



Issue 17 2017

Together

The official journal of **ukactive**

More people, More active, More often | www.ukactive.com



Iron Bars to Iron Man. The National Summit

Inside:

Featuring Global Active Leaders, Our new charity partner and the Flame 2017 winners.

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Active iQ



Welcome

Writing this just a week after the culmination of National Fitness Day, it would be remiss of me not to remark on my enjoyment at the images and videos I've seen of the events taking place across the country. National Fitness Day

demonstrates our sector at its very best and everyone involved can be proud of their efforts to make NFD 2017 the most active day of the year once again.

Looking back at the last few months rounded off by National Fitness Day – it's certainly been an eventful summer. The ukactive Research Institute brought their pioneering insights onto the international stage, travelling to Germany for the Annual Congress of the European College of Sport Science in July to orally present three paper abstracts. You can read more about this vital research, building the case for the physical activity sector, on page 18.

Meanwhile Flame 2017 was bigger than ever – the enthusiasm among delegates over the two days further demonstrating the commitment from the sector to continually raising the bar. It was particularly pleasing to see a room full of delegates for the new Ignite Conference, with General Managers fully engaged and taking part in fascinating discussions.

Flame 2017 culminated once again in another excellent Flame Awards, where we also announced our new Charity Partner of the year. It's great to be working alongside the youth mental health charity The Mix – there are so many opportunities to work together exploring how we can use physical activity to battle mounting youth mental health issues – more on this on page 35.

Now we turn our attentions to National Summit, the marquee political event in the physical activity sector, taking place at the Westminster's QEII Centre on the 1st November. This year's event will explore physical activity as the 'golden thread' running through the burning issues facing society – including health, education and social cohesion. Our Public Affairs and Communications team have tackled some of these issues in this journal, giving a taste of the intriguing debate taking place at Summit, which you can read on pages 36–38.

November is once again set to be a very busy month for the organisation, with the Active Training Awards seeing out the month (p30) celebrating the very best in learning and development within the physical activity sector on 30th November.

The Active Training Awards will also provide the setting for the launch of Global Active Leaders, an exciting new training programme for top-level executives within the physical activity sector. Global Active Leaders, which builds on the success of the Future Leaders Programme, will give leaders the tools to drive forward the sector as part of a global movement to turn the tide of physical inactivity. More information on this exciting new programme can be found on page 31.

All in all, it looks like the next few months at ukactive will be as busy as ever, and we wouldn't want it any other way. We look forward to seeing you all at Summit and Active Training Awards to help build on the summer's momentum and raise the physical activity agenda to new heights.

Steven Ward Executive Director, ukactive

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This communication is from ukactive. Registered in England with company no. 2589238

ukactive journal has been published by Redactive

Tel: 020 7880 6200

17 Britton Street London EC1M 5TP

www.redactive.co.uk



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More people
More active
More often

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Jonathan Edwards Q&A

for Together Magazine



With the IAAF World Championships heading to London this August, Olympic gold medallist and still triple jump world record holder Jonathan Edwards talks to Jak Phillips about its potential to get the nation moving more and the role athletes can play in this.

Five years on from London 2012, what do the IAAF World Championships mean for Britain?

London 2012 stood out from anything I've experienced as an athlete or a broadcaster, the atmosphere was remarkable and the IAAF World Championships coming up – the ticket sales and the fact that it's Usain Bolt's swan-song – mean the event will be electric. I

Measurement is maybe not ideal, but you have to play by the rules of the game and how else can you ensure children are being given the support that they need?

love KJT and watching the trials and tribulations of her over the last couple of years has been fascinating as she has so much talent. And then I guess in my own event, Christian Taylor is going to be very determined to break my world record! I think this summer is going to be awesome.

Where do you come down on the sport funding debate that's hit the headlines in recent months? Does the relentless pursuit of medals inspire grassroots participation or should we divert more money to community facilities?

I think what's lost sometimes in this debate is that funding elite sport is UK Sport's remit and you have Sport England, who have a different pot of money for participation – and the two should work together. My own thoughts regarding participation is that inspiration is fine to a degree, but if you haven't got the opportunity where you live, the school you go to, or the local athletics club, then it's meaningless. Schools in particular were always my focus when working on London 2012 and the legacy work I did was working with schools, providing PE, high quality opportunities and links to clubs. You can watch the best athletes at London 2017, but if you go back to school and there's no opportunity, then what do you do? You can't create

an athletics career on your own. You can't learn how to pole vault because you've watched Renaud Lavillenie if there's no opportunity with a local club, or particularly a local school. And then you're relying on parent support networks, so school for me is the key thing. But in terms of the funding, it's difficult for me to comment without having all of the details and some of it

certainly seems to be very unfair, but don't forget there are different bodies to do different things and UK Sport is about medals, Sport England is about participation.

How do we build on the legacy of 2012 and make the most of the incredible atmosphere and occasion that London 2017 will offer?

It's difficult, because London 2017 was always a guiding light and something to aim for in terms of the legacy of London 2012, but what the next stage in that journey is, I'm not entirely sure, but I think it will be difficult. The sparkle of 2012 becomes ever fainter, 2017 will come and go and be amazing, but you need a focus and I'm not quite sure what that will be after. And as I've alluded to, athletics has its challenges in terms of participation opportunities for young people to get involved. This is particularly true around the club network – look at some of the County Championships which can be very poorly attended for competitors in many of the events. I don't have an answer right now, but it's certainly a live issue to address.

Should there be more of a role for former athletes in helping to inspire grassroots participation?

Yes, there is a role to be played, but there are only so many former athletes and they can only go to so many taster sessions. What you need is a really well-resourced network of coaches. Take school, that's where you've got your captive audience. I

wouldn't be a triple jumper if it wasn't for the fact there was an athletics opportunity at school and there was a triple jump pit there – it's as simple as that. There were lots of steps after, but if I hadn't had those initial

top. That's why the dismantling of the School Sports Network was so sad and as I understand it – although I'm a bit away from it now – this hasn't been replaced.

targets, in this modern world I think if you are going to be able to improve PE and physical literacy you probably do need targets in the same way you do for other core subjects like maths and English. Measurement is maybe not ideal, but you have to play by the rules of the game and how else can you ensure children are being given the support that they need?

You can't create an athletics career on your own. You can't learn how to pole vault because you've watched Renaud Lavillenie

opportunities in PE lessons where they teach you all the athletics events then I would never have become an athlete. It's simply about opportunity – your PE teacher at school is 100 times more important for inspiring participation than Jessica Ennis-Hill. She might give you the spark, but she isn't going to give you the drive you need to work 10 years to get to the

Similar to medal targets, do you think we need fitness measurement in schools to ensure that our children are on track in terms of health and physical development?

When it comes to legislation, although I don't agree with having loads of

i Jonathan Edwards was speaking to Together Magazine at an event hosted by STH Live www.sthlive.com in association with the IAAF World Championships Exclusive Hospitality www.hospitality.london2017athletics.com.





ukactive making progress in Westminster by Steven Ward



The physical activity sector is making good progress in Westminster, but there are many battles ahead. ukactive executive director Steven Ward explains.

How far up the political agenda has the physical activity sector progressed in recent years? A heck of a long way, according to sports minister Tracey Crouch. At the recent ukactive Parliamentary Reception, the MP for Chatham and Aylesford noted that "partnerships like those with ukactive and the wider physical activity sector have a major role to play in supporting the government to deliver a healthier nation".

We have an awfully long way to go before we can say we've truly turned the tide on our physical activity epidemic, but we're heading in the right direction. The reception brought ukactive members and partners together with nearly 50 leading parliamentarians for a valuable evening of networking and discussion.

Our sector has a crucial role to play in helping the government to deliver on its core agenda of creating a healthier, more productive nation. We know that physical inactivity costs the economy £20bn per year, while the majority of Britain's 131 million annual sick days are due to back, neck and muscle pain, which can largely be avoided through regular movement and strength exercises.

Best possible use

Many of these problems start in the playground, so it's hugely encouraging that the government has recently pledged to ring-fence £415m of funding from the Soft Drinks Industry Levy to promote activity and healthy eating in schools. However, we believe this money will have a limited impact unless schools adopt fitness measurements nationwide. The ukactive public affairs team has been working to build cross-party consensus behind this flagship policy objective.

In fact, the team has held meetings with more than 50 senior parliamentarians over the past year, growing support for pro-physical activity policies and a £1bn capital

investment in our country's leisure stock. These endeavours have also led to dozens of activity-focused questions being asked in the House of Commons and I'm confident that our unrelenting efforts will soon be rewarded with a significant breakthrough.

Fighting for fitness

Physical activity's growing standing in Westminster leaves much room for optimism, but the Spring Budget was a sobering reminder that there are many battles ahead. Chancellor Philip Hammond confirmed that sport and physical activity will be omitted from the 15 core employment pathways as part of the new Post-16 Skills Plan for vocational and technical education recommended by the Sainsbury Review. This glaring omission drastically underestimates the importance of our sector to the future of UK PLC.

By failing to provide a clear career pathway into the physical activity sector for young people, the government risks weakening the workforce at a time when it's never been needed more. The physical activity and sport sector employs over 500,000 people and holds the key to some of the biggest societal challenges that we face today. We're winning some friends in Westminster, but we must strive to win many more hearts and minds.

Originally published in Health Club Management 2017 issue 5



www.healthclubmanagement.co.uk



Activity is the golden thread for Brexit Britain

by Huw Edwards



Following the outcome of the general election, ukactive's public affairs director Huw Edwards looks at the opportunities for the physical activity sector

There's now a great opportunity to position physical activity as the 'golden thread' that runs through the nation's psyche, positively influencing key national issues.

As the nation rebounds from a shock election result straight into one of the most defining periods in our history – the Brexit negotiations – our sector faces significant challenges to keep physical activity high on the political agenda.

There was arguably a collective failure from the main political parties across the election campaign to recognise and discuss the importance of physical activity to the country. And yet, other big ticket issues – the ageing population and crisis in social care, the future of the NHS, childhood obesity, mental health, disconnected and isolated communities – all rightly received the oxygen of national debate.

Worthwhile Conversation

These are wide-ranging issues, but what links them is our sector's potential to play a key role in each solution. There's now a great opportunity for ukactive – with its members and partners – to position physical activity as the 'golden thread' that runs through the nation's psyche, positively influencing national issues in a way that will retain the attention of decision makers, commentators

and the public. This is the message ukactive is taking to government, offering our sector's practical support in addressing some of Britain's biggest societal challenges.

The obvious place to start is with young people. Today's children are the least active ever, and we need a serious shake-up of the school day if we are to save Generation Inactive from a lifetime of ill-health. It's not just a case of buying more bats and balls for the PE cupboard, we have to embrace creative solutions. That's why we're calling for a commitment to regular in-school measurement of children's activity levels and the rollout of active mile schemes to ensure children are moving every day.



Giving our children an active start in life is essential, but how do we help maintain active lifestyles once they're in the workplace? Sedentary office culture is wreaking havoc on workers'

health, so now is the time to adopt policies that boost the wellbeing of our workforce.

Cycle To Work

To this end, we're lobbying the Treasury to expand the hugely successful cycle to work salary sacrifice scheme – estimated to have saved £5.1bn through health benefits accrued through participation – to encompass gym passes, fitness products and accessories.

Active schools and workplaces will bring huge physical and mental health benefits, but the societal impact of physical activity is often overlooked. By putting activity at the heart of community infrastructure, we can empower all sections of society to lead more active lifestyles.

We're continuing to push the case for a £1bn regeneration scheme to transform ageing leisure centres into new community wellness hubs that can serve as the preventative frontline of the NHS.

This is a tumultuous political period, but we're confident that building a more productive relationship between the government and our sector will greatly improve our economic and social prosperity. To build a healthier and wealthier nation, we must make physical activity the natural choice for all aspects of society.

Originally published in Health Club Management 2017 issue 7



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ukactive Manifesto

The General Election on June 8th was arguably the most important for a generation and will have huge implications for the future of the UK.

As well as the opportunity to decide our political future, ukactive believes this vote offers the chance to decide on the type of society that we and our children want to live in. If we want this to be a healthy, successful, productive and vibrant society, then physical activity must form a central pillar.

Every day, husbands, wives, parents and grandparents are dying needlessly because they live in a society that doesn't value physical activity highly enough. Physical inactivity costs the UK economy an estimated £20bn per year and causes 37,000 deaths per annum. With an ageing population and an NHS at breaking point, we must build movement back into our daily lives to reap the physical mental and social benefits before it is too late. Be it at school, work, home or at play, we must make physical activity the natural choice from cradle to grave.

We urge all parties in this election to pledge to put the health of the country at the heart of their campaigns, and to commit to policies in their manifestos that encourage, support, and promote an Active Britain.

Schools

- › Government should roll out fitness measurement programmes in schools that are fun and enjoyable for kids, easy to implement and welcomed by parents. As with English and Maths tests, schools will then be able to make direct

interventions to safeguard children who are at risk of ill health due to their fitness levels.

- › Active mile concepts should be rolled out across all schools in the UK. Inactive childhoods cause immediate damage to physical development, attention span and academic performance – why not take simple and easy steps to counter this?
- › Funding from the Sugar Tax should be used to open up schools over holiday periods for holistic Summer camps offering all children – particularly the most deprived – access to free activity sessions and healthy meals. ukactive research shows that children are losing around 80 per cent of the fitness they build up during the school year due to inactive summer holidays, with poor nutrition and excess screen time having a huge impact on the health of our children.

Workplaces

- › It is time to tackle the toxic toll of sedentary office culture wreaking havoc on our workers' health and performance. Sitting at a desk for eight hours a day increases the risk of premature death by up to 60 per cent. Many workers struggle to fit exercise into their busy working days, leading to higher rates of absenteeism (which costs the UK £29bn a year) and reduced productivity across the workforce.
- › Government should expand the successful 'Cycle to Work' scheme to include gym passes and equipment to offer workers more ways to get active under a policy called 'Workout from Work'.

- › ukactive has worked with accountancy specialist Saffery Champness to conduct a cost-benefit analysis of the economic outcomes of enacting 'Workout from Work'. The analysis found that for every £1 spent on the scheme, the government would save over £2.60 in NHS treatment costs and productivity increases, helping to tackle the sedentary office cultures fuelling the UK's physical inactivity crisis.

Industrial Strategy

- › The Government's Industrial Strategy must recognise that our public health infrastructure is just as important as our train or plane networks. This should be driven by a £1bn regeneration scheme to transform the UK's ageing fleet of leisure centres into new community wellness hubs that can serve as the preventative frontline of the NHS.
- › These wellness hubs combine swimming pools, gyms and sports halls, with GP drop-in centres, libraries and police services, to create a one-stop-shop for public services. With government borrowing costs at an all-time low, now is the perfect opportunity to invest in our future. Transforming our infrastructure to inspire movement can catalyse the cultural shift needed to inspire a more active Britain.
- › Putting physical activity – described by the Academy of Medical Royal Colleges as a miracle cure – at the heart of community infrastructure is the only long-term solution to save the NHS from bankruptcy and empower society to lead more active lifestyles.



The Government's Industrial Strategy must recognise that our public health infrastructure is just as important as our train or plane networks.

Healthy High Streets

- › Britain's unhealthy high streets are a reflection of our warped lifestyle priorities. Archaic planning laws currently make it easier to open takeaways and betting shops than businesses that make a positive contribution – economically, socially and physically – to the community.
- › Government should enact more flexible planning regulations and business rates to maximise the transformational health impact that businesses such as gyms can have on communities. Every town in Britain deserves a healthy high street, with physical activity businesses as its beating heart.

Active Ageing

- › Sedentary lifestyles are sending our ageing crisis into overdrive and this will bankrupt our health system unless we shift focus from prevention onto cure. ukactive analysis has found that getting Britons aged over 60 to do five 30-minute dance classes a week could help save the NHS £11bn, preventing almost 850,000 cases of disease and injury and saving billions more in social care costs.
- › Government should commit to the mandatory formation of physical activity strategies in care and residential homes to unlock the huge health benefits of activities like Zumba and dance, reinvigorating residents and giving them greater independence for longer.

Blueprint for an Active Britain

Published in November 2016, ukactive's Blueprint for an Active Britain: Milestone Review outlined a series of clear and achievable policy calls on how to harness the power of physical activity to get more people, more active, more often.



To read more recommendations on how to create a more active society for all, visit: www.ukactive.com/policy-insight/blueprint-milestone-review

Technogym motivates members through new campaign



The Wellness Company

Let's Move for a Better World is Technogym's global campaign which helps gyms motivate members to visit more, train more, and bring potential new members with them to generate the most Technogym 'MOVES' in their gym to win prizes. The top prize was 10,000EUR of Technogym equipment to be donated to a school, club or other non-profit organisation whose primary aim is to get people moving for a more active, healthier and happier life.

2017 was the biggest campaign yet, with 26 (+52%) countries joining via 782 gym sites (+24%) and 141,032 gym members (+15%) donating their MOVES.

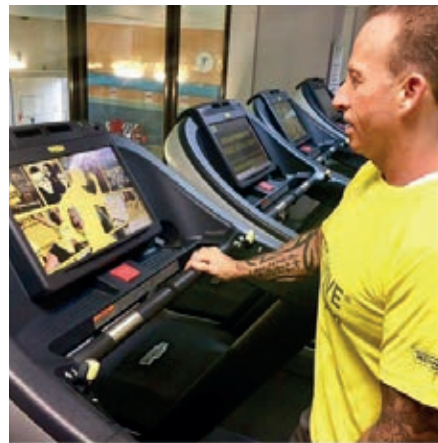
1610 is one of the trusts in the UK who have enjoyed success from the campaign since it started in 2014. Over the last four years, 1610 has increased its sites - from just its Trinity Sports & Leisure centre - to six sites taking part in 2017 (33% of its gyms.)

- ✓ 8% increase in members joining the campaign versus last year
- ✓ 24% increase in visits to the gyms during the campaign
- ✓ Up to 25% conversion from visitors to full members

To maximise member participation, and reach out to new members, 1610

used social media to showcase all its sites, not just those taking part, by creating video and image content.

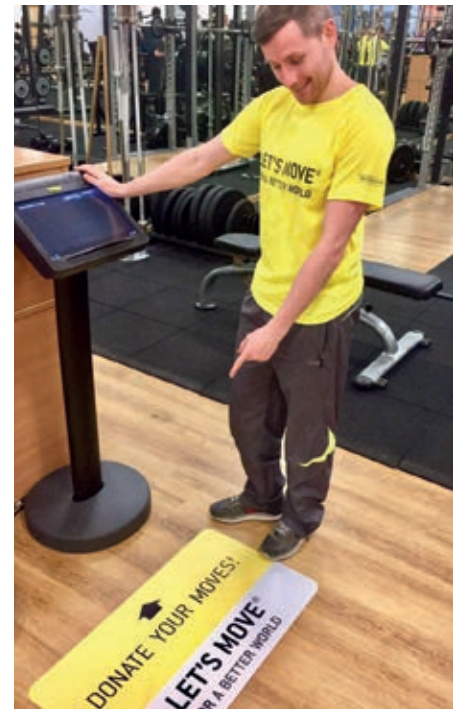
1610 took part in specific training ahead of the campaign in Technogym's Bracknell head office to fully immerse in the Challenge app and learn how best to run the challenge. This was backed up by free, customisable tools and regular email communications from Technogym to help motivate gym teams and promote the challenge to the members.



Following this success, 1610 has adopted Let's Move for a Better World as its annual spring campaign, across all sites. In addition, they plan a yearly Challenge calendar. By having a 12-month plan, they are able to incorporate challenges based on goals such as calories, number of classes or sessions or MOVES, distance and time. It also enables them to link

strategically the Challenge app with wider marketing campaigns run throughout the year. Therefore, it can really help to cross sell and up sell gym and class activities.

In the future, 1610 plans to delve deeper into the power of the data they're collecting via the Technogym system by creating a team of 'Wellness Gurus' who will champion the digital solutions and apps in each centre. 1610 aims to increase take up of assigned programmes through



the Prescribe app to help teams understand their clients, deliver better programmes and follow up their results. This will launch in September, with continued focus on results - to support members' personal fitness goals, and deliver commercial objectives.

 www.technogym.com

Changing lives one wicket at a time

SCL is proud to announce an innovative new partnership with the Yorkshire Cricket Foundation as part of their ongoing mission to positively impact the lives of 1 million children and young people.

SCL is a leading Ofsted approved education provider which helps grass-roots and professional sports clubs to encourage young people to develop their education and provide them

with exciting career opportunities. Although holding a coveted spot as one of the best teams in England, Yorkshire Cricket still strives for excellence on and off the pitch - presenting a perfect opportunity for both organisations to make a positive difference in the community.

Starting this September, SCL will be teaming up with the Yorkshire Cricket Foundation - which uses the



power of cricket to deliver education, health, inclusion, heritage and participation projects - to create a unique cricket programme.

 www.wearescl.co.uk/yorkshire-cricket



New partnership announcement

Shopworks provides a tailored staff-scheduling platform for retail, hospitality and leisure companies available as Software as a Service (SAAS). The firm, in operation since 2009, is quickly growing in the physical activity sector, offering services such as staff scheduling, compliance, budgeting and training to clients including iLife, Halo and Educogym.

Pushing The Envelope To Get Kids Moving: An old school approach to creating fitter future generations.

Every week in a school in Holmfirth, Yorkshire there's a group of school children who fuel their fitness by singing and dancing their way through a BORN TO MOVE class. Six thousand miles away school children in Shenzhen, China do the same. Not only are both groups enjoying the benefits of regular physical activity, they're now creating international connections and bonding over a shared love of it.

Fiona Noonan from the United Kingdom and Doris King from China are two talented teachers who recently took the initiative to film their BORN TO MOVE sessions and share the fun footage with each other's class. The concept wasn't just for fun, the idea was to prove how physical activity can be used across the curriculum, and provide additional activity minutes. It's certainly worked.

The initiative started with children filming their favourite BORN TO MOVE sessions so that they could send the footage half way around the world. The initiative was an instant hit with the children, and it was clear that they wanted to learn more.

The children decided to put their writing talents to use, and paired up with a pen pal in China. They created letters with questions, information and drawings all designed to learn about life on the other side of the globe. When, after two long weeks, the letters arrived they were met with squeals of excitement. The children couldn't believe they each had a letter that had come from the other side of the world!

The children are not the only ones happy with the success of the initiative. "This project was the perfect way to demonstrate how versatile BORN TO MOVE programming can be," says Justine Williams, BORN TO MOVE Manager in the United Kingdom. "It shows that with a little creative thinking schools can develop cross curricular activities based on physical activity. In this case they learnt about different cultures, different languages and had fun, all because of BORN TO MOVE".

BORN TO MOVE classes are now delivered in some schools as part of the United Kingdom's new school exercise regime where teachers and parents monitor pupils' activities throughout the school day in a bid to eradicate childhood obesity. You can find a BORN TO MOVE class near you, or let your child experience the magic of moving to music anytime by accessing BORN TO MOVE on demand – for free!

www.lesmills.com/borntomove



shopworks

STAFF SCHEDULING

Shopworks partnered with ukactive as sponsors for Flame 2017. This year's edition brought together over 800 of the industry's biggest influencers and decision makers for two days of insight, followed by the highly anticipated Flame Awards. The review can be found on pages 24 and 25.

As part of the partnership, Shopworks will be offering all ukactive members a no-obligation free trial to experience the bespoke staff-scheduling platform for themselves.

ukactive CEO Steven Ward said: "Software solutions such as Shopworks' platform are exactly the types of forward-thinking innovations the sector can benefit from as we move towards a new era of data-driven decision making.

Lee Bowden, Shopworks Head of Strategy, said: "Working alongside an organisation at the centre of the physical activity sector like ukactive offers unprecedented opportunities for our innovative platform to help further drive the industry's growth.

www.theshopworks.com

Active IQ explains what 'Supplier Of The Year' really means

Active IQ

We were delighted to win the award and be recognised by the industry in this way" says Jenny Patrickson, Active IQ Managing Director. "We are primarily known for our work as an awarding organisation but we have recently reached out far wider in the industry and also offer professional support to operators, trainers and students whilst actively developing a raft of advanced Level 4 qualifications to help bring about the much sought-after professionalisation of the industry."



Patrickson believes that the wider scope of work offered by Active IQ is what helped the business stand out to the Flame judges and the industry at large. Active IQ enjoys strong partnerships within the sector and works closely with organisations such as ukactive, CIMSPA, and the Federation of Awarding Bodies, to share best practice with key industry influencers. It also has excellent relationships with operators, trainers and instructors – all of whom Active IQ supports with products and services such as its Professional Recognition and Professional Career Development programmes to advise and certify fitpros for their training and staff progression, "We listen closely to industry needs" says Patrickson.

With operators, training providers, fitness experts, sports academies, colleges and leisure industry employers all looking to Active IQ for guidance and accreditation, it's clear to see how it earned its 'Supplier Of The Year' status.

 www.activeiq.co.uk

From Tracks to Training Old Train Station converted to Anytime Fitness Southport Gym



Ex professional footballer, Brett Ormerod, and his wife Lisa, have opened an Anytime Fitness in the upcoming Ribble buildings, in Southport, originally built in the 1800's as a train station and currently seeing a resurgence.

The 5,000 sq ft, ground floor gym boasts ten pieces of cardiovascular equipment supplied by Precor. Taking advantage of the street views, the CV equipment is strategically placed at the front of the building looking out onto Lord Street.

The gym boasts a Queenax corner unit providing versatile functional training options and strength equipment along with a range of plate-loaded machines. A large free-weight area and a studio featuring a virtual fitness system have also been incorporated in to the facility.

For Spinning® enthusiasts, a Spinning® studio featuring nine Spinner® Ride bikes offers instructor-led fitness classes, as well as virtual classes using the Wellbeats system.

The site, which is awash with light due to one side consisting of floor to ceiling windows, was previously an empty space and required a complete refurbishment including installation of private and disabled bathrooms, along with dry changing areas.

Franchisee Lisa Ormerod comments: "As an ex professional footballer my husband has always been in the fitness industry and with three children, we wanted to start a business that would benefit us all as a family. We intuitively decided we wanted to furnish the gym with Precor equipment due to its high quality and the benefits of Preva networked fitness will motivate our members and enable them to easily gain access to all their data.

"The Precor team has been exceptional from start to finish, offering excellent guidance and help when needed. We are comfortable knowing we will be able to manage a smooth-running business as Precor service and maintenance technicians will be on hand quickly and efficiently if and when required."

Access to the gym is by fob entry with a tailgated system for member verification, which links to a cloud-based ClubHub CRM. Member safety is paramount and a high-level bespoke security system has been installed with multiple cameras placed around the building. When the gym is unmanned exercisers have access to wireless panic necklaces and receivers and an emergency red phone.

The gym is open 24-hours, seven days a week and will have regularly staffed hours from Monday to Sunday.



 www.anytimefitness.co.uk

Industry leaders, Premier Global and NASM, join forces to transform uk

Premier Global and The National Academy of Sports Medicine (NASM), two world-class brands, have today announced a landmark partnership to radically transform education and training in the UK fitness industry, and support the continued career growth of the sector's fitness professionals.

The new 'Premier Global NASM' partnership was unveiled to the industry at this year's ukactive Ignite, Flame Conference and Awards. Together, Premier Global, the UK's leading provider of professional education and training for fitness professionals, and NASM, the global leader in advanced, science-based personal training content, will ensure UK fitness professionals have access



to the very highest levels of education, anywhere in the world.

Laurie McCartney, President of Global Fitness

and Wellness Solutions for Ascend Learning, the parent company of both NASM and Premier Global, said: "By empowering Premier Global with NASM's proven and proprietary approach, we're transforming the UK market with the most effective and trusted model for preparing personal trainers to drive results and excel in their careers."



Nick Bradley, CEO of Premier Global, adds: "As the leisure industry continues to diversify and professionalise,

training for fitness professionals has never been higher on the agenda. Fitness operators want the respect of the medical profession, as the entire sector seeks to play its part in turning the tide on inactivity which costs the NHS billions every year.

"Since 2010, the number of fitness trainers in the UK has increased significantly from 136,000 to 170,000

– representing 25% growth. These fitness and wellness professionals are key to the overall success of our extraordinary industry and our vision for Premier Global NASM is to empower and support them in their goal of motivating clients to lead healthier lives."

Premier Global NASM were a lead sponsor of ukactive's Ignite, Flame Conference and Awards. Delegates at the events, which took place in Telford on June 27-28, heard more about the opportunities the partnership creates, ahead of the full launch to the industry which took place on July 17. They also had an exclusive opportunity win a trip for two to the NASM conference in Arizona later this year.



 www.premierglobal.co.uk

Let's talk about injury: Get Back To Sport

Across the UK over 380,000 sports injuries are treated in A&E per year; 8.5 million people suffer from painful joints. Knee, back and sports injuries cost economy >£7 billion per year in absenteeism alone. There is an epidemic of untreated musculoskeletal problems in the community.

Management of many of these conditions require targeted exercise, in addition to physiotherapy, to maintain physical activity, prevent sedentary behaviour and optimise recovery.

Founded by Dr Claire Minshall, Rehabilitation and Conditioning Specialist, Get Back To Sport provides a revolutionary new curriculum of

training to equip fitness professionals to manage injury.

iPT (Injury-Aware Personal Trainer) training has been developed using the combined experience of experts in the fields of sports medicine, physiotherapy and psychology to provide this industry-leading training. This means that professionals will not only increase their knowledge of the most up-to-date science behind rehabilitation and training, they will also learn how to practically apply it!



 www.getbacktosport.com

UK's largest public leisure operator wins capital's top safety award

GLL – the UK's premier charitable leisure social enterprise and largest provider of public swimming has won a prestigious safety award.

The biennial London Ambulance Service's 'Saving Lives' Awards 2017 saw GLL nominated in both the Community and Organisational categories due to the large number

of incidents it has responded to with defibrillators.

Staff at Finchley Lido were overall winners in the Community Award – the location saw a much-publicised resuscitation of a customer in 2015.

Special commendation was given to the Waterfront Leisure Centre who made the final shortlist in the

same award category, and GLL who were also shortlisted finalists in the Organisational category.

Since 2011, GLL has been ahead of the curve, training an increased number of staff to deal with cardiac arrests in its gyms and pools.

In 2016–17, there were 12 cardiac arrests on GLL premises within the London area and the prompt action of trained and highly skilled staff saved 9 lives in total.

Michelle Howe, GLL's National Standards and Compliance Manager said: "To maximise a casualty's chances of survival following a cardiac arrest, it is vital that the first responders are trained and know what to do. Those minutes before an ambulance arrive are vital to a patient's chances of a successful outcome and GLL's commitment to life saving training and technology is acknowledged through these awards."



www.gll.org

Sport Wales national database to be powered by the DataHub

Sport Wales, the national organisation responsible for developing and promoting sport and physical activity in Wales, is the latest partner to join the DataHub.

A key part of the collaboration will be the DataHub powering Sport Wales' national facility audit, so that the database, which contains location and specification details of all indoor facilities, will remain up to date. This will enable key intelligence to be built to better inform investment decisions and strategic priorities in the Welsh sport and fitness industries.

Developed by 4 global in 2013, the DataHub is a virtual hub for sports and leisure data, which currently holds information from more than 157 operators, who between them run over 1,100 sites.

The DataHub enables every member organisation to make use of intelligence from its central repository, which now holds data from more than 270 million individual facility visits. This data can tell an organisation

everything from what 'good' looks like in their area to what classes are popular locally, at what time, with which members. Inevitably this boosts an organisation's ability to coordinate its investment and means a more relevant offer, which meets the community's needs and therefore creates more demand.



Sport Wales also joins the DataHub Steering Group, which consists of ukactive, CLOA, Sporta, CSPN, the ASA, Badminton England, England Squash, Places for People, GLL, Xn Leisure and Gladstone. The Group meets quarterly to provide project governance.

Graham Williams, Deputy Director of Community Sport at Sport Wales, says:

"As an organisation, we strive to develop an active, healthy nation through sport. The existence and

development of facilities that enable people to get active and stay active is a big part of achieving that vision. The DataHub allows us to present information around current facilities in Wales so that we can collaborate with the sector to strategically plan and improve sites, making them fit for the future and the needs of the communities they serve."

"It's refreshing to see a national sport agency adopt a progressive and collaborative approach to a traditional facility audit," says 4 global Director, Alex Burrows.

"Embedding the Sport Wales national database within such a significant 'data community' will provide direct benefits to all the organisations involved. The DataHub's overarching aim is to get the nation more active by sharing up-to-date intelligence and this partnership is another step towards helping us work collectively to make more informed decisions about physical activity investment."



www.datahubclub.com

MYZONE® become the official supplier to Yeovil Town Ladies Football Club



MYZONE® has become the official supplier to Yeovil Town Ladies Football Club allowing the first team to benefit from the latest heart rate technology as it prepares for the challenges of the top division.

The team is currently enjoying its first season in the Women's Super League (WSL) 1 after being promoted to England's top division at the end of 2016.

The club has come a long way in just four years when it was playing in a park. Now based at Huish Park, Yeovil played in the fourth tier in 2011-12 and finished third in the 2012-13 Women's Premier League Southern Division, before joining WSL 2 for the summer of 2014.

They finished fifth in WSL 2 in 2014, fourth in 2015 and came top of the table in 2016. Following their promotion to WSL 1, Yeovil will be competing against the likes of Manchester City, Arsenal and Chelsea to name but a few.

The first team players train five times a week. MYZONE® has been incorporated into their training regime allowing sport scientist Ewan Greenhill to monitor their progress daily.

"To have MYZONE® as our official supplier of heart rate monitors is a massive step in our aim to create one of the leading support processes in WSL. The monitors give us great insight into our players and means as coaches we can do the best by our squad," says Greenhill.

"The MZ-3 provides accurate data and combined with the mobile app allows a unique set up where players can see their data as quickly as I can. Being transparent with data and closing that feedback loop is very important to the staff and not all heart rate monitors can do that as easily as MYZONE®."

Jonathan Monks, director EMEA at MYZONE®, said: "We are delighted to support Yeovil Town Ladies. Women's football has never been more popular and the dedication and success of teams like Yeovil will help inspire the next generation of players."



A programme of seated exercises helped improve the physical and mental wellbeing of frail elderly people in just couple of months, according to the findings from a trial scheme

More than 60% of older people who took part in the programme experienced an improvement in physical function within 10 to 14 weeks, found a pilot run by the Royal Voluntary Service (RVS) and exercise specialists Move It or Lose It.

Meanwhile, many participants in the classes for over 60s reported feeling less lonely and unhappy.

According to the study findings, 61% of people who took part experienced functional improvement, with most moving from low to moderate functioning.

University Hospitals of Morecambe NHS Foundation Trust is the first health service trust to commission RVS to deliver Move It or Lose It to older patients.

The classes are now on offer to older patients on five wards across the trust's three main hospital sites.

"Resistance-based exercise is critical for older people because of rapid loss of muscle mass and strength – particularly following a period of illness, surgery or an accident," said Allison Smith, head of strategy and development for RVS.

"The physical benefits of the Move It or Lose It programme in this pilot were clear, with the positive impacts on loneliness and isolation an added benefit," she said.

"Improved mobility helps older people live more independent lives and we would like to be able to offer Move It or Lose It programmes across the country working closely with both hospitals and primary care to reduce frailty and support older adults to be more active and happier," she added.

 www.moveitorloseit.co.uk

 www.myzone.org



Active workplaces will boost bottom lines, says ukactive

by Huw Edwards



ukactive Public Affairs Director Huw Edwards has made a passionate call to arms for Britain to tackle the toxic toll of sedentary office culture by placing greater emphasis on getting workers active.

Physical inactivity costs the UK £20bn each year and is a particular blight on the modern workforce. Sitting at a desk for eight hours a day increases the risk of premature death by up to 60 per cent and costs UK businesses productivity.

Interviewed by prominent journalist Julia Hartley-Brewer on TalkRadio yesterday (6th April), Edwards urged the Government do more to promote activity in the workplace by making it easier for employees to unlock health benefits such as gym passes and equipment.

Many workers struggle to fit exercise into their busy working days, leading to higher rates of absenteeism (which costs the UK £29bn a year) and reduced productivity across the workforce.

Edwards said government and employers should encourage the fun and wide-scale health benefits of active lifestyles. He noted that small lifestyle changes can make a significant difference, urging workers to 'use the stairs instead of the lift, stand while talking on the phone, or go over to your colleague's desk to talk rather than email them'.

The 'Cycle to Work' scheme was flagged by Edwards as an example of a Government policy that is helping to promote behaviour change and he said this should be expanded to include gym passes and equipment to offer workers more ways to get active under a policy he called 'Workout from Work'.

"By encouraging workers to buy bikes and cycle to work through salary sacrifice incentives, Cycle to Work has had a huge impact," said Edwards.

"More than 180,000 people bought bikes in 2014 alone, but cycling isn't for everyone, so why not expand this to include gym memberships and home-activity equipment?"

Cycling isn't for everyone, so why not expand this to include gym memberships and home-activity equipment?

"If we are serious about jump-starting our economy through increased productivity, while at the same time taking the burden of our NHS then it's time to implement innovative solutions to mobilise Britain's workforce."

ukactive has worked with accountancy specialist Saffery Champness to conduct a cost-benefit analysis of the economic outcomes of enacting 'Workout from Work'. The analysis found that for every £1 spent on the scheme, the government would save over £2.60 in

NHS treatment costs and productivity increases, helping to tackle the sedentary office cultures fuelling the UK's physical inactivity crisis.

ukactive is now in detailed discussions with the Treasury to outline the economic and societal merits of the policy and will continue to make the case for enactment of 'Workout from Work'.

Edwards told TalkRadio that such a scheme would bring positive results for businesses by helping to boost their 'bottom line'.

"Exercise has proven physical and mental benefits for workers, he added." "Healthy and happy workforces are more productive, healthier and stay

with their companies longer, driving revenue for their employers. It's a 'win-win' scenario."



publicaffairs@ukactive.org.uk



Standards Update


by Pete Wells

Head of Key Accounts

Marriott show their standards



Marriott Hotels have recently passed the ukactive Code of Practice, showing their commitment to their members and raising the standards of our sector. Having undergone a vigorous process to show that they are up to standard in Health and Safety, Staff Training and Customer Care Marriott have shown they take the operation and duty of care of their facilities seriously.

 For further information on the Code of Practice please email standards@ukactive.org.uk

New data standards

Following on from the recent data breach in the NHS and with research showing that over a third of business chiefs in the UK believe that their companies will be hacked – we thought that it would be good to give you an overview of the new General Data Protection Regulation (GDPR) that comes into force next year and some practical implications around this.

The GDPR replaces current EU and national data protection legislation and will apply from 25 May 2018, it's also worth noting that the UK's decision to leave the EU will not affect the commencement of this regulation and you must be compliant by 25th May 2018.

If there is a breach in your data, not only must you inform the relevant organisations and people within 72



hours, there is also the chance of a large fine. There is a tiered approach to fines for breaches up to a maximum of 4% of your annual turnover or €20 million, so please take this seriously.

When collecting or keeping data a key factor to consider is whether or not consent has been given. Data privacy imposes principles and rights that must be respected when processing data. Legislation dictates an opt in logic, where all organisations must collect consent from their customers for each purpose.

With regards to historic data, explicit consent must be actively collected. A solution to this which some organisations have chosen to implement is to carry out waves of consent collection before the compliance date deadline (25 May 2018). If the historic data is of a non-member or ex-member, and you have no legal obligation or requirement to keep their data or any other exemption under the GDPR, their data will need to be deleted.

ukactive is working closely with the Information Commissioners Office (ICO) on this topic and for further information and advice on the GDPR please visit their website

 www.ico.org.uk/for-organisations/data-protection-reform

Also, the National Cyber Security Centre (NCSC) have recently published guidance for enterprise administrators and small businesses who want to reduce the likelihood of being held to ransom by WannaCry (or other types of ransomware), which is available from the government website

 www.gov.uk/government/news/ransomware-advice

With regards to historic data, explicit consent must be actively collected.



The ukactive Research Institute invited to orally present three abstracts at the annual Congress of the European College of Sport Science (ECSS) in July Identifying ‘what works’ for getting people more active.

The ukactive Research Institute's Dr Steven Mann and Matthew Wade were invited to orally present three abstracts at the 22nd Annual Congress of the ECSS in MetropolisRuhr, Germany.

The event, hosted by the Faculty of Sport Science at the University Alliance Ruhr, the Institute of Sport and Science (TU Dortmund University) and the Institute of Sport and Movement Science (University Duisburg–Essen), explored challenges and issues relating to a range of topics from all areas of sport science and sport medicine.

Over the past couple of years, the ukactive Research Institute has focused on investigating questions relating to children's inactivity and physical literacy, and how to engage inactive populations. This makes the invitation to present on these topics a significant achievement for the Team.



The impact of deprivation levels on the decline of children's fitness levels over the summer

In 2016 the ukactive Research Institute conducted a study examining the scalability of children's fitness testing. The aim of this study was to gain a deeper understanding of children's physical activity habits

and to determine the most feasible and scalable method of measuring children's fitness in a primary school environment. Data was collected from 14 schools in North West England through Premier Sport's My Personal Best Challenge. The results showed that children's fitness levels increased in the first quarter and continued to rise through the year. However, they fell during the summer holidays indicating children are participating in far less physical activity over the summer holidays than in the academic year.



Following on from this investigation, our latest study looked to determine whether deprivation levels impact upon primary school children's cardio respiratory fitness (CRF) and BMI. The results show that the

dramatic and significant reductions in children's fitness levels over the summer holiday period, highlighted in the previous study, is significantly more apparent among children from the most deprived areas. Such findings could have implications for policy makers, funding bodies and organisations looking to provide physical activity initiatives for children over the summer holidays. Specifically, the need to provide physical activity programmes that appeal to children and families from differing socio-economic backgrounds across the UK.



Assessing the impact of physical education training upon physical literacy outcomes

Physical literacy – the ability to use a range of fundamental movement skills in a competent manner, with the capacity to confidently apply them in a range of settings – is key to developing and maintaining an active lifestyle from childhood. The aim of this study was to assess the impact of a teacher training programme designed to help teachers facilitate better physical literacy related outcomes from physical education (PE) provision in a primary school setting. Measures were taken from the 'Physical Literacy Assessment for Youth' methodology developed in Canada and included children taking part in locomotor, throwing, kicking and balance tasks.



PE specialists from LEAP (Bucks & MK Sport and Activity Partnership) created resources and provided training for teachers at a number of randomly assigned schools taking part in the study. Data was collected from children aged between 9–10 years old attending one of eight primary schools located in the 20% most deprived areas of Buckinghamshire. The findings showed that physical literacy scores improved to a significantly greater extent in intervention schools than control (those not receiving the training and resources). Therefore, data indicates that providing specific PE training and resources for teachers may be an effective mechanism for increasing physical literacy amongst primary schoolchildren.



Understanding follow up non-attendance to a community-based physical activity motivational interviewing session amongst at risk-individuals

Ensuring that individuals from at risk-groups are sufficiently active is a significant public health challenge. The National Institute for Health and

Clinical Excellence (NICE) advocates the delivery of brief interventions for physical activity (PA) in primary care as clinically and cost-effective in the long term. Let's Get Moving is a behaviour change intervention originally developed by the Department of Health, and now powered by ukactive, that provides a systematic approach to identifying and supporting adults who are not meeting the Chief Medical Officer's recommendation for physical activity. It involves a trained community exercise professional providing Motivational Interviewing (MI) to clients over a 12-week period to enhance intrinsic motivation to increase physical activity. This study focused on first year results of the UK-based Let's Get Moving programme delivered in Essex and aimed to determine those least likely to attend a follow up, thereby informing delivery and retention strategies.

A total of 277 participants did not attend the 12 week follow up. Initial analysis of these participants indicated that individuals most in need of support – those classified as inactive – accounted for just under half of non-attendees, and that specific demographic groups also did not attend. Ongoing regression

analysis was used to determine if demographic and PA groups are significant indicators of non-attendance at a 12 week follow up MI session, with full results from the study made available in July.



Results from this study may be used to inform the development and delivery of brief interventions in a similar setting to reduce non-attendance, specifically amongst at risk-individuals.

We are always open to original research ideas whether you are an operator, supplier, researcher, provider or practitioner. If you have an idea you would like to explore don't hesitate to get in touch.



research@ukactive.org.uk



Bringing it Back to Basics

With the rising number of Fitness Apps measuring all parts of your body could we be losing track on what's really important for fitness? Such as accurate stats on muscle, fat and hydration?

Monitoring Lean Muscle Mass becomes more important as we age. Strength and resistance training undoubtable helps to maintain vital muscle but how do we know if the exercises we are repeating every week are actually gaining us the valuable muscle we need? As much as we'd like them to, your phone will not be able to tell you accurately whether you are gaining muscle in the right areas and losing the dreaded body fat.

You need a specialised device to measure body composition, but in today's age there are so many products on the market. How do you know which one to choose?

Fat vs Visceral Fat

Bioelectrical Impedance Analysis, also known as BIA, is the technology most of these body fat analysers follow, whether they use scales or electrodes. This means a very weak signal or current is passed through the body. The current will then pass through different tissues which will

have different resistive qualities to the current (ie fat is an insulator, ie a poor conductor, since it contains less fluid and electrolytes, so will slow down the current). The flow of the current is recorded as Impedance. These values are then read by the BIA machine which will determine the quantity of that tissue in the body.

Now, the important factor to remember is that the fat is fat, and



muscle is muscle. Just like you cannot differentiate between brown fat and white fat, you cannot differentiate between visceral and subcutaneous fat. All types of fats will still show the same amount of resistance to the current.

Scales vs Electrodes

The accuracy of BIA measurements depends on skin resistance. When we are using a light current to measure the inside the body, the thickness of the skin and the connection to the electrode is of utmost importance.



So if we consider scales for the moment, consider the thickness of the soles of your feet and palms of your hand in comparison to the thin skin on the tops of your hands and feet, used with electrodes (the sticky pads). The sweatiness and dryness of the hands and feet will also affect any electrical current when taking a BIA measurement.

Bodystat has been a manufacturer of solely BIA devices for almost 30 years. They dedicate themselves to educating their customers about this technology and are determined to offer the most accurate results possible.

Always offering the latest technology, Bodystat is launching a new Touch Screen device this September. So keep an eye out on their website www.bodystat.com as there will be a huge **sale of current stock** very soon. This could be your chance to get your body composition analyser well within budget!

Contact: sales@bodystat.com

Call us: **01624-629571**

Website: www.bodystat.com

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For medical,
for research,
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Or buy online: www.bodystat.com/shop

New Features:

- Colour Touch Screen
- New App
- USB for software
- Optional Printer



Bodystat®

BODY COMPOSITION TECHNOLOGY

Raising awareness of the emerging world of children's virtual fitness/activity



Every school teacher can now easily deliver outstanding activity and PE lessons with imoves.com



We're all about upskilling teachers to feel confident with PE and activity using our supportive and inclusive approach to learning and teaching.


Imoves is revolutionising how schools teach PE and dance using interactive movies to support easy-to-follow lesson plans, flash cards, assessment tool, and coupled with amazing music children love.

ImovesDance package includes over 50 different styles and topics covering over 200 hours of lessons for Primary schools. Styles range from Strictly classics to Hip Hop and topics cover many cross-curricular areas in history, science and geography from Stonehenge to Eco-warriors.

ImovesPE package includes all the dance resources, plus Gymnastics, Pilates, Fundamental Skills for KS1 and Athletics and Games for KS2, covering over 400 hours of lessons for a primary school.

Our resources are a great tool for Kids Clubs providing you with a wide choice of activities for the children to try.

Packages start from £180 per year, try the free trial which includes 7 lessons across dance, Pilates and Gymnastics.

 www.imoves.com
ian@imoves.com
Phone: 0114 2661061

GEO AR – Magical Park coming to the UK



Using the latest Augmented Reality technology and software, along with a smart-phone or tablet, this brand new AR App can transform any park or open green space into a "Magical Park" for children (and some Dads too!)

The games have been designed and were successfully launched last year in New Zealand and the company behind the technology are now looking for partners in the UK, with the chance to be one of the first in Europe to offer this technology!

The software is specifically designed to get those tech-savvy kids, "Off The Couch And Active Outside", running around and playing with other kids as they interact with the games.

The Apps are free to download and play and they come with 3 game worlds for the kids to explore, as well as seasonal games for Halloween and Christmas. Each of the games requires the children to run around and find objects that unlock new levels and fantastic creatures!

Ian Remmer, UK Sales Director for www.geoargames.com said, "This really is amazing technology and I am very excited to be helping to launch Magical Park in the UK. Not only is it great fun for the kids to play, it can also be used increase footfall to local parks or sports centres"

For further information and a video of the games in action, please contact:

 ian@geoargames.com

A new iDEA to get kids active




iDEA is a low cost virtually hosted activities solution taking off in gym's, leisure centres, holiday parks and schools. There is no longer the need for expensive instructors, as with just a room and a screen, users can unlock an ever expanding powerful bank of activities delivered by world class experts and experienced TV presenters, on demand and direct to any venue.

Since launching in 2015 iDEA is now being used at several David Lloyd Family Health Clubs, Thomson Cruises, Haven Holiday Parks and Parkdean Resorts. They are also distributing content to gyms, health clubs and leisure centres world-wide via companies such as Wexer Virtual and Fitness On Demand.

Once subscribed users can access the full bank of 'on trend' activities ranging from circus skills including juggling and hula hooping, dance and fitness, including cool kids Yoga and social activities like magic tricks. New content is added regularly at no extra cost and the activities are modular, with content broken down into session times ranging from five minutes to one hour.

iDEA activities also feature a unique 'step up, step down' feature offering participants easier and harder variations which is great for encouraging repeatability. All of the iDEA activities are available to stream on-line or can be provided on Blu-ray discs, simply press play and get active! Find out more at:

 www.ideagetactive.com
ben@ideagetactive.com

From Innovation to Education: StairMaster® helps facilities develop world class HIIT programs

The StairMaster HIIT program assists business growth, space utilisation and client satisfaction.

Integrating innovative programming, products and promotions into a fitness facility is an ongoing challenge for owners and operators. In the ever-changing consumer fitness market, change and innovation are requirements for client engagement, retention and business success.

High Intensity Interval Training has been around for years, but with the growth of CrossFit and similar facilities, HIIT programs, HIIT sports



offering, a complete package of programming and marketing tools emphasized on empowering facilities by educating operators and

example workouts, and digital assets to assist the customer with launching their HIIT program."

HIIT programs offer numerous scientifically backed health benefits, a shorter time investment, the ability to motivate participants through an engaging group environment and give facilities the option to incorporate group competition.

The StairMaster HIIT program was developed to assist in business growth, space utilisation, revenue generation and client satisfaction and is a great option for those looking to capitalise on one of the strongest trends in the industry today – High Intensity Interval Training.

Fitness Academy delivers exceptional fitness education, globally accredited training courses and offers industry leading qualifications.

www.corehandf.com



events and HIIT media, the benefits of this type of training are more in the consumers' eyes than ever before. Many have used this opportunity to reinvent part of their floor space for HIIT products and programs to capture a growing market of extremely motivated consumers.

Core Health & Fitness, makers of the StairMaster line of HIIT products, have recently unveiled their newest

instructors on how to create, operate and market their own HIIT program.

"To help our customers capitalise on the ever-growing high intensity trend, we're happy to offer a turn-key, science based, HIIT solution," explains Jake Peterson, director of products for Core Health & Fitness.

"We provide a trainer course with certification, example layouts,



CORE HEALTH & FITNESS

This year's Flame Conference, held at Telford's International Conference Centre on Wednesday 28th June, proved to be one of our biggest and most successful yet. It offered a programme packed with inspirational keynotes, thought-provoking panels and practical advisory sessions.

Highlights of the day included:

Jason Kenny



Six-time Olympic gold medallist, Jason Kenny, captivated the crowd with an absorbing question and answer

session, chaired by Baroness Tanni Grey-Thompson. Through sporting examples and personal insight, Jason spoke about his own career progression and how he handled the overwhelming pressures of his sporting life, as well as offering insight on the habits and decision making processes that breed success under both acute and enduring pressure.

Maxine de Brunner

The former Deputy Assistant Commissioner of the Metropolitan Police, Maxine rose through the ranks in one of the most high-pressure working environments resulting in her being awarded the QPM. Through



shocking stories of high pressure police situations, Maxine evidenced how she spearheaded transformational changes within the metropolitan police force and how she now uses her experience to advise other organisations on transformational changes. A session full of inspiring stories and unique take-home messages including encouraging business owners to look for adjustment and innovation from within their establishment.

Andrew Davis



One of Britain's foremost social media experts, Andrew Davis delivered a stand out session on utilising social media as a cost-effective way to

recruit, retain and build relationships with customers. Having worked with ITV, BBC and Myspace.com, where he grew the number of users from one to ten million in a year, Andrew shared relevant and unparalleled social media marketing knowledge. This insight included what he believes are the three essential questions all organisations must ask when seeking to simplify and succeed at social media:

- > What content can I create?
- > How can I get that content to the relative people?
- > What can I get them to do?

To view Andrew's webinar of his session please visit:



www.thinkingoutsidetheblog.com/ukactivewebinar17

Simon Moores



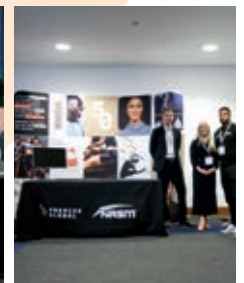
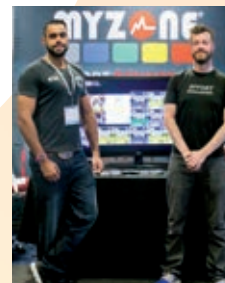
With data protection featuring heavily in the news in the past several months, Simon Moores, an expert in data protection,

shared his unrivalled knowledge within this key area. He outlined current trends in data insecurity, and discussed why it is such a prominent issue in today's technology driven workplace. Simon then went on to explain how best to mitigate the risk of a data breach as well as key steps businesses should take if a breach occurs.

Flame 2017 Partners

A massive thank you from ukactive to all Flame Conference partners, with a special thank you to conference headline partners MYZONE and Premier Global NASM.

- > Active Network
- > Dry Robe
- > imoves
- > InBody UK
- > Kitbrix
- > Let's Get Moving
- > miha bodytec
- > Montcalm International Ltd
- > MYZONE
- > National Fitness Day
- > P81
- > SIBEC
- > Shopworks
- > The ukactive Research Institute



Flame 2017 got off to a great start on Tuesday 27th June with the customary Golf Day at the beautiful Shifnal Golf Club. This was followed by the ukactive Members' Dinner that evening in the unique setting of the RAF Cosford Wartime Hangar.



Golf Day Winners

Congratulations to all who took part, and special congratulations to the ukactive Golf Day prize winners -

Winning team

Jonathan Monks, Chris Cope, Richard Burden, Paul Batty



Best Individual Score

Adie Meyer



Prizes were also awarded for: **Team Runners Up, Longest Drive and Closest Pin**



Pre-Conference Members' Dinner

Over 150 ukactive members came together on the 27th June to enjoy an evening of exceptional networking and fine dining. The entertainment for the evening was hosted by ukactive's Head of Client Services, Phil Horton, and featured the professional 'mentalist' - Gilan Gork. The best-selling author of the book 'Persuasion Games' and the founder of 'The Influence Institute'

for business, Gilan has presented in over 20 countries around the world and has been dubbed the 'Master of Influence' by his international clientele. Using the power of the mind, allied with an incredible understanding of body language and psychology, Gilan performed several 'experiments' throughout his enticing performance which captivated ukactive members.



This year saw a new addition to Flame in the form of **Ignite** – a day-long event designed to help operational, sales and team managers acquire the tools needed to become future leaders. Held on Tuesday 27th June, the day commenced with Premier Global's CEO, Nick Bradley, launching the partnership between Premier Global and NASM.

Following a warm welcome for ukactive Chair Baroness Tanni Grey-Thompson, delegates divided into groups to participate a masterclasses and complimentary workshop stream of their choice. These streams built around the four following themes:

- › Future leadership
- › Building engagement
- › Reaching the inactive – to grow your membership
- › Customer service

Hosting these breakout sessions were senior ukactive staff members and leading experts from within the sector. Included within this top class line up were:

Professor Miquel Lladó



Miguel has worked at director level for major brands including PepsiCo and Sara Lee, and he combines strategic business consultancy with lecturing at the IESE business school.

Niall Cluley



Niall is an expert in culture and performance - helping ambitious brands to transform their customer experience. His current clients include Cunard, Ann Summers, National Trust, Itsu and Care UK. For the last 3 years Niall was Global HR Director at Fitness First Group leading the organisations people strategy through its global rebrand and transformation programme.

Dr Zoe Williams



Dr Williams currently practices as an NHS General Practitioner and works with Public Health England as a clinical champion of physical activity. She additionally founded the organisation Fit4Life, which aims at educating and motivating children to live healthier lifestyles.

Scola Dondo



Scola Dondo is a YouTuber who launched her health & fitness channel after having lost 50lbs at the age of 14. Now at the age of 21, Scola has a following of over 238,000, her online success has led to features in Teen Vogue, Buzzfeed and The Fader. She now also presents the BAFTA nominated CBBC show Lifebabble and continues her work online with brands such as Disney, TOPSHOP and Tesco.

Flame 2017 ended on a high with the much anticipated Flame Awards and Gala Dinner which saw more than 800 of the physical activity sector's leading lights come together to celebrate the achievements of their peers.

The **ukactive** and **Matrix Fitness Flame Awards** recognise facilities, suppliers, operators, educational institutes, health practitioners and large corporations, and are the sector's largest and most prestigious celebration of innovation and excellence.

The **2017 winners** were chosen from hundreds of entrants and after months of rigorous assessment. ukactive CEO Steven Ward said: "Congratulations to the winners, but also to the finalists, who were of an exceptional standard and only further prove the depth of quality we have in this sector."

"The awards were really good this year – the best I've seen in many years. Well done team ukactive!"



ukactive & Matrix Flame Award Winners

Shaping Young Lives

- › Fit for Sport

Healthy Partnerships

- › Active Nation UK

Leisure Centre of the Year (Streamline)

- › Houldsworth Village, Life Leisure

Leisure Centre of the Year (Multi-use)

- › Stratford Leisure Centre, Everyone Active

Outstanding Achievement, Leisure Centre of the Year (Multi-use)

- › Maltby Leisure Centre, Places for People Leisure

Physical Activity Campaign of the Year

- › Parkrun UK

Spark of Innovation

- › 4Global

Health Club of the Year (Streamline)

- › Spirit Health Club Gloucester, Interstate Hotels Europe

Health Club of the Year (Multi-use)

- › Castle Royle Golf & Country Club, The Club Company

Active Workplace

- › Seven Stones

Spirit of Flame

- › Harley Hicks, GLL

Supplier of the Year

- › Active IQ

Outstanding Achievement – Supplier of the Year

- › Alliance Leisure

Health Club Operator of the Year

- › The Club Company

Leisure Centre Operator of the Year

- › Everyone Active



"Thanks for a brilliant day and evening. The entire Active Nation team enjoyed themselves and of course, are very proud of our achievement."

Iron Bars to Iron Man

John McAvoy

Holds 4 British records and remains the only lightweight rower to have held all three ultra-endurance world records at once.



My journey into exercise isn't really the stereotypical journey into fitness training. I wasn't really interested in sport or exercise as a child and was verging on being obese and suffering from asthma.

My passion for training was stumbled across by chance whilst sitting in a prison cell at 18 years old. To break up the boredom and monotony of daily life and being locked up for 23 hours a day I started to do cell circuits.



As the months progressed I built up my fitness levels not really knowing or understanding what I was doing but the feeling of raising my heart rate and the boost of endorphins made me feel alive and became very addictive. I would train for 2 hours every morning at 6am which would really act as a form of escapism from my environment.

As the years progressed and I moved to other prisons I started to gain access to the prison gym facilities and started using the fitness equipment including the concept 2 rowing machine. It's here where I really discovered my ability and potential for endurance sport and started to break world and British records set by Olympic and world class athletes.

I had woken up an ability I never even knew I possessed and was determined to use it and become a professional athlete upon my release from prison. To do that I knew I had

to study the art of improving my body and I read every book I could on training.

I had woken up an ability I never even knew I possessed

Sport and exercise has given me so much in my life and I think everyone has the ability to improve and grow in their fitness journey - you don't need to win an Olympic medal or set a world record - you just need to get active and enjoy the vast benefits of exercise. I always say if I've managed to do what I've done from where I did anyone can do anything.

To attend our National Summit at the QEII Centre in London, visit

 www.ukactivenationalsummit.com





Join us on the
30th November 2017
at The Hilton Reading!



Now in their fourth year, the Active Training Awards celebrate and reward the very best in learning and development within the physical activity sector.

Delivered in partnership with CIMSPA and sponsored by Active IQ, there are 10 award categories this year – recognising employers, training providers, suppliers, programmes, individuals and teams.



www.ukactivetrainingawards.com



The physical activity facilities (paf) forum 2017



The theme for this year's physical activity facilities seminar programme is 'Expanding the reach of physical activity'.



Now in its third year the paf forum combines CPD-certified seminars sharing best practice, tailored one to one business meetings with the

most innovative suppliers, and the opportunity to network with fellow pro professionals.

Among the speakers are:

Dr Steve Mann

Research Director, ukactive

Zena Wooldridge OBE, Director of Sport, University of Birmingham

Chris Whitaker, Facilities and Investment Manager, England and Wales Cricket Board

Charles Johnston,

Property Director, Sport England

Peter Taylor, Professor of Sport Economics & Co-Director of the Sport Industry Research Centre, Sheffield Hallam University

Tom Booty, Programme Manager, Denbighshire County Council

The forum brings together operators, architects, contractors, project managers, consultants and manufacturers and suppliers delivering projects in sport, play and leisure. Those actively delivering physical activity projects attend as complimentary delegates including executive accommodation, all meals, networking drinks receptions and a superb gala dinner.

The paf forum is being held on the 12-13 October 2017 at Heythrop Park Resort, Crowne Plaza, Oxfordshire.



For more information and to register please visit www.paf-forum.co.uk



Hugh Hanley
 Virgin Active
 2017 Alumni Future
 Leaders programme



Future Leaders Programme 2017

My journey to the future leader's course began from a conversation with some of my colleagues who attended the future leaders programme in 2016 and they were telling me it was top drawer and an amazing week of knowledge and upskilling so I was keen to try get myself booked on to the course in 2017.

I eventually nagged my boss enough that he agreed to put me forward for the course and we were all systems go.

It was an action packed week from the moment we arrived where we went straight into a session with Professor Miquel Lladó about breaking the frame which straight away started challenging our perception of things and got us thinking differently. Soon as Miquel closed his opening session down the week began with a networking session where we got to learn a bit about some of the fellow students on the course then it was full steam ahead with the learning.

The next 5 days were about learning from others through real-life

The university was superb and is ranked number one within executive education, and its teaching professors are world-class with great personality to keep the sessions engaging and fun.

There were many great take away's from the week that I have already started to put into practice in my current role but one of the real highlights was a section we did called the "executive challenge" where you get to present a challenge you are working on to a closed group of trusted colleagues and they share feedback on how you could approach things differently and work as your own private mastermind group to help you achieve your goal with some great ideas and feedback. Part of this section is that you are not allowed to talk for 20 minutes at the end of your presentation and just take feedback from your mastermind group which I found extremely hard to do as how often do we sit back and let people give us feedback straight in the eyes but it is hugely valuable and humbling to shut up and listen ☺.

We started the week as a group of 47 different individuals from different roles in the industry but after the week together we walked away as a team of 47 leaders all focused on making the industry better through the different roles we play.

One of the quotes a professor said was "**Leadership you cannot touch it but you can feel it**" and after the week with some great people from within the industry this quote sticks with me as a summary of my time in Barcelona and the future leaders programme.



Within a couple of weeks from getting the green light to attend the course I got an email with the pre-course work that needed to be completed and straight away I realised I was going to be picking up some great insights into sharpening my skills within my current role and developing myself for future roles within our business and the industry and there would be very little time to see Barcelona!!

situations and help broaden our vision on the sector we work in. There was some great insight into the strategic side of the business from setting the strategy and implementing that strategy with a full 360 perspective of the business. It felt like every hour there were knowledge bombs getting dropped and all of us would have that AHA moment of discovery and insight.



Even the world's finest players have access to a coach

Global Active Leaders Programme



Together, we sit at the vanguard of a global movement to turn the tide of physical inactivity. Across the globe, there is a growing coalition of organisations who wish to do something to make a change.

As passionate proponents of physical activity, we know that if our products and services available and embraced ubiquitously across the globe, the lives of billions would be enriched, health systems saved, and economies reinvigorated. The battle to re-embed activity into daily life is one of our greatest global challenges, in line with the ambition to eradicate global disease and inequality. It is another side of the same coin.

The science is clear. The debate is over. Urgent priority must be given to dramatically increase the world's commitment to physical activity. The impacts of what has become a widespread physical inactivity epidemic affect everyone in every nation. To put solutions into practice at scale, we must align on what needs to be done and how. We need a brigade of leaders across the globe, ready to take this fight forward.

The Global Active Leaders Programme marks the start of conscious decision to raise our game. Every single person invited to participate the Global Active Leaders Programme is a leader in their own right, here and now, today. They are running fantastic organisations, delivering outstanding results, to their customers, shareholders and staff. Only those who recognise that this is not enough will answer this call to join us on this new mission.

Five reasons to take part:

- › Develop, refresh or sharpen strategic, commercial and leadership skills
- › Develop new strategies to manage the mega trends shaping the evolution of health and fitness
- › Problem solve and action plan for specific transformational challenges facing your business or your personal behaviours as a leader
- › Map out what the next phase of your personal journey looks like, and how your today and continue to help shape the path of where you will head tomorrow
- › Think outside industry parameters by looking at global brands, emerging trends and new models of growth



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miha bodytec FIBO review



The fitness and bodybuilding fair in Cologne – FIBO – is a colourful event. Here, a total of 1,019 exhibitors from 49 countries present their products to the world of fitness. Over 100,000 fitness enthusiasts from over 100 countries arrive to marvel at the latest trends and innovations.

training to achieve better results in less time. However, the innovative technology is not the only decisive factor; equally important is the trainer, who guarantees the safety and success of the workout. They know the customers and use the EMS tool specifically in order to set a training-relevant stimulus in the shortest time possible. They accompany and supervise the progress and become a point of contact for advice on choosing right diet and a healthy lifestyle. This care provides the necessary motivation and expertise to drive good training, through which personal goals can be optimally achieved.

This was clearly reflected in the size of the "EMS Hall", at FIBO. All major manufacturers were present as well as a range of EMS franchises and specialised consultants. Meanwhile, researchers focused on EMS relayed their latest insights on EMS and its role as a tool for fitness and wellbeing.

A major thematic focus was on Safety-first – exploring how EMS training can be used effectively and safely in order to maintain a sustainable market, following recent research on safe use of the technology. In particular, guidelines were presented based on recommendations from researchers at the Universities of Cologne, Kaiserslautern and Erlangen, along with representatives, training and equipment manufacturers. The safety standard presented at the trade fair is already also an important criterion of the German TÜV certification for EMS providers. For practical purposes, the essential recommendations for EMS training come down to two basic rules:

1. The training must always be accompanied by a trained trainer.
2. A trainer should train a maximum of 2 people at the same time with EMS.

In the midst of this new fitness market, the brand miha bodytec remains a constant reference, a dominating feature at FIBO with its large stand located at the entry of EMS Hall. As the market leader for EMS, the German company has been selling its products for 10 years, supplying almost all relevant service models.

The name miha has its origin in miha Maschinen GmbH, which has developed and manufactured innovative products for the sports and medical industry for over 40 years. From this company miha



Among the various innovations at FIBO, some companies are already well established in today's market. A major example is EMS Training – or whole body EMS Training – which once again had a hall to itself at FIBO. This new modern workout relies on electronic muscle stimulation. The special feature: a moderate use of electric impulses increases muscular contraction beyond the usual level, which leads to a stronger training stimulus. This allows EMS

According to recent market studies, EMS training is one of the top trends in German fitness. Whether in the traditional gyms, in micro-studios or in homes with mobile trainers, the EMS market is booming in Germany. Around 250,000 people use it for several reasons; medical purposes, preparing for sports competitions, and also as their own personal training tool. These consumers are now facing a market saturated by almost 2,000 EMS-providers.



bodytec GmbH emerged in 2007, now celebrating its tenth anniversary. miha has held the position of market and technology leader since the birth of the EMS training market. The claim from miha remains the same as then – to offer a comprehensive package for commercial providers that enables them to successfully position themselves in the future market of EMS-training.

The company has become a 'global player' in the meantime, with a growing international presence. Miha bodytec now has a sales structure in more than 30 countries, with an export share of around 75% of the sales volume. The 6000 sq m company HQ in Germany serves as a worldwide export centre for equipment and accessories.


Following the increasing international spread of EMS training, the expansion of miha bodytec has become a logical step.

This year, on the company's 10th anniversary, miha bodytec has announced plans to launch a wholly-owned subsidiary in the United

Kingdom. The attractive office space located in the heart of London will henceforth serve as the British sales centre of the company. The local contact for this British market is miha bodytec newcomer and globally recognized athletic coach



Thomas Ott. As a long-time expert in the industry with a degree in sports science, he is very well acquainted with miha bodytec and the services needed to offer EMS training.

 www.miha-bodytec.com/en/product/

Whether in the traditional gyms, in micro-studios or in homes with mobile trainers, the EMS market is booming in Germany.



PT study: Level 3 Diploma

by Jak Phillips



It's seven months since I first cracked open the books to begin studying for my Level 3 personal trainer qualification with Future Fit Training and I'm gaining a greater appreciation for Christopher Hitchens' genius by the day.

"The measure of a good education is that you acquire some idea of the extent of your ignorance," the legendary contrarian once quipped, and I'm finding him to be proved more correct with every passing module.

I've mentioned in a previous piece* how surprised I was by the sheer volume of knowledge that personal trainers are expected to acquire. The level of detail and insight required was something I had grossly underestimated and this has been exacerbated by the fact that

From a personal perspective, one of the most interesting aspects has been the importance of behaviour change and psychology in motivating an individual to exercise. We all know the stats – physical inactivity costs the UK £20bn per year and claims 37,000 – so these skills are essential weapons in a PT's armoury if we are to make a meaningful dent in the nation's inactivity crisis and save the NHS from bankruptcy.

The measure of a good education is that you acquire some idea of the extent of your ignorance

As someone who works in communications and public relations, it's fair to say much of my day (and nights) are consumed with questions of

PT – it's all relative. Never mind the initials, across the two disciplines there are huge similarities in understanding motivations, changing behaviours and helping people to be happier.

Being neither a master in public relations or personal training (yet!) I'm afraid I'm not quite in the position to reveal all of the synergistic secrets that can help make both jobs become a doddle. But I can certainly see the parallels and would urge us all in the

physical activity sector to treat our comfort zones like our muscles (stretch them often and watch them grow) by constantly seeking out advice and expertise from unlikely sources.

As for my Future Fit PT course, having just passed my Exercise Programming and Coaching section, now all that stands between me and a fully-fledged Level 3 qualification is the Nutrition and Weight Management module. The studying for this has begun in earnest, but of course it's only when you're let loose on the public that the real learning begins – a sentiment I'm sure Hitch would heartily agree with.



the comprehensive course materials provided by Future Fit ensure that no stone is left unturned in your training. Lucky then, that the learning process has so far proved such a joy that I'm genuinely excited and intrigued by how much remains to be discovered.

how to change behaviours. How do we persuade X that Y is the best course of action for improving their health? How can we best demonstrate that taking up Z will lead to a marked improvement in someone's happiness and wellbeing? You can probably see where I'm going with this – when it comes to PR and

 www.futurefit.co.uk

*www.futurefit.co.uk/personal-training/resources/news-and-views/2016/12/12/personal-training-a-reassuringly-comprehensive-process/



Turning mental health words into actions

It used to be the topic that no one would discuss. Now, it seems everyone's talking about it. But are we any closer to finding the answers to Britain's mounting mental health crisis?

According to media intelligence agency Roxhill Media, 2016 was the year when mental health finally went mainstream, accounting for 15.4 per cent of healthcare-related press coverage (more than cancer, at 11.4 per cent).

After years in the shadows, it's great to see mental health getting the attention that it deserves. But tellingly, much of the coverage was focused on shortcomings in our current health system and wider society, rather than the progress being made.

This is particularly true for children and young people, who are increasingly finding they have no place to turn in times of turmoil. Today's young people are the least active generation ever and this is having a serious knock-on effect in terms of mental health issues. Latest government figures* show a significant increase in mental health issues among young people since 2010, with one in four women aged 16-24 having suffered from anxiety and depression, compared to 15 per cent of young men.

The importance of this agenda is why we, ukactive, have formed a new charity partnership with leading young people's charity The Mix. Together, we are working to tackle the

alarming rise in mental health issues among under 25s by getting young people moving more.

Following on from The Mix's recent work as a lead partner for The Duke and Duchess of Cambridge and Prince Harry's Heads Together campaign, the collaboration will harness the power of physical activity to combat mental health conditions through a range of new research, health referral and signposting initiatives.

Making physical activity the beating heart of Britain's health strategy is key to this. From enhancing people's mood, to reducing stress and improving self-esteem, physical activity plays a crucial role in mental wellbeing and can cut the risk of depression – a growing issue among young people – by a third.


As we've seen from The Mix's work with the Duke and Duchess of Cambridge's Heads Together campaign – particularly at the recent London Marathon – the fun and fulfilment of an active lifestyle can have a transformative impact on young people's mental health.

We know that physical activity can be a powerful antidote to mental health conditions and could save millions through earlier interventions, so why not bring this into our GP care pathways? A recent World Health Organisation study found that the number of young people given antidepressants increased by more than 50 per cent in the last seven years, despite National Institute for Health and Care Excellence (NICE) state the drugs should not be used to treat mild depression in children. Isn't it time we made greater use of exercise to protect young people from a lifetime of reliance on prescription pills?

Through our partnership with The Mix, we will combine the expertise and networks of both parties to offer greater physical activity opportunities to young people. This includes academic research into effective youth interventions, a planned physical activity referral scheme for young people, activity pilot schemes in schools for pupils at high-risk of mental health issues and the creation of new e-learning and signposting tools to help young people access physical activity offerings in their area.

A key milestone for our partnership will be this year's ukactive National Summit, where the importance of physical activity in mobilising our youth and tackling mental health problems will be a central theme. Held at the QEII in Westminster, the event will gather more than 600 thought leaders from the fields of politics, public health and physical activity to explore solutions to society's biggest challenges.

As ever, finding the answer to end Britain's mental health epidemic will be far from simple. But the need for action is clear. And at Summit on November 1st, we urge you to join us in Westminster and share your thoughts on how we can give young people a brighter future through activity.

 www.themix.org.uk
www.ukactivenationalsummit.com

*www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/youngpeopleswellandpersonalfinance/2017

National Summit Key Themes



NATIONAL SUMMIT

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Protecting the mind

By Junior Manager of Digital
Communications Ade Lawal

From an early age, I was always told the many benefits of protecting the mind. Thinking about it now, I can hear the incessant echo of the phrase 'there's a thin line between sanity and insanity' in the back of my head. I was always told to speak up, say what was on my mind and not develop a habit of keeping things bottled up, as doing so has harrowing repercussions. Whatever the issue was, it was ok to say*.

I suppose I was somewhat fortunate growing up in an era where young people **were** young people; we played outside in the rain, met up with friends at the arcade or corner shops and had real 1 to 1 conversations outside of Instagram, Twitter or Facebook. (This is a fad now considered boring and somewhat outdated).

Young people of today are surrounded by distractions, they have so much to do yet so little time. If you think social issues were bad enough (Brexit, ongoing terror warnings and the furore surrounding the General Election), think about the personal front; issues at home, coping with peer pressure, exam stress, social media bullying, hormones... I could go on.

Using social media as an example, there are many young **minds** which are intrinsically **jacked** into the matrix (pun intended) at all hours of the day, failing to look after their personal health & wellbeing. Each time, they are consumed by every scroll, swipe, tap, Like, share, resulting in them spending endless amounts of time within this virtual-sphere.

Now as someone who works in social media, there is absolutely nothing wrong with using social media to stay up to date or finding the latest hilarious meme. However, it does present a problem when it comes to overuse of social media amid its recent link with mental health problems.

Earlier in May, the RSPH and the Young Health Movement came out with the **#StatusOfMind**** report, claiming Instagram was the worst social media platform among several with negative impacts on mental health. They include anxiety, loneliness, body image, self-identity and sleeping patterns. Additionally, recent data polling*** from the Higher Education Statistics Agency (HESA) has shown a 210% increase in people leaving university before completing their course – this has trebled since 2009-10. This begs the question; how can we help our young people in managing these major issues?



According to ukactive research, young people today are the proverbial definition of generation inactive; leaving them susceptible to coronary heart diseases, respiratory diseases and a higher risk of being overweight and obese.

Why is it important to protect the minds of our young people you ask? As someone who personally suffers from mild anxiety, I wasn't too sure how to deal with it. However, upon the recommendation of my GP and personal research, I can personally vouch that an active lifestyle brings huge benefits to one's mental health. Regular exercise is a fantastic way to boost your mood if you are suffering from depression and a great way for dealing with stress, procrastination and emotional ups and down.

Here at ukactive, we believe there is a very strong link between mental health management and physical activity; even NICE**** recommends physical activity in dealing with depression.

Being able to live an active lifestyle is **very important**, for everyone, but most especially for our young people who are still developing. This is why **ukactive Kids** was created, striving to work with any organisation who want to get **more children, more active, more often**. At the moment, ukactive Kids is working with 13,000 schools, head-teachers and school governors all around the UK.

We believe we can play a major role in shaping our young generation by

introducing them to the 'miracle cure', which according to the Academy of Medical Royal Colleges can help to treat, manage and prevent over 20 lifestyle conditions.

So how can we use physical activity to enable our young people to lead rich, fulfilling lives void of mental health complications? This is one of the many questions we will be tackling at our annual National Summit on the 1st of November, bringing together top experts and sector leaders.

* www.headstogether.org.uk/?gclid=CM6kjbU19QCFRG6GwodRFYAcQ

** www.rsph.org.uk/about-us/news/instagram-ranked-worst-for-young-people-s-mental-health.html

*** www.theguardian.com/society/2017/may/23/number-university-dropouts-due-to-mental-health-problems-trebles

**** www.nhs.uk/Conditions/stress-anxiety-depression/Pages/exercise-for-depression.aspx

Breaking Barriers

By Public Affairs and Policy Officer Jade Hall

There are over 10 million disabled people in England, accounting for 18 per cent of the population. Yet, disabled people can face a vast number of psychological, logistical and physical barriers to getting physically active.

Disabled people are twice as likely to be inactive as non-disabled people. New Sport England figures show that there has been a reduction in the number of disabled people playing sport, down by 2,400 in the last year to 1.56 million.

Disabled people have the same right as everyone else to be active, wherever and however they wish to take part. However, many have not had positive experiences of sport and physical activity, with barriers such as a lack of inclusive promotional material, lack of awareness of equality needs, and a lack of physical access preventing disabled people from freely participating.

As a sector, we need to do more to tackle the barriers preventing

disabled people from enjoying the fun of physical activity, and rethink the way we provide physical activity opportunities. Often this does not involve large-scale changes. Small steps – such as improved training and inclusive promotional imagery – can make a huge difference. For example, the Royal National Institute of Blind People (RNIB) has worked with Pure Gym in the East Midlands to make gyms more accessible for people with a visual impairment.

There is a clear business case for increased engagement with disabled people. There are currently more disabled people than gym members in England, and the spending power of these households – 'the purple pound' – is £249 billion. Moreover, there is a clear appetite from disabled people to improve their fitness levels, with recent EFDS research highlighting that seven in ten disabled people want to increase their physical activity. This represents a huge untapped opportunity for the sector.

ukactive is committed to tackling the challenges disabled people can face in accessing physical activity opportunities, and our work over the coming year will be centred on overcoming three core barriers: physical, psychological and



promotional. This will also be a key theme discussed at our National Summit in November. We hope that our work in this space will begin to improve the confidence, knowledge, and expertise of the physical activity sector workforce to engage with disabled people, and create more fun and accessible physical activity opportunities.

Nationally there are a number of strategies that have specific targets to improve the inequalities in physical activity and sport. Our sector must rise to this challenge, so that everybody is able to be happier, healthier, and more active.

Childhood obesity epidemic

By Communications Executive
Luke Holland

Kids aren't moving enough. Britain's children today are the most inactive generation ever, where the fittest child in a class today would be among the least fit twenty years ago. The health risks of childhood inactivity are well documented and oft-repeated – I've counted seven articles in the past week alone – yet things seem to trundle on the same.

The fact is, physical activity has the power to transform many young lives. There are obvious benefits for children's physical health – active kids have lower blood pressure, stronger bones, and a greatly reduced risk of type 2 diabetes. Physical activity is also one of the key weapons in the arsenal battling the childhood obesity epidemic – if not the silver bullet, at least an armour piercing round.

The benefits aren't limited to physical health however. Indeed, regular activity is a cornerstone of mental health and a key driver of attainment in children. Recent research has found that children taking part in organised sports and physical activities at the ages of 5, 7 and 11 were almost one and a half times more likely to reach a higher than expected level in their Key Stage 2 maths test.

There are also countless scientific studies that have found that exercise boosts concentration, energy levels and class cohesion. If any more evidence was needed, just look at the example of Finland, by many accounts the most active country in Europe. It also happens to be number four in PISA (the OECD's official education assessment) rankings, leading the way among European nations. I would contend that this is no coincidence.

So how do we get children moving more? It's a question with no easy answer, and one which will be discussed in detail by a range of experts at the ukactive National Summit in November. A start, however, would be putting children in the driving seat. It's quite a logical step when you think about it. Who knows what activities children want better than children themselves?

We therefore need to ensure the £415m from the sugar levy is spent

why not let the children take the lead and run their own activities, with trained supervision?

effectively. Children aren't naturally inactive – if the activities are available, they will get involved. It's very much the case of the old adage '**build it and they will come.**' So, our first step should be making sure all children have easy access to free or cheap activity programmes after school **and** in the holidays.

We also have to make sure we're encouraging **all** children to get involved. From personal experience, working with a holiday activity provider – too often would we start a game only for a significant minority of the group to peel off and sit at the side, frustrated at sports where they felt like they had no chance of meaningful participation.

Now in my instance, I had the time and curricular latitude to adapt games



based on the kids' preferences to get them up and enthused again, but that's not always the case in more regimented and time-pressured environments. A Virgin Active pilot in Bedfordshire found that when children were allowed to devise and deliver the activities themselves, engagement and confidence skyrocketed. So why not let the children take the lead and run their own activities, with trained supervision?

Children's view of activity and future habits are shaped by their young experiences, and everyone has role to play in determining them for the better. So let's encourage them to do that little bit more, and enjoy it too. The key is letting the children choose **how**. It could be playing football for the school team, dancing in the local community centre, or simply a regular family walk with the dog. Turning the tide of childhood inactivity won't be easy – but the important things never are.



To attend our National Summit at the QEII Centre in London, visit www.ukactivenationalsummit.com

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Pride and No Prejudice: ukactive Supporting 'Heads Together' at the 2017 London Marathon!

by Georgia Seabrook

Whether you watched this year's London Marathon on TV or you were there in person, there can be no doubt whatsoever that it was an inspirational display of human spirit.

ukactive, the not-for-profit body behind Let's Get Moving were asked by Heads Together – Charity of the Year for the Virgin Money 2017 London Marathon – to help cheer for their runners. This meant that I, alongside other ukactive staff members, donned bright blue headbands, waved blue foam fingers, and screamed messages of encouragement until our faces were shades of blue to match at the London Marathon on Sunday!

Heads Together is the campaign spearheaded by Prince William and Kate (aka Kate and Wills, or K-Wills to some) that hopes to end the stigma around mental health. It encourages people to speak out about mental health issues so that people can unite in the face of their conditions, make mental health a part of everyday



conversation, and put an end to the shame and fear of judgement that can often accompany mental illness. Prince Harry led by example when, in an interview with The Telegraph, he disclosed that he had received counselling to help him manage his emotions surrounding the death of his mother.

The atmosphere of solidarity on the day seemed particularly fitting as a volunteer for a campaign that sees unity as the best weapon against the mental health stigma.

Standing at the 25th mile point meant seeing people at their lowest points: their legs either cramping or ceasing to carry them any further. But what was most poignant was seeing other runners stopping to help them. Whether it was massaging their legs, sharing water with them, or in some cases putting an arm around them and carrying them further towards the finish line, these Marathon Samaritans supported those who needed it in whichever way they could. Getting this support from a total stranger gave those who were really struggling before a new lease of life. There was a fresh determination to keep going and cross that finish line – a determination which, if it could be bottled, would make millions.

Several of the people running for Heads Together were featured in the first episode of the 2-part BBC One documentary 'Mind Over Marathon' – in which people who struggle with a wide variety of mental illnesses take on the challenge to run the London Marathon. With mental illness comes a whole panoply of draining challenges that rear up daily; watching this group of people battle their demons while training for a challenge famed for its difficulty is incredibly moving. The programme also highlights the link between physical and psychological wellbeing, showing how feeling good on the outside can pave the way to feeling



good on the inside (if you'd like to see how these runners got on, then catch the second episode of 'Mind Over Marathon' which airs on Thursday 27th April on BBC One at 9pm).

Having never entered the marathon myself, I can't say for certain how running a marathon feels. But as a bystander and maniacal cheerer on Sunday, the looks on the runners' faces gave a pretty good picture as to what was going on in their heads.



There were grimaces – thousands of mouths downturned with teeth gritted, which amid a flurry of cheers would often dissolve into wearied, yet genuine smiles. What I could make of this is that there was pain, exhaustion, and a lot of discomfort. But the physicality of running the Marathon wasn't ever going to be overshadowed by the feeling of happiness, interconnectedness, and immense pride.

Exercise is a great leveller. Generally, most (if not all) bodies react in the same way to exercise and activity; people sweat, people fatigue, there is physical discomfort. The support from other Marathon runners when a person faltered came from a place of mutual understanding and compassion.

What's more, exercise is one of the only times in which you have a direct connection with your body, away from the many grasps of the

mind. Physical activity can be seen as a form of escapism or a time to acknowledge thoughts for what they really are: mental phenomena that don't form the basis of reality. This was most evident in those runners who looked forwards and forwards only – their eyes and minds fixed on the finish line.

Being at the Marathon was more than watching a notoriously difficult race of endurance. It was being witness to thousands of people reach their goals – goals that they've been working towards for months, perhaps years. The smiles on those who were so exhausted came from a place of knowing how close they were to the finish line. Knowing that they were going to reach it. Knowing that they could achieve what they set out to do. This must be one of the greatest forms of self-medication for anyone – whether you suffer from a mental illness or not.

And no, I'm not implying that everyone has to run a Marathon to reap the psychological benefits of reaching an active goal. It takes setting a goal – no matter how big or small – that challenges you personally. Whether it's walking 10km, running 5km, or swimming 10 lengths without stopping, you'll feel a great sense of achievement when reaching a goal that you've set yourself. This feeling of pride – which was most evident beyond the finish line at the Marathon – can do wonders for confidence, self-belief, and overall mental wellbeing.

Whether you suffer from mental illness or not, physical activity is undeniably one of the best ways to improve mood and mental health for a wide variety of reasons. If you'd like to find out more on how exercise impacts not just your body but your mind too, visit the Mind website.

Even though I've only ever run a maximum of 5km, I know for certain that thanks to Sunday, I will apply to be a runner in the 2018 London Marathon (the Marathon is only nine times longer – I'll be fine...)!



www.letsgetmoving.org.uk
www.headstogether.org.uk
www.mind.org.uk

Our Mover of the Month Colin, from Essex

**“The more I do,
the more I'm
capable of doing”**

What was your motivation for joining Let's Get Moving?

I first found out about Let's Get Moving at my GP surgery before Christmas, but I didn't feel quite ready enough to go ahead with it. But when I received a call in January, it felt like it was the right time for me. It was the push I needed, as I had gotten quite lazy!

What did you enjoy most about Let's Get Moving, or find the most helpful?

Going to the Let's Get Moving sessions that Jackie (LGM Exercise Professional) runs has been the most helpful part for me. You meet other like-minded people, talk about which activities you've been doing, and discuss different aspects of health and wellbeing. The groups aren't just informative, but they're enjoyable too. Jackie often starts the sessions with a few games, so they're never boring!

Has there been an increase in your physical activity, and if so in what way?

Yes; I take part in walking football every week now, which is great fun. It was Jackie who got me in touch with the group and now I'm there every Saturday without fail! I also use a fitness tracker, which Jackie helped me to set up. The tracker really motivates me to do things when I don't feel like doing them: it gives me the encouragement needed to move more, achieve more, and set new challenges.



Has your wider family benefited, and if so how?

My wife recently started Weight Watchers – so now we're both conscious not just of the food we eat, but the activity that we do as well. Keeping active is something we do together now; every day we make sure to walk 3–4 miles.

Have there been any additional positive outcomes, e.g. self-esteem, energy, health improvements, etc?

I've noticed that the more I do, the more I'm capable of doing. I don't feel so out of breath and I feel much fitter. When you haven't exercised for a while, your joints start to ache from lack of movement, but I'm pleased to say that my joints have got used to moving and I can keep on going. Exercise gets your heart going and as a result, it gets you fitter!

How did the Community Exercise Professional help to achieve the changes made?

The variety of activities that Jackie suggests has opened my eyes to different things – even activities as small as chair exercises! I also wouldn't be doing walking football if Jackie didn't put me in touch with the group. Jackie is always proactive in getting different people in to our sessions to talk – so each week the group sessions are always varied and educational. For instance, last week we had a tai chi taster session and this week we had a remedial therapist who does strength and cardio classes for an organisation called 'Move it or Lose it!' come in to talk about gentle exercise and how we can get involved locally.



Upcoming Events

ukactive events bring together our members, partners and stakeholders to network with key decision makers, engage in discussion, and keep up-to-speed with developments that affect our sector.



October 2017

12th > **Active Training Awards finalists announced**



November 2017

1st > **National Summit** QEII Centre

Find out more > www.ukactivenationalsummit.com

20th > **SPG Event in Parliament**

29th > **Future Leaders Alumni Dinner**

30th > **Active Training Conference and Awards**



February 2018

27th - 2nd March > **Global Active Leaders**



March 2018

March > **SWEAT**



April 2018

12th - 15th > **FIBO Tradeshow**

12th > **FIBO ukactive Member's Dinner**



July 2018

15th - 20th > **Future Leaders Programme 2018**

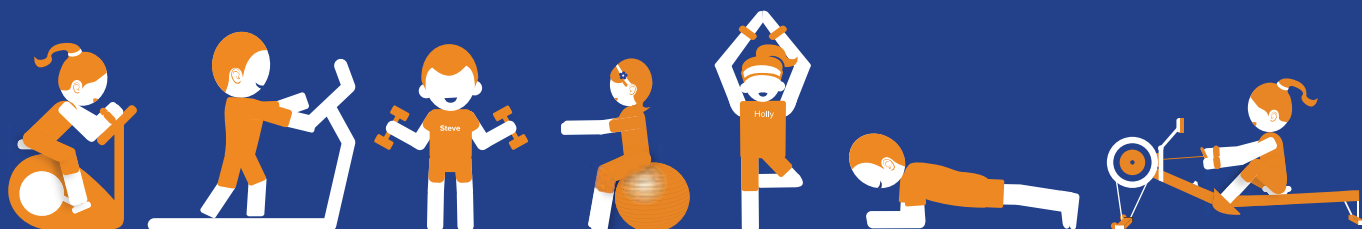


September 2018

26th > **National Fitness Day 2018**



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