head of Research and Development - Sport and Recreation Alliance  
[rboardman@sportandrecreation.org.uk](mailto:rboardman@sportandrecreation.org.uk)

# The State of Play

- **Levels of Activity:**
  - Current position and key trends
  - Comparing ourselves to our 'nearest neighbours'
- **What are we doing about this?**
  - The campaign to '*Make the UK the most Active Nation in Europe*'
- **How can we do this, what are the challenges?**
  - Challenges for individuals
  - Challenges for strategic delivery partners
  - Challenges for direct deliverers
- **Developing our ask of Government**

# Current Position and Trends

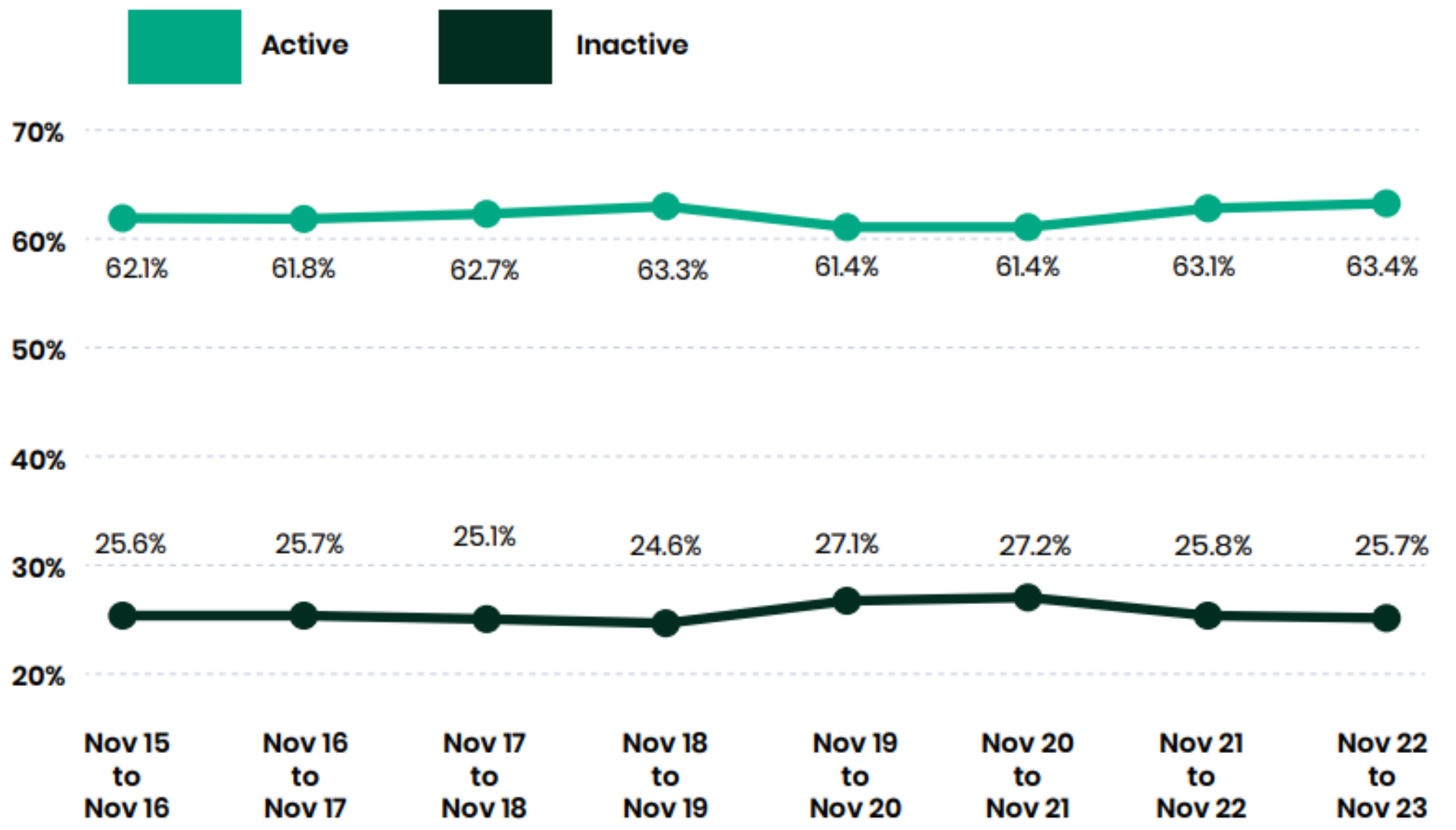
## CURRENT POSITION

- How active is the nation?
- Who is active and who isn't?

## KEY TRENDS

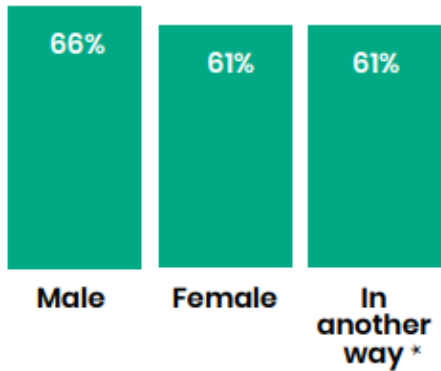
- How does this compare to past years?
- Key trends in activities / activity types

# Current Position and Trends

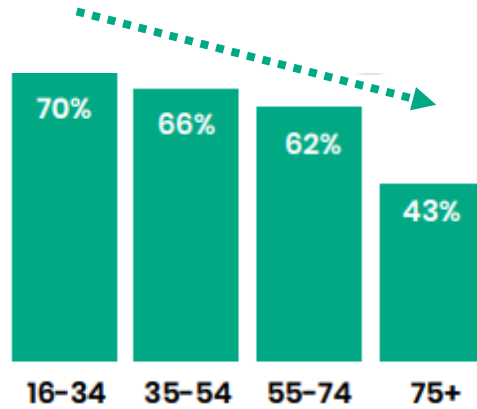


# Current Position and Trends

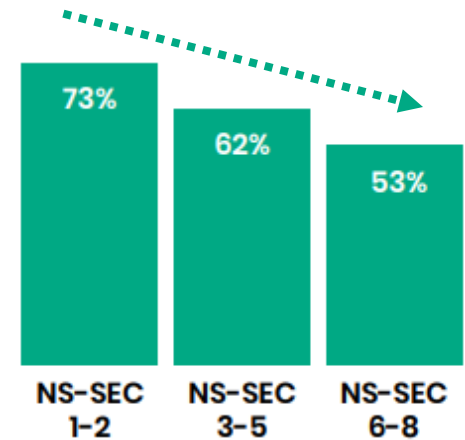
## GENDER



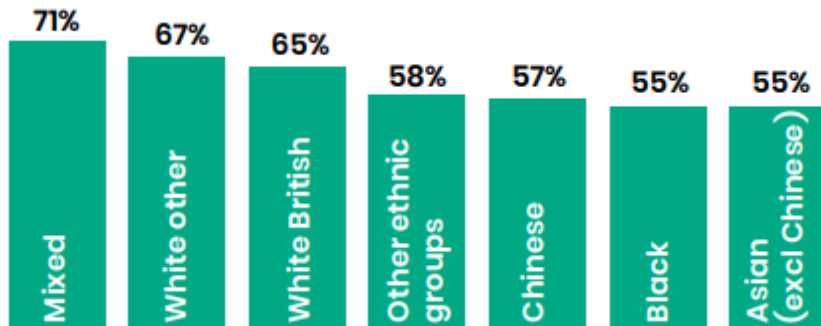
## AGE



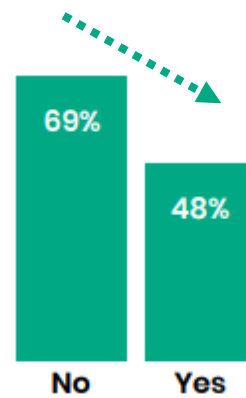
## S-SEC



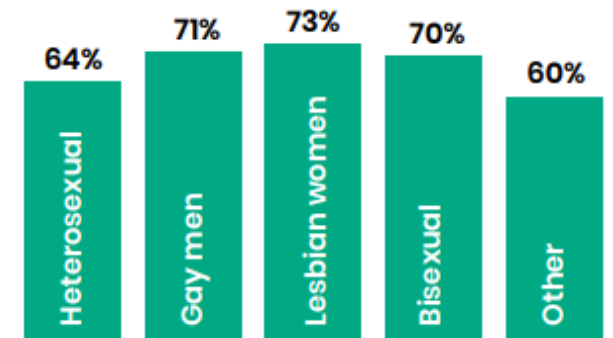
## ETHNICITY



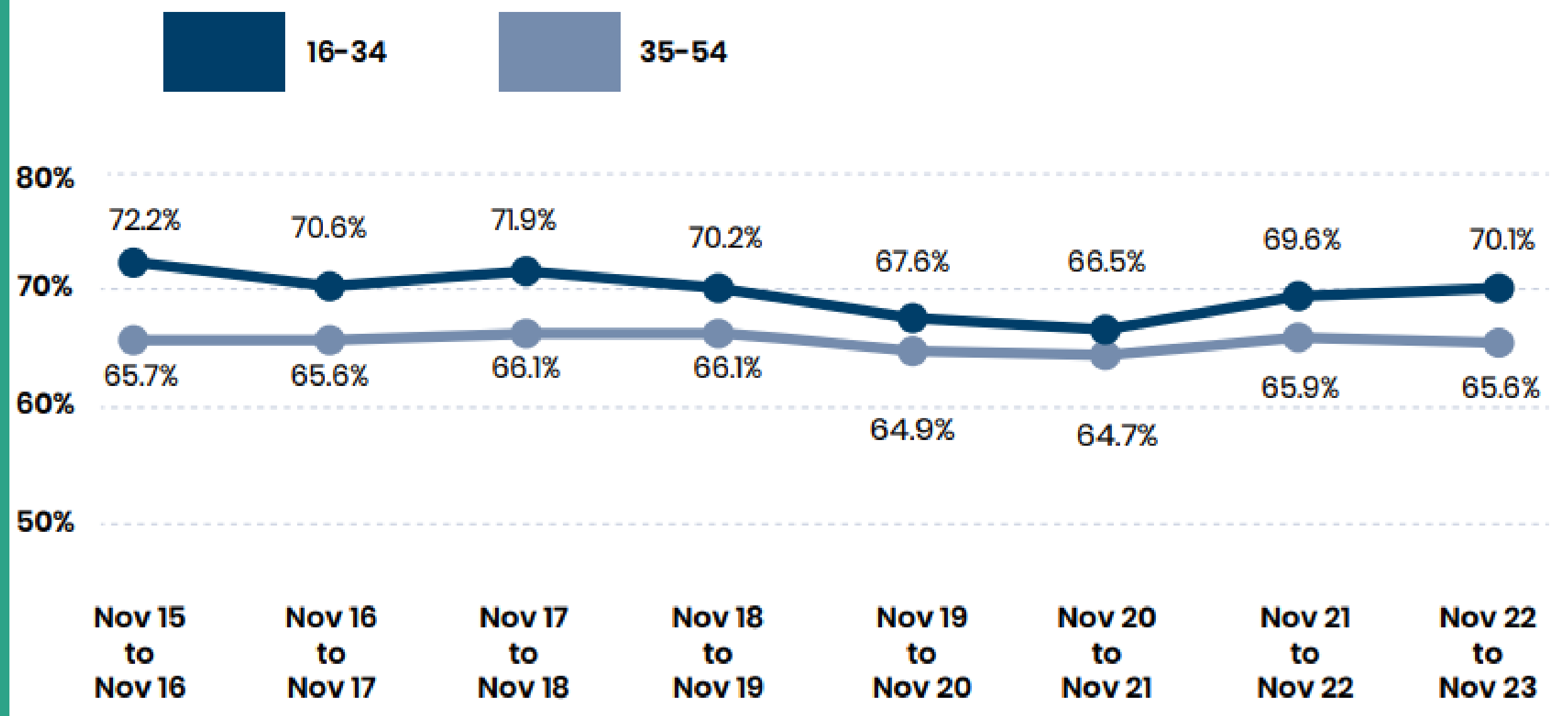
## DISABILITY



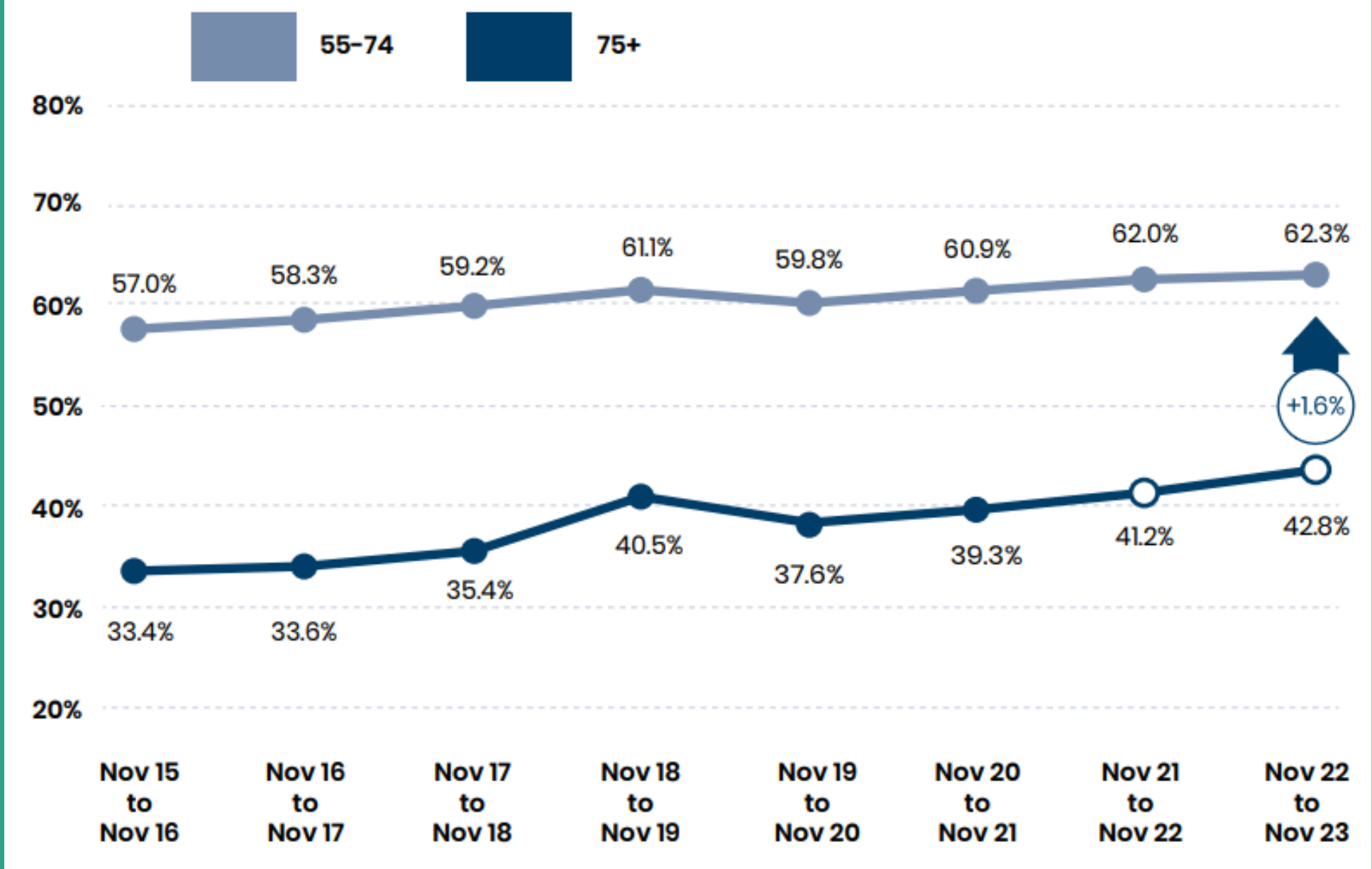
## ORIENTATION



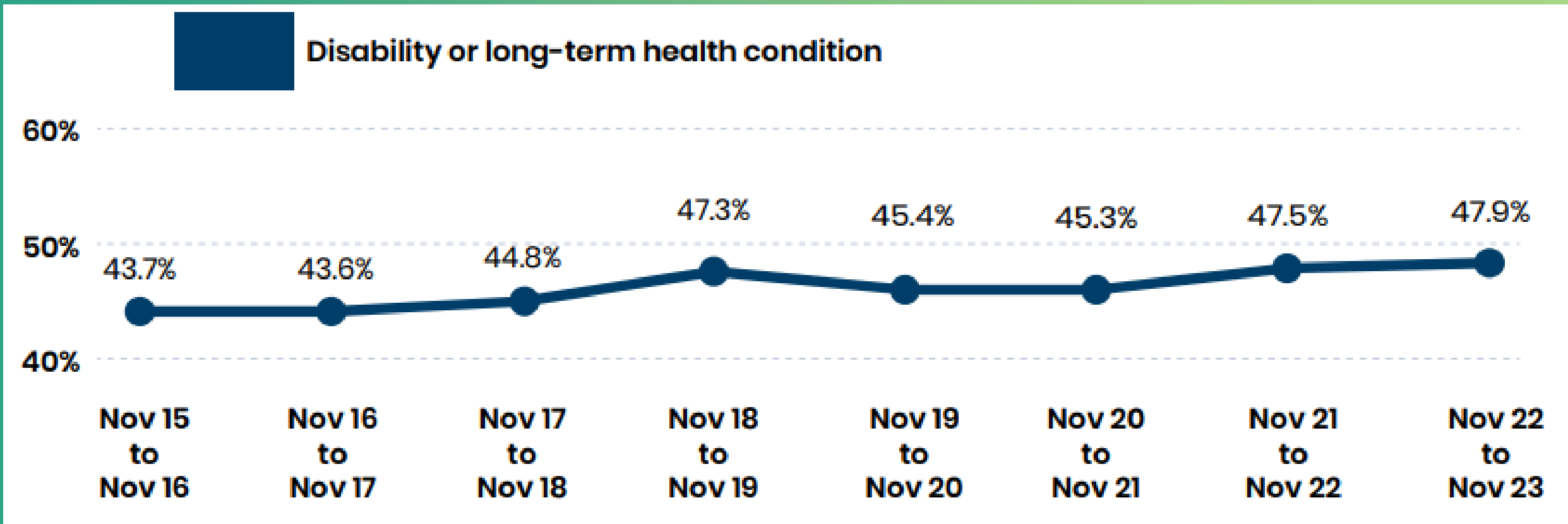
# Current Position and Trends



# Current Position and Trends



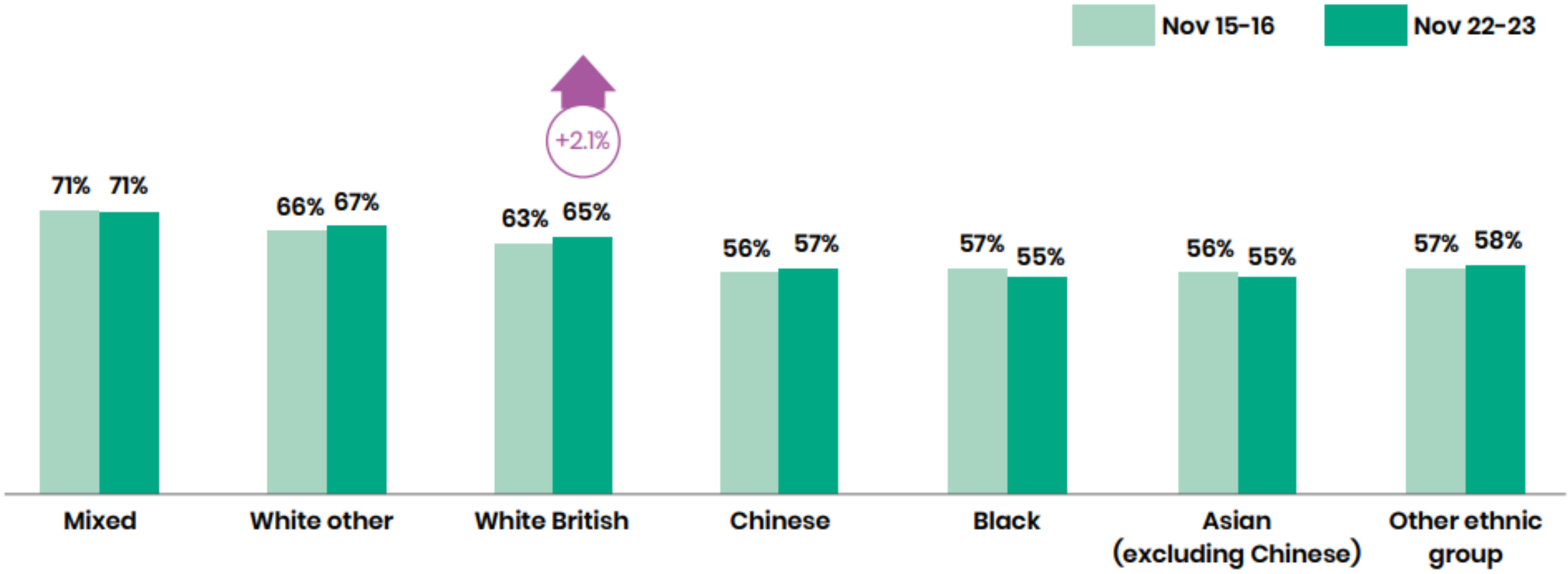
# Current Position and Trends



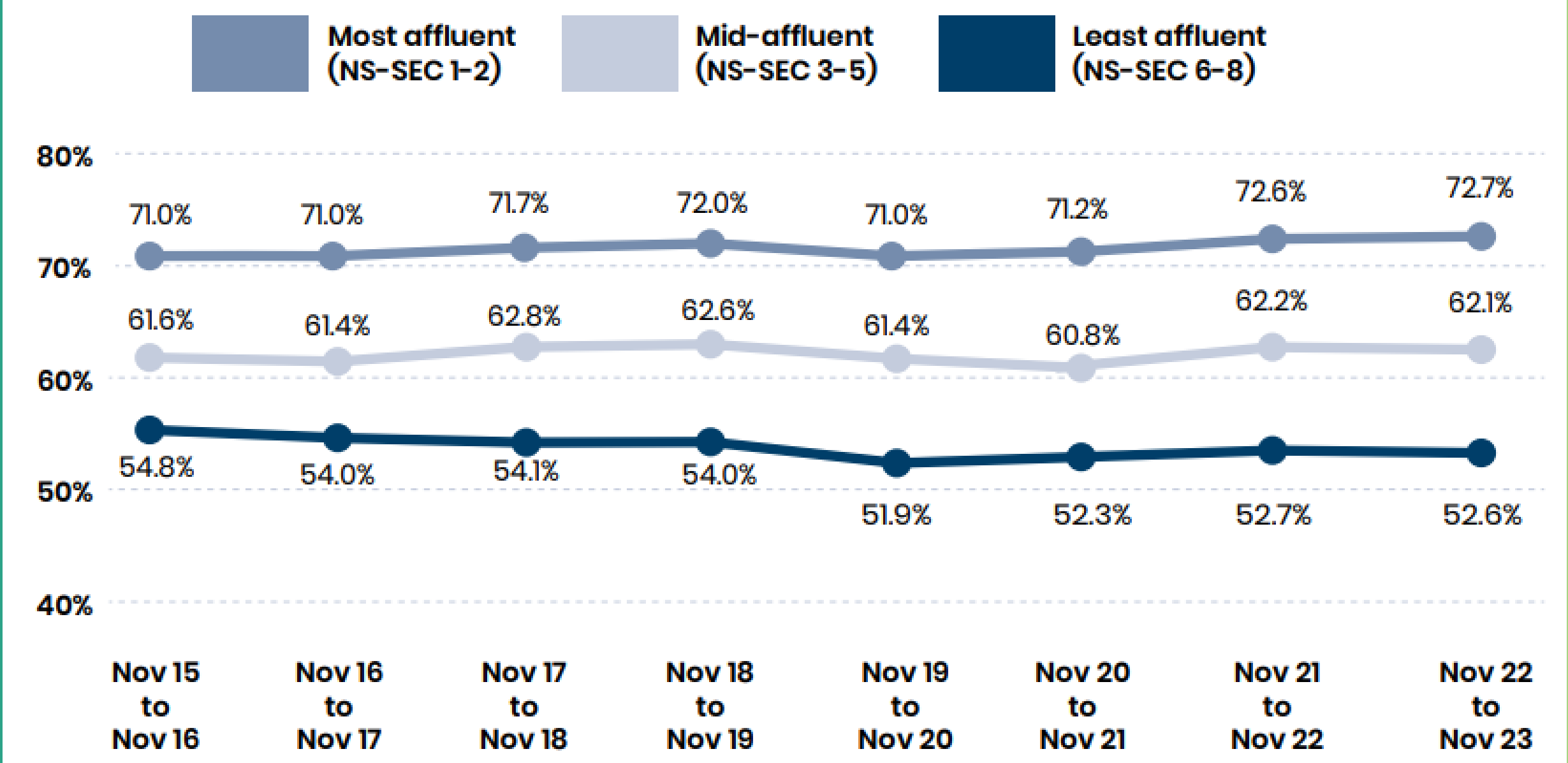


# Current Position and Trends

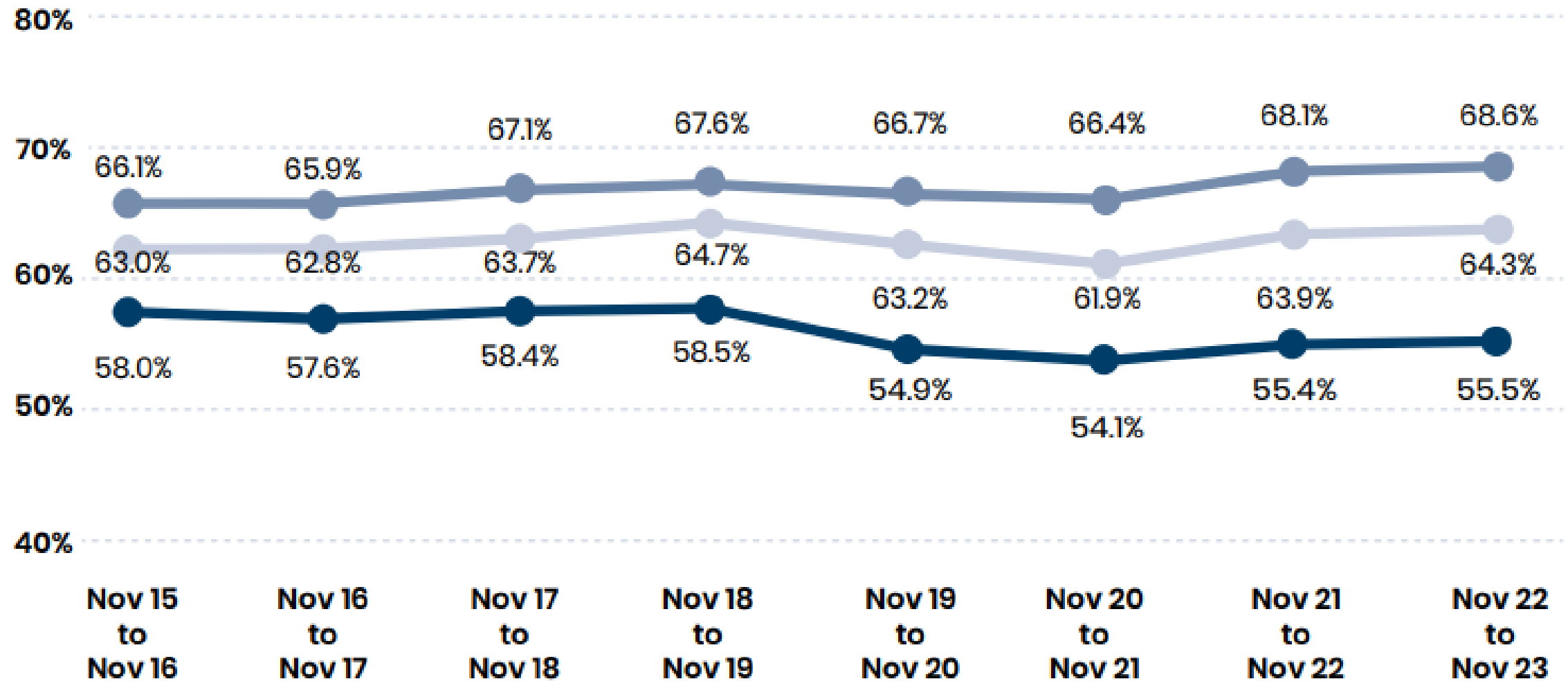
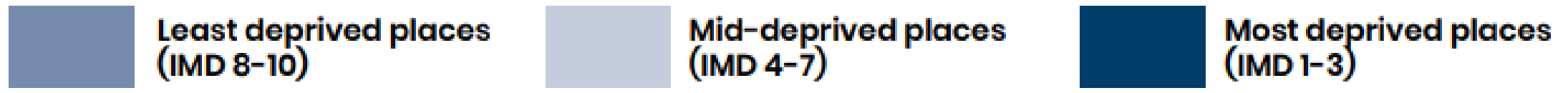
Active: 150+ minutes a week



# Current Position and Trends



# Current Position and Trends



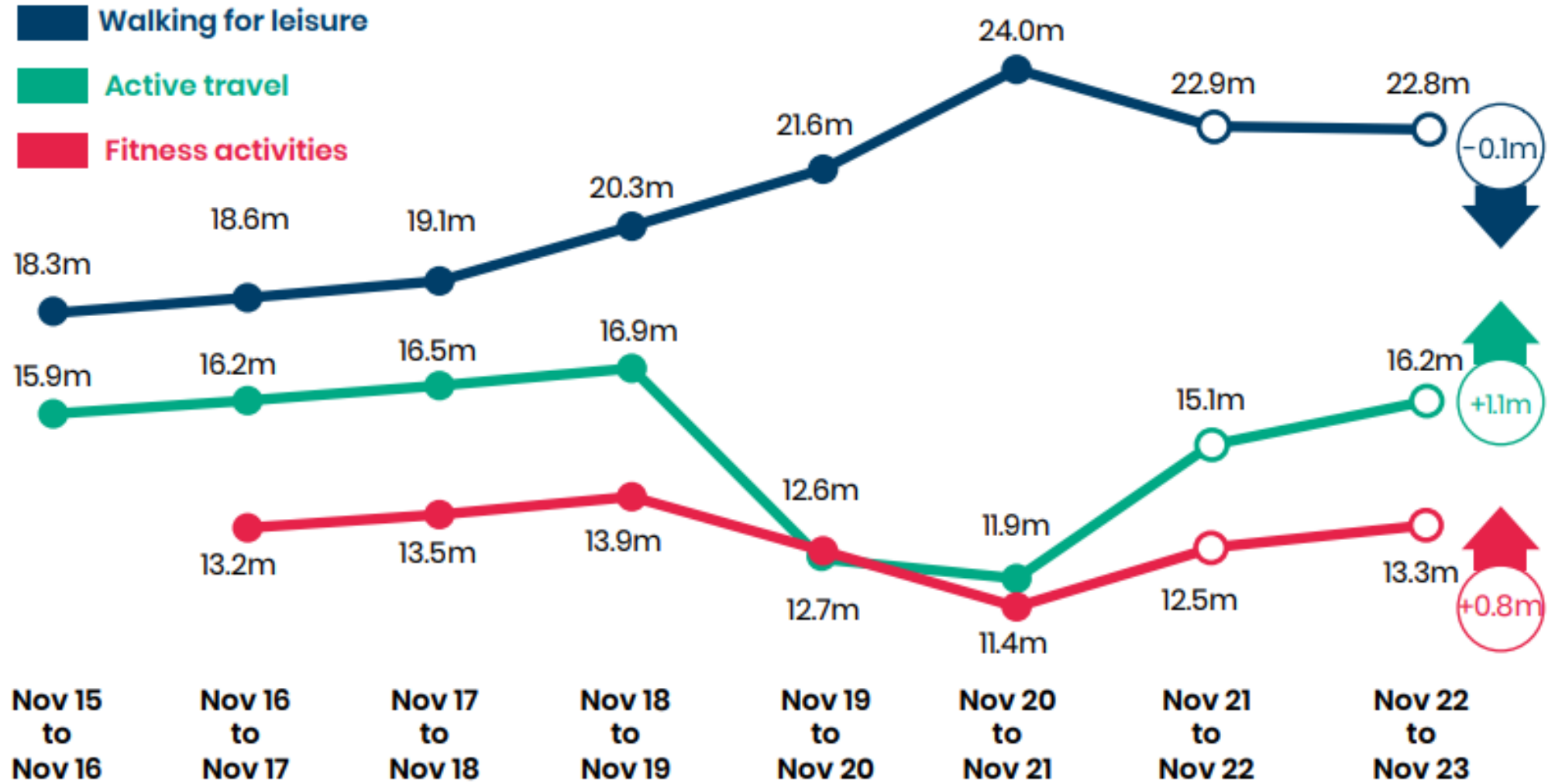
# Current Position and Trends



# What does this mean for activity types?

# Current Position and Trends

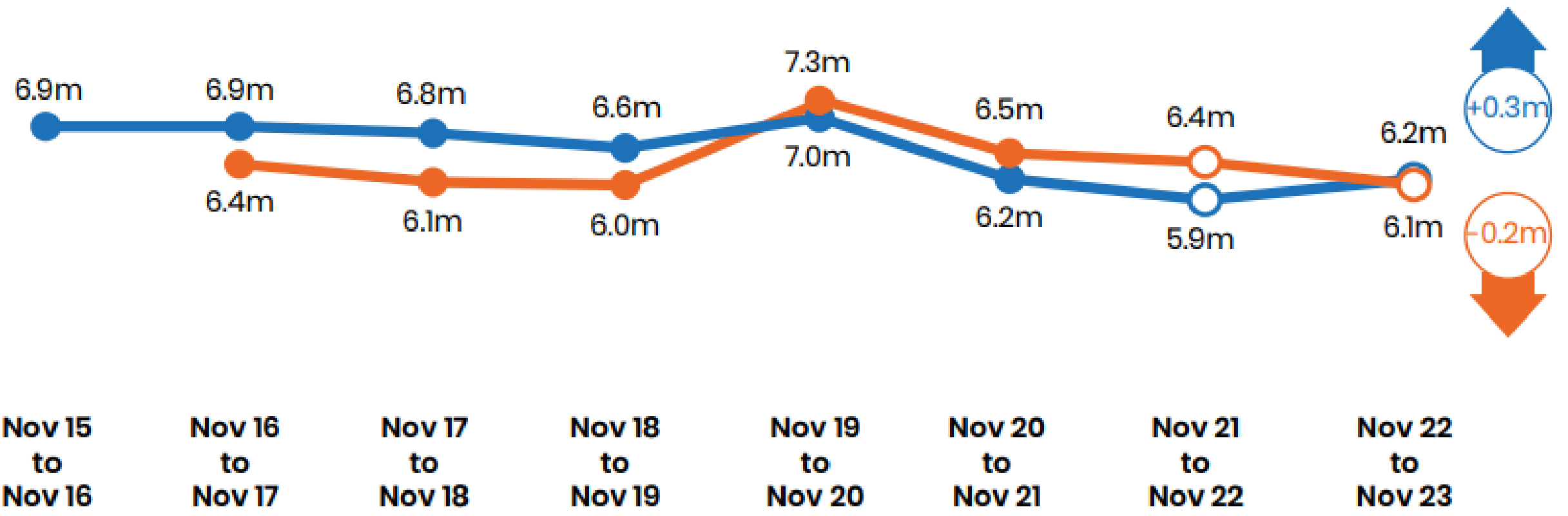
Taken part at least twice in the last 28 days (age 16+), for selected activity groups



# Current Position and Trends

Taken part at least twice in the last 28 days (age 16+), for selected activity groups

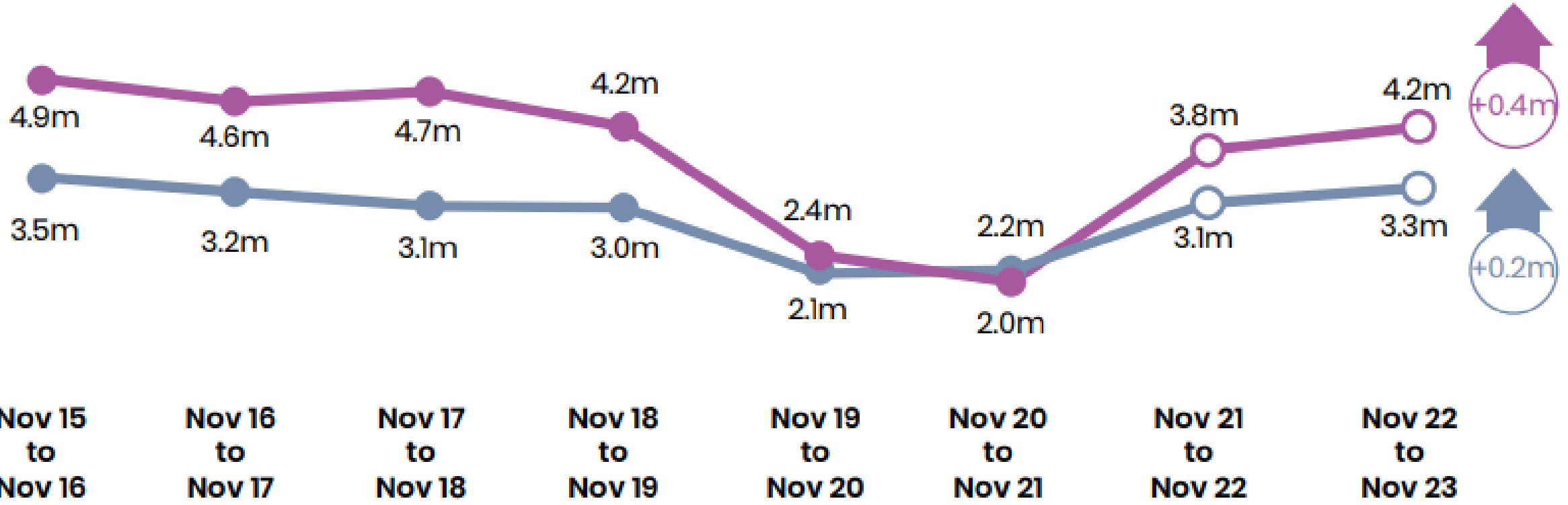
■ Cycling for leisure and sport ■ Running



# Current Position and Trends

Taken part at least twice in the last 28 days (age 16+), for selected activity groups

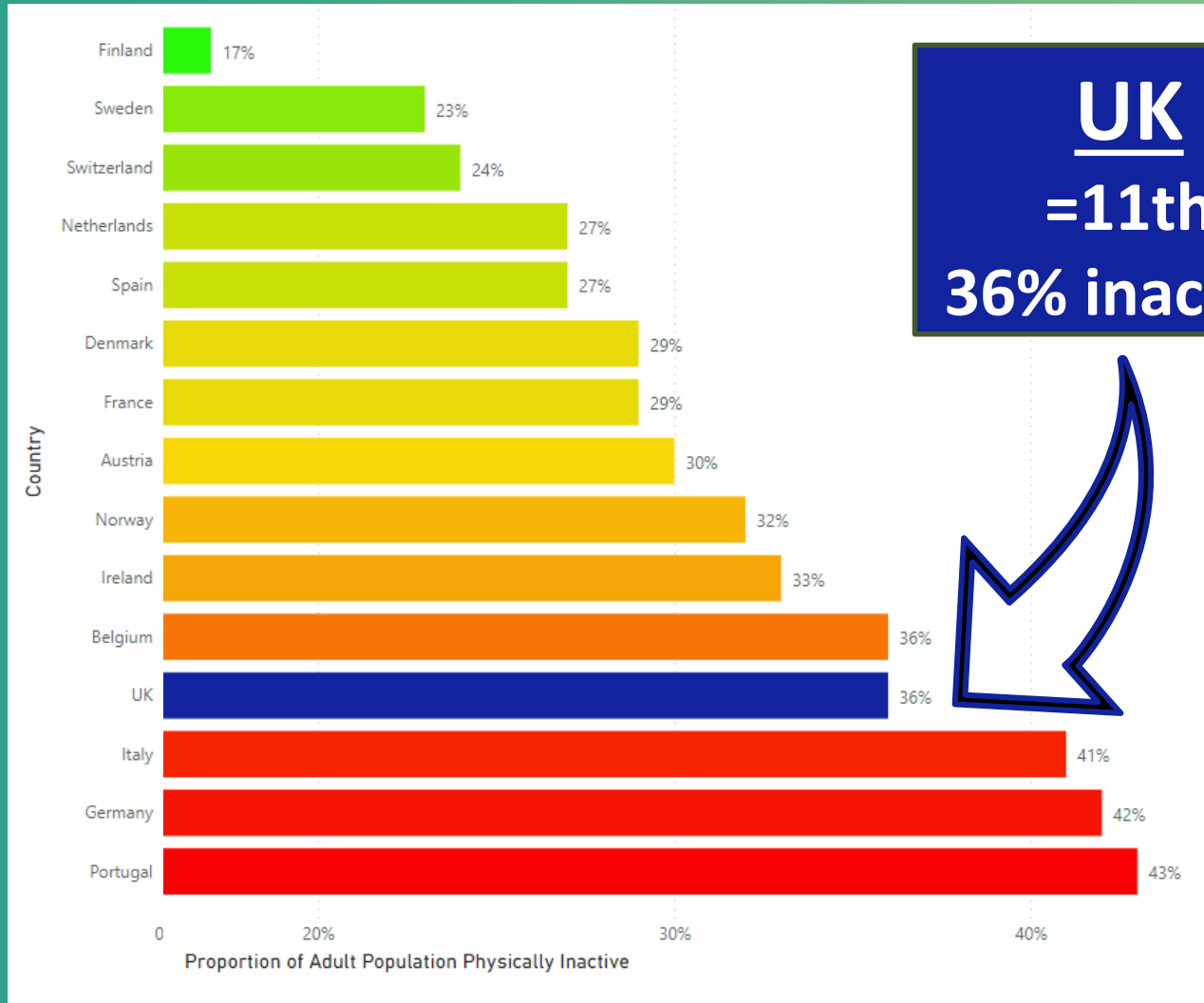
Swimming Team sports



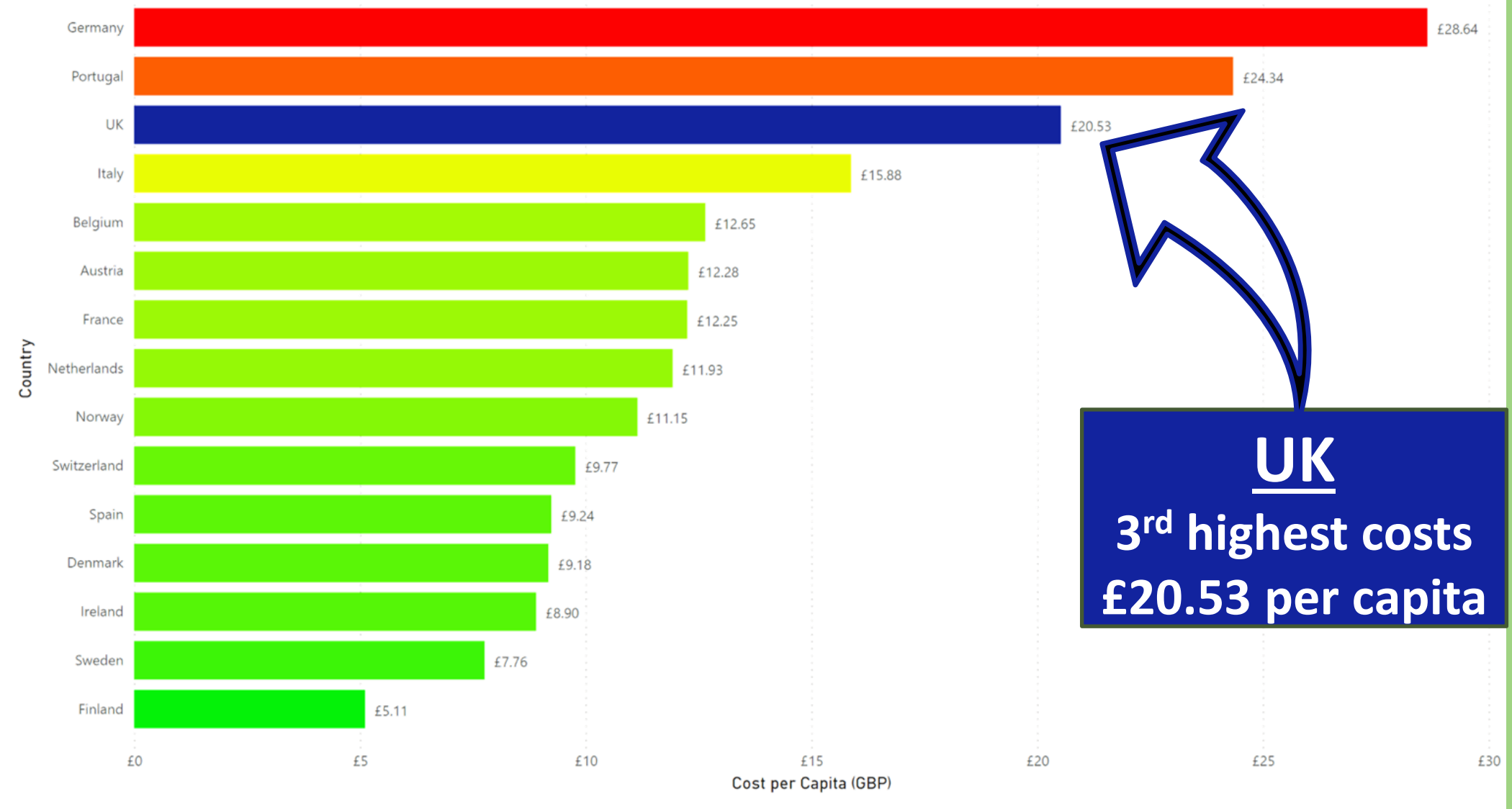


But how are we *actually* doing,  
compared to other countries?

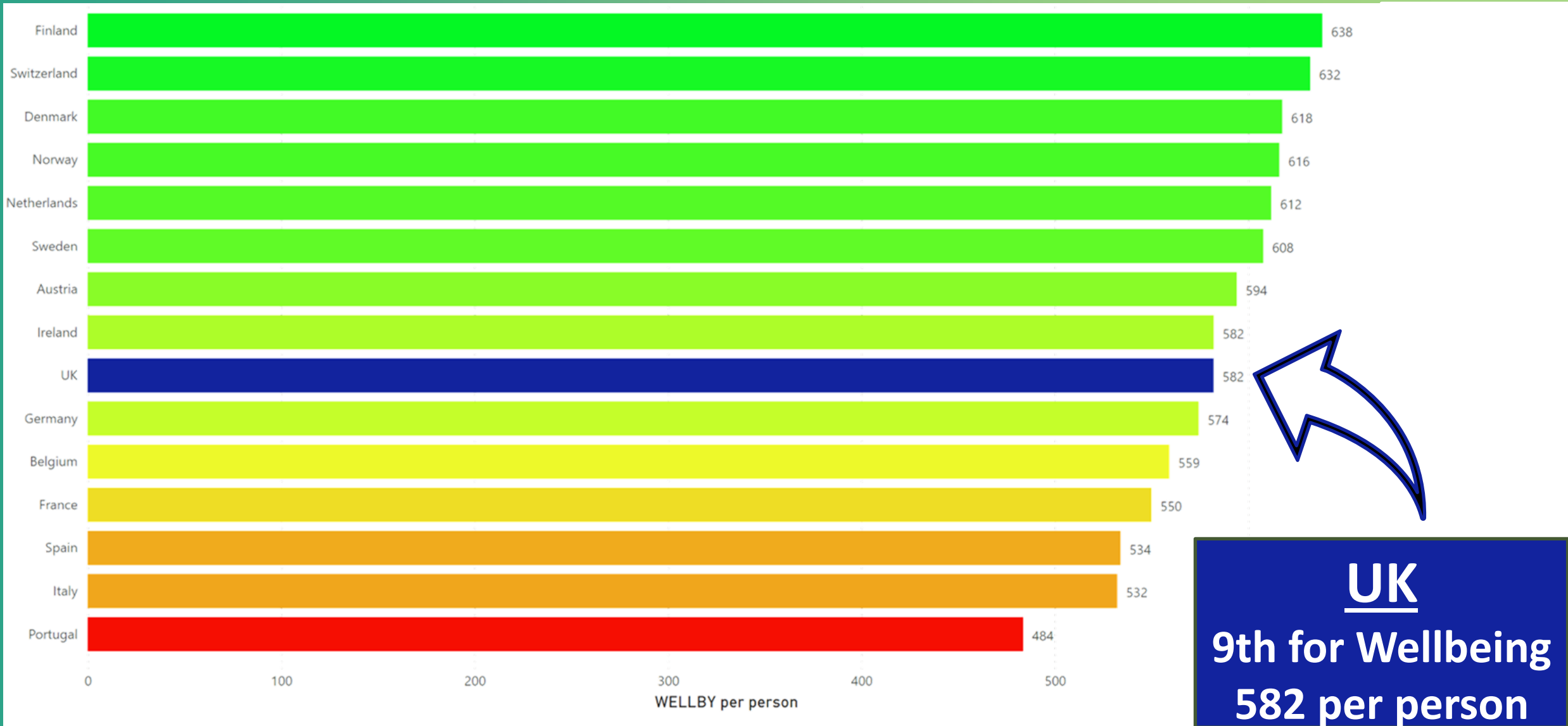
# Inactivity Across Europe

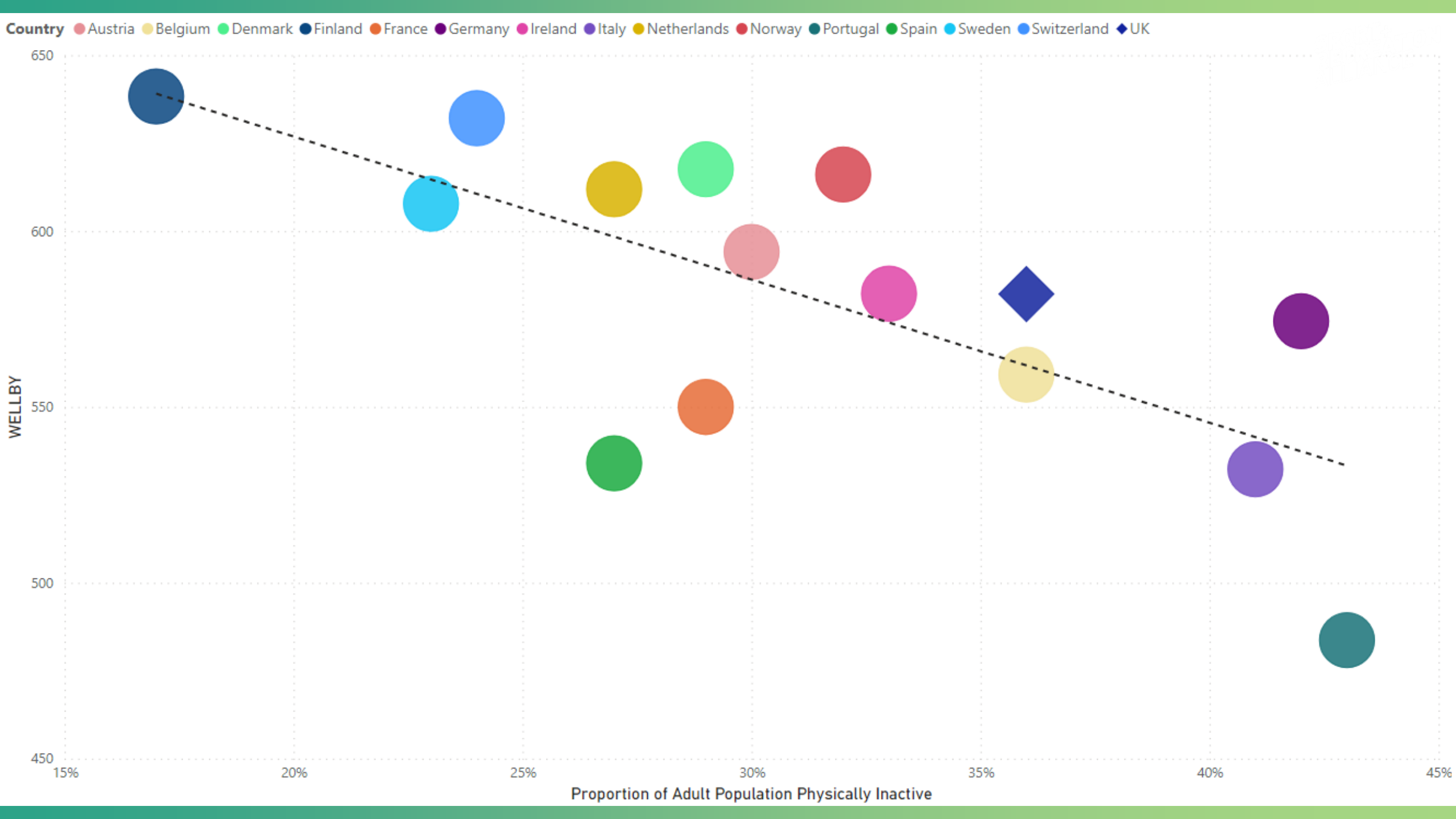


# Direct Healthcare Costs Related To Inactivity Per Capita

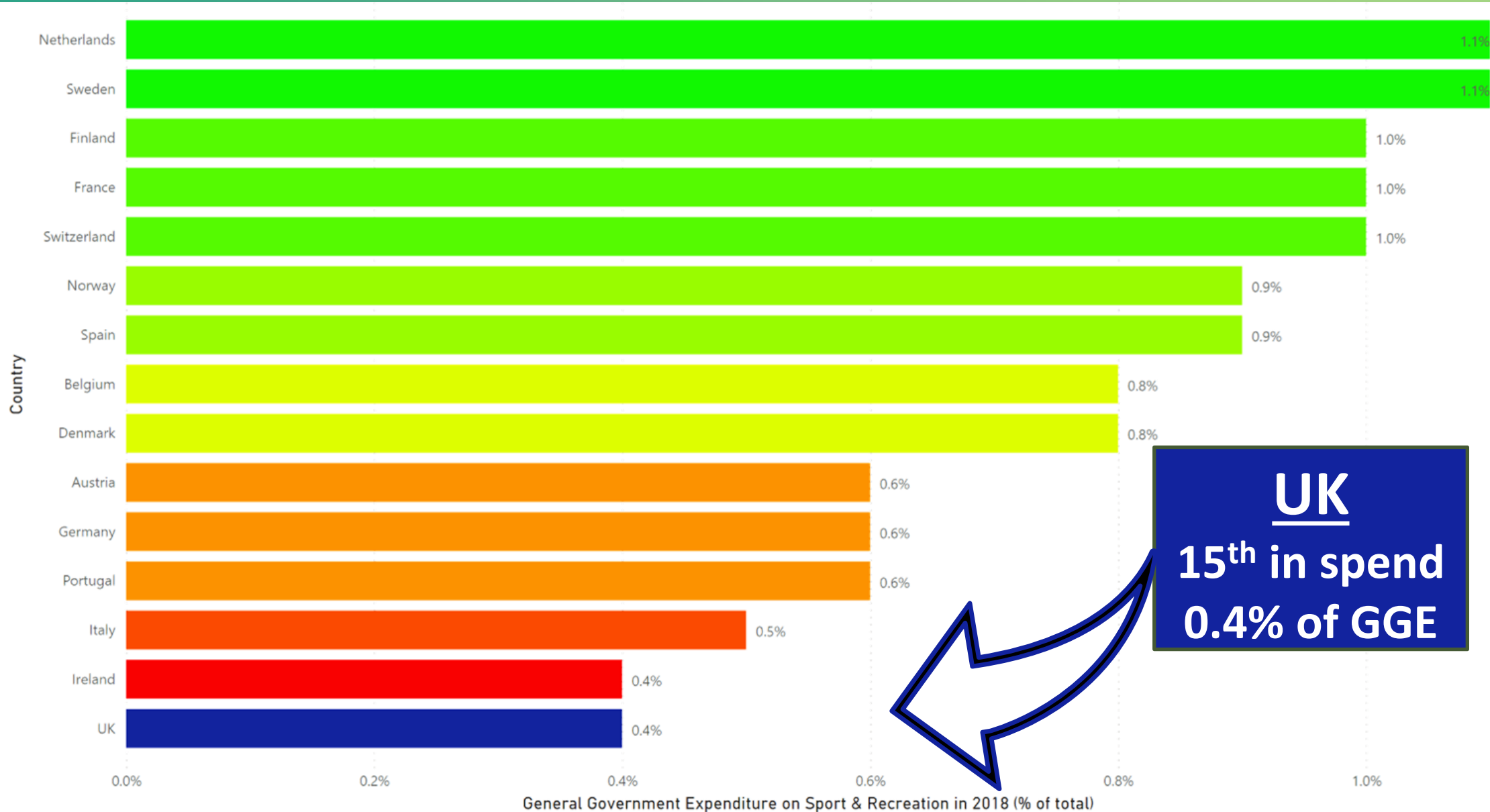


# Physical Inactivity & Wellbeing

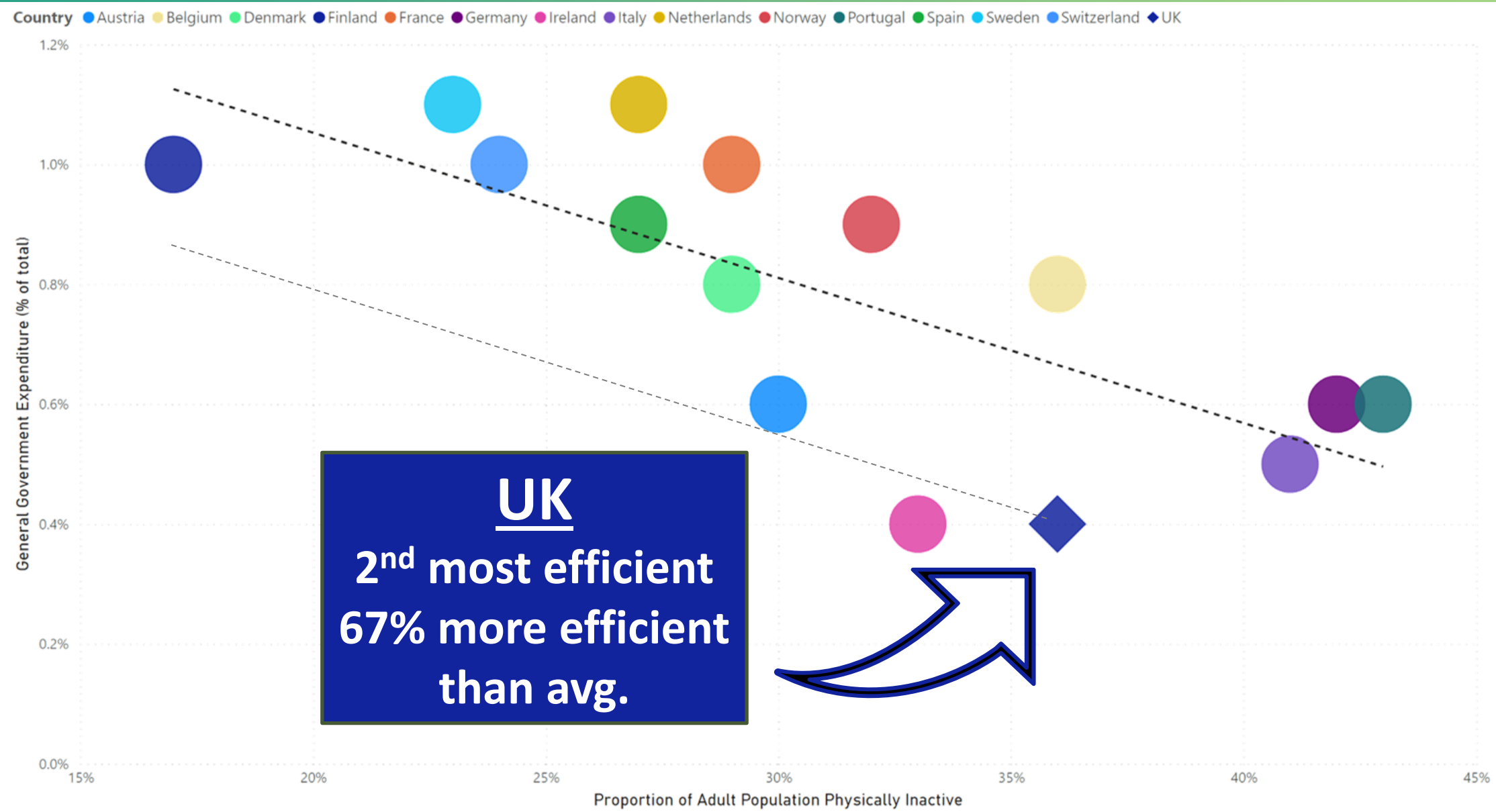




# Government Investment In Sport and Recreation



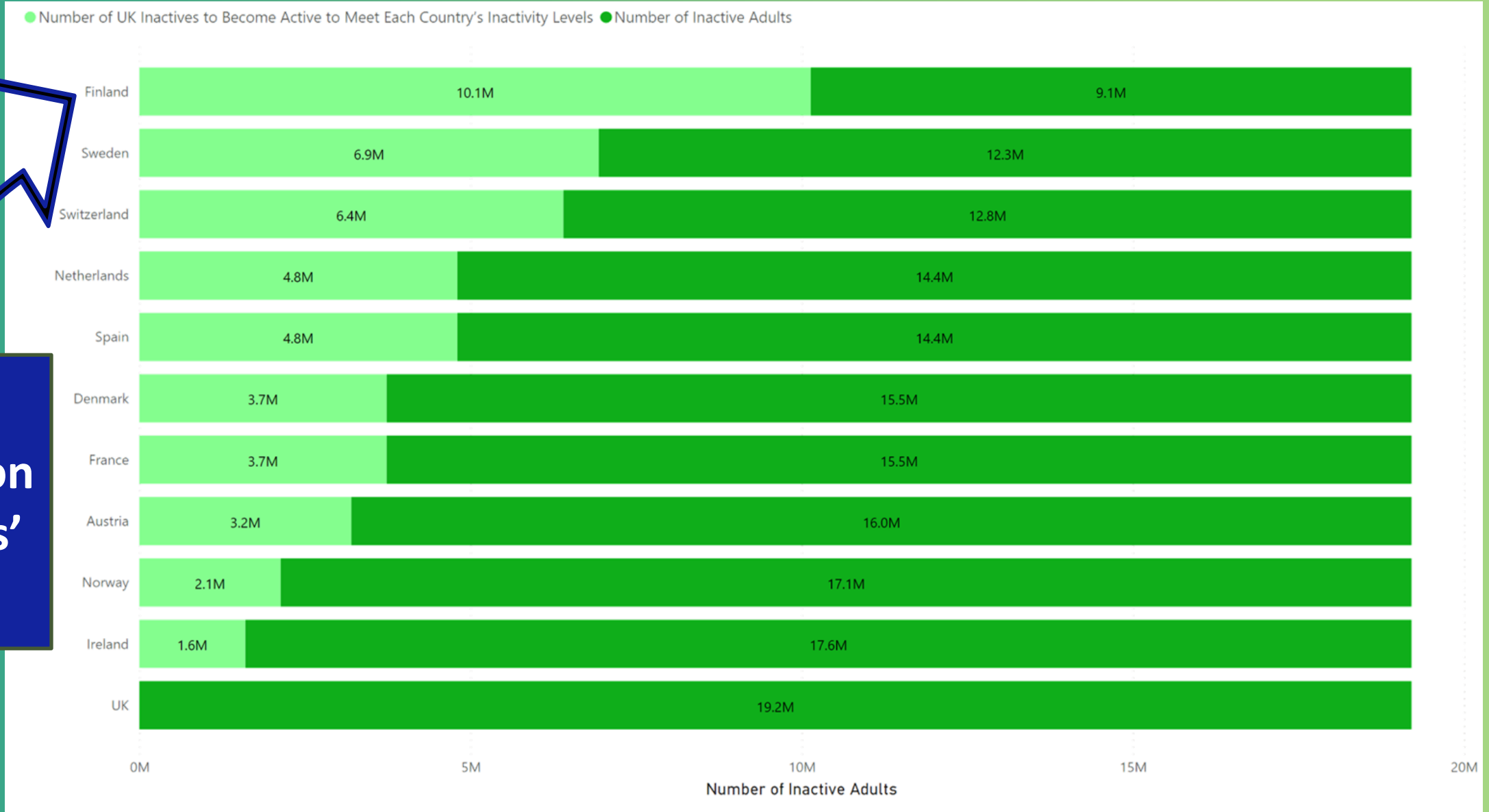
# Physical Inactivity And Government Expenditure



What is the *dividend* for being more active?



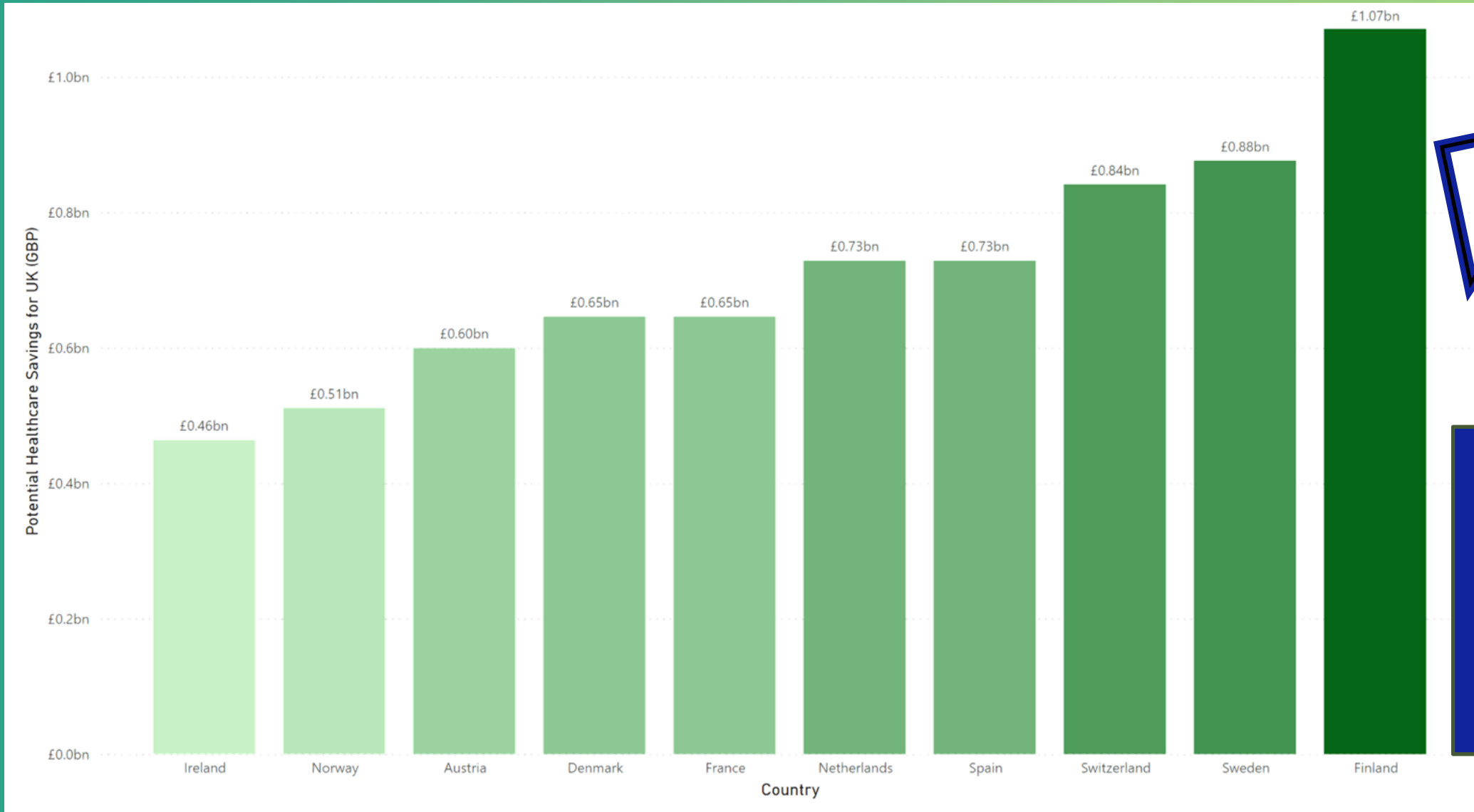
# # Inactive People We Need To Become Active



**UK**

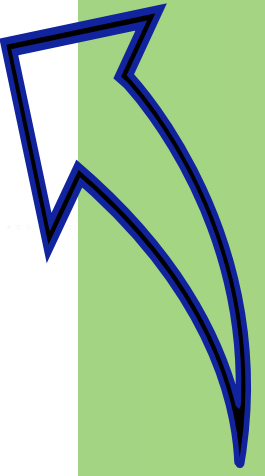
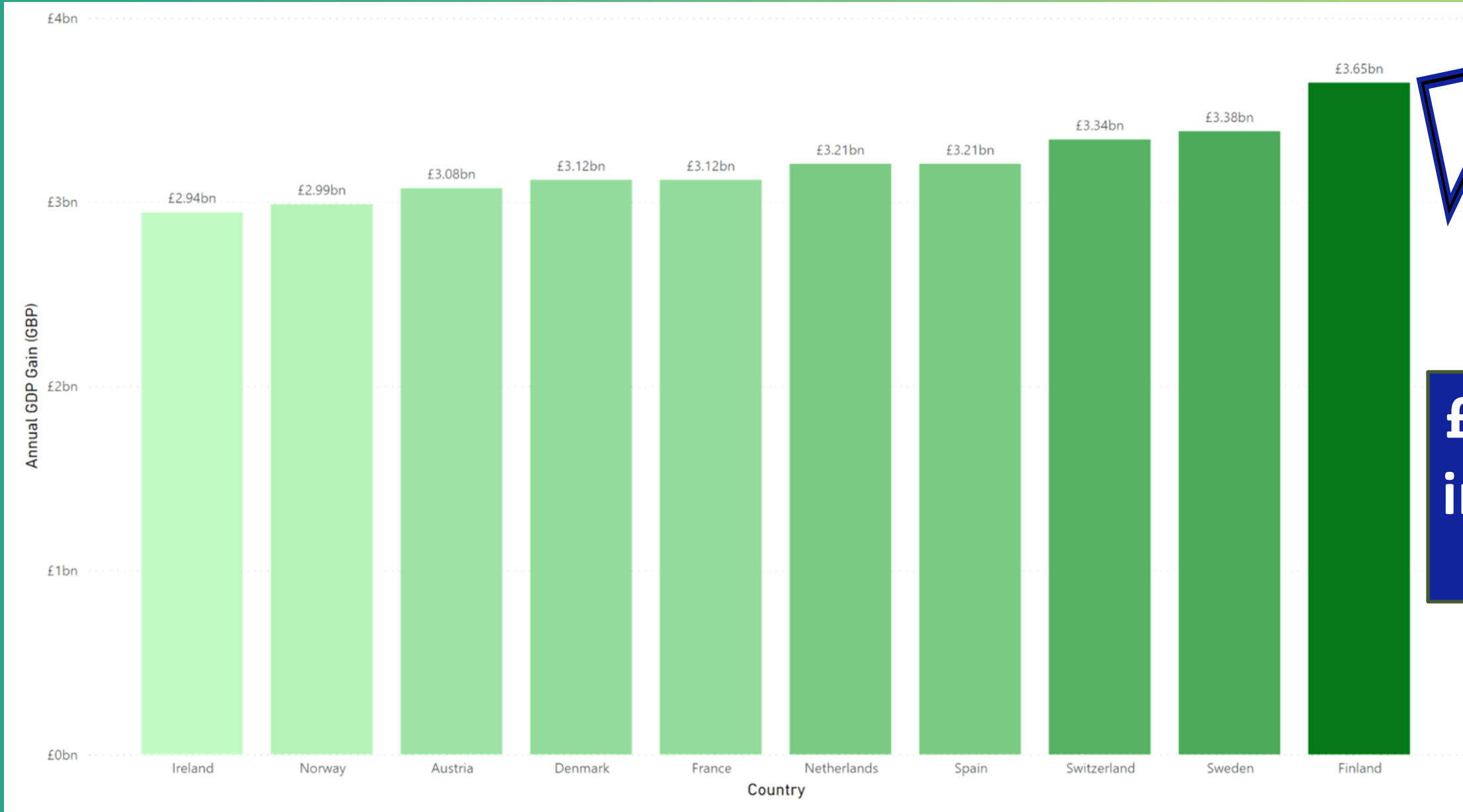
**10.1million  
'Inactives'  
'Active'**

# Healthcare Savings if we were as active as ...



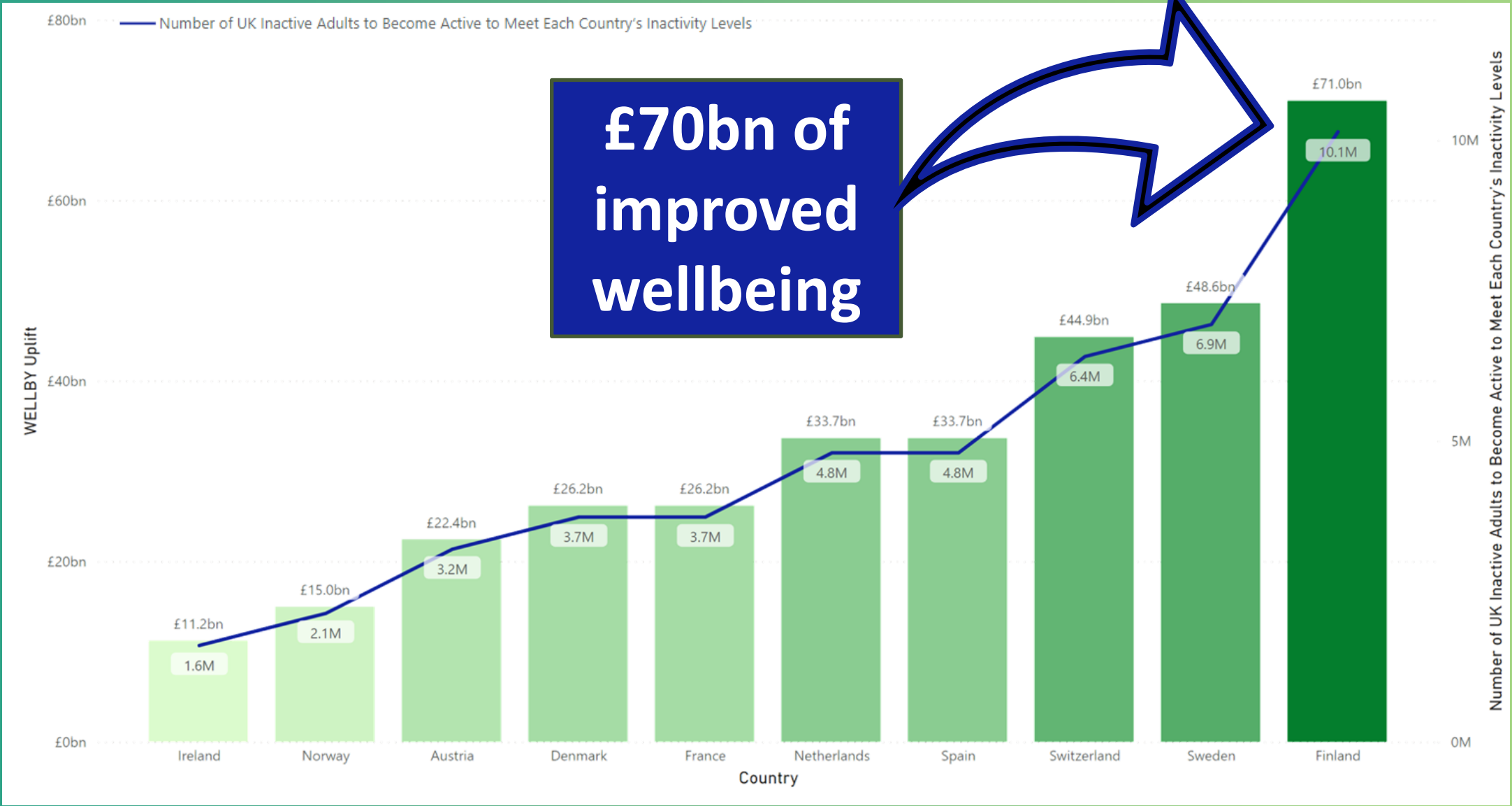
**OVER  
£1bn IN  
SAVINGS  
TO NHS**

# Annual Gdp Gain If The Uk Were As Active As...



**£3.65bn  
increase  
in GDP**

# Value Of Improved Wellbeing If The UK Were As Active As...



Dividend for being more active...

**£85**  
**BILLION**  
**OF VALUE**



WITH ROOM TO  
**GROW**

So what are we doing about it?

# Campaign to: *Make the UK the Most Active Nation in Europe!*

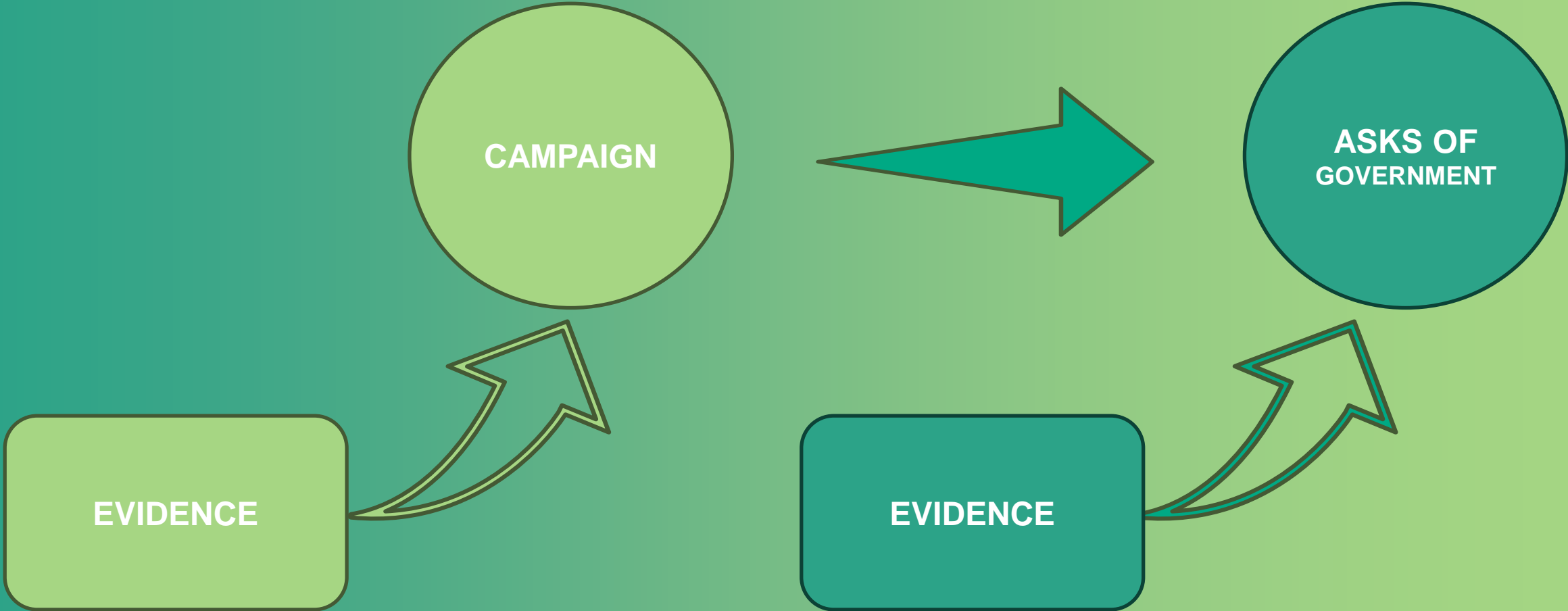


## National Sector Partners Group...





# Manifesto: *How to Make the UK the Most Active Nation in Europe!*





# What we did

## INPUT

13 consultations sessions with members



## OUTPUTS

- 90 members consulted
- 85 direct member contributions
- 5 'other' submissions
- 10,000 words of notes/summaries
- A 6 page executive summary
- A 25,000 word 'full report'
  - comprehensive summary of findings from the consultations
  - Includes the evidence supporting the factors identified by members

# What we found

# 3

KEY  
THEMES

# +

1. For individuals:  
**'ACCESS TO ACTIVE OPPORTUNITIES'**
2. For strategic delivery partners:  
**'CAPACITY AND COMPLIANCE'**
3. For direct delivers:  
**'WORKFORCE'**
4. Across these themes:  
**'TACKLING INEQUALITIES LENSES'**

# What we found (1): 'Access'

## 'Infrastructure Challenges'

- Legal
- Logistical
- Capacity
- Workforce

## 'Personal Challenges'

- Financial
- Perception
- Awareness

## 'Design Challenges'

- Quality
- Design
- Sustainability

# 'Access' – Legal

The protected legal right/ability to access the FESP appropriate to their preferred activity.



**8%** of countryside land is accessible to the general public without trespass under the Countryside and Rights of Way Act 2000.

**3.4%** of water ways have 'uncontested access' for the public

**50%** of skateboarders use only urban spaces

# 'Access' – Logistics

being in appropriate proximity/ease of getting to and using the space/place utilised by preferred activities



**7.6m**

people have the amount of exercise they do limited by time constraints



**1 in 3**

people live in places that do not within 15 minutes of blue or green space



**~1m**

people in England experience a lack access to facilities



**0.92m**

reported 'no-one running required sessions' as a barrier

# 'Access' – Capacity

inadequate capacity to accommodate peak-time demand



**77%** of sports clubs rely on local leisure centres



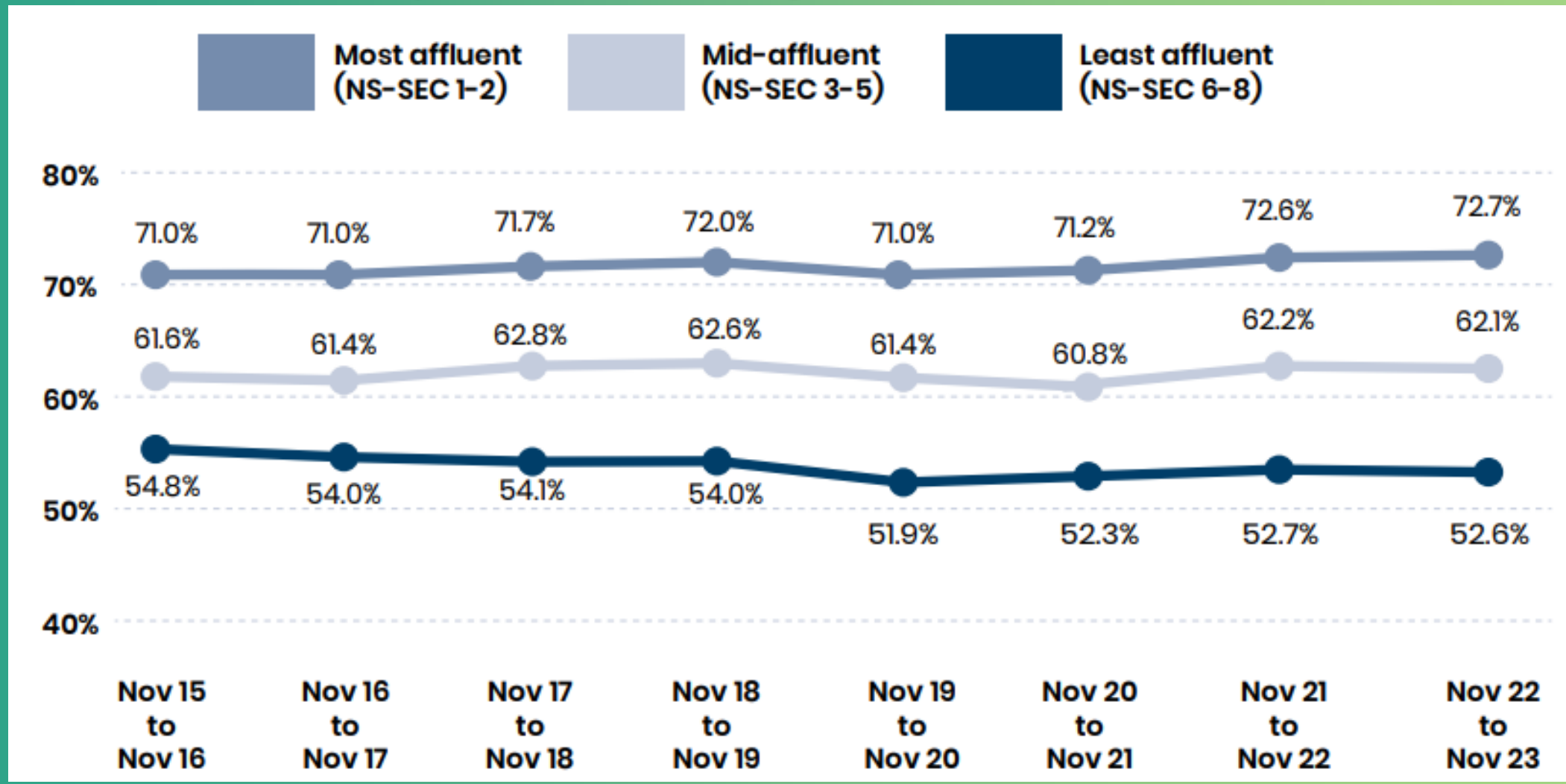
**33%** of state school sports facilities are not available to the public



**40%-80%** increases in total callouts for rescue services in national parks

# 'Access' – Financial

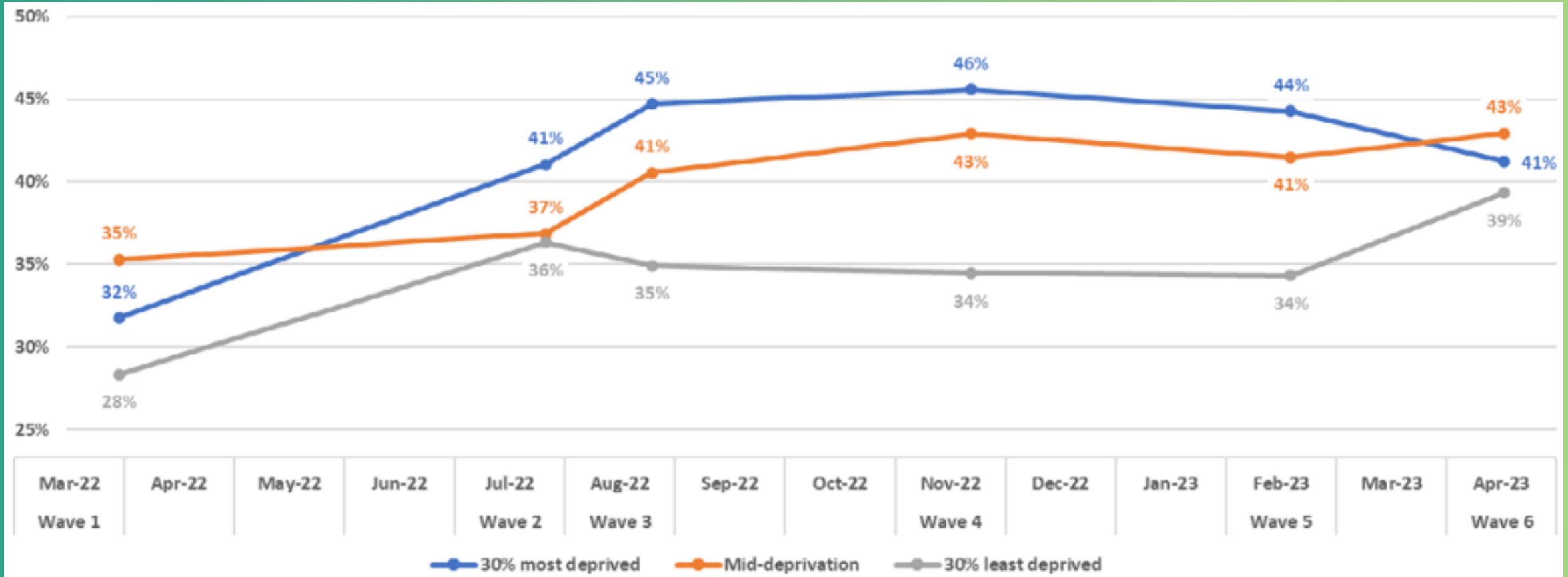
the affordability of accessing the FESP for families/individuals.





# 'Access' – Financial

the affordability of accessing the FESP for families/individuals





# ‘Access’ – Perception

the perception of being welcome to access any FESP

*“I find the places and environments where I take part in exercise inclusive and welcoming”*

Overall = 69% | Asian = 48% | Black = 40% | LSEG = 50% | Disability = 47% | Female = 53%

*“I see people like me where I exercise”*

Overall = 57% | Asian = 37% | Black = 37% | LSEG = 52% | Disability = 46% | Female = 52%

# 'Access' – Awareness

the perception of being welcome to access any FESP

**18%**

Know how active  
they should be

**25%**

Mis-perceive  
that they are  
'active'

**9 mil**

Lack digital skills

# 'Access' – Quality

The nature / condition of the FESP being appropriate for use



**14%**

of English rivers are in good ecological condition



**9%**

of the footpaths network being “impassable, blocked off or effectively unusable”



**121**

days with moderate-high air pollution, x2 from 2016 equivalent



**↓40%**

reduction in real-terms spend on '*sport, recreation, and play*' by local govt.



**↓75%**

reduction in number of facilities either built new or refurbished (2015 vs 2023)

# 'Access' – Design

FESP design maximises accessibility



**95%** of facilities have some 'disability' access



**3%** currently have changing places facilities



**20** avg. number of years since full refurbishment

# 'Access' – Sustainable

FESPs are accessible and operated in an environmentally sustainable manner



**65%**

of journeys to sports facilities are taken by personal motorised vehicle



**93%**

of journeys to national parks are taken by car to national parks



**3**

national parks have charging stations for electric vehicles

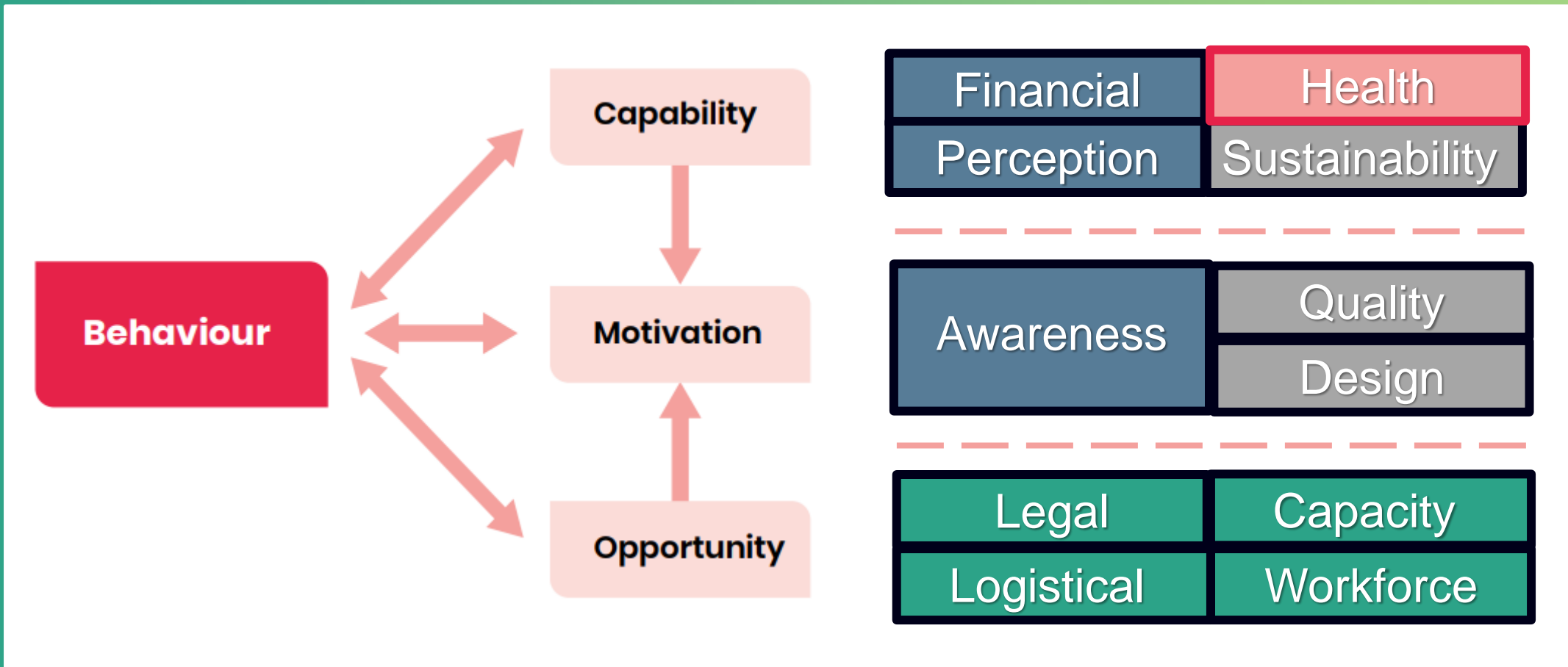
# 'Access' – Sustainable



Bringing this all together...

# Access - in context

Plugging our findings in the COM+B model

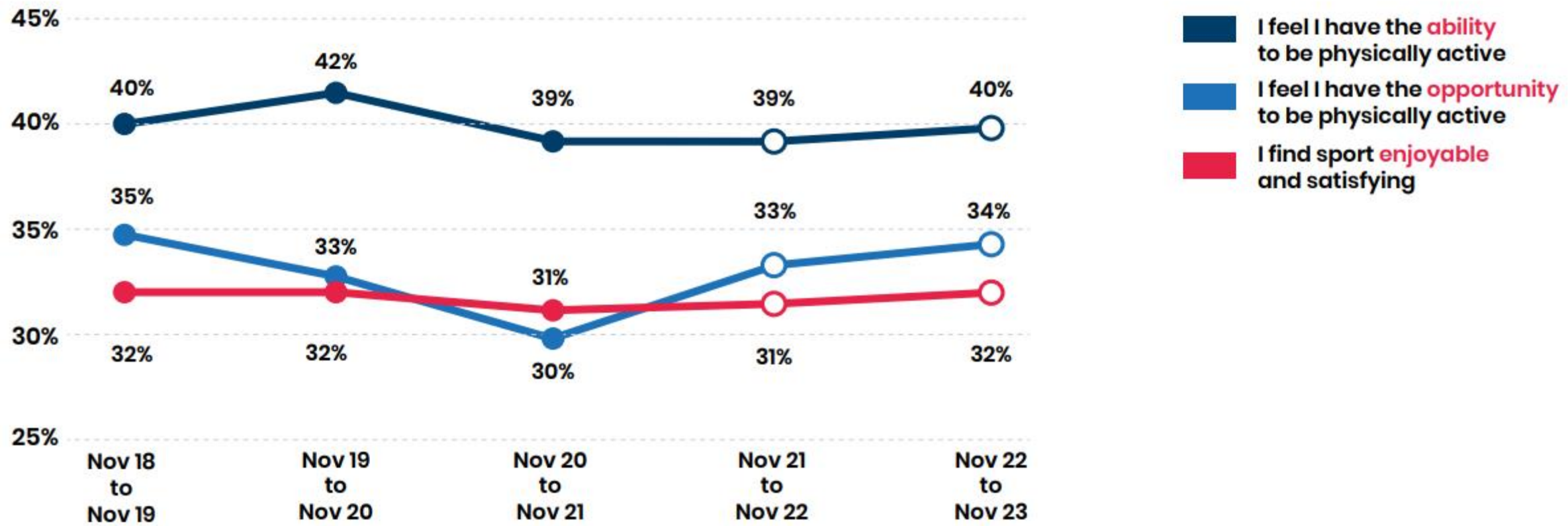




# 'Access' – Awareness

the perception of being welcome to access any FESP

**Attitudes towards sport and physical activity are back in line with four years ago**

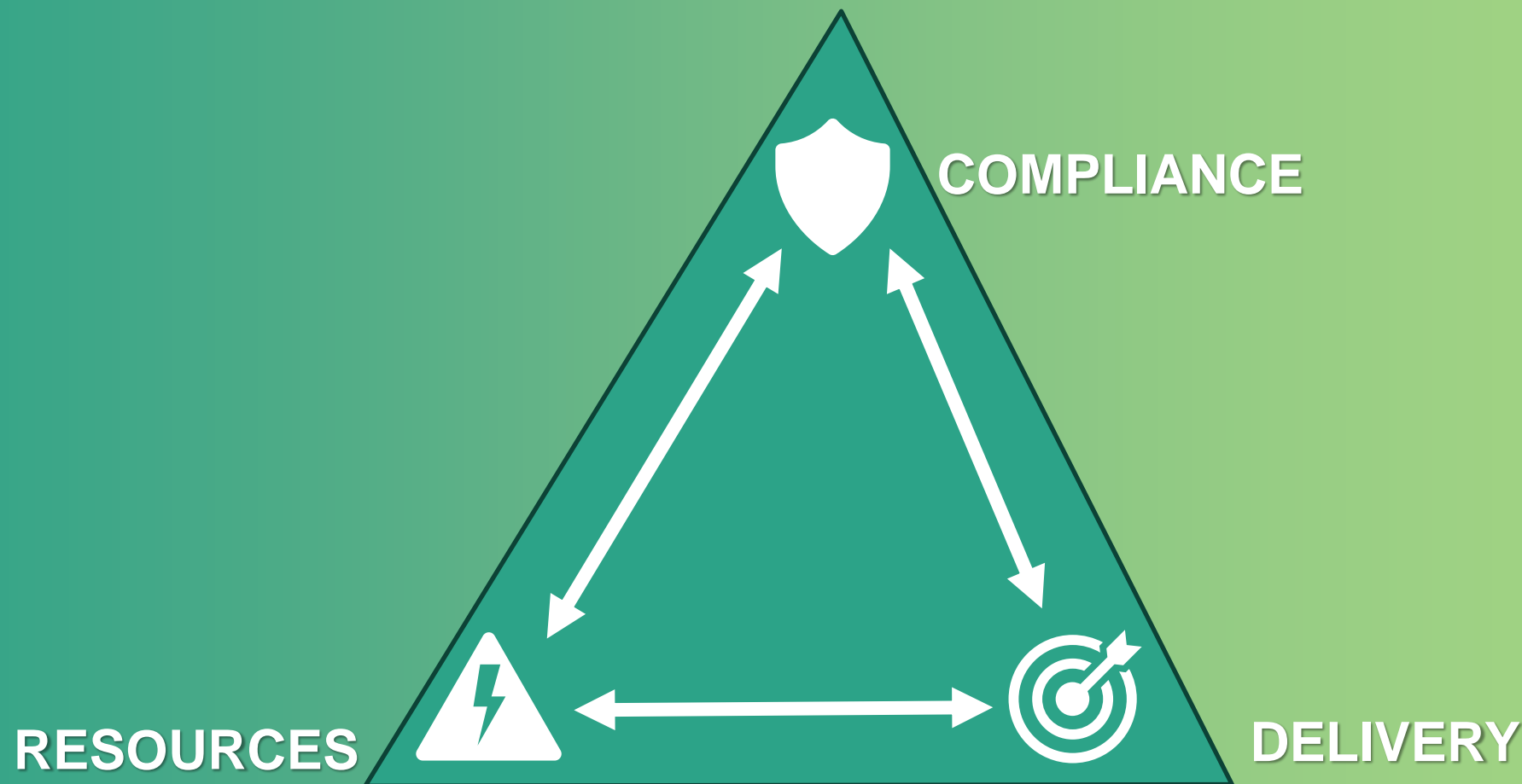


What we found (2):

Strategic Delivery Partners:  
'Capacity & Compliance'

# What we found (2):

## Delivery Partners: 'Capacity & Compliance'



# What we found (2): 'Capacity & Compliance'

## Compliance

Increasing requirements is constraining capacity and causing resources to be deployed away from delivery.

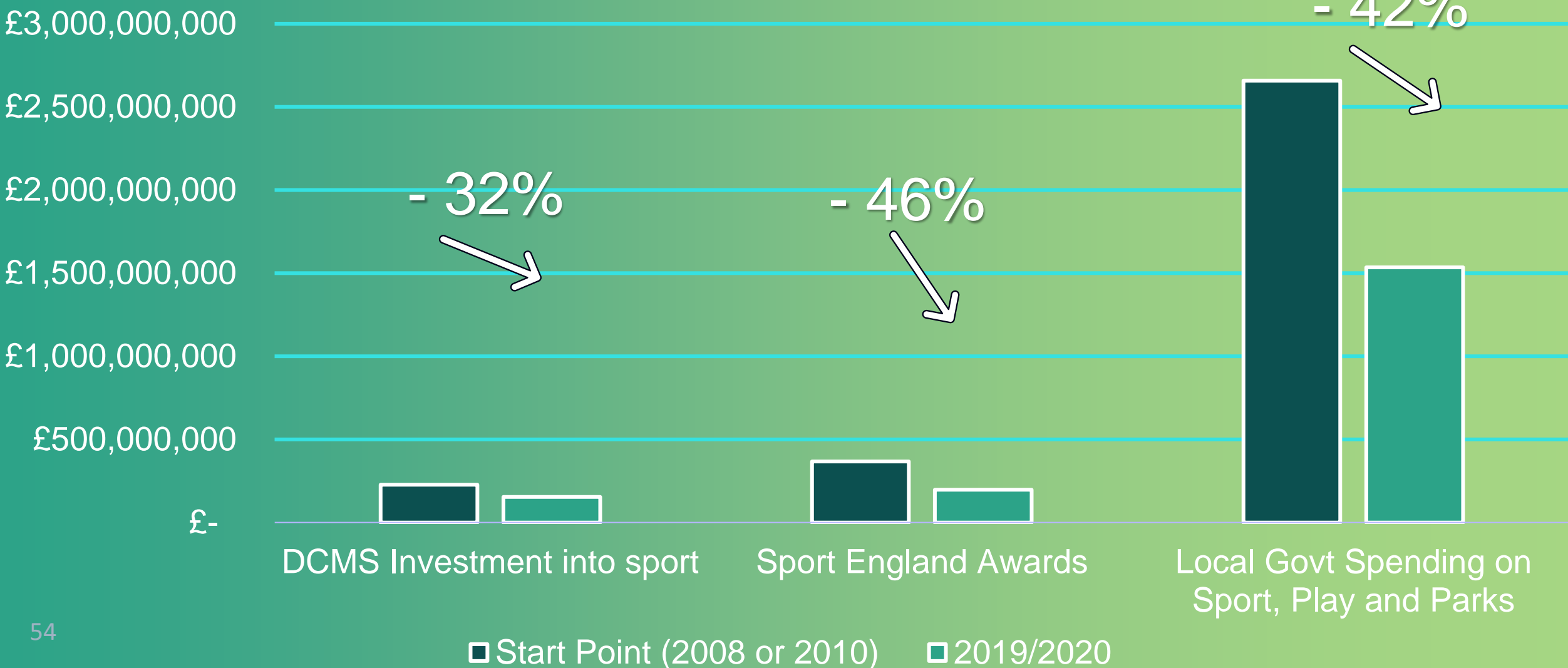
# What we found (2): 'Capacity & Compliance'

## Capacity

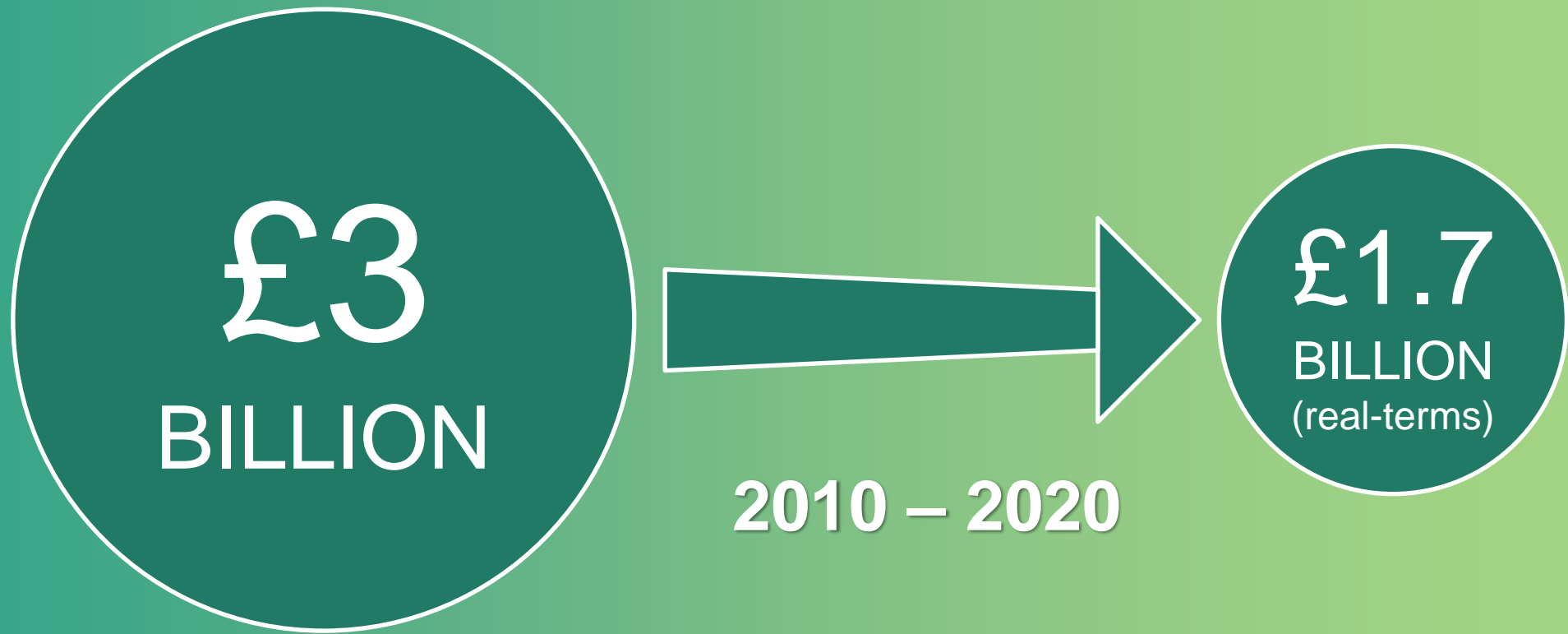
In real-terms, public investment into partner bodies has contracted substantially over the last 15 years.

# Change in public investment into sport and physical activity 2008-2020

SPORT+  
RECREATION  
ALLIANCE

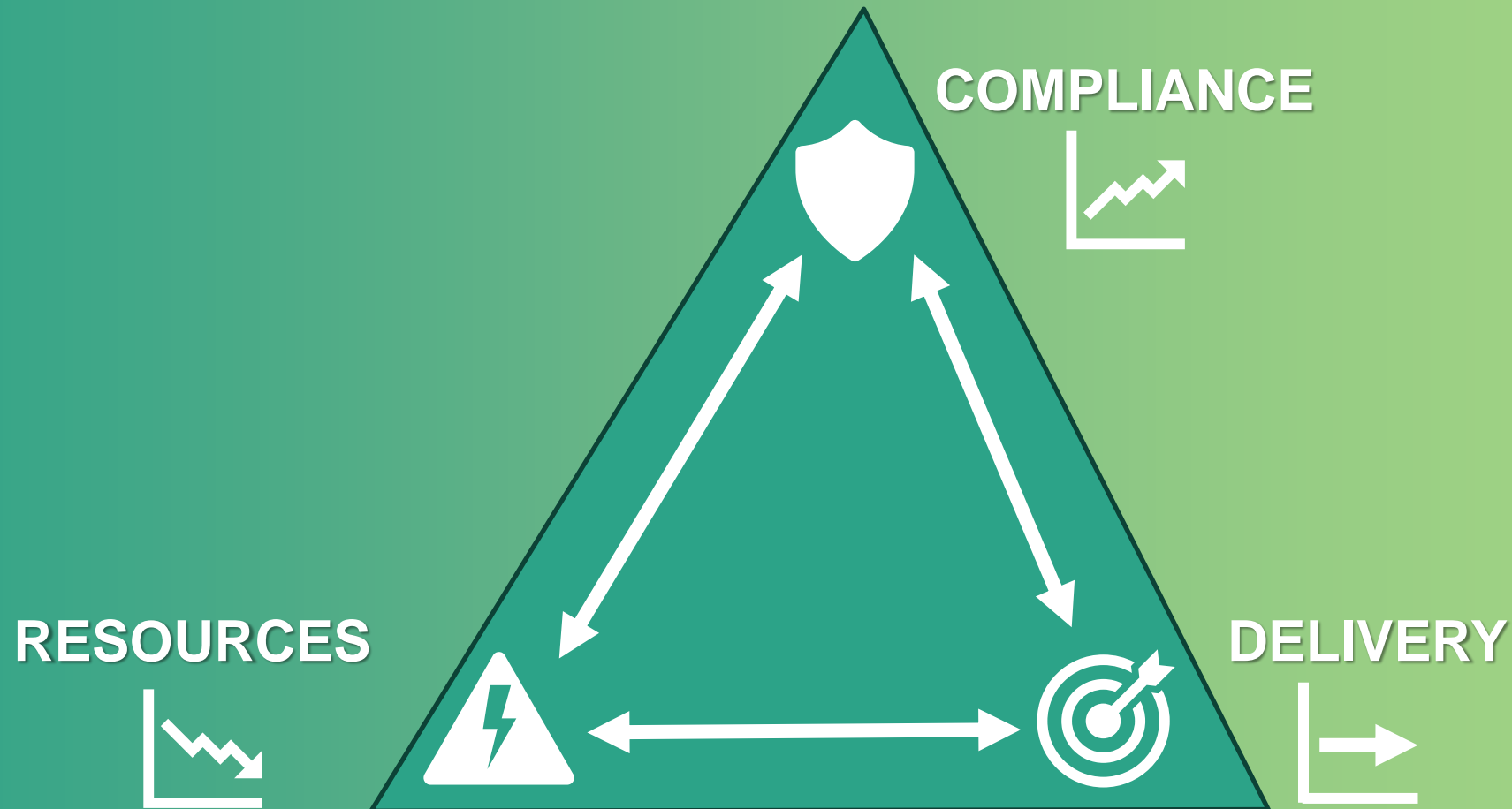


# A changing landscape...



# What we found (2):

## Delivery Partners: 'Capacity & Compliance'





# The state of the sectors' 3x Power stations...



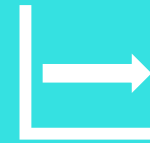
**Public /  
Govt.**



**Private  
/Third  
Sector**



**Commercial  
Activity**



# The Power Grid....



What we found (3):

Direct Delivery  
'Workforce'

# What we found (3): 'Workforce'

## Professional

- The sector supports over half a million jobs including 70,000 freelancers
- 17% of leisure trusts have started planning redundancies + 63% of public operators planning reducing staffing levels (58% for private).
- 54% of instructors considering leaving the profession.

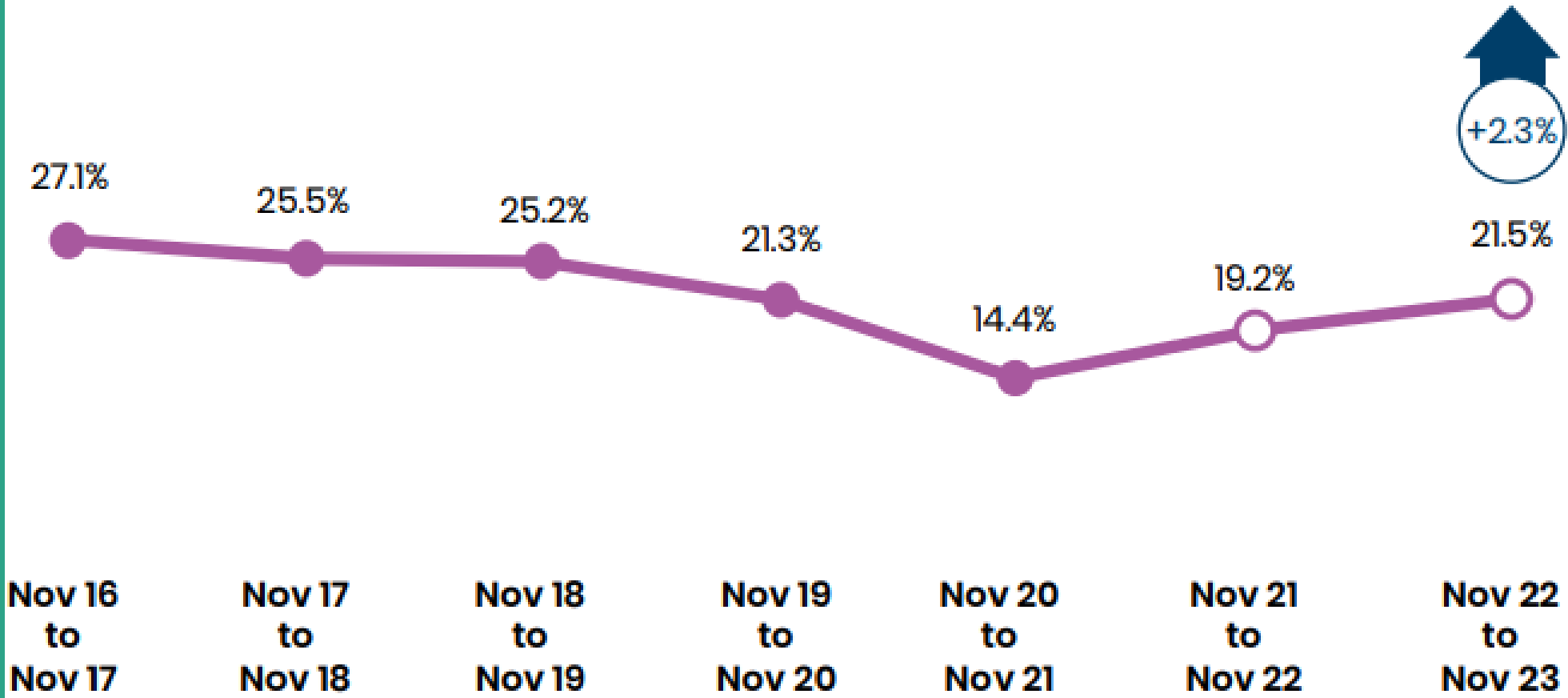
# What we found (3): 'Workforce'

## Volunteer

- Substantial pressures on volunteers
- Volunteer time has increased by 25% for a 3% increase in delivery.
- Puts pressures on volunteer time which disproportionately impacts less affluent communities, increasing active inequalities.

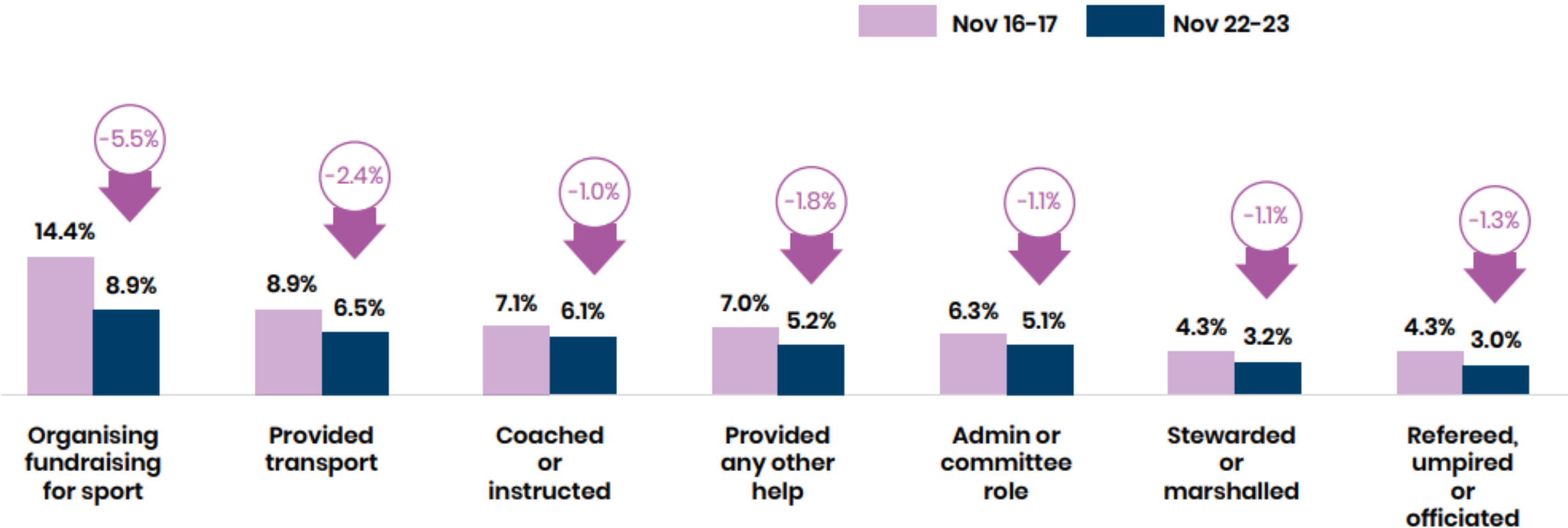
# Current Position and Trends

## Volunteered to support sport and physical activity in the last 12 months



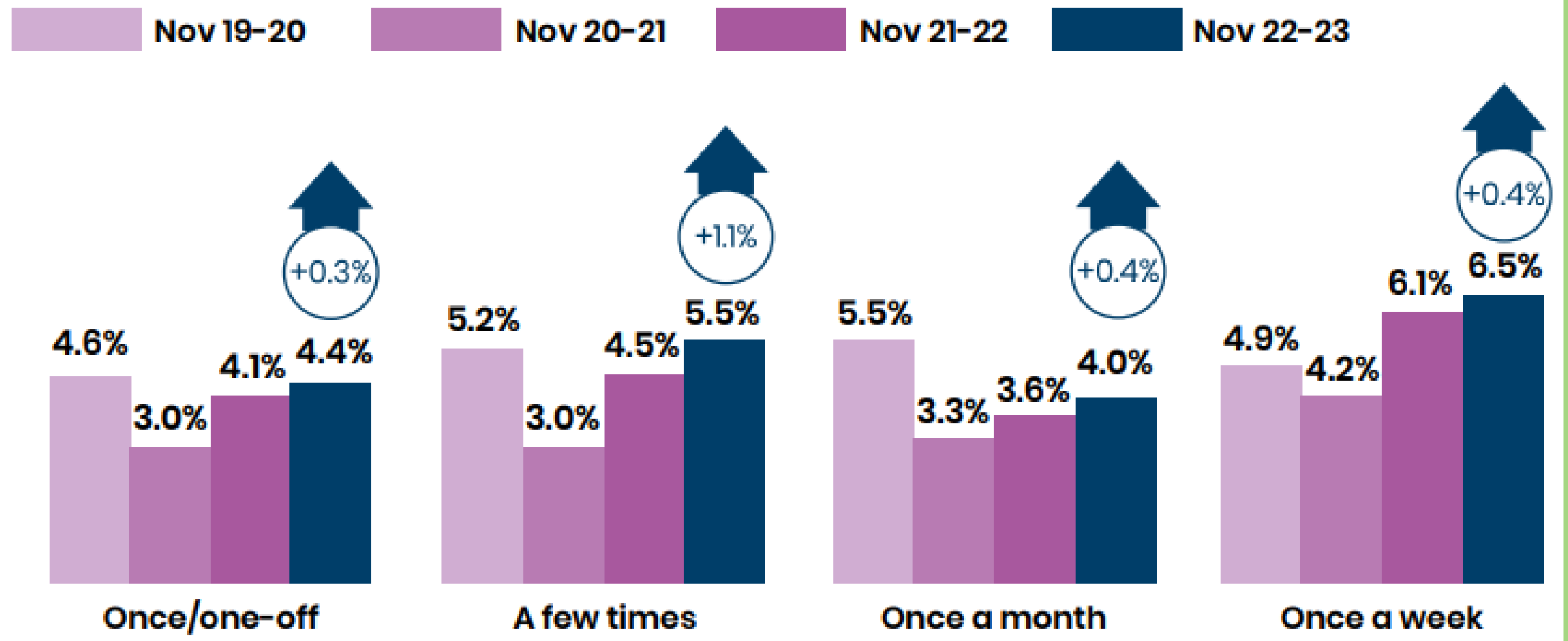
# Current Position and Trends

## Roles undertaken to support sport and physical activity in the past 12 months



# Current Position and Trends

## Volunteered to support sport and physical activity in the last 12 months





# Volunteering

## Summary of demographic profile

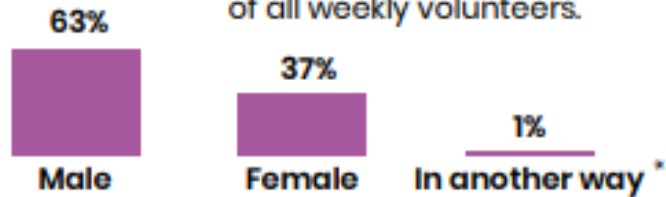
Our data shows there are significant inequalities:

**Volunteered at least once a week throughout the year**

**Population**

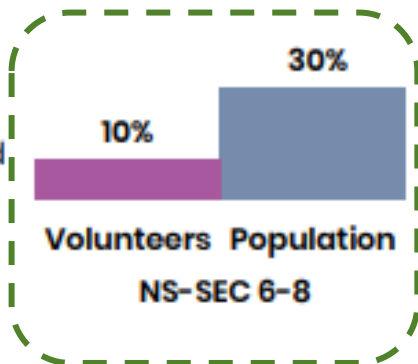


**1 Gender** Men are more likely to regularly volunteer to support sport and physical activity than women, comprising 63% of all weekly volunteers.



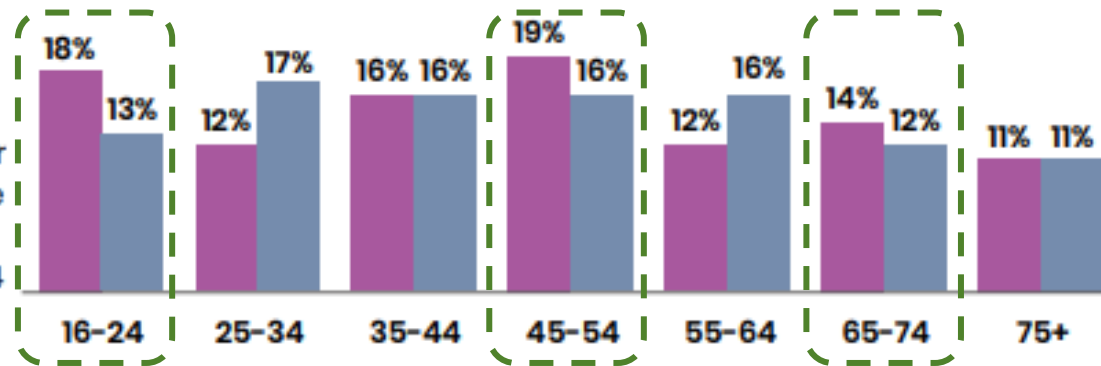
**2 Socio-economic groups**

Adults from lower socio-economic backgrounds (NS-SEC 6-8)\* are under-represented in volunteering, comprising just 10% of all weekly volunteers but 30% of the population (aged 16-74).



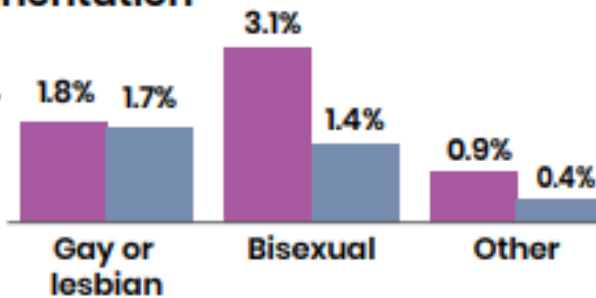
**3 Age**

The greatest shares of regular volunteers come from the 16-24, 35-44 and 45-54 age groups.



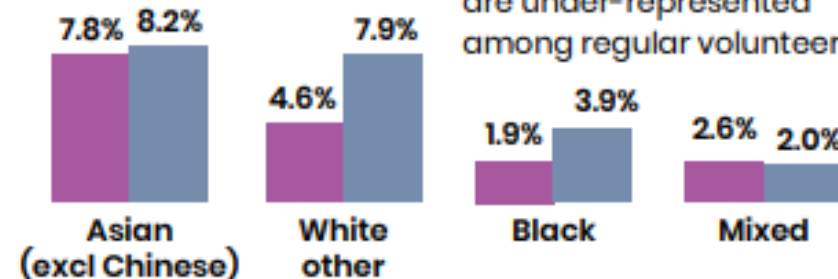
**4 Sexual orientation**

Bisexual adults are slightly over-represented among regular volunteers.



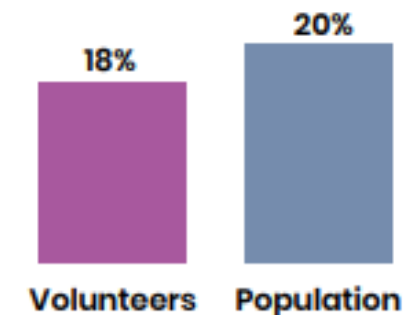
**5 Ethnicity**

Adults from Black and White other ethnic minority groups are under-represented among regular volunteers.

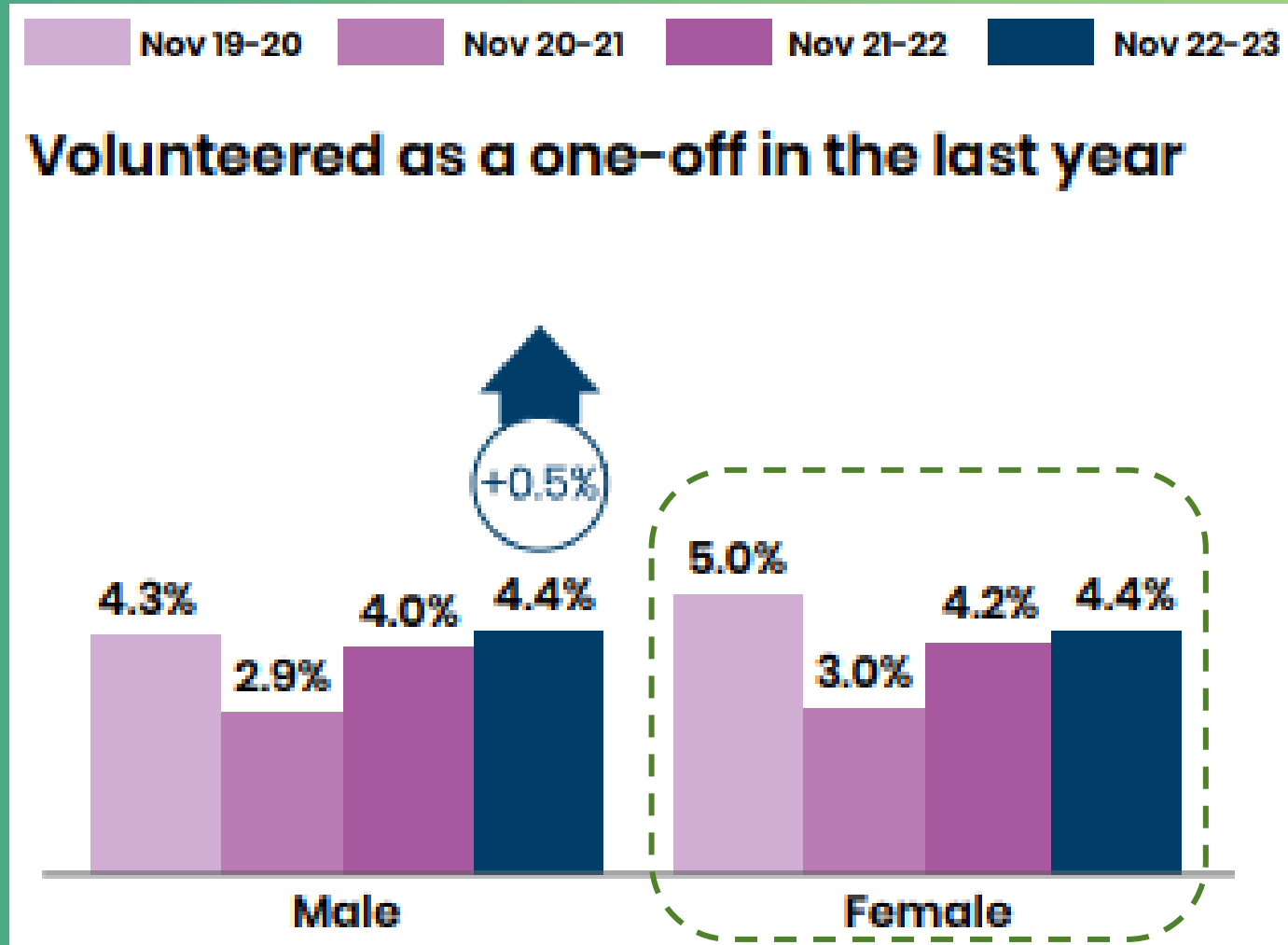


**6 Disability and long-term health conditions**

People with a disability or long-term health condition\* account for 18% of regular volunteers, despite comprising 20% of the population as a whole.

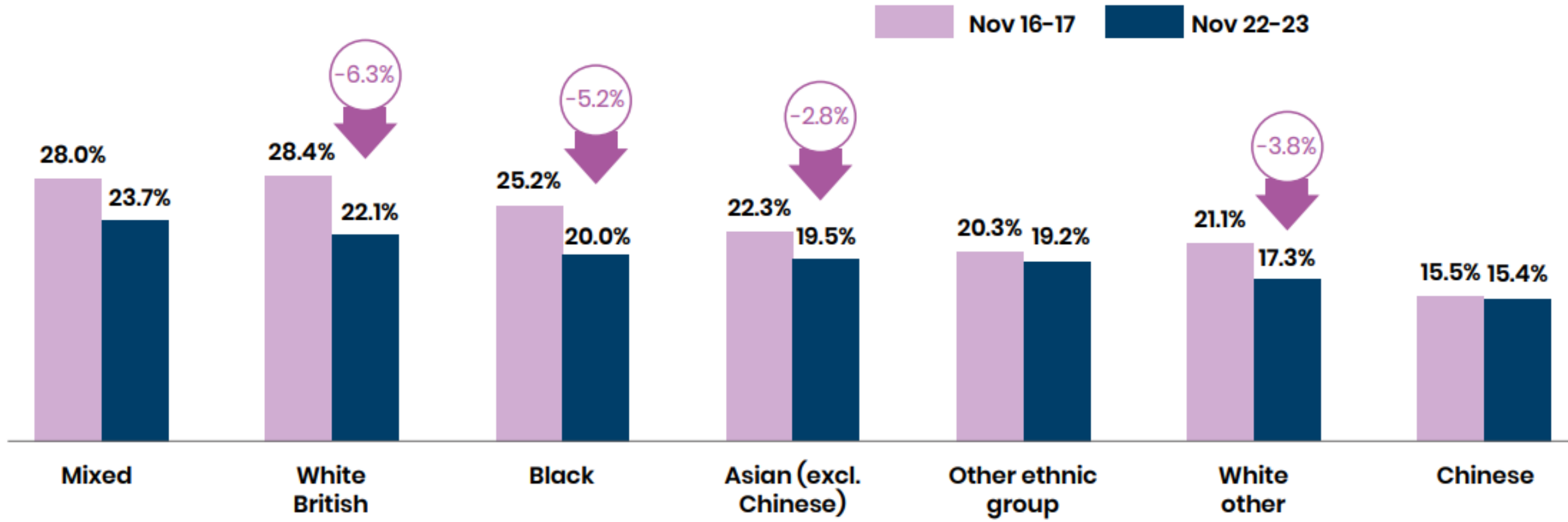


# Current Position and Trends



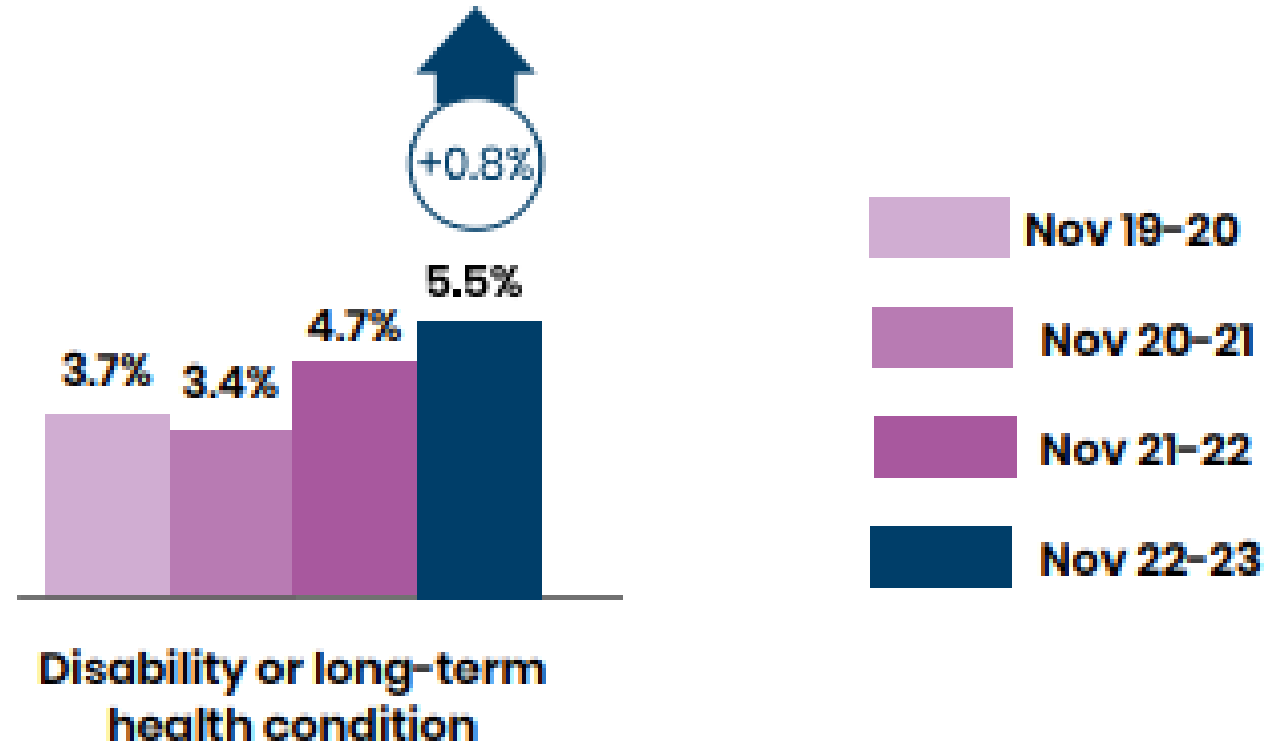
# Current Position and Trends

## Any volunteering in the last 12 months

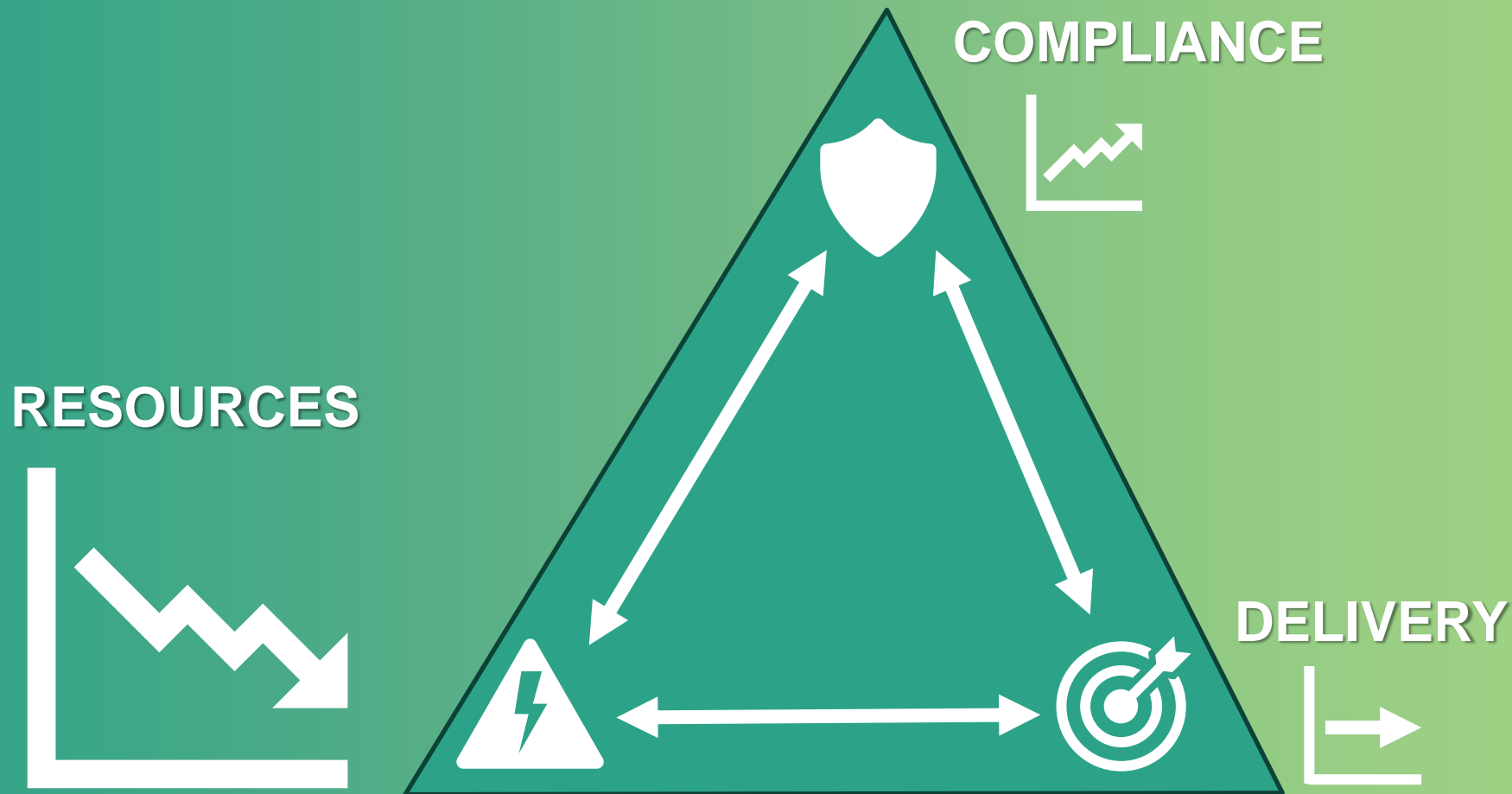


# Current Position and Trends

## Volunteered at least once a week throughout the year



# The net position...

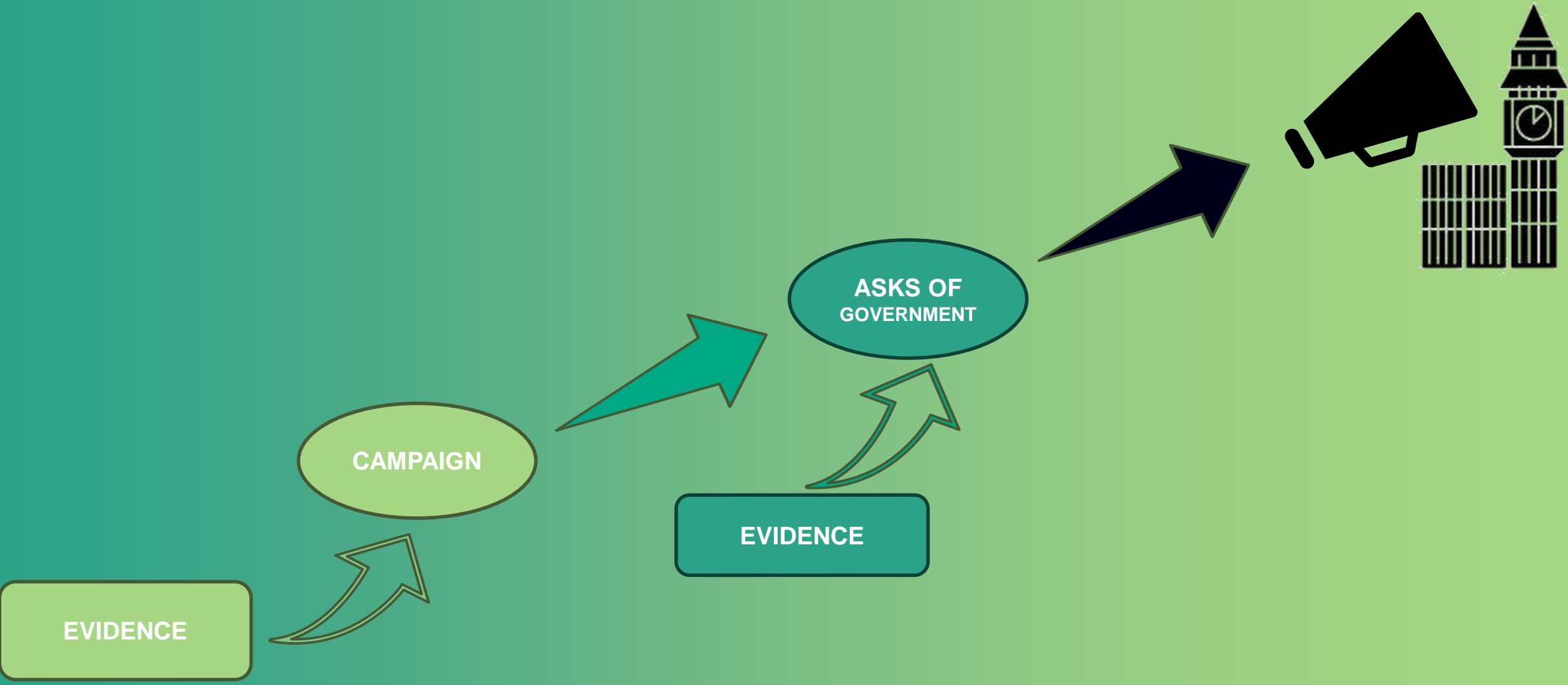


# What we found (4):

## 'TACKLING INEQUALITIES LENSES'

- Low-income households
- Diverse communities
- Children and young people
- Older adults
- Disabled people
- Women and girls
- LGBTQ+ community

# Call to Action for Politicians: *'Get Pro-active & Take the Lead'*



# Next Steps

- Finalisation of our 'Ask of Government'
- Launching this along with NSPG partners and supporting evidence
- Shaping manifesto development within major parties
- Preparing to influence key players within the new administration



**- Thank you for your attention -**

Prepared by Ricky Boardman  
Head of Research and Development - Sport and Recreation Alliance  
[rboardman@sportandrecreation.org.uk](mailto:rboardman@sportandrecreation.org.uk)