



Issue 16 Spring 2017

Together

The official journal of **ukactive**

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

A full-page photograph of cyclist Jason Kenny in a celebratory pose on a velodrome track. He is wearing a blue and white racing suit with a Union Jack design on the chest, a white helmet, and sunglasses. His arms are raised in a 'V' shape, and he is smiling. He is riding a track bicycle.

Jason Kenny: Ready to Ignite Flame 2017

Inside:

Featuring new ukactive events, securing better deals for the sector and the 2017 Active Lab winners.

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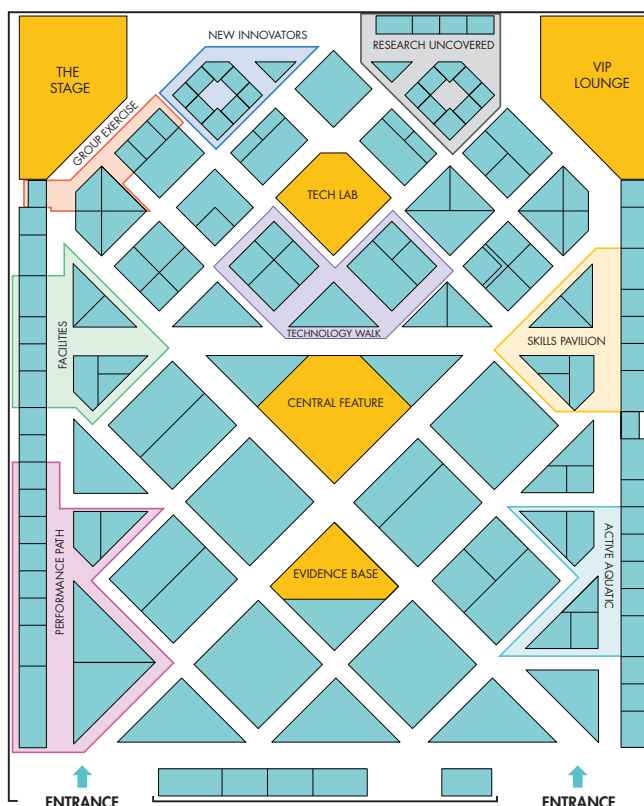
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TechLab has been curated to highlight some of the very latest technologies to make a positive impact on physical activity levels.



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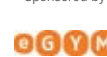
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Welcome

As we finally move out of the cold and dark nights of winter and start enjoying spring, it is clear this year is shaping up to be busier than ever before. It has been personally extra eventful over the past few months, as I test my skills on the gym floor

undertaking a Future Fit PT Course with colleagues Jak and Geraldine, a fun yet testing challenge. You can read more about our experiences training to be PTs on page 34.

Nonetheless, the hectic schedule hasn't tempered our enthusiasm here at ukactive to get more people, more active, more often, and we are excited at what we think will be a landmark year for the sector.

March signalled a new chapter for the organisation, with the arrival of two new events shining the light on new and exciting areas being embraced by the ever-expanding physical activity sector.

We kicked off spring in style with Sweat, an event bringing together the movers and shakers involved in the boutique fitness boom of recent years with a broad cross section of industry stakeholders who share a passion for world class customer experiences.

Some of the major highlights, including countless insights from the trailblazers in boutique fitness, can be found on pages 30 and 31.

The pioneering ActiveLab accelerator, the first of its kind across the world, has served to match promising start-ups with the leading lights of business and physical activity. That landmark programme also wrapped up last month with ActiveLab Live! on the 15th March.

The finale event provided the perfect climax to the 12-week programme, shining a light on the innovations that will shape the sector for years to come. An overview of this event and details how to get involved next year are on pages 32 - 33.

A busy spring then, but we won't be resting on our laurels. This month sees us look ahead once again with the annual ukactive Conference around the corner - helping members to connect to the biggest issues facing the sector and each other. Flame really is turning into a festival of opportunity for members, with a golf day, a focused day of training for site level professionals, the pre-conference reception, the Conference and topped off with the Flame Awards. You can read more about the event on pages 24 - 25.

Looking ahead to the end of summer, National Fitness Day (confirmed for 27 September 2017) looms strikingly on the horizon. The aim this year is to go bigger than ever before, and an apt demonstration of that ambition will see the launch take place on ITV's This Morning Live in May. Make sure you tune in!

We look forward to seeing many of you at Flame to highlight the steps we've taken so far in the past year; and hopefully we can turn a jam-packed spring into a ground-breaking summer. I fully expect the sector to join us in putting in the hard yards to make that happen.

Steven Ward Executive Director, ukactive

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More people
More active
More often

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Steven Ward Q&A

for Health Club Management



It's been almost two years since ukactive Executive Director Steven Ward assumed leadership of the physical activity body, taking over just as Baroness Tanni Grey-Thompson was appointed as its Chair. We asked Steven what's changed in that time and what ukactive needs to be doing to deliver on its mission of more people, more active, more often.

You joined ukactive in 2006 as an intern and find yourself leading the organisation into 2017. How has the organisation changed?

Beyond recognition. It's been gradual, and part of a long term strategy, and we're now in a totally different world. We now have over 4,000 members and partners and are able to celebrate an attrition rate of less than 6% which shows we're doing something right in our mission to raise the value and importance of physical activity and the sector we serve. It means we have a truly sustainable platform from which we can serve the sector and be an independent voice championing the activity cause. It gives us a chance and the foundations to take our work onto another level in terms of its quality and the impact that it has.

I think the best example of this is the evolution of the ukactive National Summit, which brings together the leading figures from physical activity, health and politics to look at the role our sector has to play in improving the health of our nation. The 2016 Summit was without doubt the strongest event we've ever put together in terms of

calibre of attendees, quality of keynotes and strength of the breakout sessions, so we've delivered on the agenda-front and this was reflected in a record attendance of over 600 people. To have the head of NHS England – a man who presides over a £120bn budget and commands the largest workforce in Europe – stand before us all at November's Summit and say 'We won't have an NHS in the future without a fully-firing physical activity industry' shows that the sector has come a long way and will play an increasingly important role in health delivery. That would have been unthinkable.

What does your partnership with Tanni look like as Executive Director and Chair?

I hope members realise how lucky we are to have Tanni leading the charge for our sector. She's incredible. One of the most successful athletes we have ever seen in the UK – that tells you all you need to know about how determined she is when she sets her mind on something. But the thing that most impresses me, and helps me the most in my role, is her judgement. Tanni is able to take the most complex challenges, weigh them up and give the most valuable advice and guidance. We're focused on continuously strengthening the identity and integrity of ukactive. Tanni personifies that. She helps build bridges with stakeholders that might have fallen into disrepair and she gets our message heard by building up trust and understanding. She is taken as seriously as she deserves. We would have been laughed at five years ago had we come out and said we wanted £1bn to invest in transforming every leisure centre in the country and gym memberships included in salary sacrifice schemes as a step towards the end game of having

every single activity related product or service exempt from tax in recognition of the benefit it can deliver for health. With Tanni as the messenger, we are heard and, at the very least, have a chance to have our case considered. With the support of the team she has around her on our main board, we have a chance of making a real impact in the years ahead.

What would be an area where you haven't got as much done as you'd like?

We set out to identify and deliver breakthrough policy moments for the sector. There's little doubt that our work has had a significant impact in this area. Look at the Blueprint for an Active Britain which we released in November 2015 and you can see the impact it has had on subsequent strategies and investment plans from DCMS and then Sport England. A focus on inactivity. Increased prominence of the health agenda. An end to funding by birthright, simply as a result of being an NGB. An openness to working with anyone with the ability to make an impact. These were things we championed, for a long time as a sole and lonely voice, and we're delighted to see them happening. They will make a big impact on the ability of the sector to innovate and grow. However, if you asked me, have we delivered those breakthrough policy moments for the sector I would have to say that this is still work in progress. The paralysis that has struck Government post the referendum really hasn't helped but we've got more to do for sure. In the meantime, we'll keep banking and celebrating the small wins, some of which we never even get to shout about, as signs that we are making progress.

As a man who was once affectionately highlighted as being distinctive within the sector simply for "being a little bit Greek," I'm within my rights to say that we're still yet to really lance the boil on diversity in our sector. It's 2017 and it's now simply a fact that we have to ensure that companies are reflective of the wider population from the boardroom to the gym floor. There are strategic, operational and moral reasons why this is, simply, a great thing to do. However, there will soon be financial imperatives as well with Sport England's new funding criteria placing greater emphasis on diversity. For our part, we're seeking to boost diversity and accelerate a new breed of leaders through our Future Leaders programme, while offering bursaries in conjunction with Matrix Fitness to fast-track outstanding disabled candidates onto the course as well through the Matrix LeadAbility Scholarship Programme. I just don't think anyone wants to be part of the sector left behind on this issue.

Is it sometimes hard to balance the government facing work with what members need?

ukactive is probably best known for the profile of its government facing work. I think we've invigorated the wider landscape, as seen by the growing focus on tackling inactivity at government level. We've seen signs that ukactive's prior campaigning work and reports have struck a chord, with both the Government's and Sport England's strategies placing far greater emphasis on turning the tide of inactivity. So I think the focus now shifts from simply highlighting the severity of the problem to the delivery of practical solutions to the inactivity crisis and that's what we've sought to offer by bringing together a

wide range of different organisations to produce two Blueprint for an Active Britain reports. There remains a huge amount of consensus to be built, particularly around the area of youth inactivity so we're particularly eager to drive the impact of ukactive Kids, with policies standardising measurement of activity levels in schools, championing investment into holiday camps and promoting active mile schemes a core focus. It's now no longer good enough to



highlight the problems, we need to shine the brightest light possible on the hundreds of examples where people are making things happen, getting on with the job and having an impact. We've got to help the entire sector to learn from each other to help the whole sector grow.

In all the championing of turning the tide of inactivity and tackling huge societal issues that we see in health inequalities, we never forget where we've come from. The bedrock of our success are those health club and leisure centre operators who helped

build ukactive with their support. We need to have an umbilical cord to their commercial agenda, understanding what's on the mind of members and where we can help. I recognise that I am not an operator and never have been. I can't lecture our members on how to run their facilities. Therefore, I've made it an even bigger personal focus of my own to be as close as possible to members to understand what's on their mind, upweight their core commercial agenda in the work of my team, deepen engagement with them and use the insight that comes from this to develop services which add value to them – Future Leaders and the ActiveLab accelerator are two examples of that in the way that they are helping our members with succession planning and cultivating an innovative climate in the sector.

And how can we land the really telling breakthrough needed to put activity at the heart of the health agenda?

There's no doubt that progress is being made, but of course there is still a long way to go before exercise professionals stand shoulder-to-shoulder with nurses, physios and GPs as frontline health delivery partners. Key to this will be the ongoing professionalisation of the workforce, driven by employers and facilitated by CIMSPA to make sure our house is fully in order and equipped to handle the diverse range of health issues that we can expect to encounter. We also need to allay concerns and misconceptions that GPs may have around referring vulnerable patients to leisure centres and ukactive is working with the government to ensure that healthy vending options become the norm in leisure venues nationwide.

Speaking of junk food, ukactive has received criticism from some quarters for working with Coca-Cola GB. What do you say to those people?

We've always been very open about our desire to elevate the importance of physical activity and we're willing to work with a range of partners across the public, private and third sectors to get more people, more active, more often. With regards to Coca-Cola GB, our partnership to help roll out and evaluate the ParkLives programme across 10 core cities and 35 other local authorities through the ParkLives StreetGames, offering free activity sessions to disadvantaged communities has helped 180,000 people to lead active and healthier lifestyles by making greater use of our invaluable parks. It was a big decision that the ukactive Board took in 2013 to take this project on, especially with its long term horizon of working through to 2020. They did so in the knowledge that with our country battling a cradle to grave physical inactivity epidemic against a backdrop of economic uncertainty and stretched public health budgets, there's a significant role for the private sector and the world's largest brands to play in helping to get Britons moving again. The government has recognised the importance of this with its whole-hearted support of Argos sponsoring National Fitness Day, and Sport England's new strategy also has a much greater focus on the role that private companies can play in tackling physical inactivity. Put simply, in an age of austerity, if we don't work with the private sector then many vital activity initiatives will cease to exist and we wouldn't get the injection of innovation that we need to move the sector forward. As



a result of our ability to deliver for the world's largest brands, we're now the "go to organisation" for facilitating big impact partnerships in the same way as we are for campaigning to raise the profile of physical activity. And as you will have seen by our constant public position on the topic of sugar, it makes zero difference to our policy agenda on obesity which is – as it has been since 2013 – that obesity must primarily be tackled by reduction of portion sizes, improved portion quality, enhanced public education and the continued reduction of sugar in the national diet. Whilst that's happening, we'll get on with turning the tide of inactivity which, just so happens, to be twice as significant an indicator of premature mortality than BMI – a fact which the national obsession with sugar tends to obscure.

You've been in post for almost two years now, where do you see ukactive in another two years' time?

The ukactive Board just signed off our 2017–2019 business plan and there's so much potential in it. We're going to keep elevating this agenda – it really excites me to imagine where we could take this in another two years' time. There's a heck of a job still to do. The end goal will ultimately be to make

physical activity the natural choice for all of society, embedding it into every aspect of our daily lives and landing the major policy breakthrough that can bring this into being. This will create huge opportunities for our sector and we want to fully maximise the key themes that pull us all together and share best practice. I would also like to stand back and be proud that we've made a tangible impact on the core operating agenda of our members and the things that cause them pain. Bringing through a new generation of leaders through the Future Leaders programme will help but there's a number of other areas such as evidencing the impact of products and services and enhancing the reputation of the sector with investors where I think we can help. The core focus for ukactive is to add genuine value to members on their core commercial operating agenda and that will always be the case. For me personally, I'm determined to inject the urgency to make things happen, while building a world-class team and ukactive Board to carry this forward.

This article first appeared as a two part interview for Health Club Management



www.healthclubmanagement.co.uk/health-club-management-features



ukactive bolsters Board with raft of new Directors

ukactive has announced the appointment of four Non-Executive Directors (NEDs) to its Board as the not-for-profit health body reiterates its commitment to making major headway for the physical activity sector in 2017 and beyond.

CORE Education Trust CEO **Adrian Packer** joins with a wealth of experience in the education sector, most notably having used physical activity programmes and other initiatives to transform Rockwood Academy, the school which was at the centre of the 'Trojan horse' scandal. Previously, Adrian also held the role of Senior Artistic Director at The BRIT School, where his pupils included pop stars Jessie J and Amy Winehouse.

Sarah Kendall, Head of PR and Communications at Fuse Sport + Entertainment, is a sports marketing and sponsorship expert who has developed international campaigns for major brands including Castrol, Powerade, Sainsbury's, E.ON and Pirelli. Sarah will bring a great deal of expertise in the construction and management of big-impact partnerships, as well as providing unique insights on ukactive's broad range of public and sector-facing campaigns.

Dr Peter Bonfield, CEO of the Building Research Establishment, is a leading figure in the world of infrastructure development and capital investment who has led three major policy reviews on behalf of the UK government. Peter has a strong commitment to physical activity, cycling 18 miles to work every day, and he previously worked on developing the sustainability policy for the 2012 London Olympics.

Phil Rumbelow, ukactive Membership Council Chair, brings a great deal of experience from a varied career within the physical activity sector, including his current role as CEO of the Jubilee Hall Trust. He will serve as the voice of the membership base on the ukactive Board, ensuring members are keenly represented in all areas of discussion. Phil will also play a leading role in helping the Board to meet key sector challenges, such as the skills agenda, workforce development and building a winning culture.

Having been identified as having the appropriate balance of skills, experience, independence and knowledge, each candidate was appointed through a robust and transparent recruitment process, comprising interviews with the Chair and approval from the Board.

Steven Ward, ukactive Executive Director, said "These world-class appointments mark a major milestone for ukactive and reflect our organisation's commitment to making serious headway across a range of work streams centred around physical activity."

"Our new Board members bring enviable expertise in the fields of education, infrastructure development, strategic communications and health club leadership, representing the increasingly diverse and expansive sector that ukactive represents."

"The new Directors are already making an impact within ukactive and I can't wait to work more closely with them as we drive towards significant progress in fields such as youth activity, workplace health and capital investment across the UK's leisure estate."

Adrian Packer, CEO, CORE Education Trust said: "I'm thrilled to join ukactive as an independent Non-Executive Director. I have long been a firm believer in sport and its ability to transform the education, ambitions and lives of young people."

"It's both an honour and privilege to be working alongside Baroness Tanni Grey-Thompson, who is a national sporting heroine and an inspiration to us all."

Sarah Kendall, Head of PR and Communications at Fuse Sport + Entertainment, said: "With the confluence of physical activity, health, technology and fashion, there are major opportunities to reach more people than ever before in our shared goal of getting more people, more active, more often."

"Now is a hugely exciting time to be joining ukactive and I can't wait to get to work with this highly talented Board and help to ensure that tackling physical inactivity is rightfully prioritised as a top tier public health concern."

Peter Bonfield, CEO of the Building Research Establishment, added: "A joined-up strategy, which sees the physical activity built into every aspect of our lives, is urgently required and I'm passionate about seeking innovative planning solutions to ensure every building breeds movement among its inhabitants."

"ukactive has taken promising strides to ingrain movement in the national psyche and I'm determined to help turbo-charge these initiatives and achieve the step-change required to ensure that regular exercise becomes second nature to future generations"

Phil Rumbelow, ukactive Membership Council Chair, said: "The physical activity sector has taken significant strides in recent years to establish itself as an important component of the public health agenda and a key delivery partner."

"As Chair of the ukactive Membership Council, it is a great honour to represent the wider sector and work with the ukactive Board to ensure the advancement of the sector is intrinsically aligned with the goals of ukactive."

EGYM expands UK team as part of global expansion



eGym has bolstered its UK team to keep pace with the growing demand for the brand's totally connected fitness offering. This forms part of the global expansion strategy, which has also seen eGym open its first US office this month in New York.

In less than 12 months, eGym has grown its dedicated UK team from 2 to 12. The sales team, headed up by Sales Director, Jeremy Jenkins, now consists of 5 area sales managers with four of these coming on board in the last few months.

Jochen Michaelis, Managing Director, UK, comments: "After starting eGym's UK subsidiary in 2016, we have seen a vast increase in interest across the whole of the UK. With the growing demand, eGym have significantly invested in the team. We are proud to be bringing talented people from the UK fitness industry into the business to be part of our journey".

Shaz Azam, Area Sales Manager, North East & Scotland, brings with him a unique mix of digital and fitness experience. Immediately before joining eGym, Shaz worked as a Business Development Manager at a digital agency but prior to this, he held positions as a Personal Trainer, a Gym Manager and a Regional Account Manager for a US fitness equipment manufacturer. This blend of fitness and digital knowledge makes him perfectly positioned to drive eGym's presence in the North East.



Andy Hall, previously Head of Operations and fitness at fitness app, TruBe, joins as Area Sales Manager, South West. Andy has worked in the fitness industry for many years, bringing with him a wealth of operational experience. Previous roles include, Regional Fitness Manager, Tabata Master Trainer and Club Manager.



Andrew Milne, Area Sales Manager South East & London brings with him over 24 years industry experience, with 10 years in operational positions, 12 years selling and consulting for 3 of the largest equipment manufacturers and 2 years running his own brand outdoor fitness class, BaseFit.



Jessica Hay, Area Sales Manager, North West, has worked in the fitness industry for over 10 years gathering a wealth of hands on experience from qualified Personal Trainer to General Manager of a 5,000 member health club in both regional and national roles.

Jess's passion for the industry has led her to support the growth of others PT businesses. It was this desire to support trainers that drew Jessica to eGym, believing it is the only equipment and software company in the industry with an innovative and supportive approach.



Jeremy Jenkins, Sales Director, concludes: "These new appointments come off the back of a surge in the number of incoming enquiries and requests for product demonstrations and installation consultations. Over the last twelve months, we have focused on educating the sector as to the multiple benefits a fully connected fitness experience can deliver for both operator and member. This groundwork is now paying off, with operators keen to embrace this digital age."



www.egym.co.uk



Dame Kelly Holmes puts ukactive Future Fit trainees through their paces

future fit **TRAINING**

Dame Kelly Holmes combined her running experience with new-found personal trainer skills to set a treadmill challenge for ukactive's Head of Communications Jak Phillips. The two are working towards the Future Fit Level 3 PT diploma and were developing their practical gym skills over the weekend of March 25 & 26. Alongside Jak, ukactive Executive Director Steve Ward and Operations Director Geraldine Tuck are also studying the diploma with Kelly.

Kelly has a lifelong interest in health and fitness including 10 years in the British Army where she worked as a top-level Physical Training Instructor. While the skills she learned then are helping her in many respects on the Level 3 PT diploma, there is also a wealth of additional theory and practical work to be done.

"I'm working more and more in the leisure industry now and people are asking my advice and seeking help," says Kelly. "I really felt that to do this justice I had to study and qualify as a Level 3 PT. Training with Future Fit has taken my knowledge and skills to a whole new level and the depth of knowledge and face-to-face gym work and case study time has been an eye-opener.

Jak Phillips said "the weekend training was pretty tough but it was a great chance to work alongside other trainees in the gym and put some of the theory into practice.

Read more about Jak's experience over the weekend on Page 34.

 <http://www.futurefit.co.uk/personal-training/diplomas/>

Active IQ has Tech Levels approved by Department for Education

Active IQ, the UK's leading Ofqual-recognised Awarding Organisation for the Active Leisure, Learning and Wellbeing Sector, has its Level 3 Tech Level Diplomas and Level 2 Technical Certificate approved by the Department for Education (DfE) for teaching from September 2017 and reporting in 2019.

The Active IQ Tech Level Diplomas which have been recognised are:

- Active IQ Level 3 Diploma in Personal Training for Health, Fitness and Performance
- Active IQ Level 3 Diploma in Physical Activity, Fitness and Exercise Science
- Active IQ Level 3 Extended Diploma in Personal Training for Health, Fitness and Performance

Active iQ

The Technical Certificate which has been recognised is:

- Active IQ Level 2 Diploma In Physical Activity, Fitness and Exercise Science

All these qualifications are designed to equip post-16 students with the knowledge and skills they need for skilled employment or for further technical study. Designed with FE Colleges in mind, these truly vocational programmes combine comprehensive theoretical knowledge with practical experience to prepare students to work in the leisure and fitness industry.

The Active IQ Level 3 Diploma and extended Diploma in Personal Training for Health, Fitness and Performance are supported by two of the industry's leading professional bodies – the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) and ukactive.

Combining college study and work experience with local employers, the qualifications ensure that students will enjoy full educational support and group teaching alongside time on the gym floor working with fitness professionals. The aim is to provide learners with the broad base of knowledge and skills to be able to work in a variety of customer-facing roles within the active leisure industry, including fitness instructing and personal training, as well as being able to access higher education degree programmes.

 www.activeiq.co.uk

Ford Motor Company revs up corporate fitness with introduction of SYNRGY Bluesky



Ford Motor Company is leading the way in supporting a fit and healthy workplace by becoming the first UK corporate customer of Life Fitness to install SYNRGY BlueSky for the 2,450 Ford employees based at the Dunton Technical Centre in Basildon, Essex.

The new Life Fitness functional training system, developed specifically for outdoor use, was installed at Ford's research and development facility in November and employees, including the design and engineering teams, can take part in dynamic group fitness sessions using 12 scalable body weight training stations.

SYNRGY BlueSky, which offers a fun, supportive and inviting workout experience for exercisers of all abilities, has proved a popular alternative to indoor training for employees for all ages and abilities and forms the centrepiece of an engaging outdoor exercise space.

Life Fitness has also worked with Ford to install signature pieces of Life Fitness strength and cardio equipment at its indoor training facility. This includes the addition of Integrity™ Series, Row GX™, Insignia Series™ selectorised strength equipment, HD Elite and SYNRGY360T training system.

Jane Hayden, EDAP Learning Educational Adviser at Ford, explains: "Providing a healthy working environment is imperative to the success of our company. The introduction of our new SYNRGY BlueSky training system is a significant addition and it is already in demand by our employees.

"As well as creating a real sense of community, the outdoor workouts it offers are fun and exhilarating, they encourage lots of social interaction and most importantly, they help people reach their fitness goals and maintain a healthy lifestyle."

Tom Lakeman, Private Account Manager, Life Fitness, adds: "The annual American College of Sports Medicine (ACSM) research confirms that group workouts are one of the top fitness trends for 2017 and as outdoor training continues to be in huge demand, SYNRGY BlueSky provides Ford with a compelling and effective fitness solution. Its versatility keeps exercisers engaged and the stations and connectors on SYNRGY BlueSky provide limitless workout options and can be modified to fit varying abilities.

"SYNRGY BlueSky has also been engineered to meet outdoor safety standards and can withstand harsh weather conditions. In addition to the new-look indoor training facilities, we have provided Ford with a complete fitness solution, tailored for their needs and we look forward to supporting them further with their corporate wellness programme."

 www.lifefitness.co.uk/facility/products/synrgy-bluesky

Parkour UK appoints Playwaze as its technology partner



Playwaze, the innovative website and mobile app for organising sports activities, has been chosen as the official technology partner of the new sport's governing body (NGB), Parkour UK.

The Playwaze solution provides Parkour UK with a seamless connection to their community of member organisations, professionals and participants, making the Parkour UK website a dynamic portal into real time activity in the sport.

The Parkour UK app will enable the Parkour UK community of organisations and coaches to attract new members by automatically promoting their profiles, courses and sessions straight from the app onto the Parkour UK website. They can also engage directly with their own members, manage activities and accept payments.

The system also provides great membership insight to Parkour UK, as the NGB can access details of all course bookings, sessions and registrations.

Eugene Minogue, Chief Executive of Parkour UK, explains: "One of our key objectives is to continue to embed, develop and utilise digital platforms for our sport and community. The Playwaze platform will enable Parkour UK and our member organisations to attract more professionals and participants to the Parkour UK Registration scheme – the Parkour Professionals Register, which provides insurance for individuals as well as a number of other benefits including the Parkour UK app, powered by Playwaze.

"As our technology partner, Playwaze has provided an integrated app solution that gives us greater visibility of Parkour organisations and individuals greater control over their professional profiles and will ultimately help drive revenue through increased registrations."

 www.parkour.uk

Gym Owner Monthly celebrates first anniversary

Gym Owner Monthly magazine celebrates its first anniversary this April. Since its launch in 2016 the digital publication has gone from strength-to-strength, offering its readers informative and educational feature-led content which helps to enhance gym owners' businesses throughout the UK.

Paul Wood, Publishing Director comments "We saw a gap in the market and filled it. Gym Owner Monthly is the only digital publication that is aimed specifically at UK-based gym owners and health & fitness professionals. We knew this industry was lacking an informative publication aimed purely at the gym owner. Lots of magazines cover health and fitness but our publication puts itself squarely into the shoes of the gym owner and presents all of the topics that he or she will be thinking about on a daily basis."

The publication boasts an impressive raft of regular contributors such as Dave Wright (MyZone), Jenny Patrickson (Active IQ), Joachim Michaelis (eGym UK), Paul Swainson



(Future Fit Training) and Ben Coomber. If you're interested in becoming a contributor and imparting your industry knowledge contact np@gymownermonthly.co.uk.

Derrick Harris, Manager at Newry Sports Centre said, "This is the best reference magazine in our industry. The team at Gym Owner Monthly are doing terrific work in raising current issues that we face in the industry, providing solutions and guidance as well as generating ideas to improve service to our members."

The team have ambitious plans for the future as they continue to grow the publication both in the UK and overseas.



www.gymownermonthly.co.uk

Small but mighty – the power of the local trust

Demonstrating the power of localism, a small independent leisure trust now has a second site ranked as one of the top performing leisure centres in the UK.



Of the more than 650 sites registered with Sport England's quality scheme Quest, just 12 centres across the whole of the UK have received a rating of outstanding. And two of these are operated by Tonbridge and Malling Leisure Trust (TMLT), which runs three leisure centres and one golf course on behalf of Tonbridge & Malling Borough Council.

Larkfield Leisure Centre in Kent now enjoys this prestigious accolade joining sister site Tonbridge Swimming Pool, which achieved the award in 2015.

The news comes as TMLT celebrates its third anniversary. The achievement is all the more remarkable in a time when many smaller trusts are struggling to compete against mega trusts, some of which operate more than 100 sites.

"This is a huge achievement for TMLT. Two of our three leisure centres now form part of a very small group of outstanding ranked sites in the UK. It shows that local trusts can operate the best centres in the sector while staying true to the goal of providing services to meet the needs of their local populations. This success is due to the commitment of everyone involved in the trust and most importantly, the front line staff delivering our services," says Martin Guyton, chief executive of TMLT.



www.tmactive.co.uk

Lifestyle Fitness drives member engagement with MYZONE®

www.lifestylefitness.co.uk

Tapping into the trend for wearable technology, Lifestyle Fitness is working with MYZONE® at three sites as part of its member engagement strategy.

The award-winning wearable technology platform has launched at the Lifestyle Fitness Manchester club and will be followed by installations at its club in Canterbury and another yet to be named club before the end of the year.

The move comes as the operator, which has 53 clubs across the UK, launches the Lifestyle Fitness App to give members greater control over their workouts, by booking classes and connecting all of their health and fitness apps in one place.

MYZONE® will integrate with the new app so members can track their workouts and be in control of their fitness goals using the MYZONE® technology.

"All operators need to engage more with their members and we'll be using the MYZONE® data to send messages, reward those who hit targets and create a community within our clubs," says James Lawrence, Commercial Manager at Lifestyle Fitness.

Jubilee Hall Trust retains Parliamentary gym contract

After a competitive tendering process, Jubilee Hall Trust (JHT) is delighted to announce that they have been awarded a new contract to manage the Westminster Gym in the Houses of Parliament.

Jubilee Hall Trust is a registered charity and they have been successfully delivering the existing gym and wellbeing service contract since 1999. In that time, JHT has grown gym membership, increased

the range and quality of services and received excellent feedback. In the last user survey, 100% of gym members said that the staff service was good or excellent.

JHT Chief Executive, Phil Rumbelow said: "We are very pleased that the Parliamentary Authority has seen fit to offer us a renewal of our contract. We are a small operator in a highly competitive central London market, and we know that they had many

other organisations bidding for this prestigious opportunity. We have always believed passionately in the important need for the two Houses' Members, Peers and employees to have a facility for physical activity and a service for wellbeing, and our exceptional staff team have been delivering this to a very high standard for some time. It is they who can take great credit for this endorsement."

"As a long-established charity, we offer substantial discounts of up to 75% off the full prices at our three public clubs for low income groups, and we also run a wide range of community programmes. We will use all surpluses generated by this contract to further our charitable aims or to re-invest in our facilities. No surpluses are distributed to shareholders, and the Westminster Gym service will be provided at zero cost to the taxpayer.

"Last year, we delivered over 350,000 exercise sessions across our facilities and programmes, and 24% of these were free or heavily discounted for key target groups"



www.jubileehalltrust.org

Les Mills marks group fitness milestone with 25 years of BODYPUMP™

On 14th January 2017, global fitness leader Les Mills marked the 25th anniversary of its flagship exercise programme BODYPUMP™ when thousands of gyms and fitness clubs around the world came together to simultaneously celebrate the 100th release of the programme.

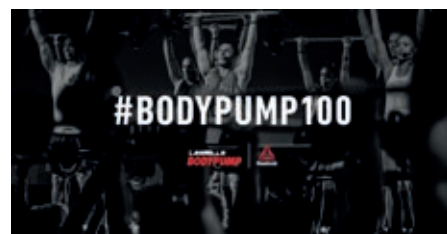
BODYPUMP is the original Les Mills group exercise resistance training program that propelled the company to worldwide popularity and was an integral part of the fitness revolution of the 1990s. From its humble beginning as a dumbbell class in a basement gym, the New Zealand based Mills family soon made BODYPUMP a global fitness phenomenon and now it can be found in more than 17,500 fitness clubs, across 100 countries worldwide.

Devised by Phillip Mills, the founder and Chief Executive of Les Mills International, BODYPUMP

revolutionised fitness classes, being the first group workout to be driven by modern music, using a strong beat to motivate and push participants to do more. The music is such an integral part of the workout that a different track list is created every three months and distributed to class instructors world-wide.

Martin Franklin, Les Mills UK CEO, commented: "The reason that BODYPUMP quickly shot into the international fitness stratosphere is because it was devised with a winning formula that people were looking for. The workout is designed for people of all ages and abilities who want to get lean, toned and fit fast. Instructors motivate participants through the scientifically proven moves and techniques – and add to that great music – it really is the ultimate workout! 25 years on and it

continues to be popular with people of all ages and fitness levels."

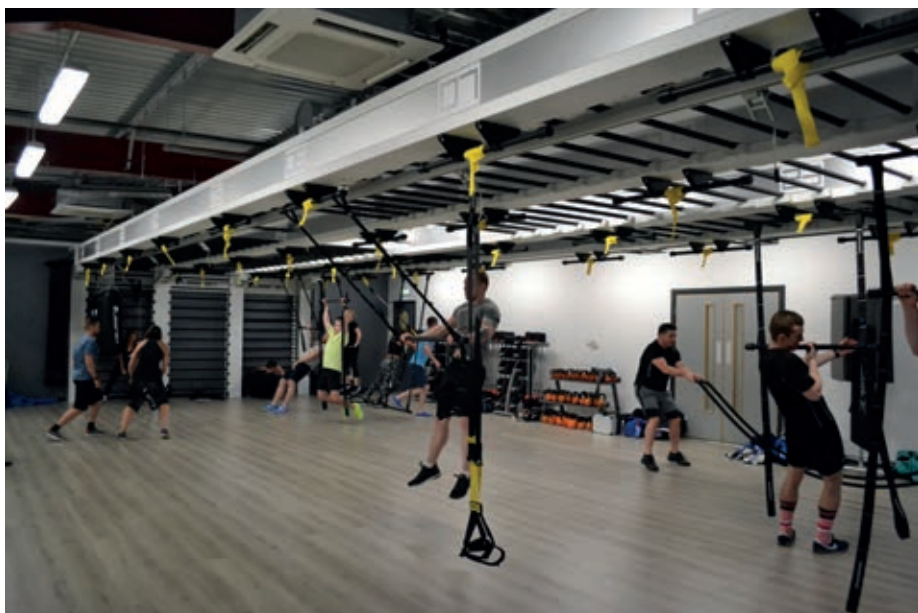


"Our international launch of BODYPUMP100 marked an amazing opportunity for clubs and instructors from around the world coming together for the first time to celebrate this famous fitness movement. It was also a fantastic opportunity to raise money for Les Mills Fund for Children to help the next generation get involved and enjoy exercise – a very fitting way to mark such a significant milestone."



www.lesmills.com/uk

World's Largest Queenax™ Bridge installed at Xcite Livingston



Xcite Livingston, in West Lothian, has installed the world's largest Queenax™ functional training unit at over 15m long in order to offer customers a broader range of equipment and additional group exercise classes.

Xcite has nine gyms in total and is the biggest fitness provider in the area. In response to the growing trend for suspension training, and with three other Queenax™ units already installed in its Bathgate, Craigswood and Linlithgow gyms already proving popular, the main objective at the Xcite Livingston gym was to maximise the use of the fitness studio without impacting on the floor space.

A part of a recent gym refurbishment, direct access from the gym floor was created to the existing fitness studio that now showcases the Queenax™ Bridge. It spans the total wall and ceiling, utilising space that would normally be unusable, and as a result no gym equipment had to be removed to accommodate the Queenax™.

Robert Taylor, Manager at Xcite Livingston comments: "The gym renovation enabled us to open up the gym floor and install the Queenax™ Bridge. Customers have easy access to the new kit and it doubles their gym space. We wanted everyone to be able to use the Queenax™ on a regular basis as well as timetabled classes"

The system has added 32 new workout stations to the studio and countless new class options, including the ability to hold small group exercise sessions. When not in use all the training accessories can be removed within seconds giving an empty studio and additional storage solutions on the Queenax™ allows Xcite Livingston to fully maximise the use of the space.

Justin Smith, Head of UK at Precor, states: "Installing the Queenax™ and creating a large functional training area is a great way for Xcite Livingston to improve customer experience. It enables them to offer specialised sessions and new classes, giving them a competitive edge over other gyms in the area."



Places for People Leisure named as Epping Forest District Council's new leisure partner

Epping Forest District Council have named Places for People Leisure as its new leisure partner in a 20-year contract.

The contract which includes plans for a brand new £9.5m leisure facility at Waltham Abbey to replace the existing Waltham Abbey Swimming Pool as well as significant investment to the existing centres, including Epping Sports Centre, Loughton Leisure Centre and Ongar Leisure Centre.

Subject to detailed planning permission, the new Waltham Abbey Leisure Centre which has been designed with a green roof to complement the surrounding recreational ground, will feature a 25m six lane pool with 15m learner pool, dance and group cycling studio, virtual cycling, a community room, and café.

It will also feature an 80 station fitness suite that includes the latest equipment from Precor, Technogym, Wattbike, Queenax, D2F, Octane Fitness, Spinning and Les Mills.

Enhancements to the three existing leisure centres will include a substantial extension of the health and fitness offer at Loughton Leisure Centre, a wide-ranging remodelling of the internal layout of Epping Sports Centre, and a refurbishment of Ongar Sports Centre.

Sandra Dodd, Chief Executive at Places for People Leisure commented, "We are delighted to have been awarded the leisure management contract by Epping Forest District Council and are looking forward to working with the Council to enhance the current leisure provision and to deliver a modern and sustainable new leisure centre that will be a focal point for the local community; improving the health and wellbeing of residents for many generations to come in line with our mission to create active places and healthy people."



www.westlothianleisure.com/xcite-venues/xcite-livingston



www.placesforpeopleleisure.org



Education is key to a safe and active Britain

by Huw Edwards



At ukactive our central mission is simple: getting more people, more active, more often. There's a simple reason for that; regular physical activity is nothing less than a silver bullet in battling the health challenges Britain faces. Our work therefore surrounds championing physical activity whenever we can, and encouraging as many people as possible to get active.

I certainly believe it's having an effect. ukactive's National Fitness Day last year got over a million people moving, making it the most active day of the year. People are also becoming more active (although we still have a long

way to go) and wider statistics back this trend. In 2016, there were 229,400 more people getting regular physical activity than the previous year and the number of women doing regular physical activity in England reached an all-time high of 7.21 million.

Though this success is great news and should be celebrated (and built upon), more people getting active and taking an interest in their fitness inevitably means more people could

ukactive will look to work with organisations like the Medicines and Healthcare products Regulatory Agency (MHRA) to ensure that the public is supplied with the best information possible.

be at risk of coming into contact with fake supplement products. Of particular concern are those containing DMAA, which has been linked to several health problems and is illegal in the UK.

So, alongside promoting the enormous benefits of physical activity, ukactive will look to work with organisations like the Medicines and Healthcare products Regulatory Agency (MHRA) to ensure that the public is supplied with the best information possible regarding legal supplements. Not only is it important to ensure the public has access to information regarding the risks surrounding illegal products – both

those containing DMAA and other fake and illicit medications – but also to importantly differentiate between these and legitimate sports supplements that are safe and from a reputable source. It is also vital that individuals understand how and why people end up taking these products, to ensure their use does not spread.

With the growth of the digital world bringing products from across the globe to our door with a simple click, we as a sector are committed to supporting both awareness and education around performance supplements. This is in total alignment with our vision for safe and fun physical activity to form the cornerstone of healthy lifestyles as we move towards a more active Britain.



publicaffairs@ukactive.org.uk



ukactive strikes deal to save gym operators thousands in licensing

ukactive has staged a key intervention to save UK gym operators thousands of pounds in the face of new legislation around the use of video content on commercial premises.

The physical activity sector body has led successful discussions with licensing authorities to substantially reduce the cost to gyms as a result of these new changes, as well as delaying their implementation.

Following recent changes in legislation, health club operators which show TV and film content on their premises were facing significant charges for the use of this content – under a similar model to how PPL and PRS are paid for music licensing.

In October 2016, a large number of health club operators received letters from the body tasked with collecting these charges – Motion Picture Licensing Company (MPLC) – with each site facing new licensing costs of up to £500 per year, which would have been backdated to July 2016 when the new law came into effect.

However, proactive representation of the sector by ukactive means that it has been able to significantly mitigate the impact on gym operators. After consulting with copyright lawyers and health club operators, ukactive held productive discussions with MPLC resulting in a settlement whereby ukactive members requiring the new licence will now only pay an annual sum of £213.75 (plus VAT) per site. In addition, a six-month grace period has been agreed, meaning the charges only come into effect from January 2017.

The negotiations were overseen by ukactive's Music Licensing Working Group, an expert body formed of ukactive members across the public, private and third sector. The final

decision to approve the tariff was taken by the ukactive Board at its meeting on 24 January.

As part of the conditions of the agreement, ukactive has begun working directly with the sector on behalf of MPLC to collect the licence fee, enabling gym operators to have the option of a flexible payment schedule as well as the flat fee method that was originally proposed. ukactive will receive a small administration fee from MPLC for the resource costs of collecting the licence. As a result of administering the licence, the not-for-profit organisation is able to provide a discount to gyms who are ukactive members, helping to bring these gyms' premium down to the minimum possible amount of £213.75 (plus VAT). This adds the MPLC licence to the discounts already available to ukactive members on their PPL and VPL licence fees.

Only gyms which show TV or film content will be subject to the new licence fee, while there are also a number of exceptions. Gyms whose screens are locked to only show news channels, Sky Sports, BT Sport, Zoom Media or music channels will not require the licence, while hotel's gyms are already covered under their existing hospitality licence.

Steven Ward, ukactive Executive Director, said: "Clearly no gym is going to be thrilled at the prospect of an added cost when times are tough, but the diligent work of ukactive to engage with MPLC has meant that we have been able to secure a substantially better deal for the sector than the original proposal."

David Taylor, MPLC Country Manager, added: "The change to copyright legislation has ensured a level playing field for all, corrected an inconsistency with EU legislation and ensured that the TV and film producers copyright within a broadcast is now recognised in that

same way as music has been for many years.

"Following the change, MPLC has listened carefully to representatives within the fitness industry and introduced a new tariff to take effect from 1 January 2017.

"The result is a major benefit to the industry with the ability to show films and TV shows via broadcasts throughout the entire year for what we consider to be a very reasonable fee."

For more information on the changes to legislation or how this will affect your business, contact the ukactive

 Licensing Team via email: licensing@ukactive.org.uk or call: 0207 400 8635

Background on the new law

From 28 July 2016, changes to Section 72 of the Copyright, Designs and Patents Act 1988 came into effect meaning that public premises broadcasting certain types of film and TV content were no longer exempt from showing this without the permission of certain copyright owners. Led by the government's Intellectual Property Office (IPO) the changes were enacted to close a number of loopholes and bring UK legislation in line with international standards.

What is Section 72 CDPA?

Section 72(1) permits premises allowing free public access to show television broadcasts without the permission of certain copyright owners. Previously, Section 72(1) applied to film, broadcast and certain sound recording copyrights. Following amendment, film has been removed from the scope of this exception.

Section 72(1B) provides an exception to copyright infringement for the playing or showing of a broadcast, and any films and sound recordings included in it, where the use is necessary for the demonstration or repair of radios, televisions and similar equipment for receiving broadcasts. This exception has been retained.



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Life Fitness

Life Fitness is the global leader in commercial fitness equipment and for more than 45 years has been dedicated to creating fitness solutions that benefit both facilities and exercisers.

Our mission is to develop the fitness solutions that get the world moving, and our strong heritage and collection of successful brands illustrates our commitment to delivering the best products. Offering effective cardio equipment, ground-breaking group training systems and premium strength training for exercisers of all abilities, whilst allowing facilities to evolve.

Powerful technology allows facilities to maximize business and keep exercisers engaged. Hammer Strength is rugged performance

strength training equipment for athletes of all levels. SCIFIT provides advanced speciality equipment for all ages and abilities and is designed for recovery, rehabilitation and

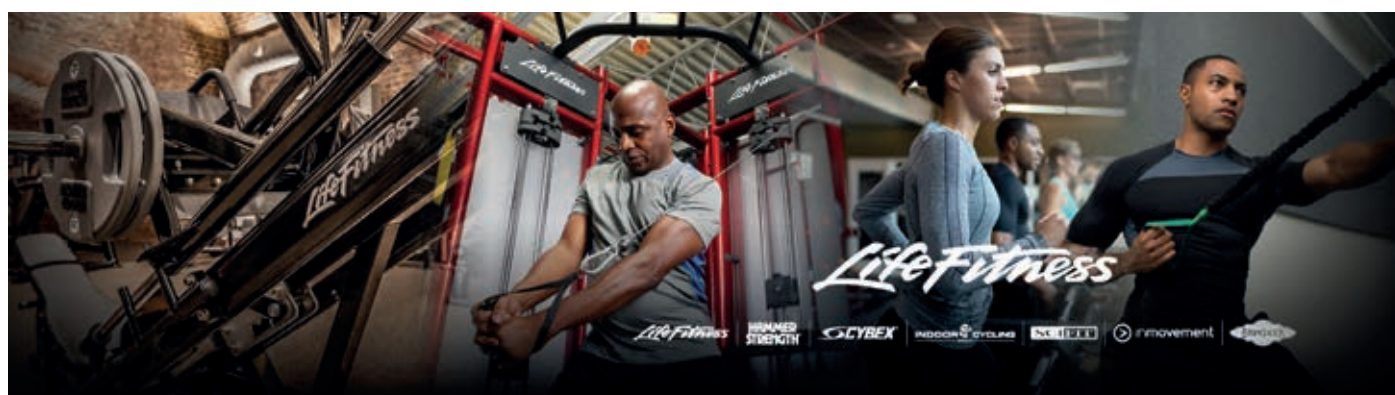


active ageing. InMovement develops products that bring movement back to the office through work tools and services that unite healthy behaviour with productivity. In

2016, Cybex joined the Life Fitness family of brands producing premium commercial fitness equipment for all types of exercisers from first-time users to professional athletes, whilst Indoor Cycling Group (ICG) is a leading provider of award winning indoor cycling equipment and innovative technology.

Providing extensive consultation and training to guide you through the limitless possibilities and choices available. Digital solutions maximise businesses and keep exercisers engaged with detailed product data, customisation, communication and interaction. We can deliver design and build services, finance solutions, management solutions and membership retention services. Life Fitness Academy delivers exceptional fitness education, globally accredited training courses and offers industry leading qualifications.

www.lifefitness.co.uk





Research Institute Update

by Lizzie Broughton, Insights Manager

The ukactive Research Institute specialises in turning the abundance of data we see on a daily basis into meaningful and actionable insight. This allows us to understand the industry and make evidence based decisions to support our mission to get more people, more active, more often. Below are a few examples of how we are using data at the moment:

Business Performance Benchmarking

The 2016 Business Performance Benchmarking Annual Report has just been published. This year nearly 600 sites submitted their data, an increase on 2015. Sites need only to submit five key metrics on a monthly basis, and from this a detailed picture of membership trends over the year can be built up. The metrics that are measured are:

- Attrition rate
- Joiner rate
- Membership movement rate
- Membership yield
- Length of membership

The data submitted is split by operator type, geographical region and operator size to get an in depth understanding of the factors that affect membership trends. This report is available only to operators who are signed up and participating in the benchmarking service. In addition to annual and quarterly reports, participating sites can also view how their own data compares to the industry benchmarks on a monthly basis using the online portal.

Promising Practice 2

After the success of the initial Promising Practice programme in 2014, the second phase is now well underway. The Research Institute are working with Public Health England and the National Centre for Sport and Exercise Medicine to identify the most effective and scalable community based physical activity initiatives currently being undertaken across the nation. Individuals, organisations and groups were invited to submit evidence of their programmes for evaluation. Evidence was submitted through an online survey.

The Promising Practice 2 Report will collate the findings from the evaluation phase and aim to build a bank of evidence to support the rollout of successful physical activity interventions across the country. Shared characteristics from successful programmes will be highlighted in order to understand what is needed to create programmes that get people more active.

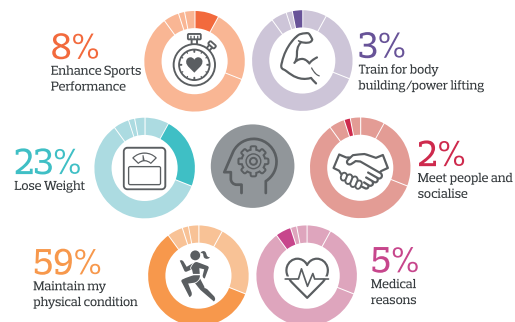
The regional roadshows begin in April, offering a chance for those who have entered Promising Practice 2 to showcase their work locally and communicate what works in getting people more active. The roadshows will also be attended by local public health professionals, commissioners, representatives from local authorities and leisure trusts and will feature panel talks and guest speakers.

Customer Insight- Flame Awards

As part of the Flame Awards judging process, operators entering some award categories are judged using feedback from service users. These users form the Flame Consumer Panel. This process gives us a large data pool of over 10,000 gym and leisure centre users from which we can gather useful insight into customer thoughts and perceptions. Customers are questioned around themes such as quality of equipment and facilities, staff attitude and customer belonging. This allows us to explore themes such as customer loyalty.

Motivations Segmentation

Why do people work out?



Sharing insight from our Consumer Panel Survey 2016

Data relates to 7,000 leisure facility members across the UK

These are just a few examples of how we are currently using data to better understand customers, products and services within the industry. To explore ways in which the ukactive Research Institute can help you move from simply collecting data to using it to its full potential to unlock valuable insight and inform your business decisions why not get in touch with Insight Manager Lizzie Broughton.



research@ukactive.org.uk



Standards Update

by Pete Wells

Head of Key Accounts

It has been a year since the new Sentencing Guidelines have come into effect, increasing the level of fines that the court can impose in the event of an incident.

Although there have not been many cases within our sector, there have been in others (There were 19 fines of £1 million or more for risk-related failings in 2016, compared with three in 2015 and none at all in 2014. The 20 largest fines imposed last year cost the businesses involved a total of £38.6 million), so we just wanted to reaffirm what these mean and how ukactive can help.

The Sentencing Guidelines created a nine stage process setting out a clear and formulaic approach to sentencing. The process requires the judge to determine, using criteria set out in tables, the culpability of the defendant from low to very high and then determine the harm risked by the

breach from one of three categories. These two factors are then plotted on a grid to determine a starting point of the fine and the fine range.

To reduce the risk of incurring these increased fines, organisations are advised by the guidelines to comply with the law and follow company

and wellbeing of their customers. By complying with the standards of the ukactive Code of Practice we can raise the level of operation throughout all ukactive facilities and create a symbol of quality that the exercising public will look for before joining a fitness club or centre

Industry best practice such as the ukactive Code of Practice can potentially save organisations millions, failing to comply with industry guidelines could result in a higher culpability.

procedures. Industry best practice such as the ukactive Code of Practice can potentially save organisations millions, failing to comply with industry guidelines could result in a higher culpability.

ukactive Code of Practice for facilities

The ukactive Code of Practice is designed to ensure that health and fitness operators maintain a basic level of practice to ensure the safety

ukactive Kids Code or Practice

The ukactive Kids Code of Practice was created to raise the value and awareness of children's activity and has created quality standards that surround this focus for organisations working with children. It is suitable for anyone working with children, both operators and Children Activity providers.

ukactive Outdoor Code of Practice

With the rise in outdoor activities, ukactive developed the Outdoor Code of Practice which supports exercise professionals to attain specified minimum standards of health and safety and improve public confidence by demonstrating that they take their responsibilities seriously.

For further information please visit the ukactive website,



www.ukactive.com, or email standards@ukactive.org.uk



School Playtimes – How to make them 'Outstanding' in every way



By now, surely everyone is aware that we are in the midst of a childhood obesity crisis? The worldwide 'Dirt is Good' campaign claims that, on average, children today get little more than an hour of outside playtime each day. Consequently, this generation of children is reputedly the most inactive in history, despite the £millions being pumped into school sports every year!

But, hang on, unlike the maximum of two hours per week of sports/PE, doesn't every primary school in the UK already offer more than an hour of playtime each day? That's around six hours per week in total, or one whole school days' worth. Surely that means that the amount time on offer for actively playing is more than sufficient to meet the Chief Medical Officer's 60 minutes target?

It is, but the problem is that it isn't the 'sporty' children who are overweight and unfit. Their play needs are being met nicely through the funded ball games and organised sporting activities. Therefore the question has to be "how can we reach the 40-50% of pupils that are left standing around the perimeter of the playground each day"? How can schools ensure that these children also become engaged in healthy activities?

Put simply, there are three fundamental ways in which we can ensure that every schoolchild is

actively engaged for the full amount of playtime on offer to them;

1. Time – start by ensuring that the dining hall system works properly, so that queuing up disappears, meals are not rushed and time for play is maximised. Then make sure every child has a fair share of playtime, and that they can play with whoever they choose, wherever they choose and with whatever they want, regardless of age or gender. Remember, these are the children who don't enjoy most sports and games.

2. Space – Sadly, for all the wrong reasons most children in our primary schools are confined to a hard-surfaced, bleak playground throughout lunchtime for most of the year. Is it therefore any wonder that they bump into each other in their desperate need to run and play? Any school playtime recording more than a handful of 'head bumps' per term should be considered as failing! These incidents are unnecessary and very easily addressed.

3. Permission – Is someone shouting at children, telling them to stop what they are doing, to obey the rules of the game or to get down all the time? Are the supervising staff exhausted and stressed by playtime every day? Are pupils segregated by age or gender, for fear of an incident? If the answer to any of this is yes, then you have replaced your play staff with 'police', and your playtimes have been replaced by an hour of panic, incompetency, worry, boredom and fear. Not good for your staff and certainly not healthy for your pupils!

All playtime staff should by now know how to properly assess the level

of risk in challenging play activities using the HSE guidance statement published in July 2012. Is your school doing so? Are all pupils able to settle and focus on learning immediately upon returning to the classroom, or do they continue to squabble for ten to twenty minutes? Are playtime staff involved in your continuous improvement programme, with an approved playtime improvement action plan to follow, showing clear links to the curriculum? Is every child in the school, from Reception to Year 6, actively and totally engaged in their play every day, without exception?

OPAL Outdoor Play and Learning has spent more than 15 years providing what is a unique and incredibly successful playtime improvement programme for schools. More than 270 primaries of all sizes, located in villages, towns and cities (including within the most deprived of inner-city and coastal communities) across the UK, Canada, Australia and New Zealand, have now been through the whole-school eight-session OPAL programme, and they all provide the most amazingly active, positive and fulfilling playtimes to every single pupil, with knock-on benefits including better classroom focus, better behaviour, happier staff and improved active wellness for all.

Every child plays, so once the playtime environment works, supported by confident and knowledgeable staff, then your school need never look back!

The new Outdoor Play and Learning book by Michael Follett, "Creating Excellence in Primary School Playtimes (How to make 20% of the school day 100% better)", is published on 21st April 2017.



www.dirtisgood.com



MPs call on Government to encourage active mile initiatives in schools

MP discussed the most effective ways to allocate funding from the soft drinks industry levy for sport inside and outside of schools, today in a Westminster Hall debate tabled by Justin Tomlinson MP.

David Rutley, MP for Macclesfield, called on Government to prioritise efforts to encourage schools to adopt Active Mile initiatives during 2017.

Mr Rutley argued that active mile concepts, which were referenced in the Government's Childhood Obesity Plan, are "simple, basic initiatives, that encourage and inspire children, taking just 15 minutes out of the day to run, walk, or jog"

"They are fun, non-competitive and inclusive. Something everyone can engage with, and they help to encourage more children to get their 60 minutes of activity at school."

He further noted that the positive effects that active mile schemes and other physical activities can have on children's academic performance, which he said left kids "more awake, more alert, and more focused on their lessons". This argument was echoed by Mr Tomlinson, who noted that physical activity "was good for [children's] health and good for academic improvement".

Mr Rutley also advocated the role that organisations such as ukactive can play in facilitating the rollout of active mile schemes, including the Golden Mile, a year-round program which is run by Premier Sport.

These calls come in the wake of a recent report from ukactive; Blueprint for an Active Britain: Milestone Review, which called for the national roll out of active mile concepts, offering a simple way for schools to incorporate an inclusive physical activity into schools.



Other recommendations include:

- Funding from the soft drinks levy should be used beyond the school gates to offer accessible physical activity sessions over holiday periods, where ukactive research has found that children are losing around 80 per cent of the fitness they build up during the school year due to inactive summer holidays. This was mentioned by Justin Tomlinson, MP for North Swindon, in the debate as he noted "the cliff-edge fall in activity during school holidays".
- Primary schools nationwide to assess fitness in the same way as English and Maths, making direct interventions where necessary to

protect children from ill health due to inactivity.

- Government should commit to the level of funding pledged by the Sugar Levy, irrespective of the impact of reformulation measures taken by the soft drinks industry.

ukactive Executive Director Steven Ward said:

"Today's children are the least active generation ever so it's encouraging to see this urgent issue moving higher up the Westminster agenda and all credit to Justin Tomlinson MP for initiating this debate on how the money from the Sugar Levy should be spent to ensure it has greatest impact."

"Active mile schemes have shown themselves to be a great way of getting children moving more in school and should be rolled out nationwide, but ukactive research shows that children are least active when they're at home, so money from the Sugar Levy should also be used beyond the school gates to offer activity sessions that are accessible for all over holiday periods."

"Schools Minister Nick Gibb's confirmation that the £520m of extra funding from the Soft Drink Industry Levy will be ring-fenced until 2020 should be viewed as a deadline for the physical activity sector in order to evidence our impact. ukactive looks forward to working with a wide-range of partners to drive significant progress in this time and unlock further opportunities to our children moving again."



www.ukactive.com

Healthy Active Schools System helps schools track and measure physical activity

The launch of the free Healthy Active Schools System for Britain's primary schools is a major step forward in meeting demands to track, measure and evaluate the physical activity levels of children.

The impact of physical inactivity on children's weight and health is increasingly under scrutiny with the Government, Public Health England and the Royal College of Paediatrics and Child Health among many organisations calling for change. However, without a comprehensive set of tools to measure the current situation and practical, accessible guidelines to raise activity levels among schoolchildren, it has been hard to know where to start or how to track impact and progress.



The Healthy Active Schools System (HASS), gives primary schools the ability to easily measure their pupils' activity levels, implement programmes to boost their activity and track their progress. In addition, the HASS ensures schools can accurately keep track of their PE and sport premium and create clear reports showing its spend and impact.

Furthermore, the Healthy Active Schools System allows schools to generate an activity report for parents showing the reality of their child's ability and setting targets for

improvement, much as they do for academic subjects.

ukactive Chair Baroness Tanni Grey-Thompson lent her support to the Healthy Active Schools System by giving a keynote speech at its launch in London on 31st January. "Today's generation of children are the least active ever and the first in history to face potentially shorter lifespans than their parents," she said. "Through its recent strategies, the UK government has acknowledged that there is a serious problem, but without robust measurement of our children's fitness and physical literacy, we will continue to have gaping holes in our evidence base and be unable to measure impact. Empowering schools to track and monitor children's activity is the first step to understanding the true nature of the childhood inactivity problem. Armed with this, we can react with the most appropriate and effective interventions to give our children the best chance of a happy and healthy adulthood."

ukactive Research Director Dr Steven Mann also spoke and shared insight into the scale of the problem – and the size of the task facing schools, teachers, parents and the leisure industry to reverse the trend of physical inactivity. Dr Mann will be monitoring the findings from the Healthy Active Schools System to align the data gathered from schools with his comprehensive research findings on children's activity levels.

"We appreciate the wholehearted support given by ukactive to the Healthy Active Schools System," says Dean Horridge, Fit For Sport founder who developed the HASS. "My hope is that public health officials, local councils, community heads, parenting groups and the leisure industry as a whole will get behind the concept of the Healthy Active Schools System and do all they can to encourage schools and parents to get on board with the programme."



The Healthy Active Schools System helps to address the Government's recent Childhood Obesity Strategy which highlighted the importance of monitoring the PE and sport premium and utilising online platforms for the planning of activity within the school day by:

- › Recording physical activity and promoting pupil well-being for OFSTED
- › Tracking the PE and sport premium and creating comprehensive reports on its spend and impact
- › Showing which pupils are achieving 30 minutes of physical activity each day at school
- › Monitoring and recording pupils' ability to swim 5m to 50m
- › Providing access to resources to help plan safe, structured and fun activities for PE and school activities
- › Recording data that can be used to assist writing school sport reports for parents
- › Tracking school sport participation at Level 1 and Level 2 competition including the School Games

"The Healthy Active Schools System responds to Government recommendations, tackles childhood obesity and physical inactivity head on, is free to use and delivers vast amounts of valuable data. It sets the benchmark and I urge all schools to get involved," says Dean.

Healthy Active Schools System Q&A with Dean Horridge

The Healthy Active Schools System has launched not a moment too soon: for many children, their inactive habits begin on their first day of school, half of seven year olds fail to meet the Chief Medical Officer's recommended 60 daily active minutes and the least fit child in a class of 30 in 1998 would be one of the five fittest children in a class today.

We spoke to Dean Horridge, CEO Fit For Sport and Chair, ukactive Kids, to find out more about the programme and his hopes for its success.

What inspired you to create the Healthy Active Schools System?

I have three kids aged 10, 11 and 13 and am beyond frustrated that no-one at their schools can tell me how fit they are. I know how good they are at spelling, maths, English, geography and science. I know how punctual they are and how many days they've been off ill. But no-one is keeping a record of their physical activity.

How does the Healthy Active Schools System work?

Schools simply upload the Healthy Active Schools System to their intranet. It's designed to integrate into schools' systems to upload class lists, kids' names and other data at the touch of a button. Teachers can see child by child and class by class how everyone in the school is doing. And they can pull off a School Sport Report for parents which is a great bonus.

What activity is measured with the HASS?

Our Activity Challenge is the benchmark for the HASS. This comprises three activities – throwing/catching, jumping and running – that require co-ordination, agility and fitness. The activities are age appropriate so the tasks are simpler for younger children and more complex for older ones. They perform each move for one minute and their results are uploaded to the HASS. This gives the start point. All kids will get a Bronze, Silver or Gold award – so everyone achieves something. The 'Gold' standard doesn't mean they're the next Olympic champion – it simply equates to meeting the Public Health England target. Currently our research shows that only 14% of children meet the Gold standard: there's a lot of work still to be done.

You're worked with children and schools for 25 years – why launch the HASS now?

I'd have loved to see the HASS in schools before now but the fact is, schools, public health bodies and Government all needed to realise such a tool was necessary. The call for physical activity to be increased and measured has fallen on deaf ears for too long. Now people are listening. Sadly, we have a big problem to solve – rather than to prevent – but this is where we are and the HASS is a big step in the right direction.

It's free – why?

I feel passionately that ALL schools should be able to benefit from the HASS and therefore I needed to remove all potential barriers of which cost is a key one. There is absolutely no catch: the HASS is free, accessible and easy to use. It gives schools a huge amount of useful data and ensures they meet all the reporting requirements of their PE and sport



premium grant to local authorities, Governors and interested third parties. Schools can also keep parents fully informed of their children's activity levels.

Do parents really want this information?

Absolutely. Our research among over 2,000 parents showed that 90% want to know how active their child is in school and would welcome this feedback in much the same way they are informed of progress and ability in classroom subjects. Furthermore, 88% wanted information and practical tools to help get their children more active outside of school. Parents are increasingly aware they have a role to play here – that's why the HASS will both inform and support them.

Is HASS the solution to physical inactivity?

I wish it were that simple. No, on its own the Healthy Active Schools System won't solve the problem of children's inactivity. But it gives schools a clear picture of their start point, practical guidance and support on how to build more activity into the school day and a suite of measurement tools to encourage and track progress. It's exactly the kind of measurement tool that has been asked for and now we have it I'd like to think ALL schools will take the opportunity to use the system to start to turn the tide on physical inactivity among children.



www.fitforsport.co.uk



Flame 2017

Taking place on the 27th and 28th June, Flame 2017 is a two-day programme bringing together over 1,200 delegates from across the sector.



Flame 2017 is packed with leading speakers delivering keynotes, panels and workshops. Jason Kenny, the winner of six Olympic gold medals joins us to share his success story of his outstanding campaign at Rio 2016 in which he won three titles, in the team sprint, sprint and keirin. Join us for inspirational moments from our keynote presenters and stimulating debate about the future of our sector. Be a part of discovering how innovation can be transforming the way people get active. Come on our journey to stimulate a winning sector-wide culture. Get the insight you need to transform how you target local communities. Learn from case studies of what's working, underpinned by the work of the ukactive Research Institute.

27th June 2017

Ignite (New for 2017)



New for 2017, Ignite is an empowering offering for ideal for ambitious operational, sales and team managers (General Managers and Regional Managers across operators and suppliers). Ignite's day long agenda is focused on maximising performance with a full day of lectures and workshops. Ignite's educational and inspiring sessions from sector experts will develop future leaders in the sector with sharpened sales, customer service, management and leadership skills, and the knowledge of how to work more effectively with targeted populations in the community. All attendees will be provided with a strengthened understanding of the physical activity landscape and opportunities within the sector.

Why Ignite?

- › Develop strong management and leadership skills
- › Maximise your team's performance
- › Understand customer needs to generate sales
- › Work effectively with your community
- › Understand the wider physical activity sector landscape
- › Deliver quality customer service

Golf Day

The Golf Day is a full day of Golf set in the beautiful Shropshire countryside, it is the perfect opportunity for attendees to bond with colleagues, network with peers and host clients in teams of four.

Why you should attend:

- › Network with industry leaders
- › Meet leading operators from the physical activity sector
- › Generate new business leads
- › Enjoy a fun, active day out
- › Host team members or clients

Members Dinner

Exclusive Members Dinner in the hangar at RAF Cosford, with over 200 other senior delegates. Build relationships in an intimate setting. Delegates will enjoy a drinks reception, Golf Awards presentation, three course dinner and entertainment at the Royal Air Force Museum, Cosford. Capitalise on the premier networking opportunity at Flame 2017.

Why you should attend:

- › Network and host guests
- › Host team members or clients
- › Network with leading industry operators
- › Enjoy the Golf Day prize presentation
- › Includes drinks reception, three-course dinner and entertainment

28th June 2017

Flame Conference



The ukactive Flame Conference 2017 is the largest annual educational and networking conference that brings together a diverse audience of over 850 key stakeholders, senior influencers and decision-makers from across the physical activity landscape. The Flame conference agenda is both informative and inspirational, including exclusive appearances from keynote speakers and thought-provoking panel debates. During the day there will also be some practical advisory sessions as well as some time for invaluable networking opportunities.



Why you should attend:

- › Gain a business advantage
- › Get tips on managing high-performing teams
- › Transform your thinking with the latest industry insight
- › Be inspired by innovative programmes and campaigns
- › Learn from the best practice shared in our panels
- › Discuss and collaborate on key issues affecting our industry
- › Network and generate business leads



ukactive and Matrix Flame Awards



ukactive and Matrix Flame Awards are the largest celebration of innovation and excellence from across the Physical Activity sector, with hundreds of organisations vying for the highly coveted accolades every year. As part of the agenda attendees can enjoy a drinks reception, three course meal, dancefloor and live music. The ukactive and Matrix Flame Awards is a great opportunity to bond with teammates, network with peers and host clients.

Why you should attend:

- › Celebrate excellence
- › Host your team members and clients
- › Enjoy the drinks reception, three course meal and live band
- › Watch the Awards ceremony
- › Find out who is setting best practice in the industry

 Check www.ukactiveflame.com for further information.

Investing in the sector – Brexit and beyond

by Jak Philips

Fitness is booming, right? Everywhere you turn these days you'll see signs of active lifestyles pervading the national psyche.

The confluence of fitness, technology, fashion and music – even Ministry of Sound has launched its own gym – has helped to make active lifestyles more mainstream than ever. We're now on the cusp of a cultural movement, where how you work out is coming to define who you are and forming a large part of your identity.

So why are many investors still unconvinced? The rise of the fitness sector has created a platform for rapid growth and diversification of the physical activity sector in recent years, but many investors remain cautious of coughing up cash to fuel the sector's expansion, particularly via IPO.

At a ukactive investor's event in October 2016, the leading lights of the City rubbed shoulders with our sector's shining stars at Legal & General's London headquarters. It was there that banking veterans explained that despite the physical activity sector's impressive advancements in the past decade, many investors remain bruised by the boom and bust years of gyms in the late 90s and early noughties, when funds lost significant amounts of money on ill-advised gym chain flotations. They added that the sector's distinct lack of market data – particularly compared to the retail and hospitality industries – remains another cause for reticence among investment fund managers.

To that end, ukactive launched its Rise of the Activity Sector report at the event, which spotlighted the UK's

fast-changing fitness landscape and predicted it to grow by 17 per cent in 2016. Valuation specialist Mazars and sponsorship experts Nielsen Sports conducted analyses for the report, which estimated the gym sector would be worth £7.7bn by the end of 2016 (up from £6.6bn in 2015).

The report noted that Britain's growing gym market is already the largest in Europe and the report tipped the sector to be among the 'shining stars' of the UK's post-Brexit economy.

"As we can see from the flurry of recent investment activity, there is significant investor interest in the physical activity sector, driven by strong growth prospects," said Nick Bishop, Managing Director, Morgan Stanley, Head of Leisure EMEA, when the Rise of the Activity Sector report was launched.

"Exercise has a major role to play in the health agenda and the sustained increases in gym memberships since 2008 and the sector's relative resilience following that turbulent period shows that it is becoming increasingly ingrained as a positive habit in the lives of UK consumers."

In addition, the report sought to uncover the key drivers between the physical activity sector's resurgence. With 14.3 per cent of UK adults now owning gym memberships – a figure which has increased every year since 2008 – the Rise of the Activity Sector report shed light on the growing appeal of exercise. New concepts have opened the market to a broader range of consumers and there are now around 6,500 gyms across the private, public and third sectors, serving more than 9.2 million members.

So with an impressive set of growth figures behind it and a growing body of evidence for the role that gyms have to play in overcoming the UK's physical inactivity crisis, what more can gyms do to show investors that they would be backing a winning horse?

For The Gym Group CEO John Treharne – whose health club chain became the UK's first to go public in almost 15 years when it floated on the London Stock Exchange in November 2015 – the uncertainty caused by Brexit

means that gyms must focus on winning the hearts and minds of investors if they are to secure capital for growth.

"I present to investors twice a year and there is some softening towards our sector, but what has become clear when we take them on tours of Gym Group sites is that they arrive with negative perceptions of health clubs," says Treharne.

"We need to continue to counter these impressions with a constant flow of positive news around the success of the sector – there are only three gym operators listed worldwide, so they aren't a particularly familiar proposition for investors at the moment."

"And of course, we need to become better at gathering and disseminating data on the workings of the market, so that investors feel more confident in the investment opportunities that abound."

For ukactive Executive Director Steven Ward, the sector's blind-spots around data-sharing must still be addressed, but its resilience through the recession and central role in the preventative health agenda are helping to place the physical activity sector on an increasingly firmer footing.

"Britain is waking up to the benefits of physical activity and eagle-eyed investors have been quick to spot the sector's potential, although there are still many out there that we must do more to convince," says Ward.

"Having boosted memberships throughout the recession, we expect gyms to be among the shining stars of Britain's post-Brexit economy, driving substantial business growth while keeping the national healthy, happy and productive."

"Key to this will be cross-sector buy-in for the new and improved Business Performance Benchmarking service that ukactive will be launching as a free benefit to all members in Spring 2017. This will enable operators to track performance of their facilities against the industry average in real-time, putting them on a much stronger footing to offer a comprehensive overview of market opportunities to potential investors."

Emily McGowan

Director of McGowan Marketing

An alumnus of 2016 Future Leaders programme



Why Future Leaders Programme?

Much has been said by my Future Leaders alumni about the outstanding quality of the programme and the profound impact it had on them, both personally and professionally, that I thought I'd look at it from a slightly different perspective... **Why?**

undoubtedly this would be a rational question to ask when considering the investment a company makes in sending a member of the team on the programme.

At a time when our sector is transitioning from being seen as

a 'leisure provider' to a partner of strategic importance in achieving and maintaining the health and wellbeing of a nation we need to ask ourselves 'why?' more often. This isn't always as easy as it sounds. Questions like: 'Why do we do things this way?' **'Why do we see the results we do?'** **'Why don't we try something different?'** These are the questions your Future Leader will come back asking and, given the scope and support to do so, they will be skilled in bringing your teams together to provide answers that translate into action and give results.

So, the question isn't so much 'Why?' but **'Why not?'**



Future Leaders 2017



This bespoke executive training programme and year-long alumni, aims to steer future leader careers and personal leadership skills, ensuring world class business approaches and solutions are delivered. After the success of the inaugural programme, at IESE Business School in the inspirational city of Barcelona, ukactive are developing the programme to further equip candidates with the tools and strategic insight to make an even bigger impact to the sector.



16th–21st July 2017

Future Leaders

Shaping the leaders of the future.

ukactive to unveil National Fitness Day 2017 at This Morning Live

Not-for-profit health body ukactive will start the countdown to National Fitness Day 2017 by unveiling a blockbuster line-up of events at major consumer exhibition This Morning Live.

The show – expected to attract more than 50,000 consumers during its 18–21 May run at the NEC in Birmingham – is a live exhibition which will bring Britain's most popular daytime TV programme to life.

Health, fitness and lifestyle experts including Dr Zoe Williams, Max Lowery and Faisal Abdalla will be demonstrating the latest fitness tricks, hacks, health food & drinks, joining Philip and Holly, Ruth and Eamonn and the rest of the family at the show.

The high-profile launch forms part of ukactive's mission to ensure National Fitness Day 2017 reaches more people than ever before. Last year's event saw more than one million people get active, as thousands of UK gyms and leisure venues threw open their doors

of fitness and the exhilaration of movement to make more headway in overcoming the UK's physical inactivity crisis.

"We've already got an exciting array of events in the pipeline for 27 September across the whole of the country and we can't wait to tell the public about the thousands of fun activities coming their way for National Fitness Day 2017."

With ITV's This Morning TV show pulling in more than 6.5 million viewers each week, the organisers of This Morning Live hope to harness the programme's impressive reach to connect the predominantly female audience with a wide range of physical activity brands during the four-day event. Exhibition stands are still available for companies wishing to feature at the show, with a special rate available for ukactive members and partners.

Katy Roberts, Event Director of This Morning Live, said: "ukactive's mission to get more people, more active, more often, fits perfectly with our vision for This Morning Live and we are delighted they are working with us as our Active Lifestyle Partner.

"As a lifestyle event, we want to show our visitors how they can adapt their own busy lives to incorporate easy ways to make them feel healthier. We will also be promoting National Fitness Day, helping to celebrate all things physical throughout the UK."



For more information about National Fitness Day visit www.nationalfitnessday.com

Move the nation



ukactive has teamed up with the shows organisers to officially launch National Fitness Day, which will this year take place on 27 September. The kick-off at This Morning Live will see ukactive unveil a range of initiatives to make this year's National Fitness Day the biggest yet, while also showcasing a range of active options for attendees at the show.

This Morning Live is being run in partnership with ITV and features food, fashion, beauty and lifestyle areas, as well as a large health and fitness section inspiring women on how to integrate an active lifestyle into their everyday routine. Spotlighting health and fitness products, demos, activities and lifestyle hacks for all the family, the show aims to help brands access a demographic thirsty for information on simple ways to get active.

to engage the public in free physical activity taster sessions.

And for National Fitness Day 2017, ukactive hopes to expand on last year's 18,000 events by working with partners to offer more activities across schools and workplaces. There will also be the return of the #fitness2me social media campaign, which took Twitter by storm last year and helped National Fitness Day 2016 reach more than 49 million users.

Steven Ward, Executive Director of ukactive said: "Last year was our biggest event yet and we're delighted to be teaming up with This Morning Live to start National Fitness Day 2017 with a bang in front of a huge national audience.

"It's a fun day with a serious message and the goal is to spread the fun

UK
active

National
Fitness
Day

About National Fitness Day

National Fitness Day is the biggest and most visible annual celebration of physical activity of the year. It is the day to celebrate the role that physical activity plays across the UK, facilitated by ukactive and previously, the énergie Group, who are the largest and fastest growing fitness franchise company in the UK, and who founded National Fitness Day back in 2011.

Realising that this is an event that would benefit with participation from the whole sector, énergie graciously 'gifted' National Fitness Day to ukactive in 2014. We would like to publicly thank énergie for this and are proud to now be growing the event year on year.

Our aim is always to ensure that National Fitness Day is the most active day of the year. We work with thousands of clubs, parks, leisure centres, gyms and ukactive members who open their doors to offer free exercise sessions to their local communities.

We know the benefits that regular exercise delivers includes a healthier heart, increased wellbeing and a better quality of life. However, many of us find getting fit troubling, it becomes a challenge and it shouldn't be – that is why National Fitness Day was started.



For more information about ukactive, please contact Jak Phillips on **07958 119320**, or jakphillips@ukactive.org.uk



#fitnessday Wednesday 27th September 2017

How to ensure your boutique business hits the consumer sweet spot

Successful boutique fitness businesses need to know a thing or two about community (see our blog on Boutique Trends – www.ukactivesweat.com/three-big-boutique-fitness-industry-trends). But how do you build real trust equity with your customers and keep them coming back time and again? We asked experts in different areas of the business what they've learnt along the way.

Whether you're completely new to the boutique fitness field or an existing provider, finding a suitable new site is always challenging. Goldstein Ween, the architects behind 'Another Space' – the newly-opened boutique fitness concept from The Third Space – provide the inside track on sourcing a killer site.

Patience, patience, patience.

Few Londoners have more experience in running slick boutique fitness businesses than Colin Waggett, CEO of The Third Space and Another Space, and previously of Psyche and Fitness First. 'It's not a case of build it and they will come, you've got to understand how to reach out and build people in,' he says. It's a viewpoint shared by Kara Rosen, founder of renowned cold-press home delivery juicing company, Plenish (www.plenishcleanse.com). She insists that building a loyal following doesn't happen overnight: "It probably took us about three years of talking about the same message, and the same education points [before things began to really pay off]," she says. "We also did thousands of samplings in stores and at events; we got out there and talked

to consumers – we couldn't and didn't adopt the Pepsi or Coke approach where you blanket the whole city in outdoor media. Really it comes down to the product, and putting passion behind it.'

Staffing your business right

Spending time and money on getting the best possible staff for your brand is something that Waggett is also passionate about: "The customer falls in love with the people that work here," he says of Another Space (www.anotherspace.london). "Picking the right staff to build the right culture and environment that people want to be part of is the be all and end all. We go to extraordinary lengths to find the right people and look after them. Types of training will change all the time; customer retention these days is less price led and more about service and engagement."

Waggett and his co-founder believe this so vehemently in fact that when establishing Central London studio, Another Space, they put all potential staff through a strict audition process and 16-week training programme before allowing them to begin teaching classes. He adds: "Probably only about half of those who started finished the course! It was tougher than joining the marines and we spent, between us, a year just assembling the team – not just for their technical ability but [to ensure] are they the sort of people we want."

Olga Allon, founder of Hot Yoga Society (previously Hot Bikram Yoga), takes a similar view: "It's vital that our team of teachers and staff are happy," she says. "They enjoy work and enjoy being part of the studio which is infectious. My ethos has always been to create a special space where everyone can feel welcome

and supported to enjoy a yoga practice – whatever ages, size, ability – and that's what sets us apart and builds true commitment and loyalty to a business. It begins with customer care (largely through staffing) and that's returned in loyalty."

Social media is non-negotiable

"We don't do any advertising at all," says Another Space founder, Waggett. "Social media is probably the single biggest way we reach people (along with print PR) and we actively coach our instructors as to how to build a following in this way."

For Plenish founder, Rosen, high levels of activity and engagement on social media has been totally integral to the brand's development. "You can't do too much in this area; that's where the world is, that's where the audience is and to opt out of it is [on a business level] suicidal," she says. "Social media has afforded an opportunity to brands that we've never had before. You used to have to buy television ads or host a big event to talk to consumers but now you can engage with people with zero budget. They can give you feedback on your product or service and you can answer their questions in real time. That's invaluable. With social media we can easily identify who's influential within your space whether you're a fitness studio, or a fashion brand and those are the people that you want to know about your product. Follow them, listen to them, respond to them, engage... keep doing it until you've developed some sort of rapport with them. Hopefully they'll want to know more about your product or service and try it, love it. It's about persistence really."



Written by fitness specialist
www.lucyfry.co.uk



ukactive unveils new mobile app and agenda for boutique fitness event Sweat

ukactive announced a raft of new speakers and the launch of a new app for its new boutique fitness event *Sweat*, which took place on 2 March at The Warehouse Studio Space in east London.

The UK's boutique fitness market has come alive in the past decade, driven by the trend of consumers becoming increasingly selective and tribal about their fitness choices. *Sweat* shone the spotlight on the rapidly-developing boutique landscape through a lively day of insight, debate and keynotes from some of the sector's shining stars.

ukactive secured a host of new panellists for the event – including marketing mavens, designers, entrepreneurs and investors – who shared key insights on how to build a successful boutique business.

The secrets to truly excellent personal training was explored by fitness guru and co-founder of Bear Grylls Epic

Training Natalie Summers; while Fuse Head of PR and Communications Sarah Kendall led a top-class panel session on 'Building consumer love that money can't buy'.

In addition, Shara Tochia – co-founder of web-based wellness title Dose – gave a lively overview of the future of boutique fitness, while Innovation Warehouse co-founder



Jeff McGeachie offered invaluable tips on how to scale a boutique business.

Ahead of *Sweat* and ActiveLab Live! event, ukactive is launched a brand new app, to help people in the physical activity sector ensure they extracted maximum value from ukactive events and initiatives.

The app proved an overwhelming success with over 84% participation rate across both events.

The app carried the latest ukactive news and content, served as a digital

networking platform, where event attendees interacted with each other and used the forum for discussion and ideas.

Sweat enjoyed a stellar cast of boutique sector trendsetters, including BOOM Cycle co-founders Robert and Hilary Rowland, Elle UK Fitness Editor / boutique instructor Bangs, and a keynote from Joe McEwan, Head of UK Brand at Innocent Smoothies.

Partners for the event included headline sponsors Technogym as well as KPMG, Mindbody, Miha Bodytec and Fresh Fitness Food.

Steven Ward, ukactive Executive Director, said: "The ukactive app represents another great platform for the sharing of ideas and discussion within our sector. Enhancing experience of events through live polling, interactive sessions and instant discussions, the app is a small innovation that can help the sector connect and come together in driving forward the physical activity agenda.

"With the new app and a world-class line-up of speakers and panellists, it's no surprise that tickets sold out fast."



**download from the app store:
ukactive events**



ActiveLab: The movement revolution

ActiveLab seeks to unearth businesses that can revolutionise the way we move, inspired by the increasing confluence of physical activity with cutting-edge technology, fashion and business. Supported by founding partners AXA PPP Healthcare and Tech City UK, the ActiveLab accelerator, the first in UK to match promising startups with the leading lights of business and physical activity, reached its dramatic conclusion last month with the ActiveLab Live! Finale.

The 12-week ActiveLab programme saw 12 finalists receive workshops, insight and networking opportunities to turbo-charge their company, enabling them to compete on the global stage. The ActiveLab cohort encompassed various concepts, each with the potential to be a game-changer for the physical activity sector. Here, we take an in-depth look at the 12 ActiveLab finalists, exploring what makes them special and how they hope to transform the way we move.

ActiveLab 2017 Winner:

iMoves



Founders:

Imogen Buxton-Pickles and Ian Pickles



iMoves is a solution for schools, giving teaching staff everything they need to deliver outstanding PE and more. It's the no-stress, no-sweat way to bring PE and dance into classrooms.

The online activity package provides teacher with all the tools they need to lead physical activities. The packages are based around interactive demonstration videos, curriculum-based lesson plans, music and flashcards, plus assessment tools to cover all the resources needed to teach outstanding activity. Each package license is bought on a school-by-school basis with all teaching staff able to access the resources through an online portal.

The ActiveLab 2017 Innovators:

Amaven – An online platform to help measure, track and improve physical development.

Connected Fitness Labs – An app supporting health club operators offer digital support to consumers.

EveryMatch – A white-label mobile solution for building fitness member communities.

Gymetrix – A tool to make the most of your gym space, ensuring equipment matches customer demand.

iPrescribe Exercise – An app which produces a personalised 12-week exercise prescription plan.

LiveSmart – UK wide, dynamic, evidence based health assessment and improvement programmes.

Open Play – A unique online booking system and marketplace for sports facilities and activities.

Shapelog – Offers consumers better strength training experiences through tracking technology.

Silverfit – Encourages wellbeing and fitness for over 45s, through local activity classes and events.

Stepjockey – Smart signs and gamification platform to enable employers to quickly make buildings active.

VRGO Chair – An active chair used for movement within virtual reality.



Have an innovative product or service, that will change the way people get active?
Want to scale your business and connect with the most influential in the sector?
Register for the 2017/18 ActiveLab Programme, visit www.activelab.co



ActiveLab
Live!

Innovation centre stage at ActiveLab Live!

Held on 15th March at The Crystal – ActiveLab Live! brought together leading lights from the worlds of fitness, technology, business and health to explore innovative solutions to the world's mounting physical inactivity crisis.

Hosted by BBC technology journalist Kate Russell and sponsored by Miha Bodytec, ActiveLab Live! focused on innovation within the fitness sector. Steven Ward, Executive Director, ukactive, kicked off the day with an introductory speech on the potential of innovation to conquer the global physical inactivity crisis. This was followed by a series of keynotes from technology and entrepreneurship thought leaders, plus panel sessions exploring physical activity opportunities around gamification,



artificial intelligence, wearable tech and behaviour change.

Amongst the inspiring keynotes was Jonathan MacDonald – a leading change advocate who has advised Google, Apple and Microsoft. Jonathon gave an impactful speech on how the digital landscape could positively affect societal change. Whilst MB Christie – Tech City UK Chief Operating Officer – gave a compelling overview of digital technology as the growth engine for the future. In addition, Bas Lansdorp gave a captivating speech on his mission to colonise Mars. Complementing these keynotes were several breakout

panel sessions on topics including; how gamification and immersive gaming could encourage physical activity and how technology could be utilised to create behaviour change and increase physical activity adoption.

ActiveLab Live! was the climax of ActiveLab, the world's first physical activity-focused startup accelerator which launched in 2016 with founding partners AXA PPP and Tech City UK. This intensive 3-month programme finished at ActiveLab Live! with each participating company exhibiting in 'The Innovation Lounge' and then pitching their product for precisely one minute. The audience then embraced the tech-aspect of the day and voted on which company they would invest in, using the new ukactive app. The verdict? iMoves received the most votes and as such were titled ActiveLab 2017 winners.



Thanks to our partners. Headline event partner Miha Bodytec and founding accelerator programme partners AXA PPP Healthcare and Tech City UK. Supporting partners included The Playbook, JMB Partnership, Department of International Trade, Burnt Orange, JC Decaux, London Sport, Fit Tech Collective, 23red, Pearson, We are Tech North, Company Shortcuts and Hype Foundation.



PT study: Level 3 Diploma

by Jak Phillips

Future Fit Training has been putting ukactive through its personal training paces as three of the team are studying the Level 3 PT Diploma. Apart from gaining new skills and knowledge, the three trainees – Steven Ward, Geraldine Tuck and Jak Phillips – have really had their eyes opened and gained a whole new appreciation for the work undertaken by the UK's personal trainers.

"I set out on the diploma with professional and personal goals in mind," says ukactive Head of Comms Jak Phillips. "Professionally,

and misconceptions right back and makes you look at the gym from the perspective of someone who's never set foot in one before" adds Jak.

Juggling the learning alongside busy, full-time jobs was initially a challenge, but the group find the online eLearning process fits around their work day and have done plenty of learning on their daily commute.

The practical work and weekend training sessions with the rest of the group really helped bring the theoretical learning into perspective. "The practical work is my favourite – being with a great group of people makes the learning a pleasure," says Geraldine.

Jak also appreciated the supportive atmosphere fostered in the group environment. "You can feed off each

Steven, Jak and Geraldine have all passed their Level 2 Gym Instructor qualification and are now working towards their Level 3 PT Diploma. "It means a great deal to have this formal qualification, rather than say 'I used to do that!'" says Geraldine. Jak adds that he's been fired up by passing the Level 2 course and admits he has definitely caught the learning bug.

Both say that training with Future Fit is tough at times. "Learning with FFT is hard but that's the whole point," says Jak. "It's one of the most comprehensive diplomas out there and designed to equip trainers with a complete skillset to raise the bar in terms of PT provision. The sheer extent of learning required and the number of coaching points that you need to remember to ensure that every single movement is safe and as effective as possible has been a big surprise to me – I thought I knew quite a lot already but when I hit the books I realised I knew diddly-squat!"

ukactive Executive Director Steven Ward sums it all up by saying: "Training with Future Fit has been a complete eye-opener. The depth of knowledge and extent of the skills and expertise needed to be a qualified trainer is extraordinary. It's fascinating to learn so much and their level of support is second-to-none. There is no doubt that seeing our industry from the perspective of the trainee or trainer has given me a valuable insight into the excellent work being done to engage people in activity and keep them on track."

To find out how they're getting along, visit www.ukactive.com/blog and to find out more about training with Future Fit, visit www.futurefit.co.uk



I wanted to build on my existing sector knowledge and join the dots between the theoretical and practical aspects of getting moving. Personally, as a frequent gym user, I was hoping the insight into training principles would help me take my workouts to the next level. The course strips your knowledge

other's strengths and help bridge the gap on any weaknesses," he adds. "It's also great for the fact that you get to meet new people and this sets you up well for working with the wider public once you qualify."

Spring has sprung and it is officially expedition season

Imagine horse riding in the Brecon Beacons, cycling in the Scottish Highlands or perhaps hiking in The Peak District. As the world's leading youth achievement award, The Duke of Edinburgh's Award (DofE) enables young people aged from 14 to 24 to take on a transformative programme of activities, irrespective of their background, including physical challenges, at Bronze, Silver and Gold Award level.

The physical aspects of a DofE programme can be quite daunting at first, especially to those who may not call themselves 'outdoorsy' or 'sporty'. However, it is often the Expedition section that DofE participants say surprised them the most.

When Shannon Birch, from Birmingham, decided to start her DofE programme, she wasn't very sporty but she wanted to do something fun. She is now the proud achiever of all three DofE Award levels.

When doing her Silver DofE, Shannon found that she was perhaps not quite fit enough, she felt as if she wasn't strong enough, and she didn't think she could go on and achieve her Silver Award. After speaking to her DofE Leader, she took it upon herself to improve her fitness, and along with this, her confidence. She overcame the fear of giving up and in the time she had between her practice and assessment expeditions, she pushed herself harder physically than she ever had done before. She worked in her PE lessons whilst at school and she started running with her mum.

Shannon ended up cycling the length of Great Britain for her Gold DofE expedition, cycling from John O'Groats to Lands' End, a total of 1067 miles in 14 days. This for her was the most challenging aspect of her DofE journey. She was pushed so far out of her comfort zone but is now looking at a career in sport and planning to become a sports teacher at university.

Speaking about her DofE journey, Shannon said; "You don't have to be the sportiest person in the world, the most confident, or the loudest individual to do your DofE. It is not aimed for one type of person only; it is aimed at everyone, even the quiet student who wants nothing more than to study for their exams.

In a nutshell, what I am trying to say is, if you want to push yourself, if you want to chase the adventure, and if you want to discover exactly who you are and what you're capable of doing, go out and do your DofE and chase all the opportunities that come along the way. You seriously won't regret it. I didn't, and I never will."

Doing a DofE programme can impact a young person's life and provide a range of benefits for both their physical health and their general wellbeing. We need your support to give more young people the opportunity to fulfil their potential and lead happier, healthier lives.

Doing a DofE programme leads young people to make a sustained commitment in a number of areas, providing a range of benefits for their physical health and wellbeing. It is well recognised that regular participation in physical activity can have numerous benefits on young people and the DofE can help young

people to develop skills and attributes they need to help stay fit and healthy for now, and in the future.

 To find out more about the DofE go to www.DofE.org



The DofE is calling on everyone of all ages and from all corners of the UK to step out of their comfort zones in 2017 to help more young people move towards self-development, self-belief, fulfilment and success through the DofE.

When you're passionate about the outcome, you're more likely to get the most out of an experience. That's why there's no limit to what our Challengers can do – learn to knit, sing, run your first 5k, scale the three peaks or do a sky dive – if it's a challenge to you, it counts!

Take on a DofE Challenge and raise money for the DofE to help encourage a passion, inspire a change and – most importantly – change a young life.

 Find out more at www.DofEChallenge.org





ICC Women's World Cup 2017: TeamUp Schools Match Day Opportunity

The International Cricket Council (ICC) has announced the full playing schedule for the ICC Women's World Cup to be hosted in England this summer, and TeamUp, an initiative from England and Wales Cricket Board (ECB), England Hockey and England Netball, is offering pupils from schools across the country the chance to experience a once in a lifetime opportunity to be a part of a match day national anthem ceremony.

South Africa prior to facing off against rivals Australia on 9th July.

England then travel to Derbyshire to take on New Zealand on 12th July before finishing their round-robin fixtures against ICC Women's World T20 champions the West Indies on 15th July in Bristol. The

we are all really looking forward to playing in a World Cup on home soil. We have the best fans in the world, so we can't wait to get out there and play on the biggest stage of them all, and hopefully inspire women and girls across the country to pick up a bat and ball and play the game we

We have the best fans in the world, so we can't wait to get out there and play on the biggest stage of them all, and hopefully inspire women and girls across the country to pick up a bat and ball and play the game we all love.



Heather Knight's England team will kick off their home World Cup campaign against India in Derby on Saturday 24th June. The team will then visit Leicestershire to face Pakistan, Taunton to play Sri Lanka, before head-ing to Bristol to take on

schedule announcement coincides with International Women's Day to celebrate an incredible summer for women's sport that lies ahead.

England women's captain Heather Knight said: "This summer is a massive year for the team, and

all love. It is also fantastic news that TeamUp schools are being given the opportunity to be involved in a match day national anthem ceremony. I'm sure that this will be an amazing experience for all the pupils involved this summer."

Throughout the tournament, pupils from TeamUp schools across the country have been invited by the ICC to apply to be a part of a match day national anthem ceremony, which will see them walk onto the pitch with the players and display the nation's flags. There are 30 group and semi-final fixtures available to apply for.

TeamUp is a three-year campaign developed by the England and Wales Cricket Board, England Hockey and England Netball to maximise the legacy of three consecutive home World Cups and build a fan base for women's team sports. With an ambitious target to ensure all 7-13-year-old girls across the country have the opportunity to experience the benefits of team sport, the TeamUp



initiative includes a novel rewards scheme for schools and teachers.

Alongside the schedule announcement, England players have today been visiting each of the group stage host venue areas – Derby, Taunton, Bristol and Leicester – to unveil official ICC Women's World Cup countdown clocks. The clocks will count down, through to the day of the first fixture at that venue. As well as unveiling the clocks, the athletes will join forces with a local school to play a Kwik Cricket match to inspire and excite them ahead of the matches this summer. Danni Wyatt, Georgia Elwiss and Tash Farrant unveiled Derby's World Cup clock.

i For more information about how to apply, please email beth.barrett-wild@ecb.co.uk.

Please note, your school must be registered with TeamUp to be considered.

For more information about TeamUp and how to sign up, please visit: www.teamupengland.com or follow on Twitter: [@teamupengland](https://twitter.com/teamupengland)

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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.



Flame 2017

27th and 28th June 2017, Telford International Centre

Day 1 – Ignite

A day of training and insight providing an expanded development programme at Flame.

Day 2 – Flame Conference and Awards

Join over 800 delegates at the leading education and networking event for the sector, followed by the ukactive and Matrix Flame Awards Night, celebrating outstanding innovation and excellence across the sector.

Book your place > events@ukactive.org.uk



Future Leaders 2017

16th–21st July 2017, IESE Business School, Barcelona

This bespoke executive training programme and year-long alumni, aims to steer future leader careers and personal leadership skills. After the success of the inaugural programme, at IESE Business School ukactive are developing the programme to further equip candidates with the tools and strategic insight to make an even bigger impact to the sector.

Become a Future Leader > www.ukactivefutureleaders.com

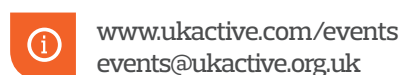


ukactive's National Summit

1st November, QEII Centre

Join senior stakeholders from across the physical activity sector, as ukactive bring together influential voices at the sector's largest policy event. We'll explore how we deliver a healthy, active nation, ensuring physical activity is at the heart of the preventative health agenda.

Find out more > www.ukactivenationalsummit.com



Align your brand, stimulate debate, solve inactivity

To become a ukactive event partner, contact events@ukactive.org.uk

"National Summit was an excellent forum for public and private operators to learn and collaborate, we've made some great connections since the event... We found it a great opportunity to demonstrate our approach of delivering measurable outcomes from exercise, in both the private and public sector."

Jochen Michaelis Managing Director UK, eGym Headline Partner,
ukactive National Summit 2015

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