



More people
More active
More often



UKACTIVE STRATEGY AND 2022-2023 MILESTONES

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INTRODUCTION

This document sets out ukactive's leadership role for the fitness, leisure, and physical activity sector over the rest of this decade.

It provides a vision for the growth in size, influence, and status of our sector – Vision 2030 – with the objective of helping ukactive members engage more than 20% of the population by 2030. Alongside this, it sets out the key strategic determinants for the delivery of this vision.

It also identifies the set of key milestones over the next year which will support the progress to that end goal – milestones ukactive will report back upon.

The success of this strategy will be dependent on the trust, openness, and the collaborative spirit within the ukactive family. A new sense of collaboration was forged within the depths of the pandemic, and this must continue as we seek to play our fullest role in the communities our members serve.

This sense of collaboration will also help ukactive's own development and growth as an organisation working for you. At the heart of this will be an organisation built on the foundations of empathy, humility, hard work, and a wholehearted passion for the sector.

We look forward to working with you to drive our sector forward, to secure the changes we seek, and the success we crave.



THE PURPOSE OF UKACTIVE

ukactive is the industry body for the fitness, leisure, and physical activity sector, representing more than 4,500 members across the UK.

The organisation is built around three clear areas of purpose which inform both its strategic vision and day-to-day work.

1. To support, protect and inform our members

ukactive provides expert guidance and counsel across a range of operational and reputational areas, including insight, research, and regulatory issues.

2. To represent and champion our members

ukactive represents the collective views of its members to national governments and their agencies to ensure our sector is able to operate in the best possible landscape. This includes addressing issues of reputational risk, and also progressing key reforms that will allow our sector to play its fullest role in society.

3. To help our members grow

ukactive will lead and facilitate work that will reform and evolve the sector to help it become fully inclusive of the communities it serves, while advancing partnerships which will support its growth and influence, driving national health improvements.

This strong organisational foundation has allowed ukactive to set out a clear vision for the growth and development of the sector over the rest of this decade: Vision 2030.



VISION 2030: THE OPPORTUNITY FOR THE SECTOR

To successfully lead the sector, it is important for ukactive to be clear on the direction of travel for both itself and for its members.

Having consulted with its members, ukactive was able to fully understand the opportunity for sector growth over the next decade – Vision 2030. Furthermore, ukactive was then able to understand clearly its role in supporting that growth ambition.

Underpinned by its purpose, ukactive has two clear roles:

1. Drive the development of the sector to become more inclusive.
2. Lead our relationship with government to deliver systemic reforms to the operating landscape that will aid growth.

This work is shaped with ukactive members, both across its reformed governance structures and its expanded membership engagement forums.

Furthermore, this is strengthened by a new set of organisational values developed by the ukactive team for the ukactive team.

The marriage of these factors – growth and development of the sector alongside systemic reforms within government – will help us, collectively, to achieve Vision 2030.



MISSION:

More people, more active, more often

OBJECTIVE

- To help our members engage over 20% of the population by 2030

PURPOSE

- To support, protect, and inform our members
- To represent and champion our members
- To help our members grow

STRATEGY

- The growth and development of our members within the sector

HOW WE WILL ACHIEVE THIS

DEVELOPMENT OF THE SECTOR TO PROVIDE A MORE INCLUSIVE SERVICE

- Fully adopting consumer data and insight to inform decisions that engage a diversity of audiences.
- Delivering the highest professional standards across all areas of the sector.
- New programmes and services that strive to make facilities as inclusive as possible.
- Fully established and integrated into health pathways to support NHS and wider mental and social wellbeing pathways.
- Fully supportive of children, young people and families, to make activity a life habit.
- Delivering insight-led, inclusive, and targeted campaigns to drive engagement in physical activity.

GROWTH OF SECTOR RELATIONSHIP WITH NATIONAL, CIVIC, AND LOCAL GOVERNMENT TO SECURE SYSTEMIC REFORMS TO IMPROVE THE SECTOR'S OPERATING LANDSCAPE

- To secure long-term investment in order to support infrastructure sustainability, and to navigate and access health funding and systems.
- To deliver fundamental reform of the existing tax and regulatory system to reduce burdens on the sector and encourage greater participation.
- To successfully work with governments across the UK to deliver incentive schemes that increase physical activity levels and prioritise health and wellbeing.
- To ensure that there is ring-fenced investment for strategically designed sport and physical activity-based interventions through the plan for Health and Social Care.

Supported by:

- Our Governance structure
- Our People

Informed by:

- Our membership and stakeholder engagement

Underpinned by our values:

- We are a community, we care, we are driven, we empower and we are progressive

THE YEAR AHEAD AND KEY DELIVERY MILESTONES

As this document has set out, Vision 2030 spans the rest of this decade, with a clear end goal of helping our members engage more than 20% of the population by 2030.

As well as setting out Vision 2030, ukactive also wants to chart progress to that end goal. To this end, ukactive will set out – on an annual basis – the key milestones that will help deliver Vision 2030.

ukactive believes this will help chart the journey towards achieving Vision 2030, and also deliver even greater transparency on the work ukactive undertakes on behalf of its members.

In that spirit, the following are key milestone projects that ukactive will deliver over the next 12 months to help progress the delivery of Vision 2030.



KEY MILESTONES FOR 2022-2023

The following are the headline milestones ukactive will undertake in the next 12 months to support the journey to Vision 2030.

1. Growing membership engagement

ukactive will implement a new member engagement strategy to undertake comprehensive engagement with its member base all year around, to understand both challenges and opportunities. Our commitment is to communicate effectively with our members, providing support, championing the great work they do and to help the sector grow. Our goal as a team is to further engage with our members in order to help them achieve their goals and ultimately make the nation healthier and happier.

2. Growth in data and insight, and research services

ukactive will establish a new suite of data and insight services, including private sector benchmarking and a new consumer polling function, increasing quality of member access to sector intelligence.

This will be complemented by new research projects on key areas that impact the sector, including workplace health and impact of 'Long Covid'.

3. Evolution of industry standards

ukactive will deliver the phased roll-out across its membership of The Active Standard following the successful completion of the pilot phase last year. The Active Standard will set a new benchmark for standards across the sector, with the aim of reassuring customers and prospective partners of the high standards achieved by ukactive members.

4. Launch of new ukactive website

ukactive will unveil a new, refreshed website that will have both greater focus on membership benefits and improved functionality for increased engagement. This will improve members' access to the information they seek from ukactive.

5. UK-wide engagement platform

ukactive will undertake focused engagement that will aim to establish and deepen relationships with members and the Devolved Administrations in Northern Ireland, Scotland, and Wales. This will be complemented by similar work in engaging with the Metro Mayors across England.

6. Strengthened government engagement

ukactive will deliver a comprehensive government engagement strategy aligned to the “shared ambition for growth” campaign, supporting both the recovery and growth of members following the pandemic and energy crisis. This work will focus on systemic reforms ukactive seeks from government on behalf of its members. This will also include the inaugural “Parliamentary activity challenge” in Westminster that will aim to engage parliamentarians in the importance of physical activity.

7. Grow national campaigns to support membership

ukactive will deliver growth in National Fitness Day 2022, creating a broader coalition of partners to maintain its status as the biggest day in physical activity, having engaged 22.5 million people on the day last year. ukactive will also grow its partnership with This Girl Can to support the growth of activity levels among women and girls, through a new campaign.

8. Drive collaboration on public sector leisure reform

ukactive will play a lead role in the essential work to reform public sector leisure, including the development of ‘Decade of Change 2.0’ – the implementation plan for public sector leisure based on five key development areas identified in the previous report, published in 2021.

9. Implementation of year one priorities for Sport England partnership

ukactive will deliver a series of key projects as part of its systems partnership with Sport England that will support the growth and development of the sector. This will include further thought leadership in digital, member and stakeholder activation of disability engagement research, and growth of projects supporting children, young people, and families.

10. Strengthening relationships with the NHS and health agencies

ukactive will begin delivery of the recommendations from the “Life In Our Years” active ageing report, including the activation of a major project to transform gyms and leisure centres into musculoskeletal hubs, supporting the NHS.

JOIN US

The strength of our work comes from the support of our members, so thank you for supporting us and we are determined to represent you to the best of our ability.

If you're new to ukactive or new to our plans going forward, it would be great to hear from you and explore how we can work together to help the growth of this essential sector.

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