



# MEMBER NETWORK

Wednesday 11<sup>th</sup> September,  
2024

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**Orbit<sup>4</sup>**

**FUTURE FIT  
TRAINING**

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# Attendee Instructions

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**Take 2 minutes to get to know the person sitting next to you.**

Find out their name, what they do and what they'd like to gather from today's event. If you have time, ask about something they enjoy that isn't work related.

Thank You

sportswales  
chwaraeon cymru

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# ukactive Key POC for Members in Wales



More people  
More active  
More often



Conor Sheehan  
Senior Membership Experience  
Manager

[conorsheehan@ukactive.org.uk](mailto:conorsheehan@ukactive.org.uk)

07776 127 041



# Agenda



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More often



## MEMBER NETWORK

**Wednesday 11th  
September 2024**

Sport Wales National Centre  
Sophia CI, Pontcanna, Cardiff CF11 9SW

TIME	AGENDA*
9-9:20am	<b>Welcome:</b> Registration and Arrival
9:20-9:30am	<b>Introduction:</b> ukactive Senior Member Experience Manager, Conor Sheehan
9:30-9:45am	<b>Speaker: 'ukactive Vision 2030'</b> ukactive CEO, Huw Edwards <i>A comprehensive overview of Vision 2030, progress towards adding five million more members by 2030, and key milestones.</i>
9:45-10.45am	<b>Workshop: 'Updates &amp; Group Discussion around Risk &amp; Reputation'</b> Break out session on priority issues / risks and what support is required from ukactive
10:45-11am	<b>Coffee Break</b>
11-11:20am	<b>Speaker: 'Transforming our Asset Management Solution'</b> Orbit 4 - Kev Forestor, Business Development Manager - UK & Ireland & Mark Jones, Denbighshire Leisure Commercial Manager, Fitness Operations
11:20 -11:40am	<b>Speaker: 'One step closer to preventative health'</b> EGYM - Tanya Hall, UK Tender & Partners Manager
11:40 - 12:00am	<b>Speaker: 'Creating Innovative Fitness Spaces?'</b> Precor
12:00-12:15pm	<b>Coffee Break</b>
12:15 -12.35pm	<b>Speaker: 'Knowledge is Power'</b> Future Fit
12.35 -1:15pm	<b>Speaker: 'Our sector's relationship with equality, diversity and inclusion (CYP Focus)'</b> Tim Mathias - ukactive Strategic Lead - Equality, Diversity & Inclusion <i>How are we doing, how inclusive are we, what more can we do? And what does it actually mean to be inclusive?</i>
1:15-2pm	<b>Networking Lunch</b>

# ukactive Vision 2030

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ukactive CEO, Huw Edwards

A comprehensive overview of Vision 2030, progress towards adding five million more members by 2030, and key milestones.



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## Purpose

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ukactive is the industry body for the fitness, leisure, and physical activity sector, representing around 4,000 members across the UK.

The organization is built round 3 clear areas of purpose which inform both its strategic vision and day-to-day work.

1

**To support, protect and inform our members.**

2

**To represent and champion our members**

3

**To help our members grow**

# 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

# Breakout

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More often



## Purpose

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## Risk Register



Aim:

Establish a member facing Risk Register informed and prioritised by members for members.

Informed by:

- \* S&L Polling
- \*Media Reports
- \*Member Queries
- \*Social Media
- \*Partners
- \*Governance Groups

### Top 5

Cyber/Data Security

Cost of Living

Energy Crisis

Recruitment

H&S Incidents

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# The Telegraph

NHS could prescribe swimming and gym to help solve worklessness

Story by Laura Donnelly • 2d • 4 min read



Under pilot schemes, GPs have been able to refer patients for 12-week rehabilitation programmes in gyms, pools and leisure centres

Swimming and gym rehab schemes could be prescribed on the NHS to help solve [Britain's worklessness crisis](#).

Back pain sufferers have been referred by their GP for swimming or exercise sessions under pilot schemes at 94 sites.

We represent and champion the work of our members through proactive and consistent engagement with national media.

The two most recent examples are the results of the MSK Hubs pilot that was covered exclusively by the Telegraph and highlighted the essential role our members play in supporting the national health crisis.

The Daily Mail also covered the appetite from young people to be active and highlighted the role our members' facilities play in keeping young people healthy and active. This formed part of our new CYP strategy.

# Daily Mail

## Two in five children want to be more active, study reveals

Story by Shaun Wooller Health Editor For The Daily Mail • 1mo • 3 min read

Two in five children want to be more physically active but many spend six hours a day glued to their devices, a study reveals.

More than a third of youngsters aged seven to 14 years (35 per cent) say they do just half an hour or less of exercise each day outside of school.

Meanwhile, one in ten (12 per cent) are active for only a few minutes, despite the UK Chief Medical Officers' guidelines recommending at least an hour.



## CONSUMER ENGAGEMENT

### **Consumer Engagement at ukactive**

Consumer Engagement is the regular interaction and relationship building with potential and existing fitness and leisure consumers.

This is to observe behaviours, experiences and feelings in order to make strategic adjustments to products, services, and facilities to better suit consumer needs.

The data collected is analysed by our in-house Research Institute to generate the insight needed to lead proactive efforts to better understand an audience and facilitate their engagement.

### **Vision 2030**

In 2021 ukactive set out a shared ambition for growth, which based on analysis shows that the gym, fitness and leisure sector can attract more than five million new people to use gyms, pools, and leisure centres on a regular basis by 2030.

This growth would support the health and fitness needs of well over 20% of the UK population – up from 15% penetration before the pandemic.

The Consumer Engagement work aims to provide key insights into driving this ambition

# Key questions

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**What are the key areas of concern for you?**



# Key questions

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**What do you need the  
Government to address?**

# Key questions

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What can ukactive do to support?

# Coffee Break



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# Tim Mathias – Lead for EDI

## Equality, Diversity and Inclusion

Our sector's relationship with EDI

*How are we doing, how inclusive are we, what more can we do?*

*And what does it actually mean to be inclusive?*



More people  
More active  
More often

**On your table.....ask each other**



How inclusive is our sector?

*0-10 scale / 0 = it's not ..... 10 = we are inclusive*

*What does our sector do well at?*



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More active  
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# VISION 2030



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- Our People

### Informed by:

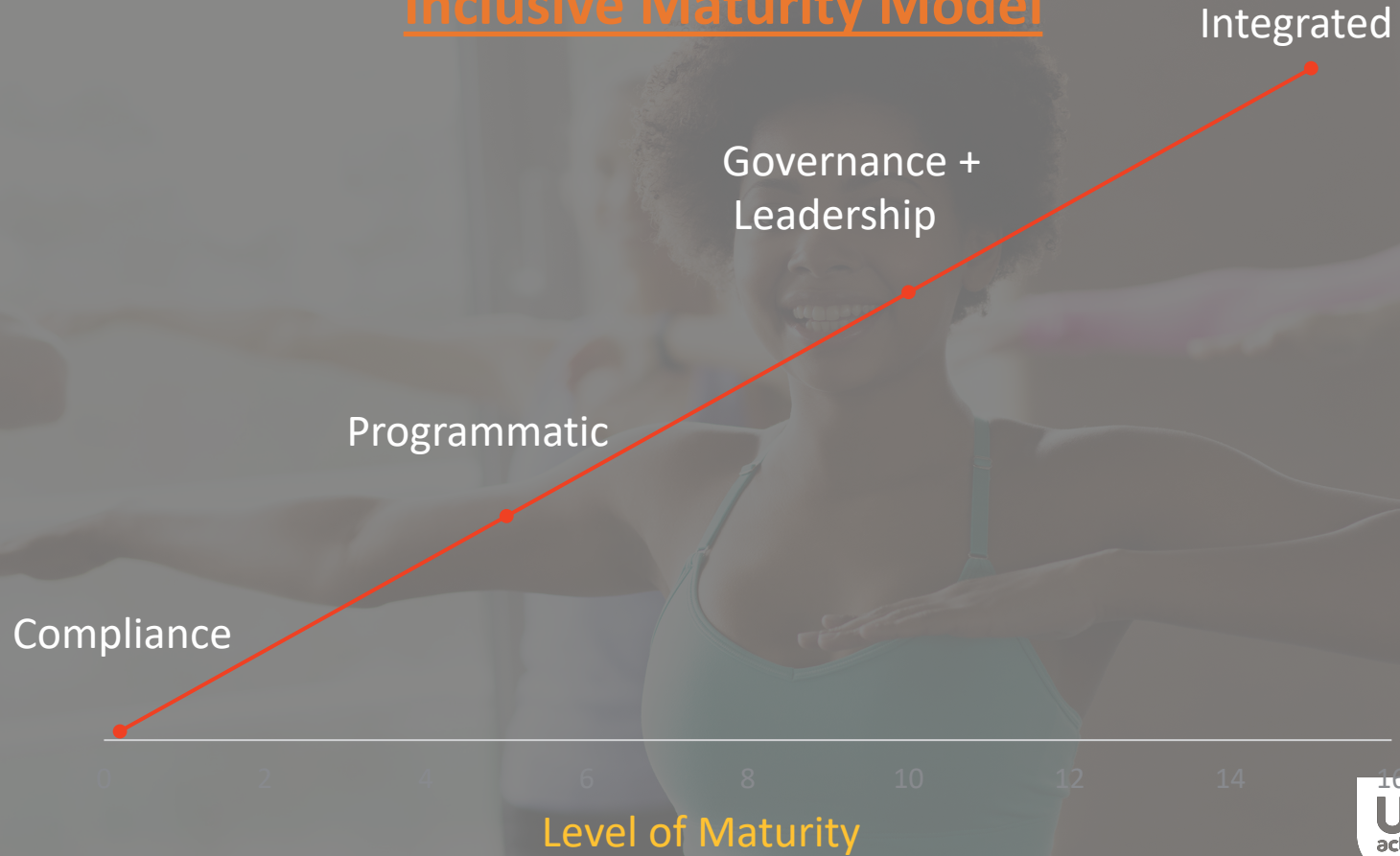
- Our membership and stakeholder engagement

### Underpinned by our values:

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# Inclusive Maturity Model

How inclusive we are



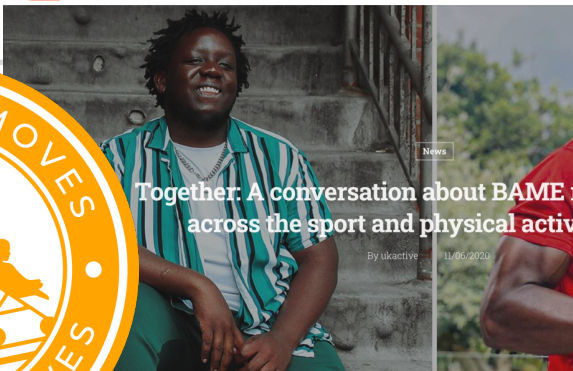


## EVERYONE CAN

The experiences and expectations of the 1 in 5, making physical activity accessible and welcoming for all



ABOUT ▾ EVENTS ▾ SERVICES ▾ REPORTS NEWS CONTACT MEN



Together: A conversation about BAME across the sport and physical activity

By ukactive 11.06.2020

## Guidance For Front Line Staff To Assist Trans People To Access Leisure Facilities

Supported by:



## Swimming Teachers Association:

Inclusion in the swimming industry



## Life in our Years

Unlocking physical activity participation for older adults



We have a campaign, policy, guidance, research or insight across many EDI topics, groups and communities





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More often

## Equality Diversity Inclusion



### Welcome to ukactive's Equality, Diversity and Inclusion (EDI) score toolkit

The physical activity sector has an essential role in narrowing the disparities and inequalities faced by people today. ukactive's role is to develop a sector that is freely accessed and utilised by all, enabling everyone to be active and participate in whatever capacity they wish.

ukactive will provide support for the fitness and leisure sector in line with the Vision 2030 plan to 'drive the development of the sector to provide a more inclusive service' to help our members engage with 20% of the population by 2030. In order to achieve this, ukactive have developed a self assessment toolkit to understand the sector's relationship with EDI to ask: 'How are we doing, how inclusive are we, what more can we do?'

The 2023 Equality, Diversity and Inclusion toolkit is open to all across the physical activity industry to access an instant score for their EDI maturity and effectiveness, strategic recommendations and resources to grow their score.



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## Equality Diversity Inclusion



### Equality, Diversity and Inclusion in fitness, leisure and sport



#### Governance and Leadership

Does your organisation have a shared purpose with EDI?

No

We have a statement

We have a clear statement that is published

We have a clear, published statement with

How does the toolkit look?  
<https://edi.ukactive.com>



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More often





More people  
More active  
More often

Equality  
Diversity  
Inclusion

## Your EDI score

Overall score for

46 / 100

No previous score

0-19  
EDI Aware

20-39  
EDI Foundations

40-59  
EDI Activator

60-79  
EDI Established

80+  
EDI Leader

Congratulations, you're an EDI activator! You're already making some great advances in EDI. A commitment to accelerate business performance.



### Governance and Leadership

YOU

32%



### Programmes, Provision and Partnerships

YOU

46%



### Workforce and Training

YOU

62%



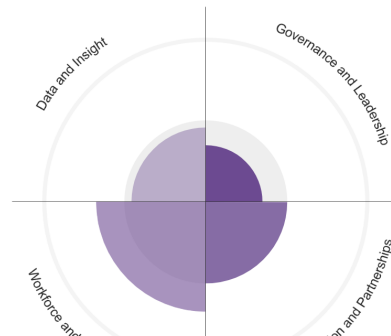
### Data and Insight

YOU

42%

## Areas of EDI

■ = Overall score



### Governance and Leadership

YOU

32%

informatic

- Develop a strategy that is ambitious but achievable and contains milestones
- Focus your EDI strategy on a number of key priority areas that supports your wider business strategy
- Ensure that your business strategy references EDI priorities
- Consider and rationalise your organisation's relationship with EDI – why do you practice inclusion?

What do the instant score / recommendations look like?

<https://edi.ukactive.com>



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More often



**On your table.....ask each other**

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*What are your priorities for EDI?*



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More often

## Personas – applied to Inclusion



**Opposed**



**Unaware**



**Undecided:  
Anxious**



**Undecided:  
Fatigued**



**Supportive**



**Committed**

Article

22 January 2018

### **The diversity and inclusion revolution: Eight powerful truths**



*Deloitte Review, issue 22*



Juliet Bourke  
Australia

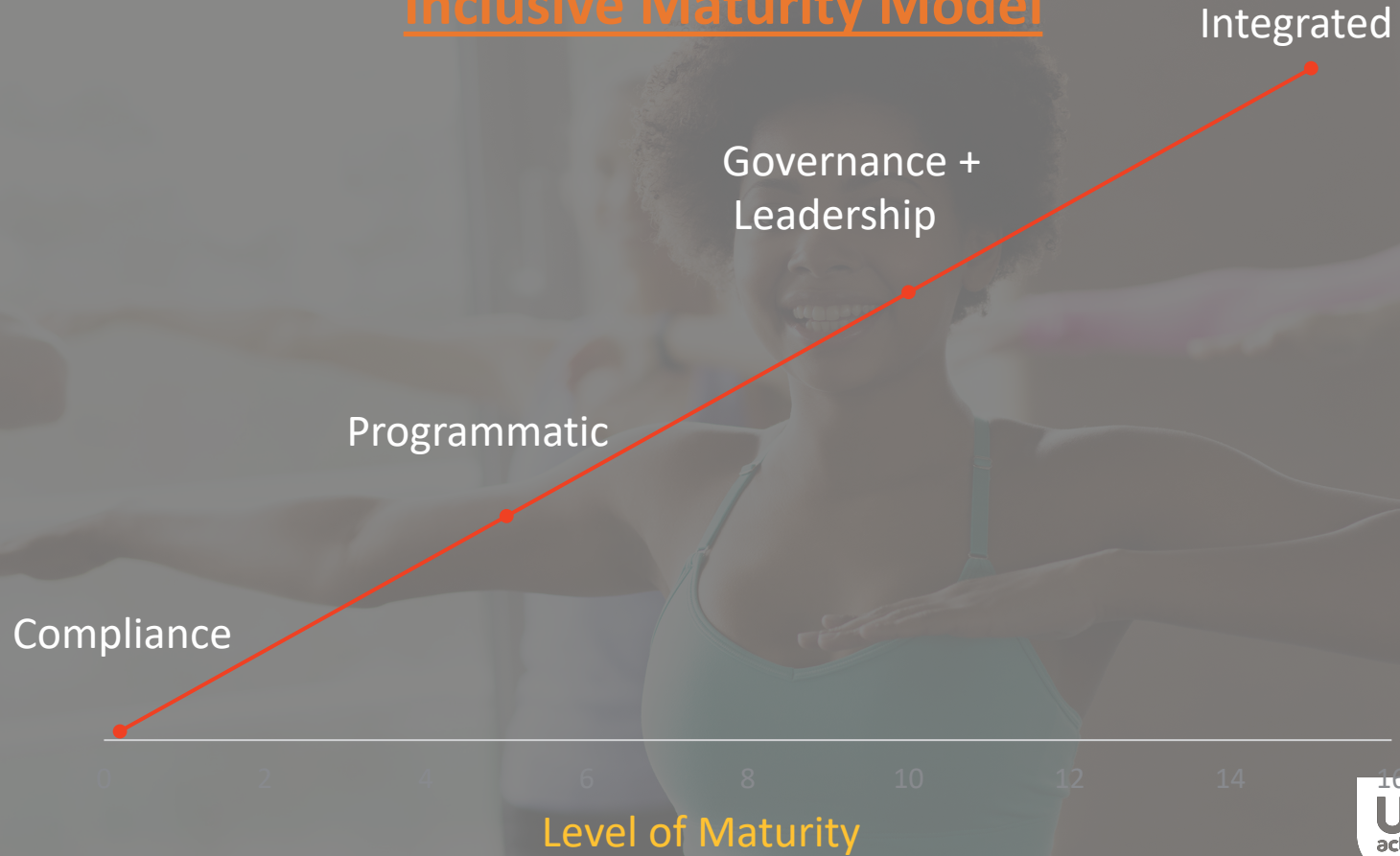


## Personas – applied to Inclusion

	
<b>Supportive</b>	<b>Committed</b>
In favor of diversity and inclusion, but sees goal achievement as someone else's job	Takes personal responsibility for achieving diversity and inclusion goals

# Inclusive Maturity Model

How inclusive we are



## What does 'good' look like?

1. Be aware of your relationship with EDI
2. Development a strategy, plan or ambition
  3. Implement good governance
  4. Utilise expertise and resources
  5. Develop inclusive leaders
  6. Communicate your EDI offer

Develop a coherent response to 'how inclusive are we?'



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More often

# CYP

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Tim Mathias – Strategic Lead – Equality, Diversity & Inclusion



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## Your requirements.....

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- What are your experiences (successes / challenges) as operators and providers
- What further support can be provided?

*What do you need from ukactive?*



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More often



# The Next Generation: a strategy for investing in the future of children and young people's activity levels

- ukactive's **Next Generation strategy** is designed to help provide more opportunities for children and young people to access our members' facilities, products, services and programmes across the physical activity sector.
- ukactive members are driving increasing activity levels of children and young people on a daily basis, through a vast array of services and environments, including gyms, fitness and leisure facilities, schools, swimming pools, communities and open spaces.
- Since the COVID-19 pandemic there has been a significant increase in gym and fitness activity among children. As a result, we are seeing 11.8% or 908,000 more children and young people taking part in gym and fitness activity compared to five years ago





# The Next Generation

What is in the strategy?

1. A new **quality and standards criteria** for CYP activity providers
2. **Revised and updated** 'Children and Young People in Leisure Facilities' **guidance**, including FAQs and case studies
3. **Research and data** - demonstrating the impact that ukactive member operators and providers have on children and young people
4. **'Future users' consumer polling** - ukactive will explore research that captures the voice of children and young people, which is essential to inform future programme design and strategies for operators and providers to engage the next generation of gym, fitness and leisure users.
5. **Creating opportunities** for CYP and physical activity **through policy**

Find out more at: [The Next Generation Strategy](#)



# Dates

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**National Fitness Day** – 18<sup>th</sup> September 2024

**ukactive Awards** – 3<sup>rd</sup> October 2024

**Active Uprising** – 6<sup>th</sup> March 2025



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A young girl with dark hair in a ponytail, wearing a pink shirt, is climbing a rock wall at a playground. She is smiling and looking up. The background is a blurred blue sky and yellow playground equipment.

O&A

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# Lunch



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# MEMBER NETWORK

Thank You



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