



MEMBER NETWORK

Tuesday 29th October, 2024

PRECOR

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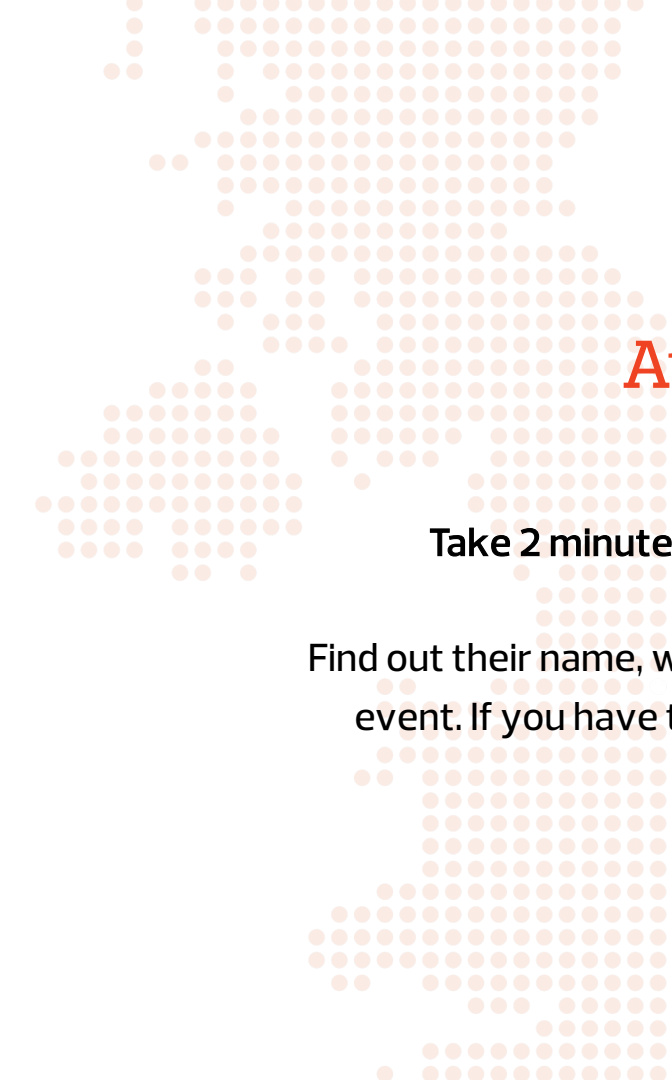
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**FUTURE FIT
TRAINING**

E G Y M



Attendee Instructions

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



Antrim and
Newtownabbey
BOROUGH COUNCIL

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ukactive Key POC for Members in Northern Ireland



More people
More active
More often



Conor Sheehan
Senior Membership Experience
Manager

conorsheehan@ukactive.org.uk

07776 127 041

Agenda



More people
More active
More often



MEMBER NETWORK

**Tuesday 29th
October 2024**

Linen Suite, Mossley Mill, Carnmoney Road north,
Newtonabbey BT36 5QA

TIME	AGENDA*
9–9:20am	Welcome: Registration and Arrival
9:20–9:30am	Introduction: ukactive Senior Member Experience Manager, Conor Sheehan
9:30–9:45am	Speaker: 'ukactive Vision 2030' 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	Workshop: 'Updates & Group Discussion around Risk & Reputation' Break out session on priority issues / risks and what support is required from ukactive
10:45–11am	Coffee Break
11–11:20am	Speaker: 'Transforming our Asset Management Solution' Orbit 4 – Kev Forester, Business Development Manager – UK & Ireland
11:20 –11:40am	Speaker: 'Creating Innovative Fitness Spaces?' InBody
11:40 – 12pm	Speaker: 'Knowledge Is Power' Future Fit
12 – 12:15pm	Coffee Break
12.15 –1pm	Speaker: 'Our sector's relationship with equality, diversity and inclusion (CYP Focus)' 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>
1–2pm	Networking Lunch

ukactive Vision 2030

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



ukactive is the industry body for the fitness, leisure, and physical activity sector, representing around 4,000 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 can operate in the best possible landscape. This includes addressing issues of reputational risk, and 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.

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

Priority Areas 24/25

1

**Sector and Market
intelligence**

2

Growth & Development

3

Risk & Standards

4

Lobbying & Campaigning

Breakout



More people
More active
More often

Purpose

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1

To support, protect and inform our members.

2

To represent and champion our members

3

To help our members grow



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

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

What are the key areas of concern for you?

Key questions

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

Key questions

What can ukactive do to support?



Coffee Break



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More people
More active
More often

Future Fit



More people
More active
More often

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?



More people
More active
More often

VISION 2030



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Informed by:

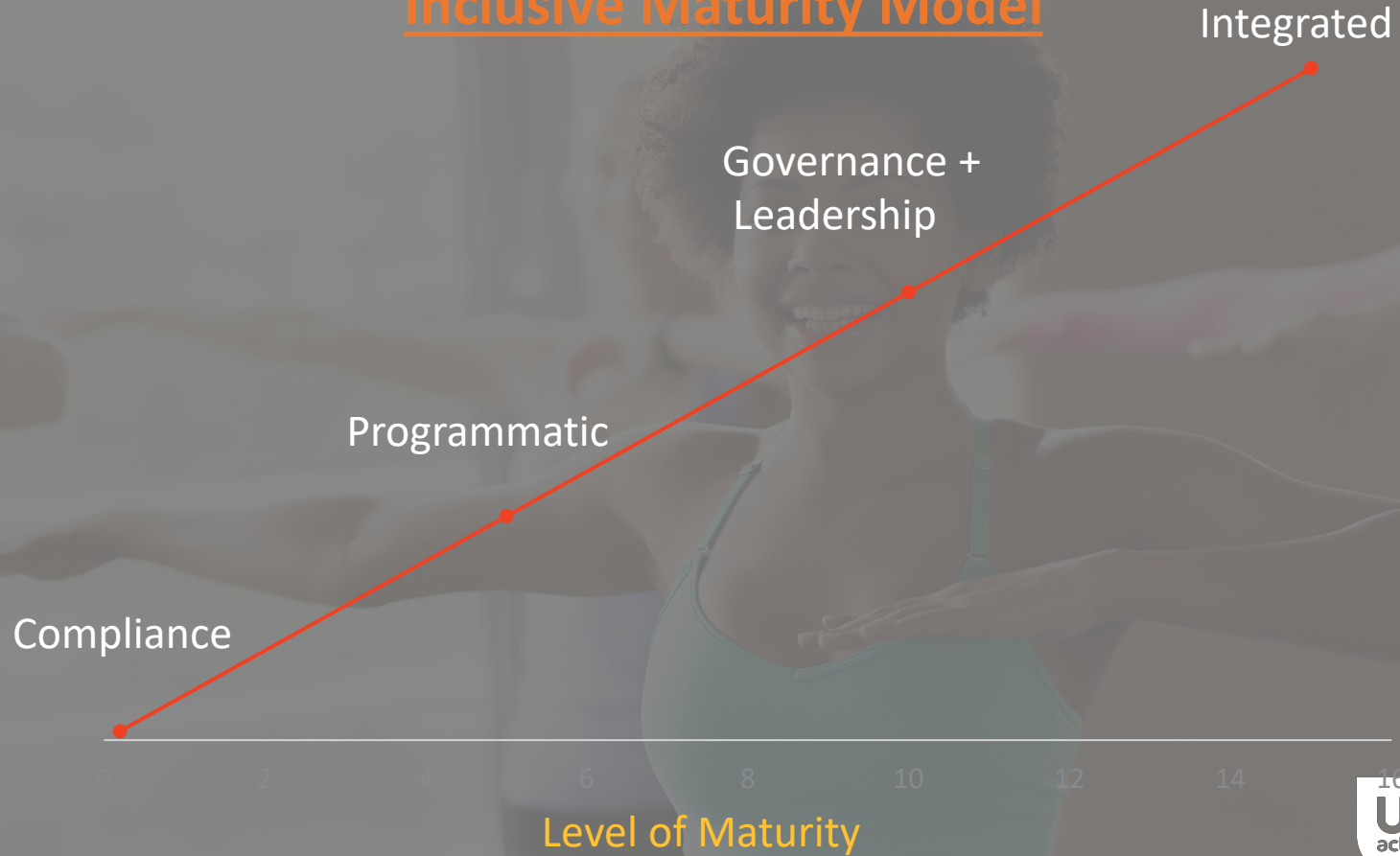
- Our membership and stakeholder engagement

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Inclusive Maturity Model

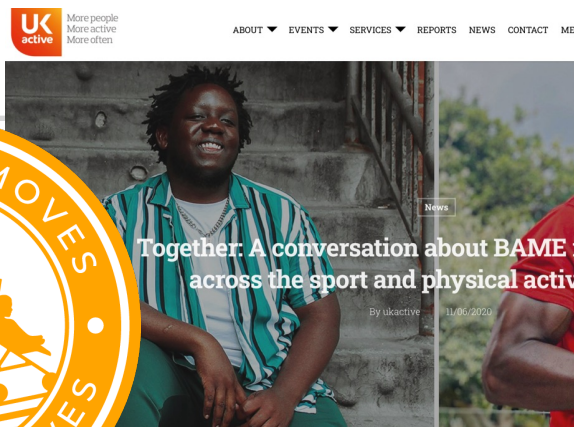
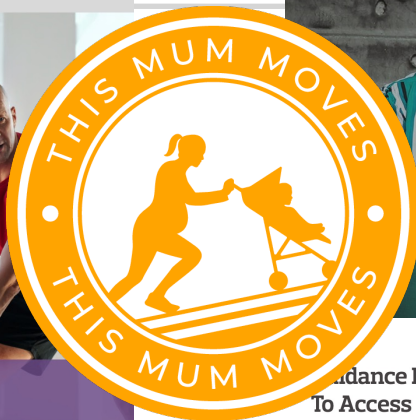
How inclusive we are





EVERYONE CAN

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



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



More people
More active
More often



More people
More active
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.



More people
More active
More often

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>



More people
More active
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%



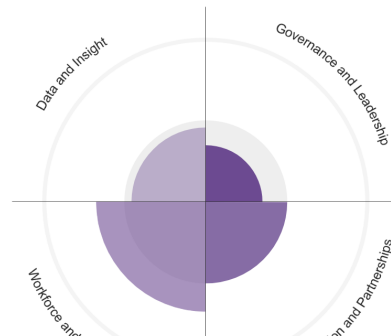
Data and Insight

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>



More people
More active
More often

On your table.....ask each other

What are your priorities for EDI?



More people
More active
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

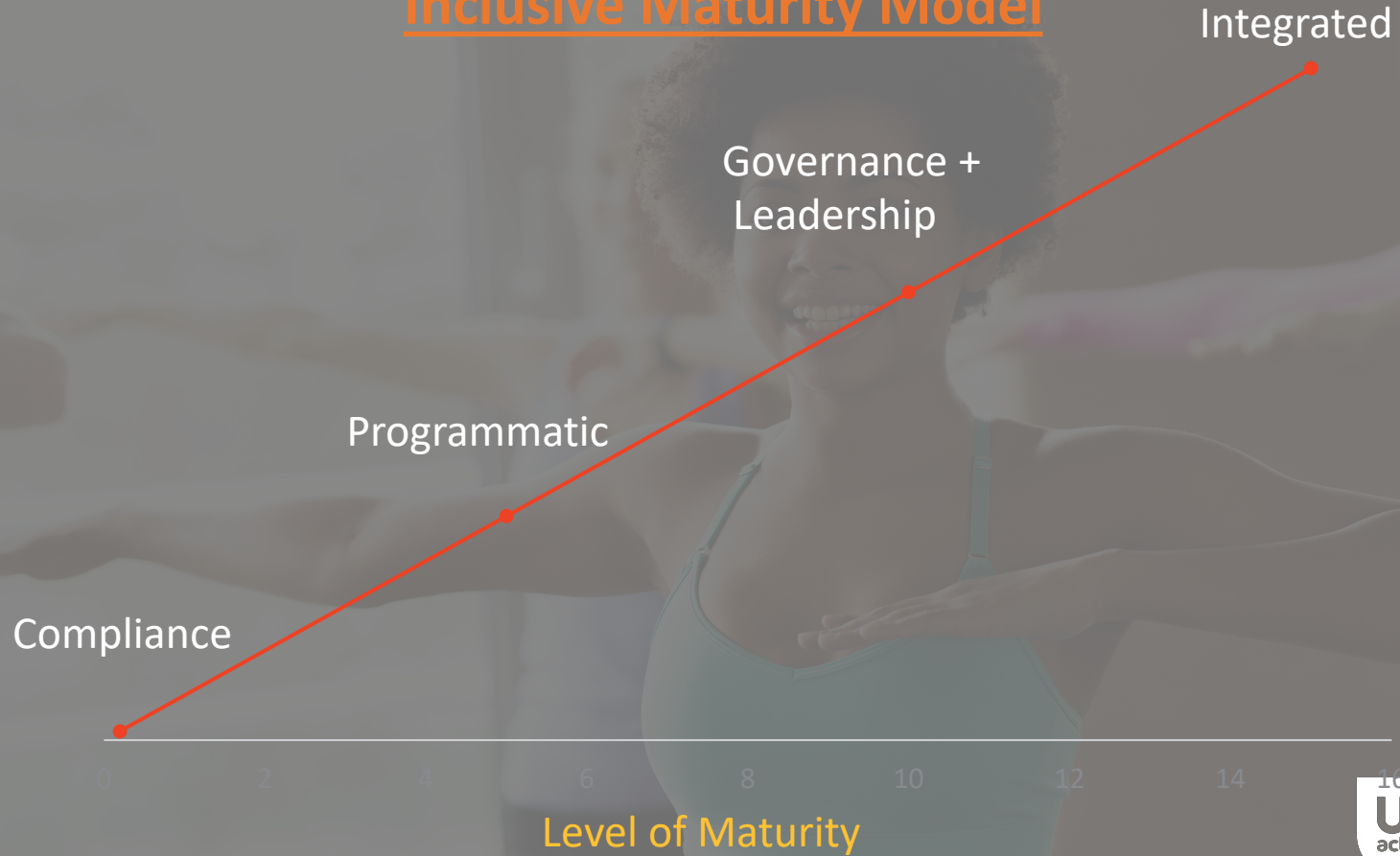


Personas – applied to Inclusion

	
Supportive	Committed
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?'



More people
More active
More often

Your requirements.....

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

What do you need from ukactive?



More people
More active
More often

Children and Young People

Tim Mathias - Strategic Lead - Equality, Diversity & Inclusion



More people
More active
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](#)



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 playground equipment.

O&A

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Lunch



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Thank You



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