

UKACTIVE'S BLUEPRINT  
FOR AN ACTIVE BRITAIN:

# MILESTONE REVIEW

*More people, more active, more often.*

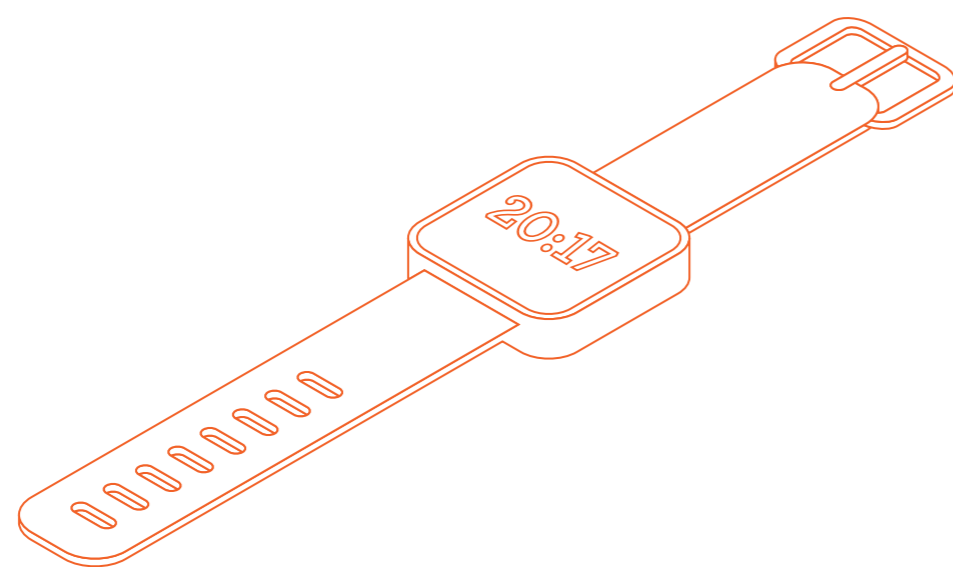
*Fig 1.*



CONTENTS

THIS DOCUMENT  
PROVIDES AN OVERVIEW  
OF THE POST-BLUEPRINT  
LANDSCAPE, AND  
OUTLINES FRESH  
PRACTICAL POLICY  
RECOMMENDATIONS  
ACROSS A RANGE OF  
AREAS THAT UKACTIVE  
AND KEY STAKEHOLDERS  
WILL WORK TOWARDS  
ACHIEVING.

Foreword	04
Introduction	06
Public and preventative health	08
The role of the National Health Service	10
Active workplaces	12
Research and evaluation	16
The Physical Activity sector	18
Disability participation	22
Children and families	24
Active travel	28
The wellbeing workforce	32
Active ageing	34
Mental wellbeing	38
Going outdoors	40
Building active environments	42
Top 10 policy asks from Blueprint 2015	46
Top 10 policy asks for 2017	48



# FOREWORD

## BARONESS TANNI GREY-THOMPSON

Chair of the Board, ukactive

## STEVEN WARD

Executive Director, ukactive

Twelve months ago ukactive called for a single-minded focusing of resources, energy and policy to turn the tide of inactivity in the UK.

This radical call for change – through over 80 policy recommendations – was the essence of ukactive's *Blueprint for an Active Britain*.

The evidence of our nation's plight is stark and unacceptable, threatening the economic and social fabric of our society.

In the UK alone, physical inactivity is costing £20billion per year, causing up to 37,000 premature deaths annually, and is now the fourth greatest cause of disease, disability and premature mortality.

As nations become more prosperous, they find ways to engineer activity out of everyday lives. Delivering the ambition of a society where activity is reintegrated into every element of how we live is a monumental task – heightened by decades of regression. It will take time to shift the habits and wider culture we have developed whereby activity has been built out of our daily routines.

We are ready for the challenge. We have seen immense progress in the past twelve months alone but it is time to elevate this issue once again. This new manifesto outlines a vision to build on the foundation blocks that have already been laid and create a society that supports, encourages, and celebrates the importance of activity.

In this report, we document the 12 months since the publication of *Blueprint*, providing a commentary on the recent successes – and challenges – faced in delivering an active nation. We also set out what we believe to be the next set of deliverable and effective milestones over the coming year. These recommendations span from cradle to grave and seek to re-embed activity into how we live, work, travel, and play.

A major strength over the last year has been the willing of institutions with significant influence and resource, such as Government, the NHS, and Sport England, to embrace this mission in their new strategies and programmes. The challenge now is to deliver on these strategies and at pace by putting in place the diversity of partnerships needed to achieve this shared goal and finding new ways of thinking to reflect a dramatically changed landscape. There's no turning back.

ukactive – with the support of its 4,000 members – is committed to playing its part. We will look to remain at the forefront of the debate, celebrating success and challenging obstacles from a perspective of the immense network we represent across the country and the surest grip on both the reality on the ground and the evidence base for what works.

We will work to facilitate the partnerships across the public, private, and third sector that can achieve sustainable change within communities. We will also continue to champion innovation that can advance the physical activity sector, and prioritise investment in people and the future leaders of our sector.

Above all, we believe that – given the seriousness of inactivity in our society – this debate must transcend short term thinking. Delivering an active nation, with all the physical, mental, social, and economic benefits that this brings, should be a mission that unites us all. Let's elevate it above the daily debate, remove it from the pantomime of party politics, and give an active nation the focus, priority, and financing to thrive. Let's pull together a brand new delivery team to move this ambition forward at a pace, scale and level of impact of which we have never seen before.

We have never had a moment such as this before. If we do not transform our approach now, and miss this chance, then we never will.



# MOVING ON

*This document outlines practical policy recommendations across a range of areas that ukactive and key stakeholders will work towards achieving moving forwards.*

Fig 2.



## INTRODUCTION

In the year since ukactive's *Blueprint for an Active Britain* was launched, there has been great progress towards its primary objective – the establishment of tackling physical inactivity as a top-tier public health priority. The Government has released its strategy *Sporting Future: A New Strategy for an Active Nation* to do just that, backed with support from across Government departments. This was followed by the publication of *Towards an Active Nation*, a new strategy by its primary delivery agency Sport England. Both of these strategies recognise the crucial role that physical activity can play in improving the health of the nation. They focus on how to get the most inactive groups moving, and commit an investment of £250 million over the next four years to tackling inactivity.

The much-anticipated Childhood Obesity Plan has also been launched since *Blueprint*. This plan committed the Government to the introduction of a sugar tax that will be used to double funding for the Primary PE and Sport Premium. As called for in *Blueprint* and ukactive's *Generation Inactive* report, the Government has also formally tasked Ofsted to assess the impact of the Primary PE and Sport Premium, and it has outlined plans to introduce a voluntary rating scheme for primary schools to measure the actions they take to tackle obesity.

Nonetheless, 2016 has also been a year of major political change with shifting priorities, forcing a tough appraisal of where public health sits in the pecking order of the Government's to do list. The British public voted to leave the European Union in a historic referendum, which prompted the resignation of David Cameron, and the appointment of Theresa May as his successor as prime minister. Following the

'Brexit' vote, the country is facing economic uncertainty. However, the physical activity sector remains one of the success stories of British industry and is growing year on year, as well as offering crucial health and wellbeing services to people throughout the country. Mrs May, a committed walker, is well aware of the importance of activity to health. Her mission to create the best life chances for all opens up new opportunities for the sector.

Last year's *Blueprint for an Active Britain* sought to deepen the Government's engagement with the physical activity agenda, and it made a series of clear and achievable policy calls on how to harness the power of physical activity to get more people, more active, more often. This document provides an overview of the post- *Blueprint* landscape, and outlines fresh, practical policy recommendations across a range of areas that ukactive and key stakeholders will work towards achieving moving forward. The recommendations of the 2015 *Blueprint for an Active Britain* remain valid, but are now reinforced by a broad range of additional considerations, including practical recommendations that can be acted upon by the sector itself and that are not dependent on the Government.

The purpose of this document is to build on the momentum generated since the launch of *Blueprint*, and to continue to support government, local authorities, businesses and activity providers to collaborate in introducing ambitious new measures in a range of areas to turn the tide of inactivity. Most of all, this document reinforces the necessity of real and meaningful action being taken to re-embed activity back into our daily lives.

# PUBLIC AND PREVENTATIVE HEALTH



We are currently faced with the most inactive generation of all time: in England, nearly one in three adults fail to meet the Chief Medical Officer's Guidelines on Physical Activity as of 2014<sup>1</sup>. This places unprecedented pressure on the NHS. In the context of an ageing society faced with multiple lifestyle-related conditions, it is more important than ever to promote preventative measures to turn the tide of inactivity.

It is a very welcome sign that since ukactive published *Blueprint for an Active Britain*, both the Government and Sport England's most recent strategies demonstrate a firm commitment to the prevention agenda. Most notably, Sport England has committed to investing £250 million over the next four years to tackling inactivity<sup>2</sup>. Public Health England (PHE) has built upon its commitment to physical activity, which was heralded in its publication *Everybody Active, Every Day*<sup>3</sup>. In the past year it has launched a series of campaigns designed to get the nation moving. The One You programme aims to encourage middle-aged adults to prioritise their health by eating well, drinking less, exercising more and stopping smoking. It then offers a series of recommendations to make those all-important lifestyle changes easier<sup>4</sup>. It holds great potential for future years as the campaign ramps up and is developed in partnership with the physical activity sector. PHE has also developed the Change4Life campaign which aims to make activity fun to encourage families to integrate activity into daily life<sup>5</sup>.

Whilst there have been a series of important initiatives at a national level, the picture is much more challenging at a local level. Pressures on resources will result in the reduction of the public health budgets of local authorities by £331 million (9.7 per cent of the total budget) between 2015 and 2021<sup>6</sup>. These cuts will force difficult decisions about priorities within the essential prevention services

offered by many local councils, as well as the support provided to broader public services. For example, research completed by the Heritage Lottery Fund into the state of public parks in the UK shows that there is a clear deficit in resources available to manage public parks despite the clear health benefits they offer and the rising use of parks, particularly amongst children and people from black and ethnic minority backgrounds<sup>7</sup>.

The potential role of the private sector should not be overlooked. There are many examples of best practice to draw on. For example, FTSE 100 firms, such as RBS and intu, have partnered with Green Gym in an attempt to encourage their employees to engage in fitness-linked gardening projects to transform green spaces and improve ties with local communities<sup>8</sup>. Additionally, ParkLives offers a range of free activities in parks throughout the country and has successfully encouraged around 90,000 people to attend over 180,000 physical activity sessions in 2014/15<sup>9</sup>. Innovative initiatives such as these should be encouraged and promoted at a time when public funds are so low.

Local authorities, Clinical Commissioning Groups and local NHS trusts continue to be key partners in the mission to improve the health of the nation by getting more people, more active, more often. A growing industry is emerging of professional organisations that are supporting these bodies in this cause, developing large-scale, public health prevention-focused programmes. These programmes are increasingly operated under contract by a growing range of Public Health Contractors and are "industrial" in nature. Some of the programmes manage an enormous scope, covering all of a local authority's prevention agenda. A conscious effort must be taken by those with an interest in the activity agenda to understand this emerging landscape.

## LOOKING FORWARD

This year has undoubtedly been hugely positive, and it has seen significant acknowledgement of physical activity as a top-tier, stand-alone health issue. However, there is more that can be done to build on this progress. There should be a greater focus on how match funding can be utilised to support outcomes from Sport England's financial investment. Additionally, more can be done to support and coordinate the emerging Public Health Contractor landscape. The physical activity sector should seek to support the players within this complex landscape to maximise their ability to encourage the people they come into contact with to get moving.

### Recommendation:

➤ *The Department for Communities and Local Government should work with the Local Government Association and the physical activity sector to bring together key partners from the private sector who can invest in physical activity opportunities for local communities and match this interest to willing local partners.*

# IT REMAINS MORE IMPORTANT THAN EVER TO PROMOTE PREVENTATIVE MEASURES TO TURN THE TIDE OF INACTIVITY.

## SHIRLEY CRAMER CBE

Chief Executive, Royal Society for Public Health

"Public health in the UK is facing very challenging times. Cuts to local authority budgets, in a climate of increasing inactivity and resulting avoidable illness, mean that creative solutions are needed to get more people active and improve their overall health. The public's health and wellbeing is everyone's business, and partnerships between stakeholders have never been more important. ukactive's *Blueprint for an Active Britain: Milestone Review* puts forward a clear case for the public, third and private sectors to work more closely together and invest in and deliver physical activity programmes. Only by working together can we hope to reverse the growing trend of physical inactivity that is so damaging to the health of our nation."



1 ukactive. 2014. *Steps to Solving Inactivity*. London: ukactive.  
2 Sport England. 2016. *Towards an Active Nation*. p.19  
3 Public Health England. 2014. *Everybody Active, Every Day: An evidence-based approach to physical activity*. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/353384/Everybody\\_Active\\_Every\\_Day\\_evidence\\_based\\_approach\\_CONSULTATION\\_VERSION.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/353384/Everybody_Active_Every_Day_evidence_based_approach_CONSULTATION_VERSION.pdf) [accessed 04/10/2016]  
4 Public Health England. 2016. "PHE launches One You". <https://www.gov.uk/government/news/phe-launches-one-you> [accessed 25/08/2016]  
5 NHS. 2016. "Change4Life". <http://www.nhs.uk/Change4Life/Pages/be-more-active.aspx> [accessed 15/09/2016]  
6 Local Government Association. 2016. "Public health funding in 2016/17 and 2017/18". <http://www.local.gov.uk/documents/10180/11493/Briefing+-+Public+health+funding+in+2016-17+and+2017-18/981d88ec-b8d2-4461-99b8-a893494783cc> [accessed 15/09/2016]  
7 Heritage Lottery Fund. 2016. *State of UK Public Parks 2016*.  
8 Green Gym. 2016. "Our partners". <http://www.tcv.org.uk/partnerships/our-partners> [accessed 21/09/2016]  
9 Coca Cola. 2016. *Investing in Communities: ParkLives Year Two*. <https://www.coca-cola.co.uk/content/dam/journey/gb/en/hidden/PDFs/ParkLives-Coca-Cola-Year-Two-Report-2015.pdf> [accessed 21/09/2016]

# THE ROLE OF THE NHS

Physical inactivity places a huge strain on the NHS. In the UK, nearly 20 per cent of breast cancer cases, 13 per cent of type 2 diabetes cases and nearly one in five of all premature deaths are caused by an inactive lifestyle. Up to 70 per cent of all of the NHS's costs are connected with the treatment of long-term conditions<sup>10</sup>. Preventing these conditions is vital for the long-term sustainability of the NHS.

The medical community has made great strides in acknowledging the valuable role that physical activity can play in improving the health of the nation. It is hugely positive that one year on from their endorsement of *Blueprint for an Active Britain*, the Royal College of General Practitioners has announced that physical activity will be a clinical priority for the next three years<sup>11</sup>. This will empower GPs to better deal with their patients' physical health, as well as improve their levels of training on how to prescribe physical activity. This development is hugely significant as GPs and their teams deal with 90 per cent of NHS patient contacts<sup>12</sup>, and research completed by Ipsos MORI clearly demonstrates that they are people's primary source of advice on how to stay healthy: 57 per cent of people would ask their GP for such advice; only 1 per cent would ask a personal trainer<sup>13</sup>. Whilst this shows that GPs are a trusted source of advice, it also suggests that the physical activity sector needs to do more to take the load off GPs' shoulders and help to train health professionals to meet this demand.

There are clear benefits to promoting physical activity. For example, ukactive's *Let's Get Moving* programme, originally created and tested by the Department of Health, has encouraged 20,000 patients to get active<sup>14</sup>. Patients have reported on average an 89 per cent physical activity uplift over 12 weeks, and 94 per cent of patients felt satisfied with the programme<sup>15</sup>. The *Let's Get Moving* programme uses evidence-based motivational interviewing techniques, helps

to remove the personal barriers that patients may have to getting active, and supports them in making realistic and personal physical activity goals.

The *Sporting Future* strategy pledged that Sport England will invest significant resources in the development and implementation of local physical activity strategies in a number of selected geographic areas<sup>16</sup>. These areas will have identified reducing physical inactivity as a key priority through their Health and Wellbeing Strategies and will have close cooperation between all relevant local agencies. Sport England will work with a variety of local and national bodies to significantly increase the levels of physical activity in these selected areas.

The last year has seen the launch of the Healthier You: NHS Diabetes Prevention Programme. Those referred under the programme will get specific lifestyle advice on how to reduce their risk of type 2 diabetes, including bespoke physical activity programmes<sup>17</sup>. There are currently around 2.8 million people with type 2 diabetes in England, with around 200,000 new diagnoses every year<sup>18</sup>. Type 2 diabetes is largely preventable through lifestyle changes, and it is therefore a positive sign that physical activity is being integrated into the care pathways of the NHS.

Simon Stevens, the CEO of NHS England, deserves immense credit for the leadership he is providing. In addition to the NHS diabetes prevention programme, he has sought to make the NHS practise what it preaches by placing NHS employee wellbeing on the boardroom agenda. It has been included as one of a small number of indicators within the NHS Commissioning for Quality and Innovation (CQUIN) guidance, which means a significant amount of local NHS resource is now tied directly to tangible action on promoting physical activity at work for NHS employees<sup>19</sup>.



## LOOKING FORWARD

Despite pockets of best practice, it is clear that activity-based behaviour change interventions have yet to be utilised to their full reach and potential. Too much time is spent starting from scratch when we now have a portfolio of evidence-based methodologies to build upon. In many cases a lack of time and training is preventing health care professionals from widely prescribing physical activity, which has resulted in health outcomes being increasingly linked to location. Going forward it is important to harness the expertise of the physical activity sector to support GPs in promoting bespoke physical activity programmes. ukactive will look to work with the Royal College of General Practitioners to help to deliver their new strategy, and to assist with a strategic roll-out of behaviour intervention services.

### Recommendation:

➤ *There should be a scaled roll-out of exercise intervention programmes in GP surgeries across the country, based on behavioural change models which are proven to be effective, such as the Let's Get Moving programme.*

## DR ANDREW BOYD AND DR ZOE WILLIAMS

Clinical Champions for Physical Activity and Lifestyle, Royal College of General Practitioners

“ As clinical leads for the RCGP clinical priority of Physical Activity and Lifestyle, we are excited to be working with ukactive to achieve our shared goals of educating and supporting the healthcare workforce and the physical activity sector to get everyone optimally and sustainably active, across the nation. GPs and their teams play a key role in stimulating positive behaviour change in their communities, and forging closer relationships with physical activity providers locally will help improve the health and wellbeing of their patients.”



10 BHF National Centre on Physical Activity and Health. 2013. *Economic Costs of Physical Activity: Evidence Brief*. <http://www.bhfactive.org.uk/userfiles/Documents/economiccosts.pdf>. [accessed 07/08/16]

11 Royal College of GPs. 2016. "Physical Activity and Lifestyle announced as a clinical priority by the RCGP". <http://www.rcgp.org.uk/news/2016/june/physical-activity-and-lifestyle-announced-as-a-clinical-priority-by-the-rcgp.aspx> [accessed 12/08/2016]

12 Ibid

13 Health Club Management. 2016. "Activity to save lives". <http://www.healthclubmanagement.co.uk/detail.cfm?pagetype=featuresonline&featureid=31048&mag=Health%20Club%20Management&linktype=story&source=none&ref=n> [accessed 12/08/2016]

14 ukactive. 2016. *Let's Get Moving: A physical activity health intervention*.

15 Ibid

16 Department for Culture, Media and Sport. 2015. *Sporting Future: A New Strategy for an Active Nation*. p.14

17 NHS England. 2016. "Healthier You: The NHS Diabetes Prevention Programme". <https://www.england.nhs.uk/ourwork/qual-clin-lead/diabetes-prevention/> [accessed 11/08/2016]

18 Ibid

19 NHS England. 2016. *Commissioning for Quality and Innovation (CQUIN) Guidance for 2016/17*. <https://www.england.nhs.uk/wp-content/uploads/2016/03/cquin-guidance-16-17-v3.pdf> [accessed 04/10/2016]

# ACTIVE WORKPLACES

Inactive offices are deadly. Since *Blueprint for an Active Britain* called for this to be a priority area of focus in creating an active nation, new research published in *The Lancet* highlighted that inactivity was having a worse effect than smoking on employee health. The research, which was based on more than one million adults, found that sitting at a desk for eight hours a day could increase the risk of premature death by up to 60 per cent<sup>20</sup>. Sedentary lifestyles don't just cost lives – they cost profits too. The impact is widely felt in business, with PwC estimating that workplace absenteeism costs the UK around £29 billion per year<sup>21</sup>. The majority of Britain's 131 million annual sick days are due to back, neck and muscle pain – conditions that can be largely avoided through regular movement and strength exercises<sup>22</sup>.

To keep Britain's workforce healthy, a radical overhaul of office life is needed. In the same way that asbestos-riddled workplaces stored up health challenges for decades to come, today's physically inactive workplaces will lead to tomorrow's unsustainable NHS and later lives spent managing multiple chronic conditions. ukactive has been campaigning for an activity revolution in offices, and this year has seen some positive progress from both the government and the private sector, but we must go further. Offices and workplace cultures that fail to promote active lifestyles must become as unacceptable as workplaces that allow smoking in the office.

PHE's One You campaign specifically targets those who are at a higher risk of contracting the illnesses that a sedentary office culture can cause. This campaign has enjoyed success: as of July 2016, 16.3 million people had engaged with the campaign and 1.2 million people had positively interacted with the One You product<sup>23</sup>.

The NHS, under the leadership of Simon Stevens, is leading by example and taking measures to improve the health of its workforce. NHS staff can now access yoga and Zumba classes as well as healthier food choices<sup>24</sup>. As the fifth largest employer in the world, and the largest employer in the UK, this intervention to inspire a fit and healthy workforce is very important<sup>25</sup>.

Major employers in the world of business are leading the way. Employers are increasingly finding that investing in workplace wellbeing has significant benefits – it creates a positive workplace culture and boosts productivity, and recent research has shown that the return on investment for companies that invest in staff wellbeing programmes is £3 for every £1 spent<sup>26</sup>. For example, Nike encourages its staff to participate in physical activity and encourages walking meetings, whilst M&S have launched a "wellbeing and weight loss challenge" through which, together, participants have lost around eight metric tonnes<sup>27</sup>. Employers are becoming increasingly creative in their attempts to promote an active workforce, with initiatives such as "sweatworking" – which urges employers to incentivise active meetings – becoming more prominent in businesses across the UK<sup>28</sup>.



## SEEDENTARY SUFFERING

*The majority of Britain's 131 million annual sick days are due to back, neck and muscle pain.*

Fig 3.

## PROFESSOR DAME CAROL BLACK DBE, FRCP, FMEDSCI

Expert Adviser on Health and Work to NHS England and Public Health England, Chairman of the Nuffield Trust for health policy, and Non-Executive Director of ukactive

"Almost everyone knows that being physically active is good for our health and our wellbeing, yet most of us are not nearly as active as we could be. It is a big health problem affecting millions of people, young and old. Today many bodies urge us to do better, for our health's sake. *Blueprint for an Active Britain: Milestone Review* reflects this and urges us to be more active – in sport, at school, at work, in recreation or in leisure. We must transform what we know is good into real action. We don't have to be Olympic or Paralympic champions but neither should we be inert, sedentary beings, mere onlookers. Each day we should make a real physical effort, at work or at play. We must become a more active nation and so be healthier and feel better about ourselves."



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<sup>20</sup> The Lancet. 2016. "Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women". DOI: [http://dx.doi.org/10.1016/S0140-6736\(16\)30370-1](http://dx.doi.org/10.1016/S0140-6736(16)30370-1)

<sup>21</sup> PwC. 2013. "The rising cost of absence". <http://www.pwc.co.uk/services/human-resource-services/insights/the-rising-cost-of-absence-sick-bills-cost-uk-businesses-29bn-a-year.html> [accessed 01/09/2016]

<sup>22</sup> ukactive. 2016. "The graveyard shift: Our offices are killing us, now is the time to fight back". <http://www.ukactive.com/home/more/9970/page/1/the-graveyard-shift-our-offices-are-killing-us-now-is-the-time-to-fight-back> [accessed 28/09/2016]

<sup>23</sup> Public Health England. 2016. "An opportunity to get people to proactively improve their health".

<sup>24</sup> BBC. 2015. "NHS staff offered Zumba to stay healthy". <http://www.bbc.co.uk/news/health-34120675> [accessed 25/08/2016]

<sup>25</sup> The Daily Telegraph. 2012. "NHS is fifth biggest employer in world". <http://www.telegraph.co.uk/news/uknews/9155130/NHS-is-fifth-biggest-employer-in-world.html> [accessed 25/08/2016]

<sup>26</sup> ukactive. 2016. "The graveyard shift: Our offices are killing us, now is the time to fight back". <http://www.ukactive.com/news/more/9970/page/1/the-graveyard-shift-our-offices-are-killing-us-now-is-the-time-to-fight-back> [accessed 21/09/2016]

<sup>27</sup> CBI. 2016. "Should business be doing more to keep its workforce happy and healthy?". <http://www.greatbusinessdebate.co.uk/opinion/should-business-be-doing-more-to-keep-its-workforce-happy-and-healthy/#sthash.nhblCBkp.dpuf> [accessed 25/08/2016]

<sup>28</sup> Daily Telegraph. 2016. "Companies urged to take up 'sweat working' to get Britain on move". <http://www.telegraph.co.uk/news/2016/08/15/companies-urged-to-take-up-sweat-working-to-get-britain-on-move/> [accessed on 25/08/2016]



LOOKING FORWARD

Whilst there have been a number of positive developments since *Blueprint*, active workplaces need to be higher on the agenda for the Government and businesses. We foresee a time when businesses could be at risk of liability claims due to employees suffering from avoidable diseases caused by sedentary lifestyles. A CBI survey, *The Great Business Debate*, showed that 55 per cent of people believe that expectations on businesses to promote activity at work have increased over the last 10 years. This is also reflected in staff, who increasingly expect more of a “great” employer, including the role that companies play in promoting the health of our societies<sup>29</sup>. Accountability is a growing issue for businesses, and it must be taken seriously.

ukactive is calling for the establishment of a network that brings together employers that are keen to ensure that there is ample opportunity in the working day for their staff to be active, and organisations that are willing to support this agenda. This will improve workplace health and the health of the nation more broadly.

Recommendation:

› *The Government should establish a network of major businesses, charities and key stakeholders to promote greater activity in the workplace.*

This is coupled with the long-term ambition for the Government to create economic incentives to encourage employees to be more active. This could be in the form of a Workout from Work scheme. This would build upon the successful Cycle to Work scheme, which allows employees to hire and purchase bikes tax-free through their employer via a salary sacrifice scheme. The Workout from Work scheme should include a broad range of health accessories and gym memberships sourced from partners across the physical activity sector.

Recommendation:

› *The Government should utilise the tax system to expand upon the successful Cycle to Work scheme with the introduction of the Workout from Work scheme. This would create an economic incentive to encourage people to get active and reduce the barriers to doing so.*

THE GOVERNMENT SHOULD UTILISE THE TAX SYSTEM TO EXPAND UPON THE SUCCESSFUL CYCLE TO WORK SCHEME WITH THE INTRODUCTION OF THE WORKOUT FROM WORK SCHEME.



<sup>29</sup> CBI. 2016. “Should business be doing more to keep its workforce happy and healthy?” <http://www.greatbusinessdebate.co.uk/opinion/should-business-be-doing-more-to-keep-its-workforce-happy-and-healthy/#sthash.nhblCBkp.dpuf> [accessed 25/08/2016]

# RESEARCH AND EVALUATION

Decades of academic research have created a robust evidence base on the benefits of physical activity. This research has identified why it is crucial that the nation makes an effort to get active and how the physical activity sector can support this. However, like a drug created by pharmaceutical giants that has proved its efficacy in the lab, it is now crucial that the physical activity sector industrialises its efforts to demonstrate its repeated and scalable effectiveness in everyday life. It is more vital than ever that research is based in a real world setting so that it can serve as a tool to get more people, more active, more often.

Since publishing *Blueprint for an Active Britain*, it has been encouraging to see the greater emphasis on measuring the outcomes delivered from programmes receiving public funding, not simply the output measures of people reached. The new Government and Sport England strategies commit to improving the way in which evidence is collected and how Government strategies and funding applications are evaluated. A notable development is that the Active Lives Survey will replace the Active People Survey as the primary data source for measuring engagement in physical activity among adults. This aims to improve the way in which data is collected and seeks to capture broader data on how active people are over a 12 month period, as opposed to how many people are playing sport on a monthly basis<sup>30</sup>.

The Government has also committed to setting common data standards and promoting open data sharing with key stakeholders to enhance the sector's collective ability to discover new insights<sup>31</sup>. ukactive's Research Institute,

supported by ReferAll, is working to bolster this process by creating a central database of exercise referral schemes to gain a broader understanding of various trends and effective interventions which can be shared with key stakeholders.

The step change in research and evaluation practices in the sector is much needed. In July 2014, backed by PHE, the ukactive Research Institute and the National Centre for Sports and Exercise Medicine launched Promising Best Practice, a nationwide programme to identify best practices in physical activity programmes and interventions. A total of 952 survey responses were submitted, making it one of the largest surveys of physical activity programmes ever carried out in England. Programmes submitted were wide-ranging in terms of activities offered, delivery settings, participation rates and target populations<sup>32</sup>. This exercise made clear that a transformation was needed in the routine embedding of research – and evaluation–based techniques in physical activity programmes. It is ukactive's belief that this transformation is in the process of happening. PHE should be congratulated for the role that it has played in making that happen by supporting this programme of activity.

There have been welcome movements towards embedding outcome-based evaluation into funding criteria. All funding proposals and investments from Sport England will now be assessed against the delivery of the KPIs in the new strategies, and a common evaluation framework will be established for the use of public funds.



## LOOKING FORWARD

Whilst these are positive developments, there remains a clear lack of funding available for scaled-up research that is conducted in a real-world setting. This is crucial to ensuring that there is a clear two-way link between academia and front-line practice. Moving forward, it is important that research councils commission and fund more real-world research into the health benefits of physical activity and behaviour change interventions, and that they mandate greater levels of transferability in all academic-based research.

### Recommendation:

› *Building on the Promising Best Practice programme by ukactive, the National Centre for Sport and Exercise Medicine and PHE, a continuous process should be put in place to monitor programmes with an emerging promising evidence base, with a mechanism to accelerate their growth and spread to additional areas. This should be done in a way to scientifically assess the progress made since the exercise was first undertaken in 2014.*

A solid foundation of practical research in a real-life setting would then enable scientists to better draft and design effective public health interventions. This could lead to the development of a proactive and dynamic Community of Research Practice for Active Living, which would allow scientists to better engage with policymakers to improve public health policy and make academic research on physical activity more readily available.

### Recommendation:

› *Research councils and academic journals should be incentivised to fund research into the health benefits of physical activity and behaviour change interventions more regularly through dedicated funding programmes, placing an emphasis on research conducted in a real-world setting as opposed to a lab-based setting. This would then lead to the development of an agenda which aims to establish a proactive and dynamic Community of Research Practice for Active Living.*

## PROFESSOR GREG WHYTE OBE

Professor of Sport and Exercise Science, Liverpool John Moores University and Chair of the ukactive Scientific Advisory Board

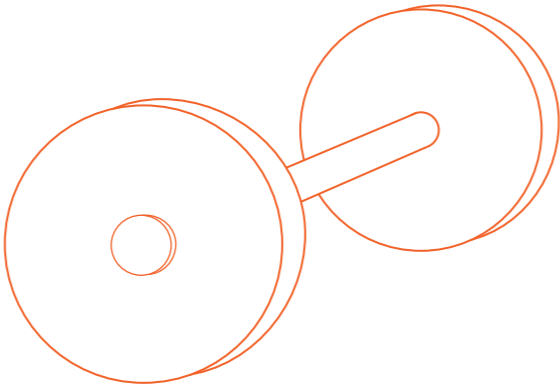
“Effective policy requires a strong foundation of robust evidence underpinned by academic research. It is also vital that lab-based research has a “real-world” application to inform the delivery of physical activity interventions to address the nation's spiralling health costs. I welcome *Blueprint for an Active Britain: Milestone Review's* call for more practical research to be commissioned, funded and delivered to enhance the interventions at the heart of the nation's efforts to turn the tide of physical inactivity.”



<sup>30</sup> DCMS. 2015. 'Sporting Future: A New Strategy for an Active Nation'.

<sup>31</sup> Sport England. 2016. 'Towards an Active Nation'.

<sup>32</sup> ukactive. 2014. 'Steps to Solving Inactivity'.



# THE PHYSICAL ACTIVITY SECTOR

The physical activity sector has a crucial role to play in getting the nation moving. The sector offers vital health and wellbeing services to millions of people daily, and it is a key resource that must be harnessed to keep the NHS sustainable for future generations and to deliver a healthy population.

This year the sector has gone from strength to strength. Whilst the sector is diverse in nature and covers a broad range of services and settings, in the last 12 months total gym membership alone has risen to 9.2 million people, up from 8.8 million in the previous year<sup>33</sup>. New Sport England figures show that over seven million people work out at gyms each week, demonstrating that keeping fit and going to the gym are hugely popular with the British public<sup>34</sup>. Operators are increasingly focused on enhancing customer experience and deploying every possible mechanism to enhance retention, for which single-digit improvements can have a transformational effect on business performance and sustainability.

This, combined with the major factors driving the success of the sector, such as greater interest in the health agenda, the contribution being made by technology and an increasingly activity-friendly national culture, has resulted in the physical activity sector looking increasingly attractive to investors. ukactive's recent valuation of the sector report has costed the UK's private and public health and fitness sector at an estimated £6.6 billion in 2015 and forecast a valuation of £7.7 billion for 2016<sup>35</sup>. This calculation is based on continued membership growth, especially in the low-cost sector, and increasing investment enabling expansion<sup>36</sup>.

In a further positive development, the physical activity sector has continued to invest in local communities and is working with local authorities to improve the fitness of hard-to-reach groups. For example, leisure operator 1Life will invest £1.3 million into five leisure facilities in Milton Keynes, with the Woughton Leisure Centre being the showpiece<sup>37</sup>. Woughton Leisure Centre was a tired, underutilised 1970s facility that was heavily subsidised by the local council and on the verge of shutting down due to budget pressures<sup>38</sup>. However, 1Life has transformed the centre into a state-of-the-art facility with a physical activity offering to people of all ages. Similarly, the Crewe Lifestyle Centre and the Warrington Leisure Hub have recently received the backing of the physical activity sector and local authorities, and they are receiving a large investment to regenerate old facilities and to make them accessible to those with special needs<sup>39</sup>. Many local authorities are now reaching out to the physical activity sector to replicate these success stories nationwide<sup>40</sup>. Moreover, the Government indicated in its *Sporting Future* strategy that it is willing to work with a variety of partners moving forward, and it is important that similar cooperative relationships are forged in the future<sup>41</sup>.

At a local level, operators are delivering on a broad range of local priorities to add enormous value to their communities. Whether it is a local authority managing its own leisure facilities, a social enterprise trust or a management contractor, operators are increasingly measuring and assessing their social impact and the contribution they are making across a broad range of factors.

# SECTOR ON THE RISE

*In the last 12 months gym memberships alone have risen to 9.2 million people, up from the previous year.*

Fig 4.

Operators are supported in doing so by a wider range of stakeholders than ever before. From parks to workplaces, to the NHS, housing communities, schools and universities, the map of the physical activity sector has never been more aligned and joined-up in its work, holding great promise for the future.

It is clear that the physical activity sector is increasingly looking to the future and to the business models that can sustainably reach new audiences and grow participation. At the top of every operator's agenda are concerns about fostering innovation, strengthening culture, enhancing service levels and reaching new audiences with products or services that might not necessarily involve facilities. There is a real need to introduce new concepts that help turn the tide of inactivity and support the sector through a period of digital transformation to unlock the latent value in existing facilities. As such, a coordinated effort should be made to accelerate the growth of new concepts to maximise their impact on the market at large, such as through innovative concepts like Active Lab.

Following Brexit, there is a clear opportunity for the government to work with the physical activity sector to review current taxation on physical activity, given that UK VAT policy is determined by the EU Sixth Directive on VAT<sup>42</sup>. ukactive recognises that there is tension within the sector on taxation policy and will seek to facilitate conversations with the Government moving forward.



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<sup>33</sup> Leisure Database Company. 2016. *State of the UK Fitness Industry Report 2016*.  
<sup>34</sup> Sport England. 2016. "Latest figures show over 300,000 more people playing sport". <https://www.sportengland.org/news-and-features/news/2016/june/09/active-people-10/> [accessed 22/09/2016]  
<sup>35</sup> ukactive. 2016. *The Rise of the Activity Sector: An analysis of the growth in the physical activity sector and its future potential*.

<sup>36</sup> Ibid  
<sup>37</sup> Health Club Management. 2016. "1Life - Total transformation in Milton Keynes". <http://www.healthclubmanagement.co.uk/detail.cfm?pagetype=featuresonline&featureid=31163&mag=Health%20Club%20Management&linktype=story&source=none&ref=n> [accessed 22/09/2016]  
<sup>38</sup> Ibid

<sup>39</sup> Health Club Management. 2016. "£15m special needs-friendly leisure centre launches in Crewe". <http://www.healthclubmanagement.co.uk/detail.cfm?pagetype=detail&subject=news&codeID=324589> [accessed 28/09/2016]  
<sup>40</sup> Ibid  
<sup>41</sup> Department for Culture, Media and Sport. 2015. *Sporting Future: A New Strategy for an Active Nation*.  
<sup>42</sup> The Government. 2016. VAT: European Law on VAT Rates. [www.parliament.uk/briefing-papers/sn02683.pdf](http://www.parliament.uk/briefing-papers/sn02683.pdf) [accessed 04/10/2016]

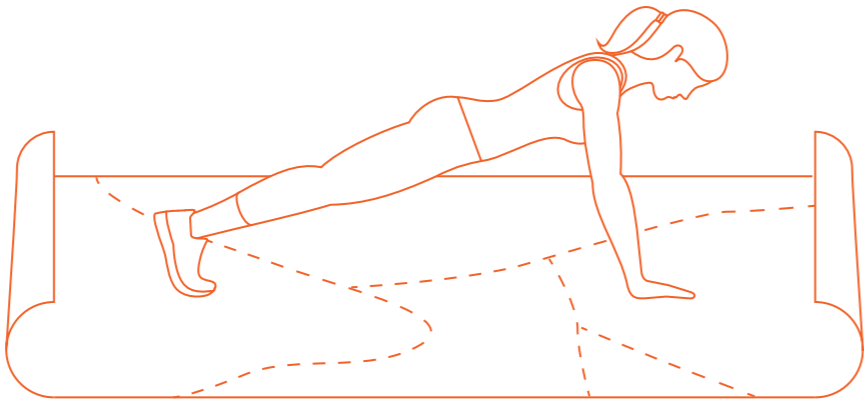
SANDRA DODD

Chief Executive, Places for  
People Leisure and Treasurer,  
ukactive Board of Directors

“The ukactive ‘Blueprint for an Active Britain: Milestone Review’ highlights the value of the physical activity sector’s role in getting the nation moving and in supporting the NHS in its mission to drive a healthy population, through the preventative benefits that physical activity can provide. As leisure operators we understand the importance of adopting joined up and coordinated approaches that maximise the social impact that we can have upon the communities we serve. I believe that through working in partnership with the NHS and the physical activity sector to focus on prevention rather than cure, we will be able to promote a much healthier and more active population whilst keeping the NHS sustainable.”



THE GOVERNMENT  
AND KEY  
STAKEHOLDERS  
SHOULD DRIVE  
A £1 BILLION+  
INVESTMENT  
PROGRAMME TO  
MAKE LEISURE  
FACILITIES THE  
PREVENTATIVE  
FRONT LINE OF  
THE NHS.



LOOKING FORWARD

To improve the health of the nation by getting more people, more active, more often, a strong, vibrant and successful leisure sector, with robust financial backing, is essential. There is growing evidence that capital investment in facilities can generate in-year revenue savings in reduced subsidy, and help ensure that facilities are more economical to operate. Capital investment can also grow participation and improve health outcomes. This is a unique case for a substantial capital investment programme to transform the ageing stock of nationwide leisure facilities that are in need of reimagining. Based on the historically low cost of borrowing, the Government should forge key relationships with private sector partners who are willing to invest capital in infrastructure projects, and it should utilise cross-departmental budgets to invest in the health and fitness of the next generation.

Recommendation:

➤ The Government and key stakeholders should drive a £1 billion+ investment programme to make leisure facilities the preventative front line of the NHS. The programme will transform tired leisure centres into state-of-the-art facilities that can inspire a generation to get active and serve as a one-stop shop for community services.

THE GOVERNMENT  
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PROJECTS.

# DISABILITY PARTICIPATION

There are 9.4 million disabled people in England, accounting for 18 per cent of the population.<sup>43</sup> Yet, disabled people can face a vast number of psychological, logistical and physical barriers to getting physically active.

Disabled people are twice as likely to be inactive as non-disabled people<sup>44</sup>. New Sport England figures show that there has been a reduction in the number of disabled people playing sport, down by 2,400 in the last year to 1.56 million<sup>45</sup>. This demonstrates that the physical activity sector needs to do more to be accessible to disabled people.

It is very promising that since publishing *Blueprint for an Active Britain* we have seen progress in some key areas. For example, Apple has made a major move to become more inclusive by incorporating activity tracking for wheelchair users into the newly released Apple Watch 2. The new feature will prompt wheelchair users to wheel or spin their chairs around regularly in a bid to increase activity and reduce sedentary time. Apple will also start tracking distance, speed and calories burned during wheelchair use, just as it does for walking or running<sup>46</sup>. This suggests that firms in the activity sphere are becoming increasingly sensitive to the needs of disabled people, which is an encouraging development.

In addition, the new Sport England and Government strategies have improving access to physical activity for disabled people firmly within their sight. The Government, via Sport England, has pledged

to support and financially back initiatives designed to get more people from under-represented groups engaging in sport and physical activity. For example, Sport England has recently awarded Sense (a charity that supports and campaigns for deafblind people) with a grant of £424,958 to increase opportunities for people with deafblindness – who are among the hardest to reach within the disability sector – to participate in sport and physical activity through its Sporting Sense project<sup>47</sup>.

Sport England also supported the National Disability Sports Organisations and the English Federation of Disability Sport's Together We Will summer campaign. This enabled the partners to raise awareness through wider communications, encouraging disabled people to be active with their friends and family<sup>48</sup>.

The Paralympic Games have once again championed the immense sporting prowess of Team GB's athletes, and served as a catalyst for broader awareness of the sporting abilities of disabled people. The commercial partners of the Games have been integral to the broader efforts to bring this agenda into the mainstream. An example is the £1 million prize allocated to Mars Chocolate UK by Channel 4 as part of their inclusive advertising challenge to include more disabled people in mainstream marketing<sup>49</sup>. Moreover new research from the EFDS shows that there is a clear public will to see more disability sport in the media, suggesting that broader awareness of disability sport is increasing<sup>50</sup>.



## LOOKING FORWARD

Whilst the leisure sector is progressing year on year and becoming more inclusive, further advances need to be made to tackle the hidden barriers that are limiting opportunities for disabled people to participate in physical activity.

Recognising that disabled people represent such a large proportion of our population, marketing and communications should be planned effectively so they are accessible and inclusive to disabled people<sup>51</sup>. Staff also need to be upskilled in order to become more confident in interacting with disabled people. The sector must be proactive and harness the spirit of the Paralympic Games to challenge perceptions of disabled people and spark a radical overhaul of how we deliver physical activity to disabled people.

### Recommendation:

➤ *Training on the specific needs of disabled people should be incorporated into the national standards for activity professionals so that everyone leaving a training course has a basic, underpinning knowledge of how to support people with a disability, as opposed to providing this training separately.*

### Recommendation:

➤ *As part of any broader marketing campaign designed to encourage more people to be active, specific and adequate resources should be allocated to target the most inactive and marginalised groups, including disabled people.*

## BARRY HORNE

Chief Executive, English Federation of Disability Sport

“Government and Sport England clarity on sport and active recreation policy this year could be a game changer for all who work to enable many more disabled people to be “active for life.” Disabled people are keen to experience the huge range of health and wellbeing benefits associated with activity. But policy shift (and associated funding) only gets us so far and there is so much further to go. For those inspired by elite performance, we must build on the spirit of this year's Paralympic Games, and ensure that all children and adults inspired by the games go on to run, swim, cycle and live a healthy, active life. But for the many, who may struggle to relate to Paralympians as role models, we need to make every day opportunities to get active genuinely inclusive and welcoming. I welcome the calls in ukactive's *Blueprint for an Active Britain: Milestone Review* which will hopefully help to motivate more partners to bring physical activity for disabled people into the mainstream.”



<sup>43</sup> English Federation of Disability Sport. 2016. "Facts and statistics". <http://www.efds.co.uk/how-we-help/fact-and-statistics> [accessed 01/09/2016]

<sup>44</sup> Department for Culture, Media and Sport. 2015. *Sporting Future: A New Strategy for an Active Nation*. p.22

<sup>45</sup> Sport England. 2016. "Stats show upsurge in people doing sport". <https://www.sportengland.org/news-and-features/news/2016/june/09/active-people-10/> [accessed on 25/08/2016]

<sup>46</sup> *Daily Mail*. 2016. "The Apple Watch will soon track fitness for wheelchair users." <http://www.dailymail.co.uk/wires/ap/article-3639523/The-Apple-Watch-soon-track-fitness-wheelchair-users.html> [accessed on 25/08/2016]

<sup>47</sup> Sense. 2016. "Sport England funding will increase sporting opportunities for deafblind people." <https://www.sense.org.uk/content/sport-england-funding-will-increase-sporting-opportunities-deafblind-people> [accessed on 20/08/2016]

<sup>48</sup> English Federation of Disability Sport. 2016. "Together We Will". <http://www.efds.co.uk/together> [accessed 21/09/2016]

<sup>49</sup> Channel 4. 2016. "Mars Chocolate UK celebrates diversity in new ad for Maltesers". <http://www.channel4.com/info/press/news/mars-chocolate-uk-celebrates-diversity-in-new-ad-for-maltesers> [accessed 04/10/2016]

<sup>50</sup> EFDS. 2016. 'New research finds demand for more disability sport news'. <http://www.efds.co.uk/news/2233-new-research-finds-demand-for-more-disability-sport-news> [accessed 14/10/2016]

<sup>51</sup> EFDS. 2016. 'Resources'. <http://www.efds.co.uk/how-we-help/resources> [accessed 14/10/16]

# CHILDREN AND FAMILIES

Blueprint for an Active Britain highlighted that today's children are the least active generation in history: only half of all seven-year-olds in the UK achieve the 60 minutes of moderate to vigorous physical activity recommended by the Chief Medical Officer<sup>52</sup>. We cannot afford to consign the youth of today to a future of ill health, so it is vital that we embed a minimum of one hour of physical activity into their daily routines<sup>53</sup>.

There has been significant progress in this area. The long-awaited Childhood Obesity Plan, whilst criticised in some quarters, reaffirmed the Government's commitment to ensuring that activity is embedded in primary school pupils' daily routine. The Government has committed to working with partners to deliver high-quality sport and physical activity within primary schools<sup>54</sup>. It is also rolling out a Healthy Rating system in schools, which will measure efforts to improve the health and fitness offerings within schools.

The Childhood Obesity Plan bolstered the role of Ofsted and tasked it with assessing the impact of the recently doubled Primary PE and Sport Premium as well as more broadly measuring primary schools' physical activity offerings<sup>55</sup>. However, there remains a reluctance to measure children's fitness levels nationally. Whilst there are encouraging initiatives at a local level, more needs to be done to roll these initiatives out nationwide if we are to get objective assessments of the progress we are making as a nation. A solid foundation of data demonstrating children's fitness levels is necessary to implement effective PE and fitness lessons, as with science, maths or English lessons.

The Government's sugar tax has also grabbed headlines since the release of Blueprint. From 2017, a soft drinks industry levy will be implemented, and initial forecasts expect that it will raise £520 million in the first year<sup>56</sup>. This money will be redirected to double the Primary PE and Sport Premium from £160 million to £320 million from September 2017<sup>57</sup>. In addition, £285 million a year will be used to give 25 per cent of secondary schools an increased opportunity to extend their school day to offer a wider range of activities for pupils<sup>58</sup>. Whilst this investment in school activity is an extremely positive development, it is vital that funding is available outside the school gates too. Research completed by ukactive shows that children are losing around 80 per cent of the fitness they build up during the school year due to inactive summer holidays<sup>59</sup>. Additionally, some commentators have suggested that given the amount of revenue that the sugar tax is expected to generate, there is scope to consider a broader tax on sugar-based products.

It is also welcome that Sport England now has a greater role in promoting physical activity amongst children and young people. The Government's new strategy extended Sport England's remit to include sport outside of school from the age of five, rather than fourteen<sup>60</sup>. Sport England has also pledged a significant investment of £40 million into projects which offer new opportunities for families with children to get active and play sport together<sup>61</sup>. A person's attitude towards sport is often shaped by their experience as a young child, and the government's renewed commitment to providing an improved physical activity offering in schools is highly encouraging.

52 ukactive. 2015. *Blueprint for an Active Britain*. p. 47

53 ukactive. 2016. *ukactive response to Childhood Obesity Strategy*. <http://www.ukactive.com/home/more/9956/page/2/ukactive-response-to-childhood-obesity-strategy> [accessed 21/09/2016]

54 The Government. 2016. "Childhood Obesity: a plan for action." <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action> [accessed 25/08/2016]

55 Ibid

56 ukactive. 2016. "Sugar Tax: What Budget 2016 means for children's activity". <http://www.ukactive.com/blog/more/8885/page/1/sugar-tax-what-budget-2016-means-for-children-s-activity> [accessed 21/09/2016]

57 Ibid

58 Ibid

## GAME PLAN

*It is vital that we embed a minimum of one hour of physical activity in children's daily routines.*

Fig 5.



## ADRIAN PACKER

**Chief Executive, CORE Education Trust and Independent Non-Executive Director, ukactive Board of Directors**

"The benefits of a fit and active childhood cannot be underestimated, as a person's attitude towards sport and physical activity is often shaped by their experience in childhood. I have long been a firm believer in physical activity and its ability to transform the education, ambitions and lives of young people, and that is why I wholeheartedly support the policy calls of ukactive's *Blueprint for an Active Britain: Milestone Review*. We must now work together to provide children, young people and families with fun and accessible ways to engage in physical activity."



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59 Telegraph. 2016. "Children's fitness levels 'wiped out' by lazy summer holidays, study finds". <http://www.telegraph.co.uk/news/2016/08/03/childrens-fitness-levels-wiped-out-by-lazy-summer-holidays-study/> [accessed 21/09/2016]

60 Department for Culture, Media and Sport. 2015. *Sporting Future: A New Strategy for an Active Nation*. p.10

61 Sport England. 2016. *Towards an Active Nation*.

UK  
active



## LOOKING FORWARD

Moving forward it is vital that the sector works together to offer a fun and engaging physical activity experience for young people. The sector must deliver this physical activity offering to combat "generation inactive" and take practical steps such as rolling out fitness measurement programmes and utilising the funding from the soft drinks levy to offer accessible physical activity opportunities beyond the school gates.

**Recommendation:**

- › Roll out fitness measurement programmes for primary school children that are conducted in a way that is fun and enjoyable for kids, easy to implement and welcomed by parents. As with English and maths tests, schools are then able to make direct interventions to safeguard children who are at risk of ill health due to their fitness levels.

**Recommendation:**

- › Active mile concepts need to be rolled out across all schools in the UK. We know that inactive childhoods shorten lives and cause immediate damage to physical development, attention span and academic performance.

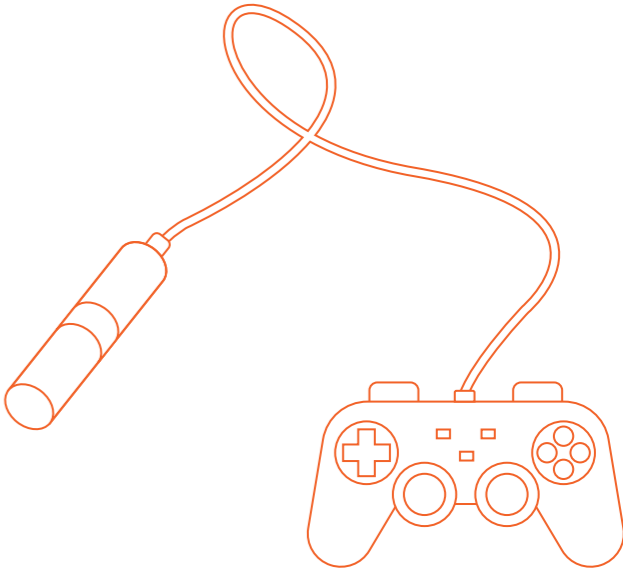
**Recommendation:**

- › Funding from the soft drinks levy should be used beyond the school gates to offer accessible physical activity sessions over holiday periods. ukactive's research shows that children are losing around 80 per cent of the fitness they build up during the school year due to inactive summer holidays.

**Recommendation:**

- › The Government should provide reassurance on its commitment to double the Primary PE and Sport Premium, irrespective of the revenue generate by the soft drinks levy.

UKACTIVE'S  
RESEARCH SHOWS  
THAT CHILDREN  
ARE LOSING  
AROUND 80 PER  
CENT OF THE  
FITNESS THEY  
BUILD UP DURING  
THE SCHOOL YEAR  
DUE TO INACTIVE  
SUMMER HOLIDAYS.



# ACTIVE TRAVEL

Active travel is one of the easiest and most accessible ways to have an active lifestyle. Ensuring that more journeys are active will improve health, quality of life and the environment in a way that is cost-effective. Yet over the last 20 years the number of active trips has been declining<sup>62</sup>, contributing to an increasingly sedentary Britain.

In the year since the publication of *Blueprint for an Active Britain* there has been progress in this area. The ambition behind the Government's draft Cycling and Walking Investment Strategy (CWIS) is commendable. The strategy aims to make walking and cycling a normal part of everyday life and the natural choice for short journeys by 2040<sup>63</sup>. The Government has also pledged to double cycling by 2025, and, in the Childhood Obesity Plan, it has committed to setting a clear target to increase the number of children walking to school.

However, new research suggests that there is a lack of funding behind this ambition. The Government has pledged to spend £1.35 per year per person on boosting cycling, yet research completed by Sustrans shows that £17.35 per person would be needed to double cycling by 2025<sup>64</sup>. There is a clear public will to promote cycling – a recent opinion poll shows that three-quarters of the public is supportive of increased government spend to make cycling safer<sup>65</sup> – so this makes the Government's reluctance to allocate the necessary funding to promote active travel all the more disappointing.

The draft CWIS is an important first step to get the nation moving, however more ambition and quantifiable targets are needed if tangible change is going to happen. The recent Childhood Obesity Plan highlights the importance of encouraging more children to keep active and commits the Government to "continue investing in walking and cycling to school"<sup>66</sup>. As well as the pledge to increase walking to school, the Government has also committed to improving children's cycling skills and has pledged £50 million over the next four years to support the Bikeability cycle training programme to teach school children how to ride a bike<sup>67</sup>. Active travel and health charities have called for a proportion of the unallocated sugar levy revenue to be used to support more children to walk and cycle to school<sup>68</sup>.

# FOR THE JOURNEY

*The Cycling and Walking Investment Strategy aims to make walking and cycling a normal part of everyday life.*

Fig 6.

Additionally, it is a success that the Government's commitment to funding for sustainable travel has been continued and that the Department for Transport has committed £60 million in revenue to sustainable travel projects over the next three years<sup>69</sup>. This offers an opportunity for local authorities to bid for this funding and implement local active travel strategies. It is important that local authorities seize the opportunities from the Access Fund and their own resources, particularly the combined authorities, and progress the active travel agenda. There have been examples of best practice throughout the country: for example, Nottingham City Council's Workplace Parking Levy scheme has increased parking costs and successfully encouraged active commuting throughout the city<sup>70</sup>, and innovative initiatives such as Beat the Street have successfully motivated communities to get active and have stimulated behaviour change<sup>71</sup>.

>>> continued on next page

62 Department for Transport. 2015. *National Travel Survey: England 2014*, Office for National Statistics. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/457752/nts2014-01.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/457752/nts2014-01.pdf), [accessed 04/08/2016]

63 Department for Transport. 2016. *Cycling and Walking Investment Strategy*. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/512895/cycling-and-walking-investment-strategy.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/512895/cycling-and-walking-investment-strategy.pdf) [accessed 26/08/2016]

64 Sustrans. 2016. "Government will break cycling promises because of underinvestment". <http://www.sustrans.org.uk/news/government-will-break-cycling-promises-because-underinvestment> [accessed 26/08/2016]

65 Health Club Management. 2015. "Majority of UK want more cycling investment: report." <http://www.healthclubmanagement.co.uk/detail.cfm?pagetype=detail&subject-news&codeID=318758> [accessed 26/08/2016]

66 The Government. 2016. *Childhood Obesity: a plan for action*. <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action> [accessed 25/08/2016]

67 Department for Culture, Media and Sport. 2015. *Sporting Future: A New Strategy for an Active Nation*. p.34

68 The Guardian. 2016. "Help children to walk and cycle to school". <https://www.theguardian.com/lifeandstyle/2016/sep/14/help-children-to-walk-and-cycle-to-school> [accessed 11/10/2016]

69 Department for Transport. 2016. *Sustainable Travel Transition Year 2016/17*. Guidance on Bidding. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/501029/sustainable-travel-transition-guidance.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/501029/sustainable-travel-transition-guidance.pdf) [accessed 21/09/2016]

70 The Government. 2016. "Written evidence from Nottingham City Council (PE 43)". <http://www.publications.parliament.uk/pa/cm201314/cmselect/cmtran/118/118we15.htm> [accessed 21/09/2016]

71 The Government. 2016. "Beat the Street: getting communities moving". <https://www.gov.uk/government/case-studies/beat-the-street-getting-communities-moving> [accessed 21/09/2016]

ENCOURAGING  
ACTIVE COMMUTING  
IS ONE OF THE EASIEST  
WAYS TO HAVE A  
FIT AND HEALTHY  
WORKFORCE.

JOE IRVIN

Chief Executive, Living Streets

“Walking or cycling for more of our journeys is one of the easiest ways to fit regular physical activity into a busy daily routine. It is good for our health, mental wellbeing and the environment. I welcome the ambition of ukactive's *Blueprint for an Active Britain: Milestone Review*, and I look forward to working with ukactive to help create a walking nation.”



LOOKING FORWARD

It is clear that in the year since *Blueprint* there have been many promising developments in promoting active travel, and the Government has made some important first steps towards achieving this ambition. However, if there is to be a significant cultural shift towards active travel, the Government must set clear and quantifiable targets on active travel and back this up with the necessary investment. The promises within the Childhood Obesity Plan present a clear opportunity to promote active commutes to school. ukactive will work closely with its partners to continue to make the case for active travel and to attempt to make the new CWIS more robust.

Recommendation:

- The new *Cycling and Walking Investment Strategy* should include a clear and quantifiable target for increased walking, as it has for cycling, and in particular children walking to school.

In order to encourage active commuting it is also important that employees have access to adequate facilities at work to safely store their bikes as well as facilities to refresh after cycling, running or walking to work, as access to these facilities has been shown to increase levels of active commuting<sup>72</sup>. Encouraging active commuting is one of the easiest ways to have a fit and healthy workforce, and this offers great benefits to businesses by reducing absenteeism and having an energised and alert workforce<sup>73</sup>.

Recommendation:

- The Government should help businesses to implement active commuting by offering grants for small – and medium-sized enterprises to introduce changing and storage facilities to encourage an active workforce.

<sup>72</sup> Sustrans. 2015. *Active travel in the workplace Planning for an active workforce*. <https://www.staffordshire.gov.uk/transport/greentravel/travelplans/activetravelintheworkplaceplanningdoc.pdf> [accessed 21/09/2016]

<sup>73</sup> ukactive. 2015. *Blueprint for an Active Britain*.

# THE WELLBEING WORKFORCE

Last year's *Blueprint for an Active Britain* highlighted that the physical activity sector has the ability to become a front-line deliverer of wellbeing<sup>74</sup>. One year on since *Blueprint for an Active Britain*, the sector has made great strides in developing a skilled workforce that is ready to give both private and public sector employers the high-quality and well-trained staff needed to help deliver the preventative health agenda.

Following the clear endorsement that the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) received in *Blueprint*, CIMSPA received strong backing for its workforce development strategy in both the Government<sup>75</sup> and Sport England's new strategies<sup>77</sup>. This is a clear Government acknowledgement of the work that the physical sector is undertaking to professionalise its workforce, and it signals that CIMSPA will be leading the way on skills standards in the sector and driving the agenda forward on behalf of the employers within the sector.

The Government's skills landscape has also seen a major shake-up. Responsibility for skills has moved from the Department of Business Innovation and Skills to the Department for Education, placing the responsibility for apprenticeships and traineeships under one roof<sup>78</sup>. Linking skills with education at a ministerial level aims to repair the historic disconnect between

apprenticeships and traineeships. This has the potential to provide a coherent and seamless approach to learning, which will provide a real advantage for the physical activity sector as well as for students, learners and apprentices.

However, the Government commissioned Lord Sainsbury review, which examined plans for an overhaul of post-16 vocational education, overlooked the contribution of the leisure sector as a huge employer and failed to show a clear route to employment in the sector<sup>79</sup>. This is something ukactive and its partners will seek to address over the coming months as we continue to promote the sector and demonstrate that it is an important employer that can equip young people with skills for life.

There are also major systematic changes ahead, particularly with regards to apprenticeships when the Apprenticeship Levy comes into effect from April 2017. The implications of this are substantial. ukactive has been in discussions with some of the largest operators in the sector, and they estimate that the payment of the Apprenticeship Levy could cost their companies over £500,000. This will have a major impact on the training and development strategies of these organisations.

## TARA DILLON

Chief Executive, Chartered  
Institute for the Management of  
Sport and Physical Activity

"This second ukactive *Blueprint* report identifies how CIMSPA's work in the coming year will focus on leveraging the mandate the institute has been given by the government and the sector into tangible support, and accelerating the momentum of our work.

There is cause for optimism here, with real progress already made. Our first new professional standards are finished – the first such standards created through an effective partnership of employers and other sector experts – and employers have truly started to show their commitment to bringing their staff into the sector's chartered professional body.

There can be no let-up, though – the sector needs to be "all in" on supporting CIMSPA as the custodian of the skills agenda, particularly as we work with the government to ensure their apprenticeships plans can be successfully delivered in sport and physical activity."



## LOOKING FORWARD

Last year was undoubtedly hugely successful for developing the workforce of the physical activity sector and driving it forward. It is vital that the sector continues to build on this momentum.

However, the Government needs to do more to acknowledge the leisure sector's role as an important employer and highlight a clear vocational pathway into the sector.

### Recommendation:

› The Government needs to develop a clear pathway highlighting a route to employment in the leisure sector, particularly by correcting the fundamental omission of the sector in the Sainsbury Review.

Following the substantial level of support afforded to CIMSPA by employers, the Government and Sport England, it is now time to inject pace and urgency into its work plan, including the allocation of sufficient resources to execute its plan. It now has an established strategy with high levels of acceptance in the sector. It must be supported to fulfil its ambitions and deliver on its objectives.

### Recommendation:

› In light of the forthcoming Apprenticeship Levy, CIMSPA must be supported to accelerate the development of standards for the 40 job roles it has identified in the sector, with a particular emphasis on those that will be impacted by the levy. It is vital that the development of these standards, including Degree Level Apprenticeships, is accelerated so as to not leave major employers in the sector unable to meet their training and development needs.

Every year, a large number of young people study sports- and exercise-related courses in higher or further education. These courses are not deemed to meet the needs of employers in the sector, nor do they have a clear route to jobs in the industry. As a result, a false promise is being made to young people who will leave university dissatisfied with the preparation provided to them.

### Recommendation:

› A fundamental review of higher and further education relating to sports- and exercise-related courses is required, with greater level of input from employers and partnership between them and educators. A two-way street of engagement is required to ensure that young people have the greatest possible chance of success. CIMSPA should be urgently supported to address this pressing need in the sector.

It is important that the future leaders of the leisure sector are more representative of modern-day Britain. In line with the new Sport England strategy, the sector needs to do its utmost to ensure a diverse leadership team that is in tune with modern Britain, supporting more women, BMEs and disabled people into senior management roles.

### Recommendation:

› The leisure sector must do its utmost to become more representative and support more women, BMEs and disabled people to reach the upper echelons of the sector, including management positions.

<sup>74</sup> ukactive. 2015. *Blueprint for an Active Britain*.

<sup>75</sup> Department for Culture, Media and Sport. 2015. *Sporting Future: A New Strategy for an Active Nation*. p.26

<sup>77</sup> Sport England. 2016. *Towards an Active Nation*. p.37

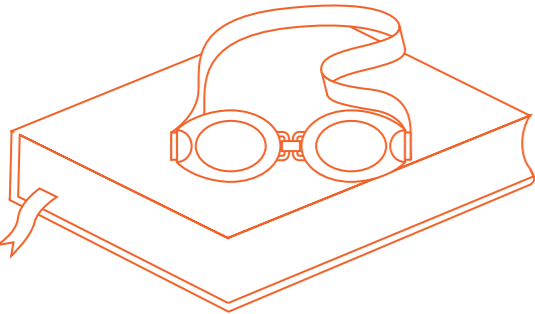
<sup>78</sup> Apprentice Eye. July 2016. "Educators and training providers welcome skills shakeup". <http://www.apprenticeeye.co.uk/2016/07/18/educators-and-training-providers-welcome-skills-shakeup/> [accessed on 31/08/2016]

<sup>79</sup> The Department for Business, Innovation and Skills and The Department for Education. 2016. *Post-16 Skills Plan*. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/536043/Post-16\\_Skills\\_Plan.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/536043/Post-16_Skills_Plan.pdf) [accessed 31/08/2016]

# ACTIVE AGEING

With an ageing population, the UK is heading towards unsustainable social care bills unless the elderly adopt active habits. Keeping active is crucial to staying healthy and independent as we grow older. Ensuring that a wide range of activities – from walking and gardening to specialist exercise classes – are readily available and delivered in a way that is not intimidating is crucial to encourage older people to adopt and maintain active habits that will last throughout old age.

The last year has seen some positive developments in promoting "active ageing". The Towards an Active Nation and Sporting Future strategies have taken welcome steps to remove some of the barriers that limit older people's participation in physical activity. The broader focus on activity instead of just sport, as well as the greater emphasis the strategy places on the value of enjoyment, will help to maintain participation rates and contribute to wider social benefits, such as mental wellbeing<sup>80,81</sup>. The new strategies highlight that no matter what your ability, the most important thing is to keep moving and stay active.



These positive developments have been enhanced by a series of very successful physical activity programmes run by Age UK. The Inspire and Include and Get Going Together projects have found that the increased availability of adapted sports and walking schemes have helped older people get back into activities that they had not been able to do since they were young<sup>82</sup>. Other stakeholders have also run schemes to ensure that activity is accessible to all, such as the Amateur Swimming Association's Dementia Friendly Swimming project, which has made physical activity more accessible to older people suffering from dementia<sup>83</sup>. It is vital that such schemes are encouraged and that future Government campaigns and programmes are accessible to older people too.

However, notwithstanding pockets of best practice, there is a clear reluctance amongst health professionals to prescribe physical activity to older people or those living with disabilities, despite the overwhelming benefits it can bring<sup>84</sup>. There is no section of the population in which it is more worthwhile and necessary to promote physical activity than amongst the elderly<sup>85</sup>.

80 Sport England. 2016. *Towards an Active Nation*.

81 Department for Culture, Media and Sport. 2015. *Sporting Future: A New Strategy for an Active Nation*.

82 Age UK. 2015. "Evaluation of Get Going Together - interim report". [http://www.ageuk.org.uk/Global/Health%20and%20wellbeing/Get%20going%20together/Interim%20evaluation%20of%20GGT%20programme%20level%20findings\\_61115.pdf?dtrk=true](http://www.ageuk.org.uk/Global/Health%20and%20wellbeing/Get%20going%20together/Interim%20evaluation%20of%20GGT%20programme%20level%20findings_61115.pdf?dtrk=true) [accessed 21/09/2016]

83 The Amateur Swimming Association. 2015. "Tracey Crouch supports Dementia Friendly Swimming". <http://www.swimming.org/dementiafriendly/tracey-crouch-supports-dementia-friendly-swimming/> [accessed 21/09/2016]

84 Age UK. 2009. "The Case for Healthy Ageing". [http://www.ageuk.org.uk/documents/en-gb/for-professionals/health-and-wellbeing/id8168\\_the\\_case\\_for\\_healthy\\_ageing\\_why\\_it\\_needs\\_to\\_be\\_made\\_2009\\_pro.pdf?dtrk=true](http://www.ageuk.org.uk/documents/en-gb/for-professionals/health-and-wellbeing/id8168_the_case_for_healthy_ageing_why_it_needs_to_be_made_2009_pro.pdf?dtrk=true) [21/09/2016]

85 Age Concern England. 2006. *Minimum Income for Healthy Living Report*.

# FIT FOR LIFE

*Keeping active is crucial to staying healthy and independent as we grow older.*

Fig 7.





IT IS CRUCIAL THAT  
HEALTH PROFESSIONALS  
FEEL EDUCATED  
AND CONFIDENT IN  
RECOMMENDING  
PHYSICAL ACTIVITY  
TO PEOPLE WITH  
ALL CAPACITIES  
AND ABILITIES.

LOOKING FORWARD

Going forward it is crucial that health professionals feel educated and confident in recommending physical activity to people with all capacities and abilities. In particular, strength training has been shown to be hugely effective in preventing trips and falls amongst the elderly<sup>86</sup>. Public Health England has recently advised adults to incorporate muscle-strengthening activity, such as exercising with weights, yoga or carrying heavy shopping, into their routine at least two days a week because of its ability to lower the risk of loss of muscle mass<sup>87</sup>. As a trusted source to many older people, it is vital that health professionals feel empowered to prescribe physical activity. Additionally, ukactive will work with Sport England to ensure that a concerted effort is made to tackle inactivity amongst older adults.

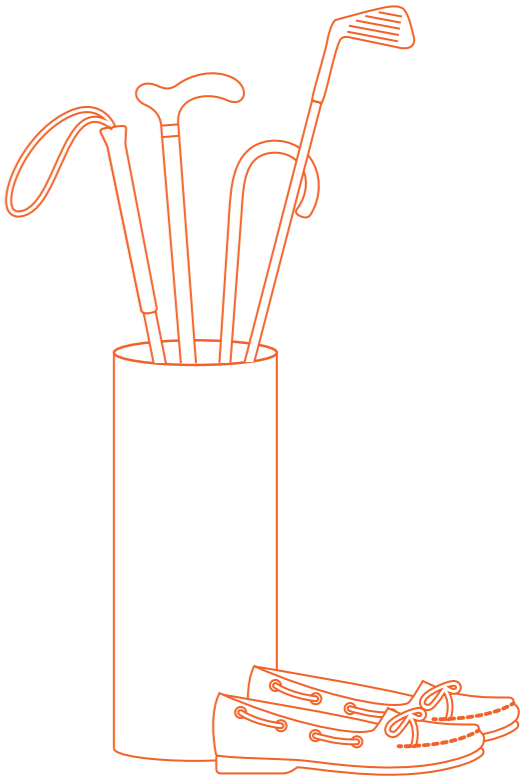
Recommendation:

➤ When elderly people have routine check-ups with health professionals, they should be given guidance and advice on strength training as the single most important factor in preventing falls.

TOM WRIGHT CBE

Group Chief Executive of Age UK  
and Chair of the Richmond Group  
of Charities

"We very much welcome the ambition towards getting more people active that both the Government and Sport England have committed to in their new strategies. We need to show the same collaboration across the third sector, government and health and sports providers to ensure we are providing people with the best chance of choosing to take part in physical activity that is right for them."



<sup>86</sup> Age UK. 2013. Falls Prevention Exercise – following the evidence.  
<sup>87</sup> Public Health England. 2016. Health matters: getting every adult active every day. <https://www.gov.uk/government/publications/health-matters-getting-every-adult-active-every-day/health-matters-getting-every-adult-active-every-day> [accessed 21/09/2016]

## MENTAL WELLBEING

Physical activity plays a huge role in enhancing mental wellbeing. Physical activity can improve self-esteem and reduce stress, and it can help to prevent the onset of symptoms of conditions such as depression, dementia and cognitive decline<sup>88</sup>. Yet people living with a mental health problem are more likely to be sedentary, with many believing that the barriers to physical activity are too great to overcome<sup>89</sup>.

In the last year ukactive has been campaigning for people living with mental health challenges to get timely support to get active, knowing the transformational impact that activity can have on wellbeing, including a reduction in medication requirements. It is positive that there has been great progress towards meeting this objective. Sport England's new strategy, Towards an Active Nation, has embedded mental wellbeing as one of its core priorities. The strategy also places great emphasis on engaging underrepresented groups in physical activity and sport. Consequently, significant amounts of funding will be directed towards promoting mental wellbeing via physical activity and sport, and success will be measured against this outcome<sup>90</sup>.

There has also been a significant increase in the use of motivational interviewing to help those with a mental health condition to get active, as in ukactive's Let's Get Moving programme. Sport England and Mind's Get Set to GO! programme, which uses motivational stories and practical ideas to help people get started with physical activity, has had a significant impact at a local level. These initiatives are hugely important to the health of the nation, as new research completed by the Richmond Group of Charities shows that increasing physical activity through advice delivered in GP practices would have a substantial, positive impact on reducing preventable mortality and disability over a 10-year period<sup>91</sup>.

Additionally, the Mental Health Charter for Sport and Recreation has continued to attract significant support, symbolising the physical activity sector's firm commitment to promoting mental wellbeing through physical activity and sport<sup>92</sup>. This, coupled with the Royal Foundation's Heads Together programme, has provided a national platform to highlight the benefits of physical activity to those with mental health problems<sup>93</sup>.

## HEALTHY OUTLOOK

*Physical activity can improve self-esteem and prevent the onset of illnesses such as depression.*

Fig 8.



UK  
active

## PAUL FARMER

Chief Executive, Mind

"Recognising mental wellbeing as one of the five strategic outcomes in the DCMS Sporting Future strategy provides a significant opportunity to get more people with mental health problems physically active through targeted programmes and raise awareness of the mental wellbeing benefits of physical activity for everyone. Whilst this report highlights the progress of the last year, there is still more work to be done to reach the least active and for the sector to share knowledge and learning of how to provide high quality experiences to those of us with mental health problems."



## LOOKING FORWARD

Despite the success of motivational behaviour change programmes, access to these programmes is based on a "postcode lottery" and remains the exception, not the rule. Greater training on motivational interviewing techniques, as well as increased efforts to upskill the sector in mental health awareness and signposting to activity opportunities, will be required to address the lack of access to these valuable services.

### Recommendation:

➤ **CIMSPA should embed behaviour change principles and the key components of motivational interviewing, along with mental health awareness and signposting to activity opportunities, in mainstream coach and instructor education.**

<sup>88</sup> Mental Health Foundation. 2013. *Let's Get Physical: The impact of physical activity on wellbeing*. <http://www.mentalhealth.org.uk/publications/awareness-week-2013> [accessed 23/08/16]

<sup>89</sup> ukactive. 2015. *Blueprint for an Active Britain*.

<sup>90</sup> Sport England. 2016. *Towards an Active Nation*. p.4

<sup>91</sup> The Richmond Group of Charities. 2016. *Living longer, living well: How we can achieve the World Health Organization's '25 by 25' goals in the UK*. [https://richmondgroupofcharities.org.uk/sites/default/files/rg\\_living\\_longer\\_living\\_well\\_report\\_-\\_final\\_pdf\\_-\\_24\\_05\\_16.pdf](https://richmondgroupofcharities.org.uk/sites/default/files/rg_living_longer_living_well_report_-_final_pdf_-_24_05_16.pdf) [accessed 31/08/2016]

<sup>92</sup> The Sport and Recreation Alliance. 2015. "The Mental Health Charter for Sport and Recreation". <http://www.sportandrecreation.org.uk/policy/campaigns-initiatives/the-mental-health-charter-for-sport-and-recre> [accessed 31/08/2016]

<sup>93</sup> Heads Together. 2016. "About Us". <https://www.headstogether.org.uk/about-heads-together/> [accessed 21/09/2016]

# GOING OUTDOORS

The outdoors is a hugely important, yet underutilised, resource in many local communities. A study by the European Centre for Environment and Human Health has found that outdoor exercise delivers an estimated £2.2 billion of health benefits to adults in England each year, and it demonstrated that more than eight million people each week participated in at least 30 minutes of “green exercise”<sup>94</sup>. As the NHS increasingly focuses its attention on the prevention agenda, the value and cost-effectiveness of the great outdoors cannot be overlooked.

Since *Blueprint*, the going outdoors agenda has gained significant traction. This year a variety of pilots have been launched in GP surgeries across the country that encourage patients to get active outdoors<sup>95</sup>. These pilots, based on the “green prescription” model in New Zealand, have been so successful that councils, which are responsible for public health, want to see these measures rolled out nationwide<sup>96</sup>. In New Zealand, a recent survey of patients given green prescriptions found that 72 per cent noticed positive changes to their health, 67 per cent improved their diet and more than half felt stronger and fitter<sup>97</sup>. There is a clear appetite for this success to be replicated in the UK, and ukactive supports initiatives such as this, which the Local Government Association (LGA) has championed.

Sport England has also highlighted the public health benefits that the great outdoors can offer, and in its new

strategy it has included a specific Outdoor Recreation Key Performance Indicator (KPI): “To increase the percentage of adults utilising outdoor spaces for exercise/health reasons”. Key outdoor recreation bodies, such as the Outdoor Industry Association, were invited to work closely with the Department for Culture, Media and Sport and Sport England as the new sports strategies were being developed, signalling closer cooperation between the physical activity sector and the government.

However, financial challenges have placed a question mark above the long-term future and sustainability of parks and green places. The LGA has warned that financial pressures are forcing local councils to divert money from local services, such as parks and leisure budgets, in order to plug funding gaps in social care<sup>98</sup>. A recent report from the Association of Public Service Excellence found that 75 per cent of local authorities agree that limited public funds will affect parks and green spaces disproportionately compared with other service areas<sup>99</sup>. Yet, a combination of thriving businesses (such as British Military Fitness), sustainable movements (like parkrun and Green Gym), corporate social responsibility programmes (such as ParkLives) and a willingness by local authorities to pursue alternative funding streams have so far managed to spare the country's parks and green spaces from the worst of the funding cuts.

<sup>94</sup> BBC. 2016. “Green spaces worth £2.2bn to public health in England.” <http://www.bbc.co.uk/news/science-environment-37403915> [accessed 21/09/2016].

<sup>95</sup> The Local Government Association. 2016. “Prescribing exercise outdoors could reduce obesity, say councils.” [http://www.local.gov.uk/web/guest/media-releases/-/journal\\_content/56/10180/7944615/NEWS](http://www.local.gov.uk/web/guest/media-releases/-/journal_content/56/10180/7944615/NEWS) [accessed 21/09/2016]

<sup>96</sup> Ibid

<sup>97</sup> Ibid

<sup>98</sup> Health Club Management. 2016. “Council funding shortfalls put leisure budgets at further risk, warns LGA.” <http://www.healthclubmanagement.co.uk/detail.cfm?pagetype=detail&subject=news&codeID=321939> [accessed 01/09/2016]

<sup>99</sup> Association of Public Service Excellence. 2016. *APSE State of the Market in Parks and Open Spaces*. <http://www.apse.org.uk/apse/assets/File/Mo%20Baines%20-%20Session%201.pdf> [accessed 30/09/2016]



## ANDREW DENTON

Chief Executive, Outdoor Industries Association

“ We are enormously pleased by the great year ukactive has had – I cannot think of a better partner to amplify our message and represent our interests in physical activity on the wider political stage.

Here at the Outdoor Industries Association we are committed to getting everyone a little more active outdoors – we feel that it's a real help in the journey to get Britain moving again. There are plenty of people who would never go to the gym, run onto a football pitch or run a 10k but who would happily take their kids to the park for an adventure, go for a weekend trek in a forest or even walk up a mountain.

We look forward to continuing to work together with ukactive to “Get Britain Active Outdoors”.



## LOOKING FORWARD

Moving forward, a challenge for 2016/17 rests on working out exactly how Sport England's Outdoor Recreation KPI is monitored and recorded and how success will be defined. To achieve this it is also crucial that ukactive, the Outdoor Industry Association and other partners work closely with the Department for Culture, Media and Sport, the Department for Environment, Food and Rural Affairs, the Department of Health and their delivery bodies to ensure that this cross-departmental government commitment is funded, promoted and recorded so that we can get more people, more active, more often.

**Recommendation:**

› *The Government should provide clear, quantifiable targets for how its Outdoor Recreation KPI will be measured going forwards.*

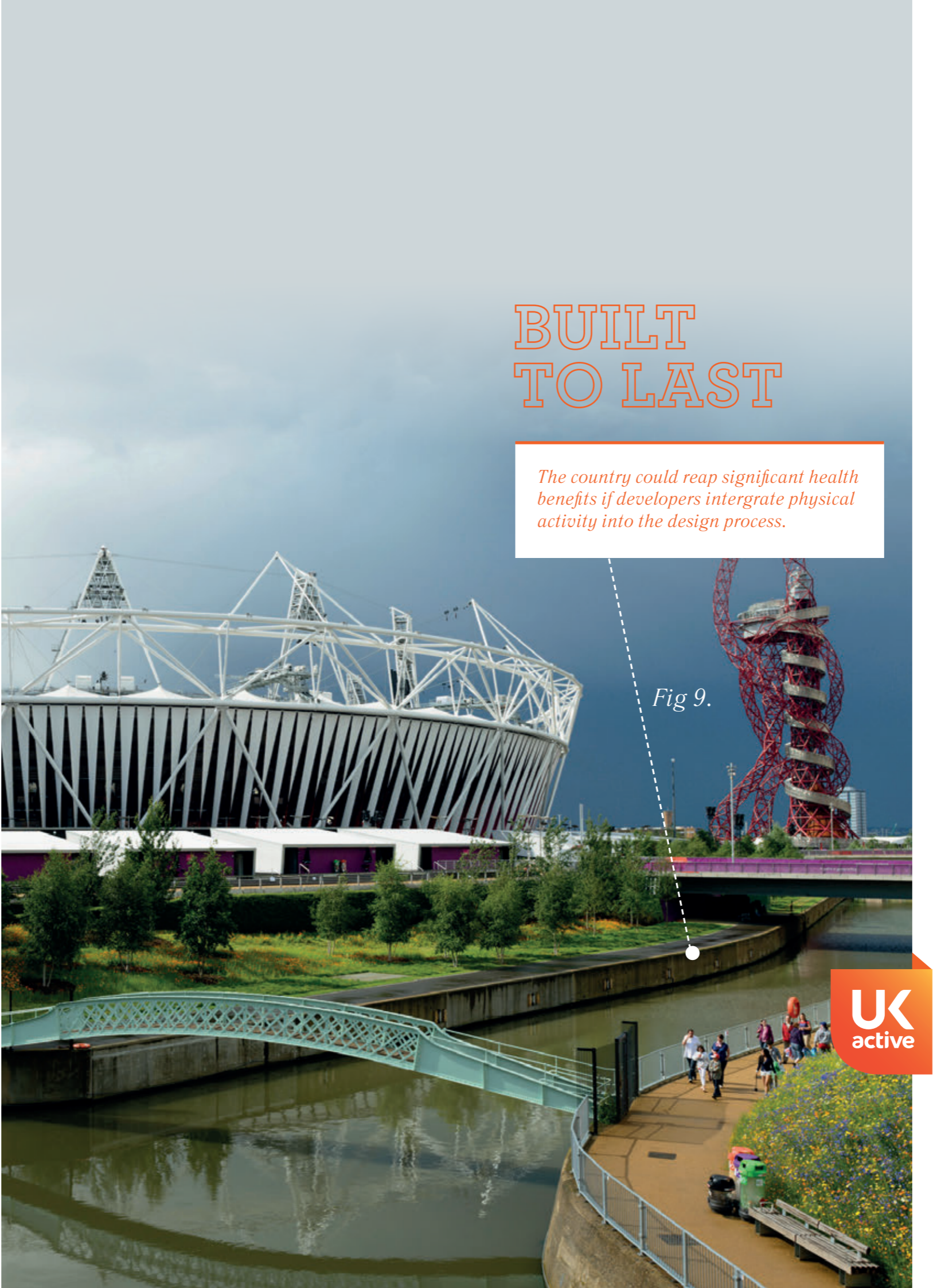
# BUILDING ACTIVE ENVIRONMENTS

To build an active nation it is crucial that the built environment is developed in such a way that it inspires communities to get active and supports people to maintain a healthy lifestyle. As Public Health England's Health matters: getting every adult active every day guidance document highlights, the built environment shapes behaviour, and this has been a major factor in encouraging or discouraging people from being active<sup>100</sup>.

NHS England's Healthy New Towns initiative seeks to buck this trend and utilise the built environment to respond to health challenges throughout the UK. It is expected that the programme will build around 76,000 affordable homes with a capacity of up to 170,000 residents. Each new town will have a major focus on wellness and will be designed to tackle issues such as obesity, dementia and lack of community cohesion<sup>101</sup>. Designers have been tasked with developing safe and appealing green spaces and building dementia-friendly streets, for example<sup>102</sup>.

The Government has also reaffirmed its commitments to an ambitious housing agenda. For example, London's new mayor, Sadiq Khan, has big plans to address London's housing crisis by building new homes and regenerating existing housing developments<sup>104</sup>. If the Government encourages housing developers to integrate physical activity throughout the design process, the country could reap significant benefits. New research has shown that cities which strive to promote physical activity gain a significant economic advantage, such as higher retail revenues and lower healthcare and crime costs<sup>105</sup>. For example, Cambridgeshire County Council has made access to green spaces a priority in some new housing developments, and it has seen an increase in health benefits as a result<sup>106</sup>. It is therefore clear that building active environments offers significant benefits for both public health and the public purse.

<sup>100</sup> Public Health England. 2016. *Health matters: getting every adult active every day*. <https://www.gov.uk/government/publications/health-matters-getting-every-adult-active-every-day/health-matters-getting-every-adult-active-every-day> [accessed 31/08/2016]  
<sup>101</sup> NHS England. 2016. "NHS Chief announces plan to support ten healthy new towns". <https://www.england.nhs.uk/2016/03/healthy-new-towns/> [accessed 31/08/2016]  
<sup>102</sup> Ibid  
<sup>104</sup> Sadiq Khan For London. 2016. "Housing". [http://www.sadiq.london/homes\\_for\\_londoners](http://www.sadiq.london/homes_for_londoners) [accessed 19/09/2016]



## BUILT TO LAST

*The country could reap significant health benefits if developers intergrate physical activity into the design process.*

Fig 9.

## JANE DUNCAN

President, The Royal Institute of British Architects

"The environment around us has a tremendous impact on how active we are. The right spaces ensure that people can engage with their communities in an active and healthy way. Poorly thought through spaces can put up barriers to healthy living that can be hard to take down.

The RIBA believes that ukactive's recommendation for a Chief Built Environment Advisor will help build on UK best practice to ensure that active design is central to how our communities develop into the future."



<sup>105</sup> Health Club Management. 2015. "Active populations vital for successful cities: study". <http://www.healthclubmanagement.co.uk/detail.cfm?pagetype=detail&subject=news&codeID=316310> [accessed 31/08/2016]  
<sup>106</sup> Cambridgeshire County Council. 2015. *Strategy for Supporting New Communities: 2015-2020*.



THE GOVERNMENT SHOULD APPOINT A CHIEF BUILT ENVIRONMENT ADVISER TO INTEGRATE BUILT ENVIRONMENT POLICY ACROSS CENTRAL GOVERNMENT DEPARTMENTS, TO ACT AS A CHAMPION FOR HIGHER STANDARDS AND TO PROMOTE GOOD PRACTICE, SUCH AS MAKING ACTIVE DESIGN A KEY CONSIDERATION.

LOOKING FORWARD

Moving forward it is vital that the nation aspires to an ambitious built environment agenda. However, policy towards the built environment in England is not the responsibility of any one Government department. It is therefore vital that efforts are made to coordinate policy across numerous areas and priorities. The appointment of a Chief Built Environment Adviser, who is tasked with integrating policy across central Government departments, would be an important first step towards realising this ambition. The Chief Built Environment Adviser would act as a champion for higher standards, promote good practice – such as physical activity integration into the built environment – and highlight how decisions made in one area could align positively with others.

Recommendation:

- The Government should appoint a Chief Built Environment Adviser to integrate built environment policy across central Government departments, to act as a champion for higher standards and to promote good practice, such as making active design a key consideration.



# TOP 10 POLICY ASKS FROM 2015'S BLUEPRINT FOR AN ACTIVE BRITAIN

Last year's Blueprint set out 10 long-term policy goals that we are going to work to achieve moving forward. These were:

- 1)

To turn the tide of inactivity, getting people moving must be considered a top-tier, stand-alone health issue, and embedding activity into all aspects of daily life must be of the highest priority for government.
- 2)

Physical activity must become a crucial part of the delivery mechanisms of the National Health Service (NHS), with the development of a comprehensive, evidence-based physical activity service available to everyone who needs it being integral to future healthcare planning in Britain.
- 3)

When it comes to activity provision, one size does not fit all. Regardless of age, gender, disability or background, there should be a range of physical activity opportunities that cater for all audiences. These should be delivered in a range of settings with the support of government, local authorities, the activity sector and a
- 4)

The exclusive system of sports funding, overly reliant on a single strand of delivery via the previous "default" mechanism of National Governing Bodies, should be modernised and made more open. Funding should be awarded to any organisation that can deliver much-needed impetus to tackling inequalities in participation and improving health, irrespective of whether they are from the public, private or third sector. This should accompany a fundamental and conclusive shift from talking about the counterproductive language of sport to the inclusive language of activity.
- 5)

Where we live and work and how we travel are fundamental to creating active habits and lifestyles; town planners, architects and technology providers are now central to this discussion, and their professional skills, harnessed in the right way, will bring about industrial-scale shifts in our relationship with activity.
- 6)

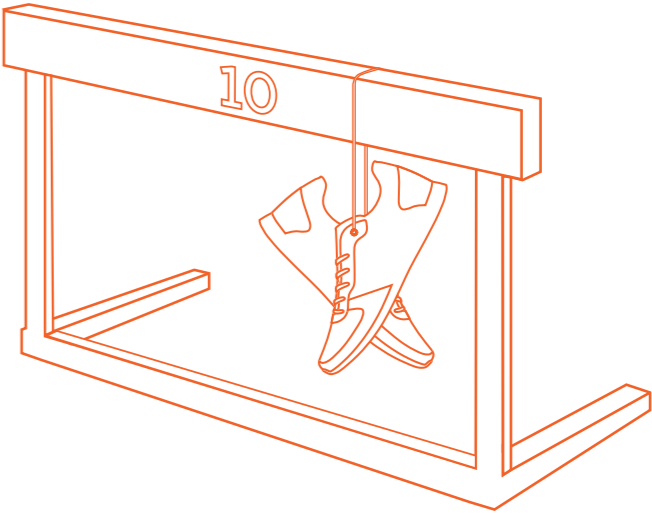
Private enterprise and brands have an enormous role to play in the promotion of physical activity through innovative cross-sector partnerships, sponsorship of existing and new physical activity programmes, and support via brands' unique ability to create and sustain movements. It is vital that the dialogue between government and business in this area continues to grow via an independent and refreshed Physical Activity Network that brings major consumer brands together with activity providers to catalyse innovation and partnerships.
- 7)

Activity professionals and the wellbeing workforce have a titanic role to play in health promotion. Government should support the long-term development of the activity sector workforce so that it can support the NHS to deliver proactive wellbeing and preventative healthcare in a range of settings. In close working partnership with the existing community of medical professionals, the role of Chartered Activity Professional should be created to make this possible.
- 8)

Research, evaluation and the proper use of technology are central to the success of health policy, so government should support widespread investment in modern technology. This will enable the tracking and monitoring of activity levels nationally. It is also vital to evaluate the impact of local programmes developed in partnership with activity providers and their current technical partners. Research and medical bodies such as the National Institute for Health and Care Excellence should prioritise research investment into real-world programmes delivered by the activity sector.
- 9)

Combating obesity is a national priority which should primarily be tackled through product reformulation, reduced portion sizes, the promotion of a balanced diet and other such measures which are shown to have an independently verifiable positive impact on reducing calorie consumption and increasing energy expenditure. This must be underpinned by community-based services that educate, support and motivate people to move more as part of the long-term solution. However, the Government should look beyond the national obsession with fat and focus not only on the size of our waists but the health of our hearts: physical activity has vast and far-reaching benefits beyond its impact on weight management, a fact that must be recognised in all current and future engagement with this topic by the Government. You can neither outrun a bad diet nor clean-eat away the impact of sedentary feet. We have to get the nation moving too.
- 10)

An active workforce is a healthy, productive and commercially successful workforce. With an increasing number of jobs in the UK defined as sedentary, businesses, as well as the healthcare sector, have begun to feel the strain of an inactive workforce. It is essential that open dialogues between government, academics, private enterprise and the activity sector begin to share what works and that they support business, as well as the public sector, to introduce bold, ambitious plans for active workplaces. The promotion of physical activity by an employer has to become as important as the provision of an annual leave allowance, as employees increasingly assess the merits of one employer over another.



# TOP 10 POLICY ASKS FOR 2017

*Moving forward, it is vital that the Government and key stakeholders work towards the policy recommendations below to deliver the Blueprint's vision for an active Britain.*

## 1) Recommendation:

The Government and key stakeholders should drive a £1 billion+ investment programme to make leisure facilities the preventative front line of the NHS. The programme will transform tired leisure centres into state-of-the-art facilities that can inspire a generation to get active and serve as a one-stop shop for community services.

## 2) Recommendation:

There should be a scaled roll-out of exercise intervention programmes in GP surgeries across the country, based on behavioural change models which are proven to be effective, such as the Let's Get Moving programme.

## 3) Recommendation:

The Government should utilise the tax system to expand upon the successful Cycle to Work scheme with the introduction of the Workout from Work scheme. This would create an economic incentive for people to get active and reduce the barriers to doing so.



## 4) Recommendation:

Roll out fitness measurement programmes for primary school children that are conducted in a way that is fun and enjoyable for kids, easy to implement and welcomed by parents. As with English and maths tests, schools are then able to make direct interventions to safeguard children who are at risk of ill health due to their fitness levels.

## 5) Recommendation:

Funding from the soft drinks levy should be used beyond the school gates to offer accessible physical activity sessions over holiday periods. ukactive's research shows that children are losing around 80 per cent of the fitness they build up during the school year due to inactive summer holidays.

## 6) Recommendation:

The Government should help businesses to implement active commuting by offering grants for small- and medium-sized enterprises to introduce changing and storage facilities to encourage an active workforce.

## 7) Recommendation:

Training on the specific needs of disabled people should be incorporated into the national standards for activity professionals so that everyone leaving a training course has a basic underpinning knowledge of how to support people with a disability, as opposed to providing this training separately.

## 8) Recommendation:

When elderly people have routine check-ups with health professionals, they should be given guidance and advice on strength training as the single most important factor in preventing falls.

## 9) Recommendation:

The new Cycling and Walking Investment Strategy should include a clear and quantifiable target for increased walking, as it has for cycling, and in particular children walking to school.

## 10) Recommendation:

The Government needs to develop a clear pathway highlighting a route to employment in the leisure sector, particularly by correcting the fundamental omission of the sector in the Sainsbury Review.

# UKACTIVE'S COMMITMENT

Throughout this report ukactive commits to working with a wide range of stakeholders across numerous policy areas. Below are a small number of pledges that ukactive is committing to working towards in 2017:

- 1)

Working with NHS England on its workplace health ambitions.
- 2)

Offering support to the government to establish a task force on workplace health.
- 3)

Promoting behaviour change and the Let's Get Moving programme.
- 4)

Continuing to work on and expand on the Promising Best Practice programme by ukactive, the National Centre for Sport and Exercise Medicine and PHE.
- 5)

Championing and campaigning on the proposed government investment of £1 billion+ into leisure facilities.
- 6)

Working with the physical activity sector to deliver inclusive national standards so that everyone leaving training courses has an understanding on how to support disabled people and those with a mental health problem.
- 7)

Continuing to lobby for the wider use of the school sports premium, active mile concepts and the broader use of funding from the soft drinks levy.
- 8)

Encouraging the government to offer grants to small- and medium-sized businesses to build the facilities that encourage active commuting.
- 9)

Challenging the sector to be more representative of society and showcase diversity.
- 10)

Supporting Sport England to engage with inactive older adults.
- 11)

Encouraging the government to provide clear and quantifiable targets on outdoor activity.
- 12)

Encouraging the government to appoint a Chief Built Environment Adviser to champion physical activity in the built environment.



## ABOUT UKACTIVE

ukactive is the UK's leading not-for-profit health body for the physical activity sector, with almost 4,000 members from activity providers to major consumer brands, training facilities and equipment manufacturers. Members come from across the private, public and third sector and are united by ukactive's longstanding and uncompromising commitment to getting more people, more active, more often.

ukactive facilitates big impact partnerships, conceives and drives breakthrough campaigns, conducts critical research and galvanises key stakeholders to develop and deliver key projects that support and champion the physical activity agenda. The organisation's efforts are centred on supporting a national ambition to turn the tide of physical inactivity.

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