



Issue 15 Winter 2017

Together

The official journal of **ukactive**

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The miracle cure for 2017; **Physical Activity**

NHS CEO – Physical activity can transform the NHS



Inside:

Featuring new ukactive events, our skills overview and the 2017 miracle cure

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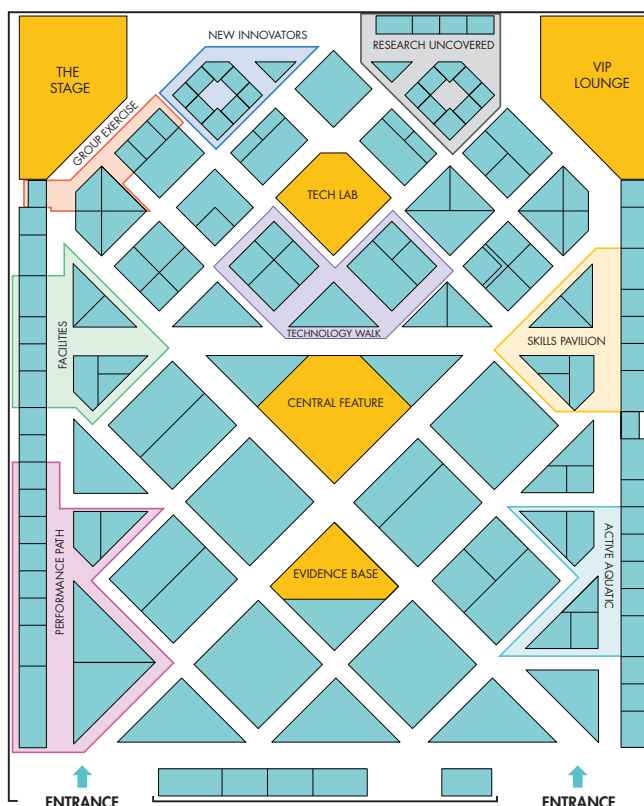
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PERFORMANCE PATH

Performance Path will focus on the solutions which have helped athletes and sports people achieve their goals.

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RESEARCH UNCOVERED

Research Uncovered will host leading academic institutions and organisations.

Supported by NCSEM England



TECH LAB

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



TECHNOLOGY WALK

Technology Walk presents the latest developments in fitness technology including wearable devices, data management and other software.



CENTRAL HUB

Lead supporters of Elevate will host the central meeting place during Elevate, this area is designed to encourage cross-sector pollination.



ACTIVE AQUATIC

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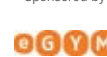
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Welcome

May I wish all our members and partners a very happy and active new year. It's always hard to stay active over the Christmas period but in December ukactive staff and members joined forces to remain physically motivated by

participating in the MyZone challenge. Heart rates soared, effort levels were maxed and most importantly MEPs were calculated. ukactive captains did a sterling job motivating their teams away from festive lethargy into physical finesse, congratulations to Active Al (Alex Bowman from Icon Training) who won the MyZone crown.

ukactive took a well-earned Christmas break and have returned to ukactive HQ with new vigour, new computers and some new faces. It is my pleasure to welcome Steven Scales, Jack Shakespeare and Joe Robinson to the team; I know they will help us achieve our 2017 priorities outlined on page 4 and page 12. Both Steven and Joe are part of the 2016 alumni Future Leaders programme, with Joe making his journal debut regarding his experience of Future Leaders "first date nerves" (page 29). We are looking forward to hosting our second Future Leaders programme in July.

Our National Summit in November captivated all 550 delegates who attended. With keynote speaker NHS England CEO Simon Stevens placing the onus on our sector to seize this chance to make exercise the miracle cure. Page 20 and 21 highlights some memorable Summit sound bites to inspire you in your day job and entice you to attend the 2017 Summit. Another Summit keynote speaker Muir Gray provides a feature article on delaying the need for social care. I implore you to take up Muir's mantra for 2017; get moving and encourage and support others to move more.

A few weeks after our National Summit, ukactive chair Tanni Grey-Thompson attended the Active Training Conference. As a valued asset to our sector, investing in people and skills remains a core priority, Tanni looks ahead to our workforce development on pages 24 and 25, and on pages 26 and 27 we celebrate our Active Training Award winners.

New for 2017 and kicking off our jam packed events calendar in March is our boutique event Sweat at which business owners and instructors can engage with experts to Sweat both members and their assets (page 40 and 41).

ActiveLab Live also takes place in March, page 37 unveils our cohort dozen, aiming to revolutionise the way we move. Adding to the renowned Flame Conference and Awards is Flame Ignite, our new insight and development training day; Operations Director Geraldine Tuck talks you through our expansion of Flame 2017 on page 38. Not so new, but definitely bigger and better than ever and slightly later – 27th September is National Fitness Day. We know we can supersede the 1 million people moving record set in 2016, but not without our members, so make sure you save the date and take part.

Myself and the ukactive team look forward to working with you over the coming year, raising a glass of detox water, and offering a final wish of health and happiness to everyone for 2017.

Steven Ward Executive Director, ukactive

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

ukactive journal has been published by Redactive

Tel: 020 7880 6200

17 Britton Street London EC1M 5TP

www.redactive.co.uk

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Forward View 2017

by Steven Ward



As we bid farewell to an eventful 2016, now is the perfect time to look ahead to what's in store for 2017 and the exciting raft of opportunities for the physical activity sector.

Despite the economic uncertainty surrounding Brexit, the sector saw strong growth over the course of 2016, with overall value increasing by £1.1bn according to ukactive's Rise of the Activity Sector Report. This was the first to place a truly accurate figure on the health and fitness component of the physical activity sector and laid the groundwork for prospective investors eager to gain a more comprehensive overview of value and potential. I expect growth to continue this year, with major operators shaking off the wider economic anxieties and pursuing continued expansion. Indeed, in light of the successful IPOs of Basic Fit and Technogym last year – as well as The Gym Group's listing in 2015 – it is reasonable to anticipate another big-name IPO in the UK next year, most probably from outside the budget gym sector.

2017 is brimming with opportunity for the physical activity sector.

Last November's ukactive National Summit – and the keynote from NHS England CEO Simon Stevens in particular – demonstrates a sector whose aims are becoming increasingly intertwined with the health agenda, and we will see a growing role for activity providers to help deliver the new Government strategies. Mr Stevens himself

encouraged activity providers to proactively seek out local hospital, community trust and ambulance services, presenting a major opportunity for our sector to grow its capacity and carry out workplace programmes on behalf of Europe's largest employer.

The growing alignment between the physical activity sector and health agenda offers greater scope for funding and closer co-operation between activity providers and local authorities. This presents both great prospects for growth, but also a challenge to meet local authority aims. I believe that regional and local operators have the home-field advantage in meeting this challenge, given their ties to the local communities in which they are based and understanding of the issues facing these areas. That said, there are also significant opportunities for larger operators to use their scale and expertise to bring big-impact projects into play on a national level. It's also worth bearing in mind that if we can create a positive experience for NHS staff at our centres, they will be far more likely to refer either verbally or

prescriptively the dozens of patients that they come into contact with on a daily basis. Opportunities abound.

Looking ahead, new technology will become increasingly central to the prospects of the physical activity sector and wearable technology will continue to be at the forefront of this step change. Consumers will be more informed than ever of

their own physical and mental state, tracking energy levels and mood, as much as heart rate and calories burned. We are embarking on an era where we will be certain when we should grab that mid-afternoon banana, when we ought to stay in and sleep or whether that blocked nose is the result of sinus problems or a nasty cold. The challenge for gyms and studios is to harness these new sources of information and put it to good use; understanding customers' workout demands and tailoring their experiences appropriately. In the same vein, employers must look to use this information to construct better and more effective work environments, making sure workers are healthy and happy.

Virtual reality will also begin to play a more principal role in the physical activity sector, as the technology becomes more widely and readily available, and the sector begins integrating virtual reality into classes. 2016 saw the first steps along this path, but I feel that this year will see the pioneers give way to the mainstream, revolutionising the way we work out by bringing VR into the spin class, the treadmill and HIIT session.

In summary, 2017 is brimming with opportunity for the physical activity sector, centred on increasing investment interest, collaboration with government and cutting-edge technology. It is vital that as a sector we leave no stone unturned in our march towards an active nation and I see 2017 as the year when we take decisive strides towards our ultimate goal.



www.ukactive.com

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England Athletics appoints Promote PR



As the sport of running continues its huge growth in popularity, England Athletics, the sport's National Governing Body, has appointed Promote PR to increase public awareness and encourage thousands more people of all ages to pull on a pair of trainers and enjoy the benefits of a regular run in 2017.

Sue Anstiss, Promote's MD said: "Running now ranks as the second most popular sport in England, fuelled in part by the huge reach of campaigns like This Girl Can campaign and England Athletics' running specific extension of the campaign, This Girl Can Run.

We're thrilled to have been chosen by the team at England Athletics to deliver this exciting project in 2017, helping them towards their goal of getting one million more people regularly participating in running and athletics by 2020. It's completely aligned to our agency's own underlying mission to get more people, more active, more often."



www.promotepr.com

Move it or Lose it!
Helping to motivate the
11.4 million people over
the age of 65 in the UK
to be more active



Having taught thousands of older people, fitness expert and founder of Move it or Lose it! Julie Robinson knows how to combine exercises that really work and appeal to exercise avoiders. She is looking for like-minded people to join her to change the way we age.

In collaboration with The Centre for Healthy Ageing Research at University of Birmingham, Move it or Lose it have developed a unique training course called FABS – Flexibility, Aerobic, Balance and Strength – the four vital components for health and wellbeing as per CMO guidelines, for this diverse but often overlooked age group.

Instructors are trained to deliver classes that are fun and inclusive which leads to high levels of loyalty and adherence. Underlying the light-hearted approach is the ability to improve functional ability to aid everyday living and to bring about long-term behaviour change for improved health and wellbeing.

Along with community classes, Move it or Lose it! classes are now being delivered in GP surgeries for patients with Chronic Obstructive Pulmonary Disease (COPD) in the West Midlands. Evaluations have shown the programme to be so successful, that they are looking to roll out the initiative for other conditions across the UK.



www.moveitorloseit.co.uk

FitgroupUK sets strategic direction to double group exercise participation

FitgroupUK, an organisation founded by the Exercise Movement Dance Partnership (EMDP) has held its first Executive Panel meeting to identify the organisation's strategic aims and agree activity to help realise its vision of getting seven million people active each week through group exercise by 2022.

Confirmed members of its Executive Panel include senior representatives from Les Mills, Active IQ, EMDP, David Lloyd, CIMSPA and ukactive. The Executive Panel agreed three core strategic aims to shape the design and implementation of improved access to group exercise, to celebrate the value of group exercise and elevate its importance within the sector in targeting the inactive population. Finally it is looking to re-examine the sector's use of language



and images used in promoting group fitness to inactive adults.

Professor Rob Copeland of the National Centre for Sport and Exercise Medicine & The Centre for Sport and Exercise Science at Sheffield Hallam University and Chair of FitgroupUK, said: "Through FitgroupUK there is a significant opportunity for the group exercise sector to lead on engaging the least active by ensuring movement is fun, social and easy to do."



www.fitgroupuk.co.uk

New study finds TRX workouts lower heart disease risk by 89 per cent



The American Council on Exercise (ACE) sponsored an independent study to evaluate the effect of TRX training, which leverages gravity and the exerciser's own body weight to enable performance of hundreds of exercises. TRX is most commonly known in the fitness world for its yellow and black suspension trainer bands.

The research team recruited 16 healthy men and women, who were considered low-to-moderate risk and were physically active. Scientists evaluated a range of strength, balance, fitness and health metrics before and after participants performed a standard eight-week TRX programme.

The findings highlighted how effective TRX Suspension Training is to making real changes to not only your fitness, but to your overall health. Suspension

training produces metabolic responses that improve and maintain cardio-respiratory fitness, improves muscular fitness and is now proven to positively impact cardiovascular disease risk factors. It's perfect for a full-body workout and as the core is challenged in every exercise, this works the pelvis, abdominals, back and chest muscles – improving body stability, balance and flexibility.

The peer-reviewed ACE study found that combining the biological markers tested before and after the eight-week programme, TRX training proved 89.2 per cent clinically beneficial in improving participants' risk of dying from cardiovascular disease in the next 30 years.

 www.trxtraining.co.uk



Direct Exercise: The UK's first recognised online coaching workshop for fitness professionals

Direct Exercise have developed a comprehensive online coaching platform specifically for fitness professionals. They believe nothing will ever fully replace traditional face-to-face training. However, with the use of the internet and new technology, fitness professionals will be able to offer a modern and more efficient way of training existing face-to-face clients as well as reaching others who prefer to train on their own but would like the help of a professional, no matter where they are.

Some may find IT and the online world a little overwhelming, therefore Direct Exercise has put together a comprehensive Online Coaching Workshop which at the end of 2016 received an endorsement and professional recognition from Active IQ – the first of its kind in the UK!

Direct Exercise has also applied to become a CIMSPA skills development partner.

 www.directexercise.com

Pulse's exemplary service promise wins repeat business

Pulse have won two new contracts due to their exemplary service promise and dedicated warranty package.



Pulse completed an installation at Kingston Maurward College in Dorchester in early September 2016 and an £80k refurbishment at Abbey Stadium Sports Centre.

Kingston Mauward College and Redditch Borough Council were highly impressed by the fact that Pulse employ their own UK-based service engineers, and offer an unsurpassed

90% first time fix rate. This ensures equipment downtime is reduced and member experience is maximised.

The dedicated service promise also offers the flexibility to report faults and order parts online or via Pulse's dedicated service support team, to ensure the site receives a quick response.

 www.pulsefitness.com

Further investment into Everyone Active's Sporting Champions



The Sporting Champions scheme demonstrates the importance Everyone Active places on talent development; from supporting grass roots athletes through to Olympic medal winners. It aims to help sports men and women of all ages achieve national and international sporting success by offering them gold, silver or bronze tiers of sponsorship.

Double-gold-medal winner Max Whitlock and two-time Paralympian Jade Jones are gold level Everyone Active Sporting Champions, along with Olympic diver Tonia Couch, Alyson Dixon, (who went to Rio after becoming the first British women to cross the line at this year's London Marathon), and triple jumper Nathan Fox. There are also more than 100 other athletes supported through the silver and bronze tiers. The packages provide them with funding for training, equipment, travel and competition costs, as well as access to over 140 Everyone Active leisure centres.

"I'm proud to be involved with a scheme so dedicated to supporting athletic talent from grass roots up", says Max Whitlock. "When I was starting out there weren't many top athletes in my sport to look up to, so it's important we have schemes like this that help our young prospects achieve their dreams and give them access to mentors."

Everyone Active has pledged to invest a further £1million into the scheme over the next four years with the aim of having another 500 athletes signed up by the 2020 Tokyo Olympics. It will provide support for all types of Olympic and Paralympic sports and is working with the ambassadors to provide mentoring opportunities for athletes.

 www.everyoneactive.com



Everyone Active wins organisational fundraiser of the year award at the Anthony Nolan supporter awards 2016

Everyone Active has supported Anthony Nolan since March 2015 after two members of staff received stem cell transplants; Chris Spencer, Everyone Active's General Manager at Hornchurch Leisure Centre, received his second stem cell transplant in 2013 to treat bone marrow failure.

In gyms across the country, staff and members have participated in a range of fundraising challenges, including a 24-hour swim which attempted to break the world record, zumbathons, spinathons and fancy dress exercise classes. In addition, sixty staff members cycled in the 100km NightRider challenge, and a number of members and staff participated in RideLondon100 cycle challenge, Tough Mudder and Iron Man. They have smashed their original fundraising target of £100,000, raising over £130,000 to date.

 www.everyoneactive.com

Street Defence – Taking Functional Training to the next level



While Street Defence helps people feel safe by teaching participants how to defend themselves, the drills incorporated in the classes also

give everyone involved an amazing workout. These two elements make Street Defence the most functional class to enter the health and fitness sector. The Street Defence system improves fitness, confidence, reactions, assertiveness and co-ordination.

Street Defence currently teaches 3 different class concepts to cater for all gym members and are designed to be flexible to suit all gym

business models:

- Street Defence Kids – Self Defence for Kids (Ages 6-14)
- Street Defence Fitness – Self Defence Pad Strikes/Conditioning Class (Free timetable class)
- Street Defence Combat – Cutting Edge Self Defence Class

 www.streetdefenceuk.com

Kids fitness programme Animal FU



With a long standing passion for fitness, dance and martial arts and with the desire and passion to inspire young people to be active, Linda Hall has created Animal Fu – a new fitness programme which translates learning martial arts into fun, music led activities to keep the children engaged and enthused.

Animal Fu's core philosophy is about teaching children to understand the importance of the values needed for leading both a healthy and a respectful life. It uses five animals, each of which has a core value and

message to share, from calmness to focus, from strength to confidence. By having fun and being engaged in Animal Fu from an early stage, children will learn healthy habits to guide them through life. The aim is not to create experts in Martial Arts but rather to create the building blocks of physical fitness, balance, flexibility, stamina and good all-round coordination. All of these building blocks are essential within any activity be it dance, gymnastics, walking or any other physical movement we make in our day to day lives.



Animal Fu are busy meeting activity providers and their training instructor programme is fully under way. To become an Animal Fu instructor there is no need for martial arts skills, only a qualification in teaching children's fitness, a love of stories, music and of course an ability to enthuse the children to enjoy fitness and have fun!

 www.animalfu.com

Places for People leisure signs up to the mental health charter for sport and recreation



Places for People Leisure has joined over 200 organisations by signing up

to the Mental Health Charter for Sport and Recreation. Established in 2015 The Mental Health Charter for Sport and Recreation sets out how sport can use its collective power to tackle mental ill health and the stigma that surrounds it. The Charter has brought organisations together to support the establishment of a pan-sport platform to work closely with the mental health sector to develop and share networks, resources and best practice.

Sandra Dodd, CEO of Places for People Leisure said: "By signing the Charter we recognise our responsibility in helping to raise awareness of mental health and by putting procedures in place we want to make sure that everyone feels welcome to come and be a part of the activities we offer so that the true benefit of sport can be experienced by all."

 www.placesforpeopleleisure.org

Physical Company extends Apex range with the launch of 'KIDS' and 'FUSION'

Physical Company has extended its successful range of Apex 30-minute programmes with the launch of KIDS and FUSION sessions. They have been developed respectively in direct response to requests from the sector to help clubs engage with youngsters and maximise the growing interest

in Yoga/Pilates fusion classes. As with the rest of the Apex series, they are designed to be completed in 30 minutes, making them both accessible to consumers and easy to accommodate on the gym timetable.

 www.physicalcompany.co.uk



Active IQ Personal Training Qualification

Active iQ

Following extensive employer engagement, Active IQ has redeveloped and refreshed the content of its personal training qualification. The new Diploma in Personal Training employer-led qualification includes the softer skills the sector expects from first class PTs. It has a significant focus on client counselling, motivation and behaviour change strategy skills together with sales, enterprise, business acumen and how to embrace developments in technology.

Additional Anatomy, Physiology and Nutrition content has been included to cover a PTs understanding of lifestyle, health, wellbeing and common medical conditions.

Clear guidance is provided to ensure the trainee PT can understand this new content and fully appreciate where it fits into their professional scope of practice when working with clients with specific conditions and considerations.

Active IQ has also updated the assessment criteria to make it specific to individual trainees. This aims to help each learner develop and apply their theoretical knowledge in practical situations, ensuring they are 'work ready' upon completion of the Diploma, whether as a self-employed or employed personal trainer.

"We spoke to a number of operators and employers and discovered continued concerns about the lack of soft skills among newly qualified personal trainers," says Jenny Patrickson, managing director at Active IQ. "They also felt that additional knowledge about working with special populations would help PTs deal with the rising number of clients with medical and healthcare needs. I'm confident our refreshed Diploma will help to fully prepare new personal trainers for work in our dynamic industry."

 www.activeiq.co.uk



SCL growing sports provision in schools to get children fit for the future

New research shows that after school clubs can improve the academic performance and social skills of children throughout their school life. As a result, there has been a growing demand from parents to children's activity providers to offer a broader range of after school services.

SCL has recently launched its new After School Care Club which combines working parent's need for childcare with the nation's drive to get more kids, more active, more often. SCL is working in partnership with over 130 primary schools to provide physical activity sessions and school sport services to hundreds of thousands of children each year. They specialise in looking at the ways in which schools can help to ensure that children get their 60 minutes of moderate to vigorous physical activity a day, both within school time and beyond the school gates.

The funds available for the Primary PE and Sport Premium were significantly increased as a result of the soft drinks industry levy. These extra funds and the welcome measures in the new Childhood Obesity strategy mean that schools are well-placed to increase physical activity and sports provision. This offers the physical activity sector a fantastic opportunity, and SCL is working hard to help to ensure that all children are provided with an active start in life.

However it is also vital that funding from the Primary PE and Sport Premium is available outside of the school gates, as new research has shown that British schoolchildren are losing up to 80 per cent of fitness gained during term time through lazy summer holidays.

Lewis Field, SCL Education Group CEO and co-founder said "This near half-billion-pound boost to increasing children's activity is a fantastic opportunity to provide a fitter future for our children. At SCL we strive to keep developing as an organisation, collaborating with others in the sector to develop our sports offerings for children to help them lead healthy lives."

This increase in funding has led SCL to build on their current sports based services within schools. SCL has developed 'The Breakfast Club' and 'The After School Care Club', which offers a flexible service for working or busy parents to drop their child off at 8am and pick them up at 6pm safe in the knowledge that their children are being active, having fun and learning new skills with SCL's experienced tutors. One parent commented that "my son has been very happy at SCL - the childcare they provide is well structured and the coaches are really friendly and take the time with each child."

SCL is constantly looking to expand its school sport provision and extra-curricular clubs to ensure that children have more opportunities and choices to get active in school and after school.

Russell Young, Director of Primary Education said "It is fantastic to work in partnership with so many schools. We have helped them to utilise the School Sport Premium in a way which promotes physical activity and healthy eating, and we have seen a clear improvement in children's health and lifestyles".

 www.wearescl.co.uk



ICON Training Celebrating 20 years in business

The Company took the opportunity



of this significant milestone to look closely at how it was performing and contributing against the backdrop of a fast-shifting sector and challenges faced across education as a whole.

Gary Denton, Managing Director explains: "The sport and leisure sector is at a crossroads in terms of the pressure being placed on the delivery of sport and fitness programmes in view of recent government initiatives, lack of clear sector measurement and major changes happening across education.

"Our primary goal at ICON is to bring about a real step-change in the way in which training is delivered. A new type of infrastructure is required and we are the first UK providers to support and begin delivery of the vision of a highly trained Leisure workforce able to progress from Level 1 (often NEET) through to Level 7. We are responding to this vision set by our Chartered Institute (CIMSPA) to raise professional standards within the sector to align with other health related sectors."

ICON was named Apprenticeship Provider of the Year at the recent ukactive 2016 Active Training Awards and previously won Training Provider of the Year three times. ICON is also one of the only Ofsted Grade 1 Training Providers who deliver within the Leisure Sector.

"We are committed to continually pushing the boundaries of our industry and believe we have a responsibility to not only provide a service for our partners and learners, but also to have an impact on the health, wealth and wellbeing of our citizens and the way in which we see and respond to activity."

 www.icon-training.com

Swimming Nature works with Future Fit Training to ensure quality assured swimming teachers

Swimming Nature, the largest independent provider of personalised swimming tuition in the UK, is working closely with Future Fit Training, the UK's leading provider of quality assured training courses, to implement quality assurance across its suite of training courses.

Over the past year the two organisations have worked in partnership with the common aim of raising standards and developing quality assured training and skills development for swimming teachers. Future Fit Training has also helped to create a new professional development mentoring programme for all Swimming Nature teachers to ensure staff are kept continually up-to-date with the latest regulations and processes.

"As the largest independent provider of personalised swimming tuition, we want to ensure all of our staff are trained to the highest standard possible, which is why we chose to work with Future Fit Training to develop a kite mark for quality assured swimming instruction and training for our staff," says Founder and CEO for Swimming Nature, Eduardo Ferré. "At Swimming Nature our vision is for everyone to be able to swim beautifully. By ensuring our staff are all trained to the highest

standard, we hope to raise standards across the industry and engage more people in the enjoyment of swimming."

Swimming Nature has a unique personalised approach in teaching swimming that brings results fast. All instructors are trained to make sure only the correct mechanics are taught and their methods of teaching are meticulously applied. Classes are taught in either small groups or one-to-one environments in order to maximise teaching contact time.

"We are committed to raising the bar in terms of the quality of teaching across the leisure industry and recognise that the provision of swimming lessons to both children and adults is a key activity in the sector," says Rob Johnson, Managing Director at Future Fit Training. "We were only too pleased to work with Swimming Nature to help fulfil their goal of offering quality assured training to their instructors and, in turn, top quality teaching to their customers. Having a 'kite mark' for swimming instruction is a great initiative and we are looking forward to supporting Swimming Nature to implement this."

 www.swimmingnature.com



The pursuit of happiness by Huw Edwards



A New Year, new ambitions, hopes and aspirations. Some may feel the door on 2016 couldn't be closed quick enough, with an unrelenting wave of events that have caused so much political, social, and cultural upheaval. The evening news being watched through our fingers.

For many this has been an unsettling time. Many unknowns in our daily lives leading to sustained levels of anxiety, worry, and unhappiness.

A recent study led by a team of researchers from the London School of Economics (LSE) substantiates this view and believes that on average

On average people have become no happier in the last 50 years, despite average incomes more than doubling.

people have become no happier in the last 50 years, despite average incomes more than doubling.

The report lead, Lord Layard, believes that measuring people's satisfaction with their lives should be a priority for every government. The Peer and economist argues that 'this evidence demands a new role for the state – not wealth creation, but wellbeing creation'. This would especially be the case with mental health where extra spending would be self-financing because it would be recovered by the government through higher employment and increased tax

receipts, together with a reduction in NHS costs from fewer GP visits and hospital A&E admissions.

In short, greater focus should be placed on preventing the issues that lead to many of the social and economic problems we now face.

Furthermore, 'GOD' has spoken on this issue...

Gus (now Lord) O'Donnell – former Cabinet Secretary and key figure in our politics lives over the last 20 years, is arguing that politicians need to pay more attention to voters' sense of wellbeing if they want to win elections, and also urged ministers to take on board the importance of children's wellbeing in schools. He argued 'if you want to enhance long-run, sustainable wellbeing then help children to become more resilient, more fulfilled adults.'

Our Government – under the stewardship of Prime Minister May – is facing many challenges right now as they manage the implications of BREXIT, the impact of strikes on vital national infrastructure, and the pressures on the NHS and social care to name a few. But the issue of how people "feel" – both physically and mentally – in order to conduct their daily lives impacts on almost everything they do.

This theme was something that ran through our National Summit in November and will be central to ukactive's work in 2017.

As argued by our Chair Baroness Grey-Thompson, there needs to be a paradigm shift from a health system that treats illness to one that supports wellness, and the issue of wellness was at the heart of the policy calls she made on the day.

The three main areas of focus – a regeneration scheme to transform the UK's leisure centres into new community wellness hubs, greater emphasis on addressing the growing issue of workplace health, and a fundamental review of how children's activity is supported – are united by their focus on what's best for people: whether it be the child in the school playground, the stressed office worker, or the retired pensioner wishing to maintain an active life.

Elevating this agenda will remain crucial to us in 2017, and we want to garner support from all political parties in the process. Norman Lamb MP's call for a "cross party commission" on social care is an example of how politicians could come together to look at what's best for the country, and not just the short term opinion polls.

The pursuit of a happier society isn't misty eyed rhetoric. It's one that impacts the economic and social fabric of our society. ukactive – with its partners and members – can play an integral role in supporting this agenda and work hard to make our policy calls a reality to help build a happier, healthier country.



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Promising Practice 2 – Identifying ‘what works’ for getting people more active.

With Britain's physical inactivity epidemic costing £20bn each year and causing 37,000 deaths, Promising Practice 2 aims to identify and stimulate scalable solutions to one of society's biggest challenges.

Building on the recommendations of the All Party Commission on Physical Activity, the ukactive Research Institute has collaborated with the National Centre for Sport and Exercise Medicine and Public Health England to identify physical activity programmes that demonstrate good and promising practice in local communities.

By highlighting effective physical activity initiatives that – if scaled up – could contribute to shifting the population towards making ‘everybody active every day’, the researchers hope to uncover exercise solutions that deliver the associated health, economic and social improvements for local communities.

Promising Practice 2 is the second iteration of this project and aims to build on the valuable insight and recommendations produced by its predecessor.

In July 2014, a total of 952 survey responses were submitted for the initial Promising Practice project, making it one of the largest surveys of physical activity programmes

in England ever conducted. The resultant ‘Identifying what works for local physical inactivity interventions’ report contained an evaluation of the programmes and featured as part of the national Everybody Active, Every Day framework published by Public Health England.

The latest initiative will seek to build on this process, taking a rigorous, objective look at local physical activity interventions across the UK to identify ‘what works’ and examining the progress programmes have made since 2014. This time around, although evaluation will still feature, the focus is identifying and championing effective activity programmes that can move the nation and transform lives.

Dr Steven Mann, ukactive Research Director, said: “Through Promising Practice 2 we want to identify and scale the most successful initiatives so that they can bring the benefits of physical activity to communities nationwide.

“Our report will provide practical guidance on how the physical activity sector can consolidate good practice and build an evidence-base around what works and significantly improve the standard of physical activity.

“To build the case for wider commissioning of physical activity programmes, it's essential that we are able to demonstrate our impact and the return on investment of our services in the same way as other public health services.”

Dr Justin Varney, National Lead for Adult Health and Wellbeing at Public Health England, said: “The previous Promising Practice process highlighted the wealth and diversity of programmes across the country, but also the limited evidence of what is effective.

“Since 2014, there has been a real drive across the physical activity sector on data and evaluation. So we

are excited to see what progress has been made, and hope organisations step forward with interventions with evidence of impact and outcomes.”

Promising Practice 2 submissions are currently being reviewed and classified by a senior academic board made up of members of the ukactive Research Institute, the National Centre for Sport and Exercise Medicine and Public Health England.

Programmes and projects deemed ‘good’ or ‘promising’ will be considered for a range of opportunities. These include showcasing their practice at ukactive's National Summit 2017 and forthcoming Regional Roadshows, featuring in reporting to and with key stakeholders, such as Sport England and Public Health England, as well as being able to use their submission as entry to the ukactive Flame Awards 2017.

Through the Promising Practice 2 report – due out in February – we can raise standards and build the growing case for the wider commissioning of physical activity programmes across the country. The report will offer practical guidance on how this sector can consolidate good practice and build an evidence-based on what works.

 stevenmann@ukactive.org.uk

Promising Practice

In Physical Activity 



Positive outcomes

As the NHS budget continues to be squeezed, fitness and lifestyle services are coming under increasing pressure to demonstrate their impact on community health in return for funding.

A direct consequence has been the rapid growth of outcome management software, reflected in an upcoming launch from software supplier Gladstone and the evolution of existing software from exercise referral specialist ReferAll, which has seen demand soar in recent years.

"A number of our customers are engaged by local authorities to deliver health intervention schemes; it's a big growth area for operators, and to secure funding for these programmes they need to provide hard evidence of the difference they can make," explains Gladstone's managing director, Tom Withers.

"This is more important than ever following the release of the government's Sporting Future strategy in December 2015, which identified physical wellbeing and mental wellbeing as two of five key outcomes that will be used to measure the impact of sport and leisure participation, and will influence what organisations receive funding for in the future."

Stuart Stokes, commercial director of ReferAll, agrees: "The increasing pressure on lifestyle services to address the burden of lifestyle-related health conditions on the NHS has fuelled fiercer competition and a greater focus on the performance of those services. Gone are the days of 'the annual report will suffice'; commissioners are looking for transparency and real-time updates on service performance.



"Consequently there is an increasing need for systems such as ours, which can support the provider in administering their service efficiently, while also demonstrating the effectiveness of the programme to commissioners in terms of meeting KPIs and making a difference to the lives of participants."

Making an impact

Developed in partnership with community health provider Everyone Health – sister company to Everyone Active – Gladstone's solution is now available to Gladstone customers as a module called Health, and is also being marketed as a standalone product for non-Gladstone customers under the brand name iMPACT.

As well as enabling providers to demonstrate that intervention schemes are meeting objectives, the software can help managers identify areas for improvement and allow participants to review their progress.

It includes tools for planning, evaluation and management of service delivery, as well as business-specific KPI dashboards, tailored reporting and integrated presentation tools. There are also secure portals, which allow funders, commissioners and referrers to review results, statistics and outcomes.

According to Georgia Dowdeswell, senior product design lead at Gladstone, the solution's strengths include its use of embedded logic models incorporating contract-specific outcomes, plus the fact the software is mobile-responsive: "This gives staff easy access to all the information they need to manage their sessions. It also means they can use mobile devices to capture performance, videos, pictures and comments as evidence, and tag these to agreed contractual outcomes for the course."



Dispersing best practice

Launched in 2010, ReferAll's online data collection system is now used by 120 services across the UK, representing 120,000 referrals. While its data methods are based on NICE guidance and standard evaluation frameworks, the company works closely with every client to develop a bespoke 'data collector' specific to their KPI needs.

For each provider, three different groups of data are collected: relating to the initial referral, relating to individual outcomes (with input from referrers, instructors, service administrators and clients) and relating to the performance of the service itself, which feeds into analysis and reporting of KPIs.

To meet ever-increasing demand, the company is constantly adapting, says Stokes: "We are continually refining the whole customer 'on-boarding' process to make it more efficient; we can now get a fully bespoke solution up and running within seven days.

"We are also working hard within the industry to promote and disperse best practice and standardised outputs. While we can and do support local variations, there is an increasing pool of industry-based knowledge that we want to make available to the benefit of everyone."

In line with this, ReferAll is working with the ukactive Research Institute on a new project to build a pool of evidence from exercise referral schemes across the UK (see ukactive journal, Issue 14, Autumn 2016). The project is intended to inform future practice and engage bodies such as Sport England and Public Health England in facilitating a nationwide rollout of schemes.



Health and Safety Update

Setting the standards for trampoline parks

Trampoline parks, with wall to wall bouncing areas, are springing up all over the country and enjoying great success. However, some centres have been a focus of concern with high rates of injury and hospitalisation. Peter Brown, Chair of UK Sub Committee IATP and technical author of the BSI PAS, looks at the key issues and what is being done to raise standards.

Trampoline parks offer a great way for children and adults to play, have fun and, importantly, take part in physical activity. First arriving to the UK in 2014, the parks have enjoyed huge growth.

Many hundreds of thousands of customers have safely enjoyed trampoline parks and the activities they contain. However, they are a high risk environment and it is impossible to completely remove this risk. As of February 2016 there were about 60 parks in the UK, with more opening on

a weekly basis. With the industry still in its infancy it has been a challenge to keep up with its speed of growth and pass on the knowledge that the more established operators have gained.

In order to provide a collective approach to concerns regarding accidents and consistent standards, an industry working group, including park operators, representatives from local authorities and British Gymnastics, was formed. This then moved into a committee of the International Association of Trampoline Parks (IATP). The UK Sub Committee of the IATP focus is to share best practice and accident data and to look into how best to ensure the safety of trampoline park customers across the UK. This group shares knowledge and practice internationally through its links with the International Association of Trampoline Parks (IATP).

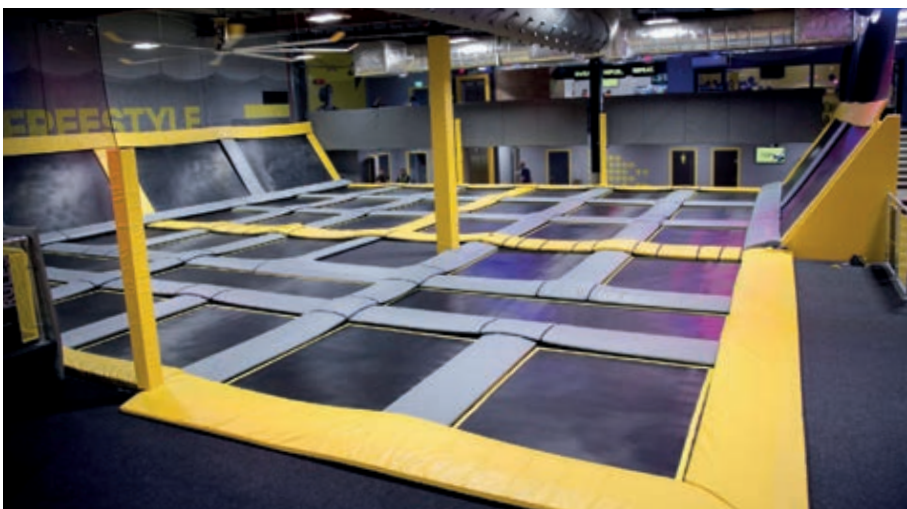
An early task was to hold the UK's first operational conference, attended by over 75 people from all aspects of the industry, including constructors, operators and insurers. All aspects of park design, construction and operation were touched upon during the day. A second conference was held in June 2016 with approximately 90 participants representing all sectors of the industry.



A key task for the group is the drafting of a publicly accessible British standard. Led by a cross section of operators, members of UK-IATP and RoSPA, it is hoped this will be available within the next 12 months. In the interim period, the UK-IATP recommends that an independent inspection of the facility is a sensible approach to formulating a safety case for the design and construction of a park.

It is the group's intention to help all interested parties to better understand the design, construction and operation of a trampoline park, allowing the industry to go from strength to strength.

RoSPA's leisure safety manager, Dave Walker, said: "Trampoline parks have seen an explosive growth over the past few years and unfortunately some communities have seen a rise in A&E visits as a result. It's heartening to see the sector organising and sharing good practice and we are supporting the International Association of Trampoline Parks and the British Standards working group to draft nationally recognised operational guidelines. This should provide a clear framework for parks and regulators to work towards."



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Active iQ

Spreading the 'miracle cure' to the masses



NATIONAL SUMMIT 2016

Late last year, at the ukactive National Summit in Westminster, Simon Stevens stood before leaders of the physical activity sector and began shaking a bottle of pills at them.

This unexpected gesture marked a seminal moment for the physical activity sector. Here was the head of NHS England – the man responsible for a yearly budget of £120bn throwing down the gauntlet to our sector.

type 2 diabetes, and cut the falls that our parents' generation (more than a third of them) experience each year."

"If you could pack all of that into a magic pill, it would be a worldwide pharmaceutical blockbuster," he continued. "But the label on the side of this treatment here is activity and exercise."

The message was clear: we know the power of your product, now show us how we can use it to its greatest effect.

What Stevens was saying, that physical activity is a miracle cure

Concluding his speech, Simon Stevens reiterated his challenge to our sector and urged us to pick up the gauntlet now.

"Experts at the Academy of Royal Medical Colleges estimated that more than £18bn of headroom in the NHS national budget could be created if we actually got serious improvements in physical activity across this country," he said.

"My plea to those of you working in the leisure sector, in gyms or local councils, is to proactively go seek out your local hospital, community trust or ambulance service and begin this dialogue with them about you too can help advance this agenda."

The opportunity is there. Now the onus is on our sector to seize this chance to make exercise – the miracle cure – the most potent and widely-prescribed treatment in the NHS armoury.

Simon Stevens – Chief Executive of NHS England

Simon Stevens is CEO of NHS England, overseeing more than £100 billion of annual Health Service funding. His 27 year health career to date has spanned front line NHS leadership of hospitals, mental health and primary care; seven years as the Prime Minister's Health Adviser at 10 Downing Street and the Department of Health; and a decade running international health services in Europe, the United States, Brazil, Asia, Africa, and the Middle East.



"The pharmaceutical industry," he noted, Dreams of discovering "a treatment that could cut 3 per cent of strokes, prevent 30 per cent of cases of dementia, 30 per cent of osteoporosis, radically reduce the number of breast cancers and bowel cancers, not to mention prevent depression, reduce stress, eliminate

which represents the best chance of saving the NHS from bankruptcy, was nothing new to any of us in the room. What was significant was that he and the rest of the health service are now prepared to listen. The ball is well and truly in our court.

“buzz” around the day

Over the course of our National Summit we held a number of breakout sessions; here are a few sound bites from the day;

We need to reintroduce yard games to youth culture
Jane Ashworth OBE, Chief Executive, Street Games



We want parks to be viewed as the hub of the community. We need a socio-economic model providing the value of activity in parks.

Paul Sinton-Hewit, Park-Run



Young people are more effective and learn better when active. School's core business is education so we need to prove that physical activity has a role to play in that. The pressure and difficulty of secondary schools leads to young people becoming less and less active.

Ali Oliver, Chief Executive Youth Sport Trust



Activity doesn't have to be gym led, just incorporated in part of the day. We are so busy at home - the workplace IS the place to be active.

Marcus Hunt, Health and Wellbeing Manager, Unilever

Working with a certified exercise professional would support Doctors to prescribe exercise. Doctors need to know that the sector is regulated to hand-over patients.

Dr Roger Wolman, Fellow, Royal College of Physicians



Local delivery and partner driven solutions are key for Sport England. We want to find a broad range of partners moving forwards. We need to re-think "our" offer, for example put physical activity sessions in libraries to engage older adults. I like the idea of co-locating GPs in leisure centres.

Mike Diaper,
Sport England



Activity Therapy – Preventing or delaying the need for social care

by Professor Sir Muir Gray, CBE



ukactive National Summit keynote speaker Professor Sir Muir Gray, CBE and ukactive Strategic lead for Health and Wellbeing Kenny Butler provide some valuable insight.

In all the furore about the social care crisis no-one has mentioned, let alone emphasised a key fact, that although some problems that necessitate the need for social care are not preventable, most of the problems that necessitate the need for residential care usually become a need as a result of preventable problems. It is possible to delay or prevent the need for social care, not through medical therapy (important thought that is) but through Activity Therapy.

The evidence that physical activity can reduce the risk of disease is getting stronger and getting through to people. NICE guidance published in 2015 emphasised that the risk of disease and dementia can be prevented or delayed by a range of actions, including increasing physical activity. Equally exciting is newer evidence that physical activity can play a very important part in coping with disease, both in preventing disability and in maintaining a good quality of life. The Academy

Disease becomes more common the older we get with the proportion of people having one or more long term health problems increasing every decade: 40% of 40 year olds, 50% of 50 year olds, 60% of 60 year olds and so on.

thirty-three pages of articles on the health impacts of urban design and the need for active transport. Some diseases may be related to ageing and are not at present preventable, Parkinson's disease for example, but the majority of disabling diseases,

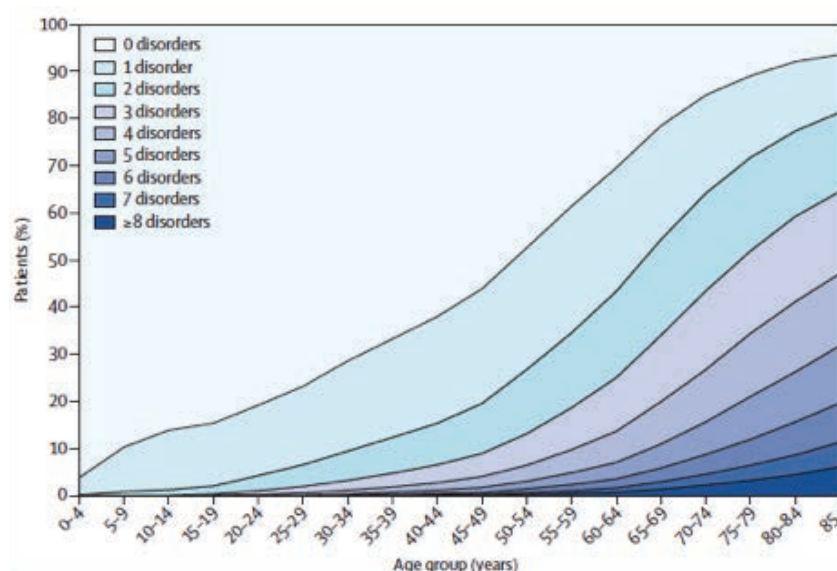


Figure 1: Number of chronic disorders by age-group

However it is important to emphasise that most of these diseases are not caused by ageing. The fact the disease occurs more commonly in older age groups is a result of the fact that we have lived longer in a certain environment or with a certain lifestyle or a combination of both. It has been customary to present

including dementia, can have their risk reduced because they are not caused by ageing.

In understanding the contribution that activity therapy can make to helping people with long term health problems, it cannot be denied that there is something called the ageing process which is a normal biological process. The ageing process has two main effects. One is the loss of ability the other the loss of resilience.

Ability declines because of physical changes, for example a decline in maximum possible heart rate. Loss of resilience means that the effects of ageing make it more difficult for us to recover from challenges, for example from changes in the environmental temperature, a loss of balance or

The four aspects of fitness all begin with s – stamina, strength, suppleness and skill.

of Medical Royal Colleges summed it up in the title of their 2015 report, 'Exercise the Miracle Cure'; we need to add Activity Therapy to drug therapy, so clearly spelled out in The British National Formulary.

diseases such as heart disease or cancer as "lifestyle diseases" it is just as relevant to think of them as environmental in origin. The Lancet recently carried a special edition with

a period of inactivity. One way of understanding the effects of ageing alone is to look at people who have kept themselves as fit as possible, Bradley Wiggins for example who set a new world record for the hour at the age of 35. Even Sir Bradley may have difficulty in bettering that, assuming he can still retain his motivation for top level training in his late thirties, because the maximum heart rate does decline because of ageing. Most of us however do not take up or keep up full time training until our late thirties and for most people the decline in ability actually starts in the early twenties, or to be more precise, when we get our first job that involves us in six or eight or ten or more hours sitting a day. From that point the gap opens up between the best possible rate of decline and the actual rate of decline and this gap is called the fitness gap.

Mind the fitness gap

So, it is loss of fitness that leads to many of the changes that we have previously ascribed to the process of ageing. Loss of fitness has two characteristics; loss of ability and a loss of resilience, just the same as the effects of ageing. This is one reason why the two processes are confused.

For people in their twenties and thirties this is not particularly relevant perhaps but from forty onwards, the environment we live in, the environment dominated by the car, the computer screen and the desk job, require us to pay more attention to fitness and because ageing causes loss of resilience this means that we need to do a little more every year. All four aspects of fitness are relevant to people who are ageing and all begin with s – stamina, strength are particularly important for people from forty on, suppleness and skill, for example the skill of recovering your balance if you trip on the pavement. It is now clear that all four aspects of fitness are very important in help us cope with the effects of disease.

Reducing the impact of disease

The physical effects of many diseases does accelerate the best possible

rate of decline but what we see all too often is that the fitness gap gets wider faster after the onset of disease not only because of the effect of the disease itself but because of the social and psychological effect the disease has on other people who often over-compensate.

Rest is certainly important in acute illness, immediately after myocardial infarction or a bout of the flu for example, but with all long-term health problems there is a need to pay additional attention to loss of fitness because the evidence is that a loss of fitness is responsible for much of the disability that we have assumed to be due to disease and the more conditions that a person has, the more encouragement and support they need, so with every diagnosis that is made more attention should be given to prescribing and dispensing Activity Therapy. At the ukactive National Summit the proposal was made that

- Some people with long term conditions should be supported by means other than drug therapy
- Some people who might eventually need long-term drug therapy should have non-drug therapy as their first offer, and
- All people on drug therapy for long time health problems should also have non-drug therapy

Publicise the message; moving more is part of your therapy for your long-term health problem.

The key to this is to build Activity Therapy into everyday clinical practice for example by building it into the last nine seconds of a GP consultation or the dispensing of a prescription in a pharmacy. However, this would of course have to be complemented and supplemented by both the handing over of something such as a wellness prescription accompanied by an electronic link to a digital reminder prompt and encouragement.

Promoting the right beliefs and attitudes

So, the problems we have assumed to be of ageing are much more due to loss of fitness and disease, alone or in combination. If you survive to the age of 90, have kept reasonably fit, reduced your risk of preventable disease and been lucky enough to avoid diseases that are not preventable you will be independent and even helping other people. All of this of course depends on beliefs, attitudes and the challenges we have at present, that the beliefs about the effects of ageing and disease are muddled and wrong and therefore that the attitudes that people have towards what happens to us as we grow older are over pessimistic.

Get moving is the key message but it does require not only knowledge but encouragement and support. Get moving more with every year and with every diagnosis is a new message that needs to be promulgated and reinforced in every consultation and when collecting every prescription.

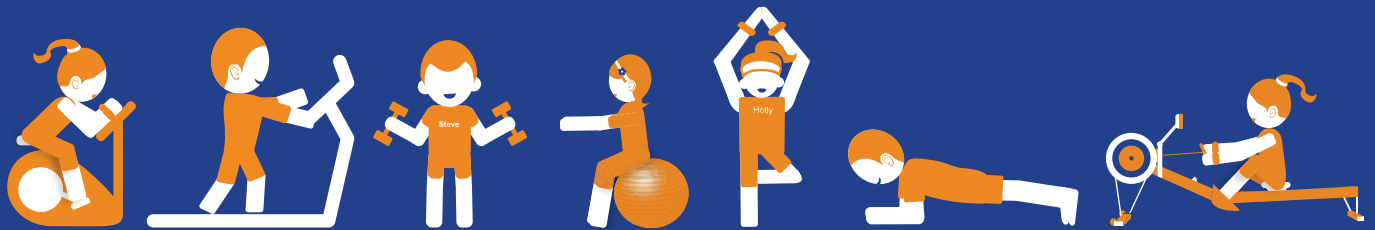
Professor Sir Muir Gray, CBE entered the Public Health Service in 1972 after qualifying in medicine in Glasgow. He now works as a consultant in Public Health in Oxford Universities NHS Trust to improve the health of older adults. Muir has been working with both NHS England and Public Health England to bring about cultural change and the development of Population Healthcare and Population Medicine. Muir has a long standing interest in ageing and is the author of Dr Gray's Walking Cure and Sod70!

Look out for Sod Sitting, Get Moving!
By Muir Gray and Diana Moran
published in spring 2017.





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The Importance of Good Financial Housekeeping for Gym Owners

If you're consumed with the day to day of running your gym or leisure club, then the accounting requirements are unlikely to be at the forefront of your mind.

However more than just a legal requirement, good financial housekeeping as a priority is an essential part of your ability to manage your business effectively.

Crucially, when it comes to tax and compliance, if you get it wrong with an underpayment, you could be in for a big shock when it comes to cash flow. Not to mention lack of awareness around certain tax legislations could mean you fail to capitalise on some of the tax efficiencies you may be legally entitled to.

Good financial housekeeping also means you're able to actually track your progress and have greater clarity as to how your gym or leisure club is performing at any stage. It's all too easy to focus on getting income in the door, in the form of new members, but unless you know the profit margins at work in different areas

and understand the levers you can pull to improve them, it's easy to get stuck in a cycle of hard work and small rewards.

One of the big decisions you'll have to make is whether to find an accountant, take on a bookkeeper or do it all yourself. It is possible to track sales, outgoings, do back receipts, but it can suck up your time and can distract from the all-important task of steering the business and attracting new members.

An accountant looking after the financial admin for your club can offer insights in all kinds of business critical areas, from working out cash flow to providing real time financial information and advising on sources of finance. That way you can be equipped with up to date figures from which to base some of your bigger business decisions, such as whether or not to take on new staff, open a new branch or even offer a new service.

"KPMG have a good reputation and the mix of technology and the wrap around service makes doing my accounting that little bit simpler. The reporting and analytics from KPMG Small Business Accounting is also very visual and not limited to only financial metrics which is important for management decisions. For example, I'm able to see how each individual club is performing at any given period of time and use this as a basis for decisions around training, marketing and staffing." Isaac Buchanan, Chief Executive Officer, Snap Fitness UK

Three months free service offer for ukactive members.

Hear from Bivek Sharma Partner, Head of KPMG Small Business Accounting Services at Sweat on 2nd March (see page 41 for more details).



www.kpmgsmallbusiness.co.uk/leisure-fitness.com

KPMG small business accounting



Looking ahead: Workforce Development in Physical Activity

by Baroness Tanni Grey-Thompson

In November, I was fortunate enough to open my first Active Training Conference as Chair of ukactive. This was the largest ever ukactive Conference focused on championing the skills, training and workforce development of the physical activity sector and was complete with a full day of discussion and expert analysis on the most pressing issues of this area.

The Conference itself drew a fitting end to what has been a momentous 2016 for the physical activity sector. We have seen the importance of activity to government skyrocket –

getting more people, more active, more often.

At our National Summit, we saw Simon Stevens, Chief Executive of NHS England, challenge our sector to play a pivotal role in the much-needed transformation of the health sector. This requires a concerted shift to focusing on prevention over cure,

We must constantly push ourselves to make use of the experiences and the expertise from people of all backgrounds.

creating a system that promotes wellness over treating illness. The message was clear: we know the power of your product, now show us how we can use it to its greatest effect.

We know GPs still feel ill-informed on what options are available, and cannot refer patients to activity professionals with confidence. But our greatest strength is our ability to transform lives through the power of exercise. The ability to inspire that person who makes their first visit to a facility, develop a lifelong love of

activity, is one of the strongest tools we have at our disposal.

This is vital to the future health of our nation, and it is vital to the future of our economy. We can substantially grow the size of the physical activity sector, and what's more, we can be the driving force behind a more productive economy, powered by a fit and healthy workforce.

Key to this will be the distillation of our sector's skills, knowledge and undoubted potential. From my own experience over the previous eighteen months since I joined ukactive as their Chair, I have witnessed the hard work, the passion and the commitment that characterises our workforce. Now, we must ensure we have the structures in place as we look to support its increased professionalisation.

The Active Training Conference set out to answer the most burning questions in the training and development landscape. How do we embed the highest standards of attainment and delivery into the training of employees? How do we



with a series of high-profile reports and strategies now focused on tackling this top-tier, national priority. It has made a clear commitment to achieving our sector's mission of

The opportunity to realise this vision is closer now than ever before – but there still is much to overcome before we deliver a healthier, happier nation with physical activity at its core.



streamline progression from the gym-floor through to the boardroom, so that our brightest and best are fast-tracked to the top. How do we seize a competitive edge by attracting, inspiring and retaining world-class talent?

We heard from policy experts, and leaders in the training and development community. But the Conference also served as an opportunity to explore what we can learn from representatives from other sectors and successes elsewhere.

Already, we know we are on the right track. The government and Sport England have given a ringing endorsement of our call for a single body to oversee the workforce of the physical activity sector. They have thrown their weight behind CIMSPA, our Chartered Institute, becoming the sole custodian for skills and workforce development.

Central to this is the new Professional Standards Matrix – which will raise the bar and define the skills needed to thrive through levels one to seven. This new system will empower employees to take control of their own career and proactively seek out the vital skills needed by them and the sector to progress.

But we've only just begun this journey. We must accelerate the work of CIMSPA – and ensure it has the tools and support to deliver on our shared goal. We must ensure a full set of standards are in place so we can reap the latent opportunities of the apprenticeship levy. And more must be done to make the physical activity sector as diverse and inclusive as modern-day Britain.

I've witnessed the incredible progress made by the sector since I joined ukactive. But with a growing profile and great opportunity comes a need to make sure our own house is in order.

Sport England has thrown down the gauntlet to our sector with its new Code of Governance, designed to bring much-needed diversity to our Boardrooms. This is something I care passionately about, and an opportunity we cannot afford to miss. We must constantly push ourselves to make use of the experience and the expertise from people of all backgrounds. It will unlock up new streams of funding to tap into, and open the door to new, collaborative ways of working. And central to this,

The ability to inspire that person who makes their first visit to a facility, develop a lifelong love of activity, is one of the strongest tools we have at our disposal.

is ensuring we can fully capitalise on this brave new world of opportunity.

We also learned what organisations named as some of the best places to work in the country have in common – and how we can emulate their success. How we too can develop a workplace culture that inspires loyalty, rewards ambition and fosters personal development. Winning workplace cultures are becoming ever more important, in our own sector and across the economy. They are what separate the good organisations from the great, and they can be the difference between a thriving, dynamic business and those stuck in the mud.

As Chair of ukactive, I always challenge my team to go further and look beyond the challenges we face today. Ensuring that talent is fostered, promoted and retained, in a culture that inspires everyone to succeed, will be vital if we are to navigate the choppy waters of Brexit, and maximise the impact of the government's new approach to activity. And, in turn, we will be best placed to grow as a sector – both in scale, and in reputation.

Soon, we will be at the point where becoming a personal trainer is a springboard to a lifelong career in physical activity. Where exercise professionals work alongside nutritionists, physiotherapists and doctors to improve the health of those

who need it most, and where exercise is the natural choice for GPs – so they reach for the gym pass, before they reach for the medicine cabinet.

These are the questions we tackled throughout the Active Training Conference, but all the while focusing on the role that the leaders in skills, training and workforce development play in driving forward the size and prestige of our sector, and how together we can achieve even more over the coming year.



jonhulks@ukactive.org.uk

Active Training Awards

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training

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OF SPORT AND PHYSICAL ACTIVITY

2016

The Active Training Awards 2016, in their third year, were delivered by ukactive and CIMSPA and celebrated the exceptional performance and commitment in the Physical Activity sector, specifically that of vocational education, training and development.

Over 200 delegates from the sectors top training companies, employers, higher education providers and commercial vocational providers attended the event held at Hilton Hotel in Reading.



Jean-ann Marnoch, Les Mills Instructor Experience Director, commented: "We're thrilled to have been named winner of the Supplier Learning and Development award and would like to say a huge thank you to all our Instructor Training team. As a business, we are dedicated to helping our instructors achieve greatness. Their skill and talent is what keeps members coming back and getting the results our world-class instructors want them to achieve."

A huge well done to all of the winners and finalists.





"It's particularly poignant as this year Les Mills marks 25 years of BODYPUMP™ which underlines our commitment to continuous development. Having started out as a simple class in a small gym, BODYPUMP has turned into a global fitness empire and marks its 100th release in January 2017."

We feel both privileged and proud to have won this accolade.

"We are absolutely delighted to receive this Award which shows that our work to raise standards and promote professionalism within the industry is both recognised and valued," says Rob Johnson, Future Fit Training Managing Director. "We are working tirelessly to improve standards of training, engage and excite our students and deliver skilled, professional trainers to the leisure industry. The recent publication of our Raising the Bar 2016 report in partnership with ukactive and CIMSPA revealed a desire among operators for training

providers to lengthen and broaden their training to ensure a professional and effective workforce. We are absolutely committed to delivering the best possible training to ensure standards are raised and upheld in the leisure industry. This Award shows our commitment is valued by the industry and we feel both privileged and proud to have won this accolade."

"The Active Training Awards offer a great opportunity to take stock of our progress and recognise the success of those companies and individuals who are leading the way," said Steven Ward, ukactive Executive Director. "I'd like to say a huge well done to all of the winners and finalists, who together have demonstrated a real commitment to building a better workforce and driving our sector forward."

Tara Dillon, Chief Executive Officer, CIMSPA: "I am very pleased to see award winners duly recognised for their efforts in terms of professionalising our workforce, building a winning culture and continuing to improve our training and skills base."

Congratulations to all of this year's winners

Supplier Learning & Development
Provider of the Year

Les Mills UK

Innovative Training Programme
of the Year

Body Transformation Academy

Best Use of Technology

Train Fitness International

Apprenticeship Provider of the Year
ICON Training

Activity Champion of the Year
Richard Scrivener, Train Fitness
International Limited

Training Provider of the Year
Future Fit Training

Health and Wellbeing –
Targeted Population
Places for People Leisure

Employer of the Year
GLL Supervisor's Academy, GLL

Outstanding Achievement
Active Nation
Jubilee Hall Trust
Lifetime Training



events@ukactive.org.uk



Chay Pickford

Customer Support Manager
at Johnson Fitness

An alumnus of the 2016 Future
Leaders Programme



Time is more valuable than money

Amazing; that was the first word that came into my head when I was asked what I thought of the Future Leaders Programme.

At the opening meeting I thought it was going to be yet another programme repeating the same old tired teachings that we've heard time and time again. As someone who is sometimes mistaken but never wrong, this truly was a first, I couldn't have been any more wrong.

The IESE Business School Campus was out of this world, and it quickly became apparent while learning at the University that anything below world class standard wasn't welcome. The Professors were absolutely incredible, the programme material clearly had so much thought behind it and you could tell a lot of research had gone into creating the programme.

The programme made me realise that I can't do everything myself and without my team I'm nothing. You need to trust your staff; they are the people with their fingers on the pulse of the business. I also found that it's my duty and responsibility to ensure that they understand what the company's values and goals are.

Most importantly I recognised that it is my job to make sure they feel wanted, loved and safe in the knowledge that although as individuals they perform well, it is within our team they make a real difference.

The programme taught me that the key is investing time in people, listening to them and guiding them. Time is of equal worth to everyone; we all have 24 hours in a day and 7 days in a week, regardless of individual wealth and social status. People may thank you when you give them money but this is a business

transaction, but when you devote your time, people appreciate your efforts on a personal level.

Take this scenario for example. You are moving home, a friend gives you £100 to help with moving costs, so you can hire a van, buy boxes etc. Another friend comes to your house, helps box up your belongings, load it, travel to your new home and then unload and unpack your belongings.

In 6 months time, both friends ask for a favour on the same day. Which one do you help? I'll let you answer the question but I know which one I would help; the friend who dedicated and committed time and effort.

I believe that our customers are the companies' heart, but it's the staff that ensures it beats. The more respected and guided the staff feel, the better they will interact with customers, and therefore the happier the customer. The heart will beat strong.



Joe Robinson
Creative Director at ukactive
An alumnus of 2016 Future
Leaders programme



Future Leaders 2016 Review

When applying for the Future Leaders Programme I was nervous. First-date nervous.

The programme had promised to be amazing and at this point in my career I felt ready.

Once my application had been confirmed as successful, the University delivered my cherished programme documents approximately 4 months prior to arriving.

I'd estimate there was around 20 hours' worth of work to be done in advance, but the content is well-prepared and very easy to get into. It's designed to be this way. Obviously your professional and social lives are still going on around you so being able to dip in and out of the pre-course work is key. But it's absolutely vital that you put this work in!

The programme is run at such a pace that the only way you will benefit from the work in the breakout sessions is if you have already read the notes. You are required to form fully-fledged opinions on the case in advance and then discuss these with your group in the session.

In addition to the pre-course materials, you receive links to the

IESE portal and can access support from the tutors from day one onwards. They are incredibly helpful and readily available to you via email and Skype study conference calls. In 2016, there were five of these study sessions and each one was engaging to be working on in solo and fantastic to apply during the lecture.

When it came to the Future Leaders week itself, arriving on the Sunday was perfect. It gave me time to settle down and relax at the hotel prior to our first session in the evening. The accommodation is ideal, with plenty of space to work and relax. It is also conveniently close to both the University and the City.

Breaking the Frame

Led by Professor Miquel Llado, this session was delivered to us all at the hotel on the Sunday evening. It set the tone for the programme and we were introduced to the IESE staff who would be working with us during the week. I met with the other students on the programme for the first time and this session really put me at ease.

Arriving at the University, you get an instant and very real feel for the excellence that it fosters. The grounds

are beautiful and the atmosphere is relaxed, offering the perfect learning environment. The course is intense but the quality of the content and the way this is delivered is perfect. As for the lecturers, they are world class and in some cases you would not even be able to buy a ticket to see them speak, such would be the demand.

Outside of the lecture hall, the free time is packed with fun items like a bike ride through Barcelona and an evening meal on the beach. This time is just as valuable as the time spent in the Lecture theatre for networking with peers and comparing views and opinions on the topics at hand.

Looking back, the Future Leaders programme has left me feeling empowered. Rather than worry about my career, I now look forward to where it will take me next. The programme has made me more confident in creating designs as well as in the management of these projects. After the course, I was able to complete projects I may otherwise not have had the confidence to carry out. These projects had outstanding results one after the other, and I firmly believe this was down to the power of the lessons learned from the Future Leaders programme.

Future Leaders

Shaping the leaders of the future.

LeadAbility programme to inspire new generation of disabled leaders



ukactive has launched a new scholarship initiative designed to help fast-track talented disabled people into senior leadership positions across the physical activity sector.

The Matrix LeadAbility Scholarship Programme, which will be sponsored by Matrix Fitness and co-ordinated by ukactive in conjunction with Aspire, seeks to proactively address the under-representation of disabled people in senior leadership positions.

Statistics show that despite making up 15 per cent of the workforce, disabled people remain significantly less likely to be in some form of employment. There is a particularly stark contrast at the senior leadership level, where non-disabled people are three times as likely to earn over £80,000 as disabled people, and twice as likely to be board level directors.

The LeadAbility scheme will initially provide fully funded places on the 2017 Future Leaders programme for the brightest and best disabled up and coming leaders in the physical activity sector, where they will receive expert teaching, training and mentoring during a week-long course at the IESE Business School in Barcelona, leaving with a lasting network of peers that will serve them well for the rest of their careers.

The LeadAbility candidates will be selected by a talent identification panel led by ukactive and Aspire,

which is a national charity that works mainly with people who have been paralysed by Spinal Cord Injury.

The pioneering LeadAbility programme aims to ensure the physical activity sector takes the lead in developing inclusive and representative leadership. The latest Sport England Active People Survey figures show that disabled people are half as likely to be active as non-disabled people, often because exercise opportunities are inaccessible, unappealing or inadequately marketed. A significant step towards rectifying this will be ensuring that industry jobs are more accessible to disabled staff, from the boardroom right through to the weights room.

Minister for Disabled People, Work and Health, Penny Mordaunt, added:

"Everyone deserves the chance to fulfil their potential and pursue their goals, and I'm delighted to see LeadAbility supporting young talent and creating opportunities for more disabled people to reach senior leadership roles."

Hilary Farmiloe, National Manager of the InstructAbility programme at Aspire, said:

"The bursary scheme is exactly the type of intervention that is needed to remove the financial barrier and encourage companies to invest in the development of disabled people as industry leaders."

Legendary Paralympian and ukactive Chair Baroness Tanni Grey-Thompson added:

"LeadAbility provides a fantastic opportunity to diversify our workforce by helping disabled people land senior positions in the physical activity sector based solely on merit."

"It also demonstrates another proactive step towards being the all-inclusive sector that we aspire to be, whether it is in our teams or growing our market by attracting new people through our doors who might have previously felt our services were not for them – both disabled people and the wider population. This is a perfect opportunity for employers to get behind the scheme and help shape the future, rather than being part of the past sector we are leaving behind."

Jon Johnston, Managing Director of Matrix Fitness UK, said:

"For a long time, providing inclusive fitness solutions has been of strategic importance to Matrix Fitness UK, as is supporting and encouraging the future leaders of the industry. Members of the Matrix management team have already graduated from the Future Leaders course and have championed its value as well as taking inspiration from it. These bursaries will give disabled people access to a fantastic training programme that will fast-track them to senior positions and hopefully support their long-term career goals and aspirations. We are delighted to be supporting this scholarship programme that will enable a rewarding training programme to be available for all."

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Personal Training: A Reassuringly Comprehensive Process

by Jak Phillips



How hard can it be to be a personal trainer? A lot harder than I first thought, it soon transpired.

Within minutes of logging into my online learning portal with Future Fit Training, I was surprised at the sheer amount of information one must ingest in order to even start the practical aspects of coaching someone through the wonderful world of exercise.

As somebody who has worked in the health and fitness industry for several years, I'm not ashamed to admit that I'd fallen into the trap of assuming that obtaining my personal trainer qualifications would be a doddle. I'm happy to report that I could not have been further from the truth. The

learning is eased significantly through Future Fit's accessible and highly supportive online learning portal. Through my daily bus journeys (occasionally I run) to ukactive HQ in Holborn, I gradually progressed

The reality is that the process of becoming a fully qualified exercise professional is refreshingly comprehensive.

through the early learning stages, slowly committing to memory the inner workings of the aorta and getting to grips with the SMARTER principles of goal-setting.

Thanks to this thorough process of knowledge acquisition and consolidation, I approached my first weekend of practical PT learning with

A quick and deserved digression should go to Jacqueline – a bodybuilding grandma who has carved an impressive career in our industry through many years of hard graft and improvement. She now

dedicates many of her weekends to passing on her encyclopaedic knowledge of personal training to intrepid newbies such as myself. Over the course of a three-day intensive course, Jacqueline coaxed and cajoled our cohort through the early stages of exercise instruction with a firm but fair hand, while managing to retain her sense of humour throughout the long weekend, which was made slightly longer by our group's earnest and irregular digressions.

Happily I was able to pass the four initial exams of my Level 2 PT course and am now knuckling down in preparation for my final two practical exams next month. Like a novice half-way through an underestimated mountain climb, I find myself with new-found respect for the sobering difficulty of the task at hand. I can't wait to get stuck into my assessment, carrying a new-found appreciation of the level of work that one must put in if they wish to conquer their PT course. The challenge is well and truly underway and I'm now glad to say I'll be redoubling my efforts in anticipation of the task ahead.



reality is that the process of becoming a fully qualified exercise professional is refreshingly comprehensive.

Fortunately for me – and many others who seek to gain these new skills while holding down a demanding full-time job – the process of remote

a firm grip on the basic principles of training the body. Any lingering nerves and apprehension I had were quickly quashed by the welcoming nature of my fellow course mates and the patient, reassuring presence of our tutor Jacqueline Hooton.

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Raising The Bar

by Rob Johnson



The Future Fit Training 2016 Raising the Bar report, published in conjunction with ukactive and CIMSPA, revealed a clear message from operators that change is needed in training and assessment standards. Employers feel fitness professionals are 'ill equipped' to cope with the demands of the job and are calling for industry support. Rob Johnson, managing director of Future Fit Training, explains what needs to be done next...

What does the Raising the Bar Report set out to achieve?

Raising the Bar tracks the sentiment of senior leaders, human resources managers and training managers in the physical activity sector regarding the capabilities and competencies of their front-line fitness staff and workforce development strategies. It offers both quantifiable and qualitative information to support what would otherwise be largely anecdotal evidence. It gives operators a voice and provides us with tangible data to take to the industry to encourage focused and meaningful action.

What were the topline findings of this report?

The fundamental message is that PTs are ill-equipped and poorly prepared for the challenges of today's workplace. Customer demand has changed but training has not. Operators are employing PTs who aren't yet up to the job with 100% saying they have to provide some additional training to ensure fitness staff are work ready. Significantly, 88% of employers believe PTs aren't equipped to engage with special populations, including children, older adults, pre/post-natal, diabetic or

overweight clients and 80% believe special populations training should be included as standard in the Level 3 PT qualification. 84% of employers believe it should take no less than six months to complete a PT qualification and 100% say that practical assessments using real clients is vital.

What encourages you most about the Report?

The report reveals optimism among operators and a clear desire to see revised training and assessment standards. I am encouraged by the overwhelming commitment to CIMSPA by employers who recognise it is capable of delivering the unified, long-term strategy required: 91% of employers surveyed are working with CIMSPA or planning to do so in the next 12 months.

What concerns you most about the Report?

Having a workforce that is ill-equipped to help people bring about sustainable improvements to their health. We can turn this around but it will take time and my concern is how we address the issue in the short term. Training providers must step up and ensure their CPD and skills gap courses are up to the job and PTs must make every effort to upskill and improve.

Did the Report look at any new areas this year?

Yes: with increasing demand to tackle childhood inactivity, we asked employers about their children's activity provision. 78% said they're uncertain of the robustness of children's fitness training and employers admitted only 57% of staff currently working with children hold a

relevant qualification. There are serious skills gaps with communication with parents and children and behaviour management and group dynamics causing most concern.

What is the first priority action to be taken?

We must set higher standards of training and bring all Level 3 Personal Training qualifications in line with the exacting CIMSPA Personal Training Trailblazer Apprenticeship. A Minimum Assessment Strategy must be implemented to meet operators' demands: 100% asked for practical assessment using real clients, 88% want a clearer grading system (Pass, Merit, Distinction) and the same percentage demand a minimum number of gym experience hours in a trainee's assessment.

What do you hope the industry can achieve in the next year?

The changes will be operator-led as they govern who they employ and what they'll accept in terms of standards from their PTs and staff. By definition, more in-depth courses will take longer to complete and delay better-trained staff entering the industry. This coming year, while we wait for the 'new breed' of PTs to come through, we must support our existing workforce by investing in CPD to build their skills and confidence to deliver services of which they, and we as an industry, can be proud.

www.futurefit.co.uk/personal-training/resources/news-and-views/2016/12/15/how-we-are-raisingthebar/





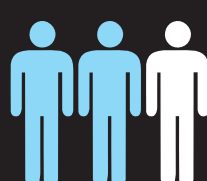
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ActiveLab

Are these health and fitness startups the answer to the UK's £20bn inactivity crisis?

ActiveLab unveils 12 physical activity disruptors confirmed for startup accelerator which aims to revolutionise the way we move.

With the UK's physical inactivity epidemic costing £20bn each year and causing 37,000 deaths, the need to find innovative ways to inspire active lifestyles has never been more pressing. Backed by founding partners AXA PPP and Tech City UK, ActiveLab aims to stimulate scalable health solutions that can help to overcome one of society's biggest challenges.

Developments in data, social media, virtual reality and wearable tech are having a major impact on the physical activity landscape, which is expected to grow by £1.1bn (17 per cent) according to a recent ukactive report. ActiveLab will harness the sector's latent potential through its first cohort, comprising firms from across the UK

focused on improving customer experiences, mobilising inactive populations and re-imagining facilities.

As part of the initial selection process, ukactive engaged with over 150 potential entrants and received 70 full business plans.

ActiveLab aims to identify, nurture and accelerate the growth of truly innovative products and services that will shape the future of the health and physical activity sector. The 12-week programme will accelerate startups and put them on the path towards revolutionising health and fitness, following in the vein of global success stories such as Fitbit and MYZONE.

Steven Ward, Executive Director of ukactive, said:

"As physical activity, fashion, health and technology continue to converge, we're entering a brave new world of innovation with exciting opportunities to get more people, more active more often.

"We want ActiveLab to become the global launchpad for innovative and scalable physical activity businesses, so I'm hugely excited by the dynamic group of companies that have made it through to the first cohort.

"The hard work starts here and over the next 12 weeks the cohort will work with our unparalleled panel of private investors, expert mentors and coaches to develop their concepts ahead of the grand final on 15 March."

Matt Merrick, ActiveLab judge and former Virgin Active European COO and UK Managing Director, said:

"The health and fitness market is on the brink of a digital and customer experience revolution, with projects like ActiveLab having a crucial role to play in profiling and facilitating growth of innovative concepts. The rise of an emerging startup community – dedicated to changing the way we move – will create unique and engaging activity experiences which will help to grow the wider market and enable us to lead healthier lives."

Matthew Ward, ActiveLab judge and AXA PPP healthcare Head of Innovation, said:

"AXA PPP healthcare is thrilled to have completed the initial judging process for ActiveLab and was impressed by the high calibre of companies that we assessed.

"The physical activity landscape continues to be a key focus for AXA PPP healthcare and we will continue to help lead innovation in this space for the benefit of our members and the wider health of society."

ActiveLab will culminate in a high-octane event on 15 March, 2017, which will bring together leading speakers, partners, and influencers from the physical activity and technology spheres. Teams will showcase at the event and take part in a series of live pitches, with the winner receiving the top prize of a premium accelerator toolkit worth £25,000 – comprising a suite of products and expertise to fast-track their concept.



www.activelab.co

The 12 companies to be supported through the accelerator's first cohort are:



imovesdance – Online tools to get kids active in school and home



Connected Fitness Labs – An app breaking down the four walls of the gym by supporting a health club operator to become a true fitness brand by offering digital support to consumers



EveryMatch International – A white-label mobile Software as a Service (SaaS) solution for building fitness member communities



Gymetrix – The first company in the world to start attaching sensors to gym equipment to measure customers usage of the equipment and then use the data to optimise operators equipment purchasing



Shapelog – Described as 'Fitbit for strength training'



Amaven – An online platform to help measure, track and improve the physical development of everyone through fundamental movement skills and sports skills.



iPrescribe Exercise – An app that uses an algorithm to provide the user with an automated, yet individualised activity programme that will gradually build them up to their optimal but safe level of activity



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



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



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



Open Play – Online booking system and marketplace for sports facilities and activities.



Silverfit – Weekly Fun And Fitness sessions for older people

Over the course of the programme, these companies will receive a series of networking opportunities with investors and leading physical activity firms, as well as tailored mentorship and expert workshops on the challenges of scaling a business.

You can see all of this year's ActiveLab companies at **ActiveLab Live!** Join ukactive as we explore the future of innovation for physical activity. Hear from leading speakers, partners and influencers as we unearth the impact future trends and technology will have on the sector.



15th March 2017
The Crystal, E1, London
Book your place today,
visit www.activelab.co

New for 2017 – Ignite

Operations Director Geraldine Tuck answers your need to know questions on ukactive's newest addition to the Flame schedule – Ignite.

What is Ignite?

Ignite is an insight and development day providing valuable leadership and management skills for all 400 delegates who attend. Delegates will leave Ignite with insight of best practice in customer service, leading community engagement, as well as opportunities in the wider sector. The day will ensure you are maximising the potential of your clubs and your teams.

When is Ignite?

Ignite will take place on 27th June 2017 at the Telford International Centre. The insight and development day will precede our Flame Conference and Flame Awards held at the same venue on 28th June. We would encourage all Ignite delegates to stay for the additional two renowned events and ticket packages will be available for those who wish to attend Ignite, Conference and Awards.

Who should attend?

Ignite is aimed at junior and mid-level managers. By focusing on this influential audience, the event will take key messages, sector trends and management knowledge, closer to the frontier of operational delivery while contributing to the ongoing professionalisation of the sector.

Why is ukactive delivering Ignite?

Ignite expands the Flame development programme and allows us to broaden our outreach to staff delivering physical activity on the front line.

What to expect on the day?

Ignite will bring together key voices from both within and outside the sector to share best practice and insight and create a valuable learning environment.

The day will include networking, keynotes and workshops exploring the following topics:

- › Leadership skills, workplace culture and recruiting for success
- › Physical activity landscape – meeting community needs and integrating into local frameworks
- › Exceeding customer expectations and consumer trends

The event will also serve as a platform for networking and sharing experience and insight. CPD points will be allocated to attendees, it really is a must attend insight and development event.

 events@ukactive.org.uk

Flame Insight
and Development
Day – Ignite

27th June 2017



Save the date



#fitnessday

Wednesday 27th September

National Fitness Day provides ukactive members across the fitness and leisure sector the platform to promote their brand and create a real buzz while celebrating the fun of fitness and physical activity.

"National Fitness Day is a vital countrywide initiative that 1Life successfully uses at all its leisure centres to reach and engage local communities, thanks to all the tools and support ukactive provides."

Neil King – 1Life Managing Director

In 2016 our members not only opened their doors to people across the UK but they worked with National Fitness Day's headline partner Argos, to support their local Argos store

staff and customers in celebrating National Fitness Day. GLL in Swindon set a challenge within their local store to see which staff and customers could take on the power hoops, steps and skipping rope challenge in the quickest time.

"National Fitness Day was a big success for us and all involved. We were able to raise awareness of the importance of fitness as well as showing the general public that it can be fun to get active, which was fantastic!" **Jake Hamblin, GLL Oasis Leisure Centre, Swindon**

In Stoke-on-Trent, Nuffield Health ran outdoor exercise classes in front of their local Argos store, to promote physical activity and give people a taster of what they can do at their

local centre. Other events going on throughout the day included business wide 'plank offs', a mass Hula Hoop class, a 12 hour treadmill challenge, high-street HITT classes and much more.

National Fitness Day 2017 promises to be bigger and better yet with a much wider reach. Taking place on Wednesday 27th September it will continue to provide a platform to promote and celebrate the fun of fitness and physical activity.

Look out for more details on how to get involved in the coming months, for now though save the date!

 harriettbrooks@ukactive.org.uk

Top Tips – Sourcing Your Boutique Fitness Site

Boutiques are revolutionising our approach to fitness; successfully tapping into consumer trends for flexibility and personalisation while exceeding customer experience expectations. Businesses are seeing many opportunities in this growing market for consumer products and services that enhance the customer experience.

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.

Do some big picture thinking before you even look at sites.

What's the sort of space you want to create? Is there going to be an entry system? A private space? Do you want to be seen when you're inside? Do you want empty frontage? Considering these things from the get-go should help you avoid lots of wasted time looking at sites that just aren't suitable for your brand or concept, suggests **Kenny Sykes, Architect and Associate at Goldstein Ween**: "Think early on about whatever it is that's going to separate your boutique outfit from the rest. If the brand is right, it informs everything else, from what the stairs will look like – should they be glass or spiral for example? – to what kind of yoga mat you use."

Beware of planning issues (and hire an expert to help)

"Planning can vary according to borough – local policy varies, so it's best to contact the borough directly on this," says Sykes. "In some areas (particularly outside London) a fitness studio might be deemed a positive addition to the area and thus allowances are made, whereas in more saturated locations, resistance can be fairly great." The existing use



of the property is also important; what the building was and what it will be turned into has an impact on decisions that are made. (Building use categories range from leisure to residential, offices, and more.) "That's why we'd advise hiring a Planning Consultant – often retired planning officers," says **Goldstein Ween Director, Mark Goldstein**. "It's a good value way to discover what's possible and educate yourself about the infrastructure." Another thing to bear in mind: "Lots of boroughs don't like having 'empty' frontage (with little happening), hence why health clubs (where people disappear into studios and showers that can't be seen from

the street) are so often in basements," says Goldstein. "If you find a basement in a commercial area, you have a very good chance of being able to discuss a fitness space with planners."

Consider space and sound

There's a lot about choosing a site that can get very complicated, fast. One example is the issue of sound: if you're offering high intensity, high octane fitness classes, for example, you may wish to make a bit of noise and that can cause big problems with neighbours (residential ones in particular). "Think about priorities," advises Goldstein. "If you're determined to choose a space where you must keep the noise down then you could make your space soundproof. But that costs a lot of money, so you might want to not choose that space and spend the money on equipment instead."

Create a crackpot team (because brand, building and design are all connected)

Find good architects, designers and builders you trust. This can be as simple as visiting health clubs whose design and interiors you like and just asking who did the work! "Some architects can also work on interior design and even help with small elements of branding / brand discussions," says Goldstein. "It's a chicken and egg question: where does design begin and branding end? If you hire someone good, whom you trust, you could help your business to fly from the outset. "We are responsible for getting people in the doors on the first day," says Goldstein. "But nobody comes back if the training is awful. You have to have really good people and good training that inspires."



www.goldsteinween.com



Sweat is the ukactive's inaugural boutique fitness extravaganza.

We're really excited about this new addition to our calendar, a one-day event aimed at educating and empowering all those engaged in this rapidly-developing sector.

Our mission is both focussed and energetic: to bring together hundreds of influencers, entrepreneurs and business owners from all around the UK and offer them the chance to become even better at what they do and have more impact on their market.

What's on?

We've put together a day-long agenda that's 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. All attendees can expect to go home with insights on the following:

- 💧 Operational excellence & maximising opportunities
- 💧 Exceeding customer expectations
- 💧 Growth, expansion & investment
- 💧 Public relations, social media & broader marketing opportunities

What's included in a full day ticket?

Serious about taking your boutique fitness business to the next level? A full day ticket includes, lunch and refreshments as well as access to all educational talks, panel debates and networking opportunities throughout the day.

What's included in an afternoon ticket?

Can't make the morning sessions? An afternoon ticket, targeted at instructors and PTs gives you the chance to attend Sweat from 1.30pm onwards, including all afternoon sessions as well as refreshments.



events@ukactive.org.uk
www.ukactivesweat.com

2nd March 2017
 The Warehouse Studio Space,
 London, E1



Keeping young people active in the New Year



The start of the New Year is the perfect opportunity to remind ourselves of how important it is to continue to encourage young people to get active.

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, including physical challenges, at Bronze, Silver and Gold Award level.

A DofE programme encourages a young person to make a regular commitment of at least one hour per week to physical activity and this commitment is a great way to encourage young people to continue with their activities after completing each section. There are three levels of programme you can do which, when successfully completed, lead to a Bronze, Silver or Gold Duke of Edinburgh's Award. There are four sections to complete at Bronze and Silver level, and five at Gold; Volunteering, Physical, Skill, Expedition and Residential for Gold DofE participants only.

Research by YouGov for Sport England, published in 2012, found that a strong personal interest in sport while growing up is the most important driver for taking part in later life.

For the Physical section of a Duke of Edinburgh's Award, a young person doesn't need to be super fit but it is important to do something that interests them or that they have always wanted to try. A DofE programme allows a young person to explore what they really enjoy and this is what allows the programme to be specific and relevant to each individual.

Elliott Peach who achieved his Gold Duke of Edinburgh's Award whilst working for British Gas, said:

"I chose white water kayaking as it was already a huge passion of mine but I hadn't had much time to pursue it because of work commitments. The Physical section gave me a reason to get back into it. It's been a great experience and I've definitely refreshed the freestyle moves I used to do five years ago!"

In a recent survey that went out to Bronze, Silver and Gold Award holders, 74% of young people said that they will continue with their physical activity now that they have completed their DofE programme.

Participants have to complete all sections to achieve their DofE Award. For someone that may be really musical but not into sport at all, they still have to complete the Physical section which means pushing themselves outside of their comfort zone and trying something new. With the end goal of achieving an Award that is recognised by top UK employers, many young people realise the importance, and stay motivated.

The physical category is so broad; it allows anyone from any background to give it a go. It includes team sports, individual sports, water sports, racquet sports, dance, fitness, extreme sports and martial arts.

Hannah Cockcroft MBE, Great British Paralympian and Bronze Duke of Edinburgh's Award holder said;

"My Duke of Edinburgh's Award was my gateway to freedom and confidence. At 15 years old, I had never been away from home on my own and I had never really travelled or explored the world, so when my

senior school offered the chance to sign up, I decided I liked the idea of challenge and opportunity."

Hannah learnt what The Duke of Edinburgh's Award required and quickly realised that she already took part in activities that she could count for a few of her sections, but as she grew into her DofE programme, she found that she changed with it and her section choices helped her develop as a person.



"My DofE made me a lot more accepting of my disability and my newly found abilities. This self-belief has seen me go on to represent Great Britain at two Paralympic Games, bringing five Gold medals back to our great nation."

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.



www.DofE.org



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.



sweat

Sweat 2017

2nd March 2017, The Warehouse Studio Space, London, E1

A new event to galvanise and profile boutique fitness. The day will be split into two halves; the morning will be aimed at business owners to sweat their boutique assets, whilst the afternoon session will tap into the lively boutique debate, hosted by a panel of renowned speakers on how to create desire and a following. A must attend event for anyone interested in getting into the boutique space or extending their current offering.

Book your place > www.ukactivesweat.com



ActiveLab

ActiveLab Live! 2017

15th March 2017, The Crystal, London

A fast-track programme for the best and brightest physical activity businesses. ActiveLab will develop, connect and scale in order to promote, foster and accelerate innovation in the sector, culminating in a flagship event.

Book your place > www.activelab.co



Flame 2017

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

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



www.ukactive.com/events
events@ukactive.org.uk

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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