



MEMBER NETWORK

Thursday 14th November, 2024

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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



RIVIERA
INTERNATIONAL CENTRE

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ukactive Key POC for Members in South West



More people
More active
More often



Conor Sheehan
Senior Membership Experience
Manager

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Agenda



More people
More active
More often



MEMBER NETWORK

**Thursday 14th
November 2024**

Riviera International Centre
Chestnut Ave, Torquay TQ2 5LZ

TIME	AGENDA*
9-9:20am	Welcome: Registration and Arrival
9:20-9:30am	Introduction: Opening Remarks by ukactive Senior Membership 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: 'What's all the hype about?' Hirebob.ai – Justin Mendelton – Commercial Director
11:20-11:40am	Speaker: 'Creating Innovative Fitness Spaces?' Precor – James Bents – Regional Account Manager
11:40-12pm	Coffee Break
12-12:30pm	Speaker: 'Consumer Engagement' ukactive – Conor Sheehan
12:30-1pm	Speaker: The Active Standard (TAS) – 'Building Operational and Reputational Resilience' Paul Crane – ukactive Strategic Lead – Standards & legislation <i>A deep dive into the recent launch of the TAS certification, starting with an overview of its purpose and objectives and how it aligns with other accreditations within the sector.</i>
1-2pm	Networking Lunch

*Agenda correct at time of print and subject to change

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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More often

Purpose

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

Policy areas



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More active
More often

Policy areas

1. **Post Budget
Impact on Businesses**
2. **Health**
 - Increasing collaboration with the NHS – including more community services
 - Expansion of the MSK hub project to more sites, and covering more conditions
 - Embedding physical activity within all local prevention strategies
3. **Welfare**
 - Inclusion of facilities within WorkWell style initiatives
 - Physical activity as part of the fit note process, and collaboration with local NHS services
4. **Taxation**
 - Permanent VAT reduction
 - Business rates reform
 - Workout from Work
5. **Public leisure**
 - Sustainable funding settlement
 - Statutory provision

Breakout



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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

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.

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.

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.



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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Consumer Engagement on the road to vision 2030



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More active
More often



THE NATIONAL PICTURE

WHAT DO WE ASK ON THE CONSUMER ENGAGEMENT SURVEYS

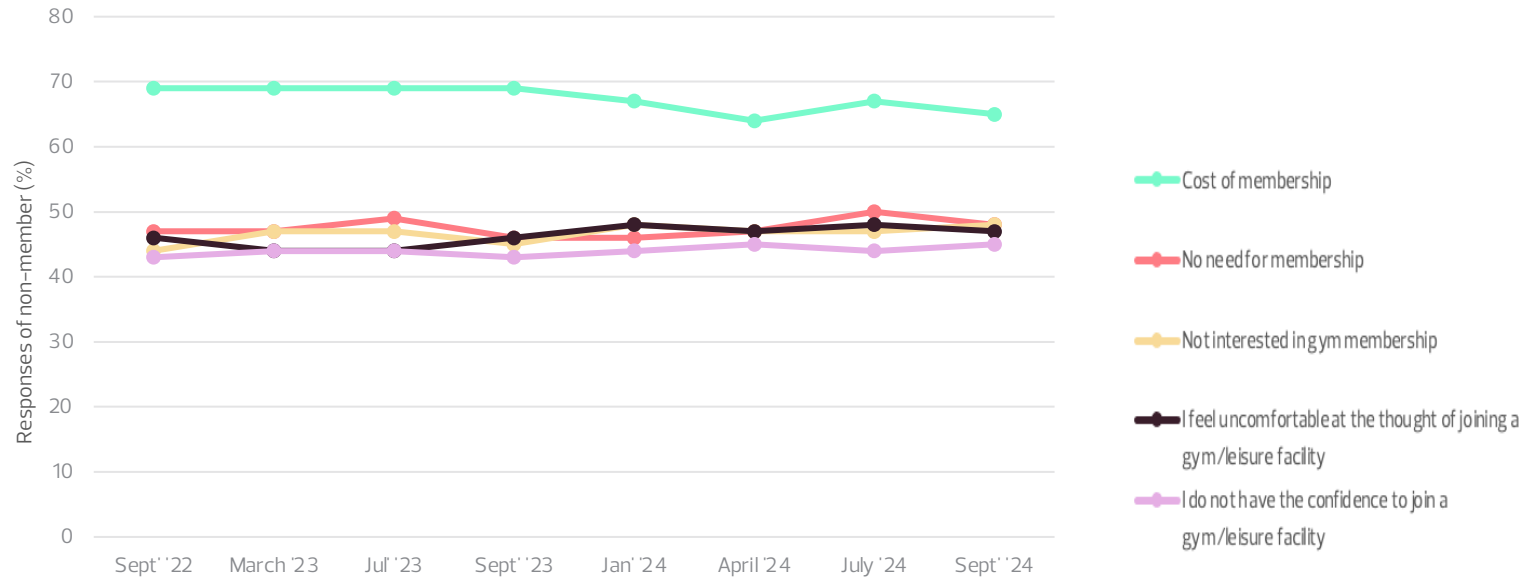
Consistent questions –
tracked on a quarterly basis
to establish trends:

- Activity frequencies
- Membership status
- Cancellation lengths
- Barriers & Motivations
- Impact/Factors for take up of memberships
- Reasons for cancelling memberships
- Importance/Factors for selecting memberships
- Health focused questions

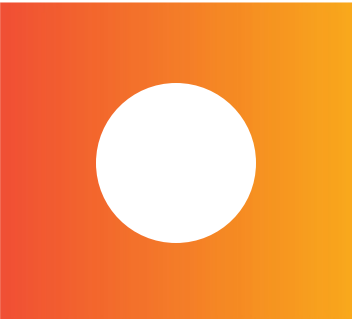
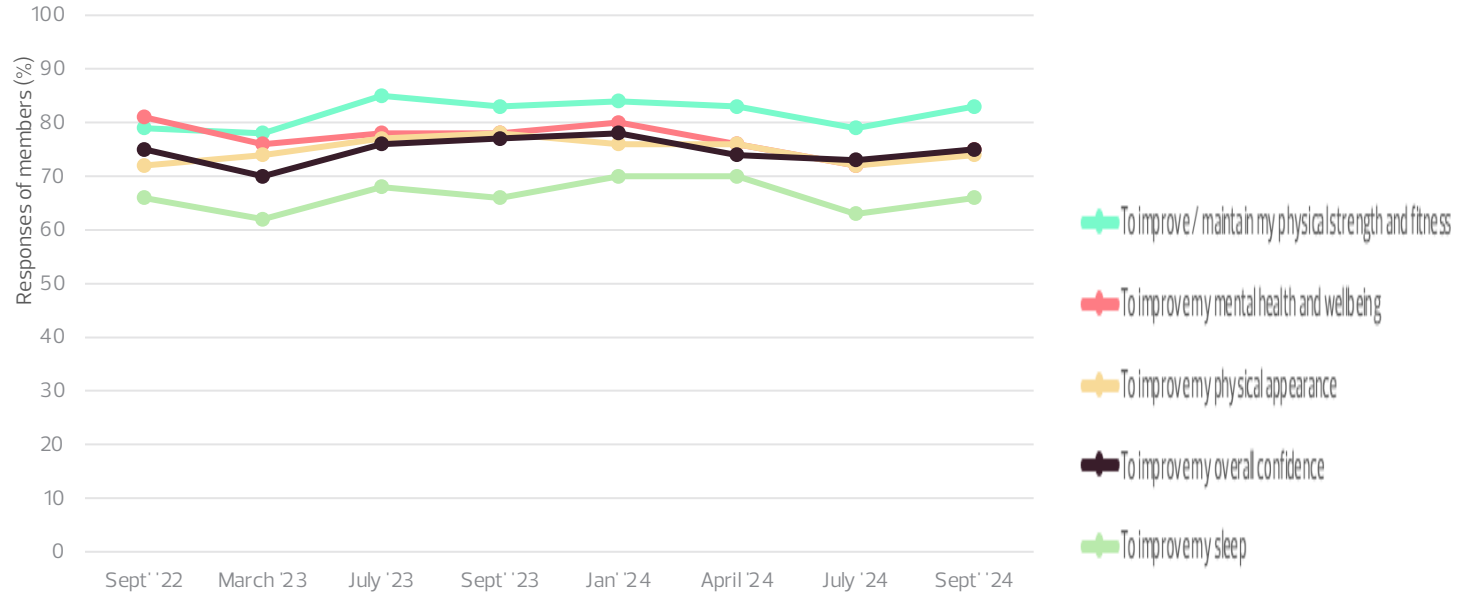
Interchangeable questions -
based on environment and
landscape

- Employment benefit schemes
- Digital platforms and experiences
- National Fitness Day / Engagement
- Cost of living impacts
- Income spending priorities
- Environmental sustainability views
- Gym floor layout preferences
- Government priorities e.g. Health/NHS
- Quality and Standards

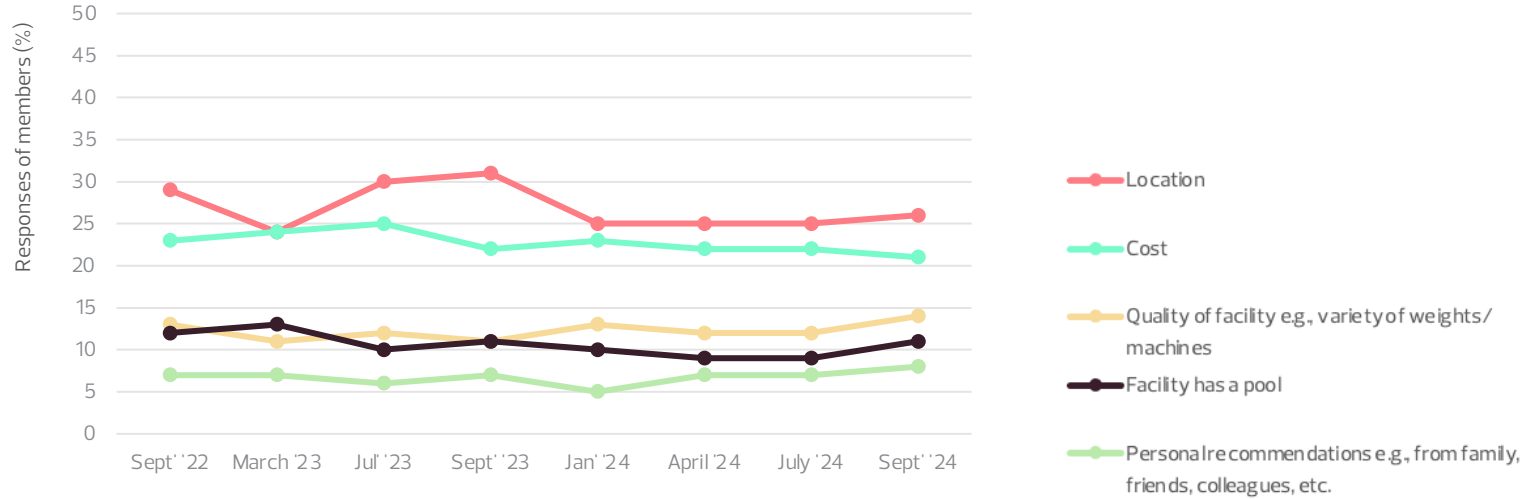
What Are the most common barriers to joining a gym for Non-Members



What can we learn from current members about their motivations to join a gym



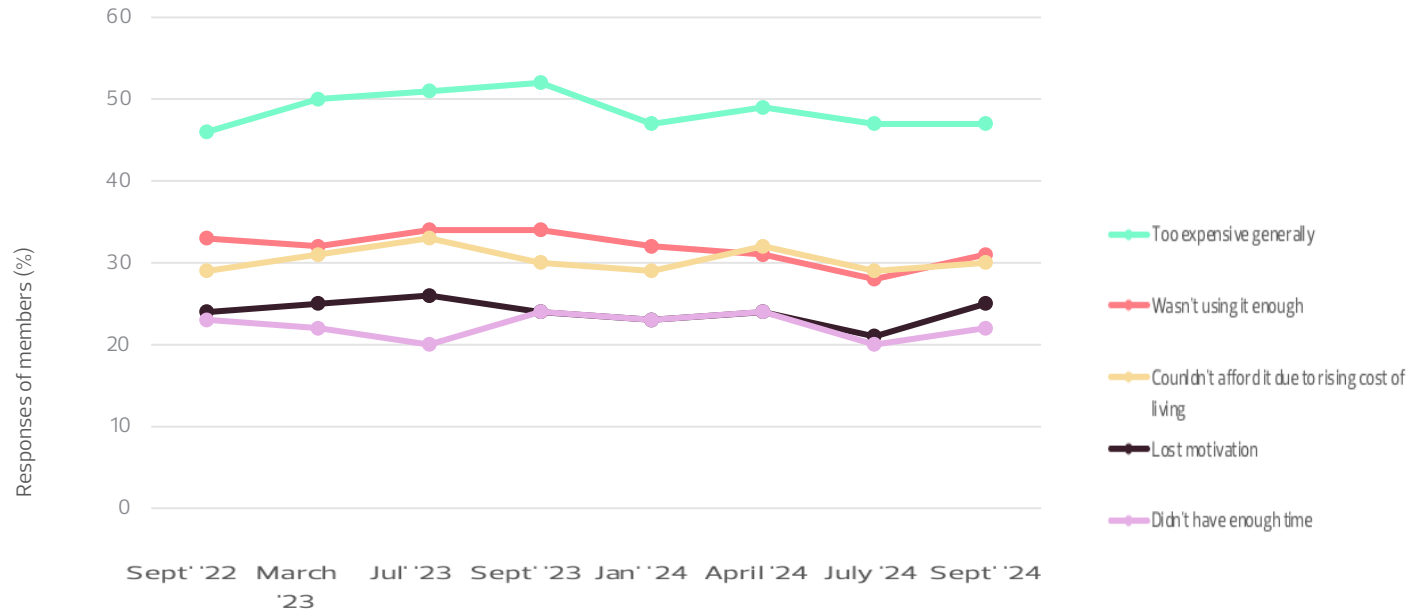
And why are members choosing their facilities

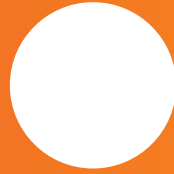


What are members doing in the gym



Why Are former members cancelling their memberships

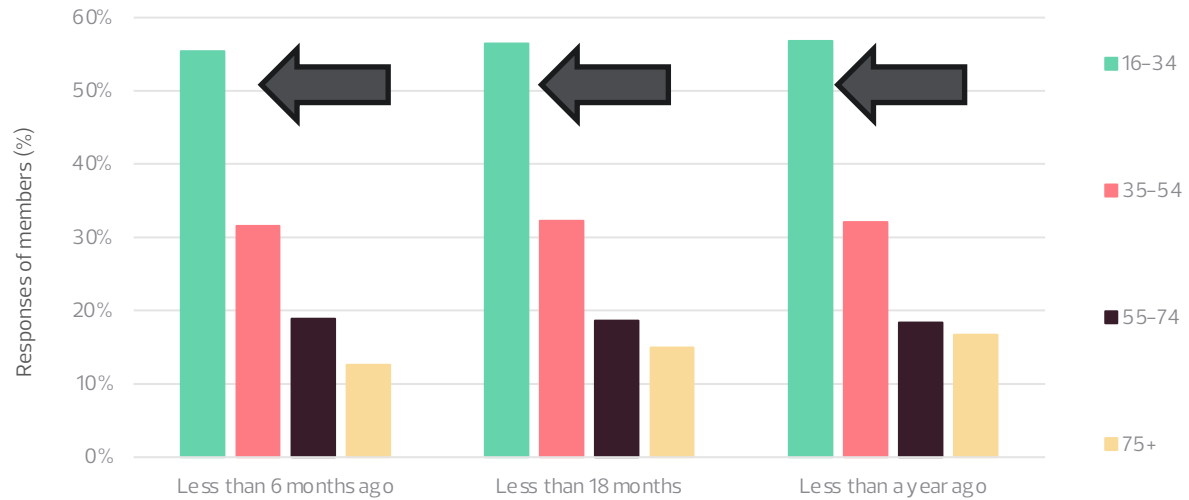




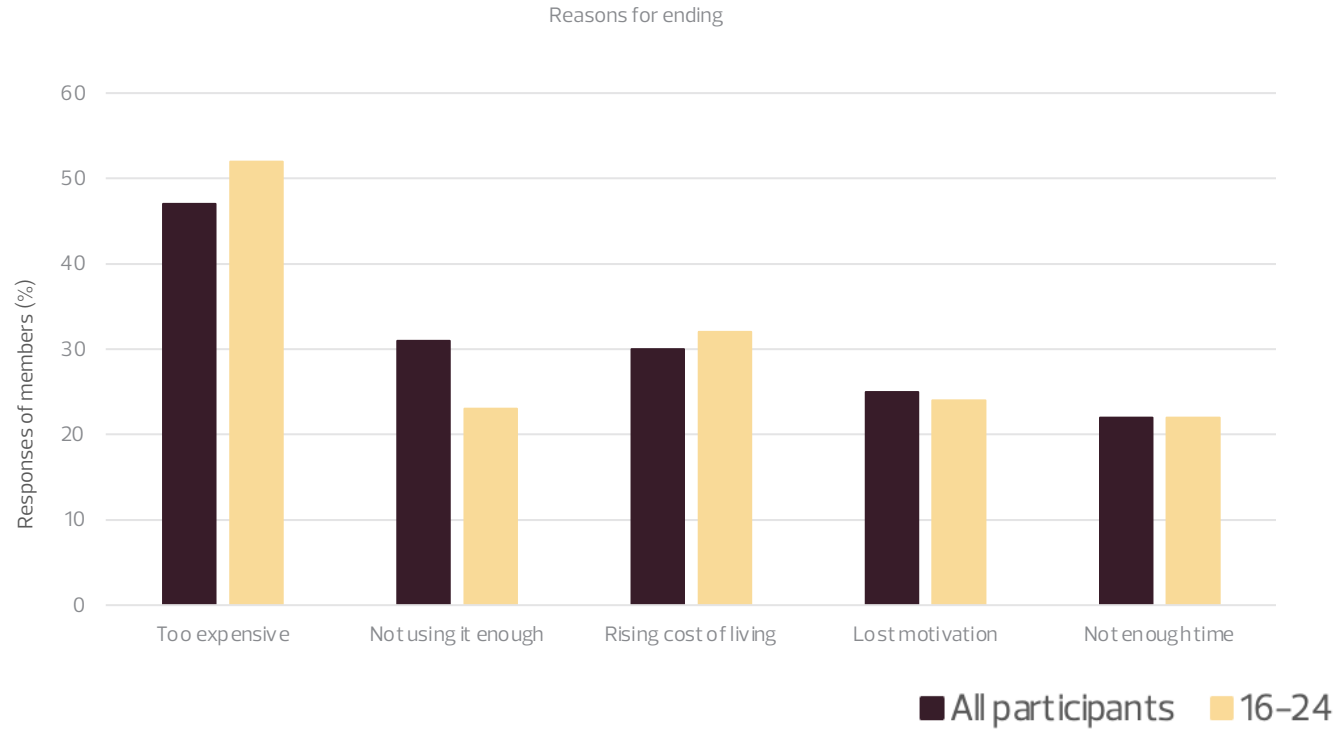
Members of the Future

- What do we need to learn to prepare for the next generation or users.
- What do you want to know?

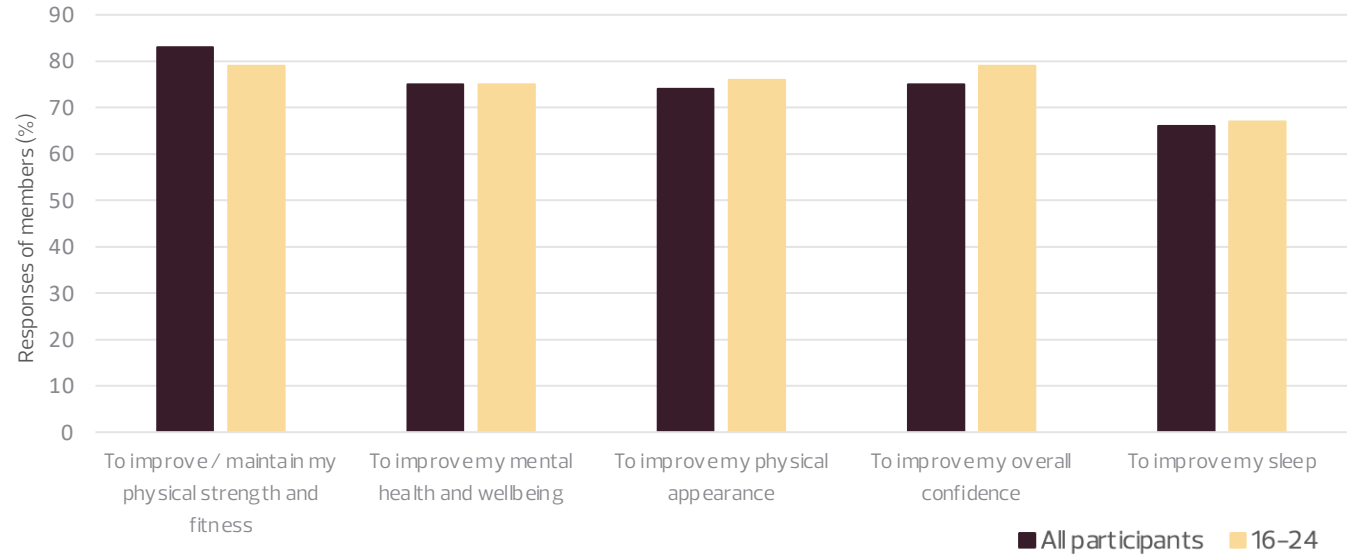
Membership Cancellations



Do Gen-z's barriers, motivations and cancellation reasons mirror the national picture

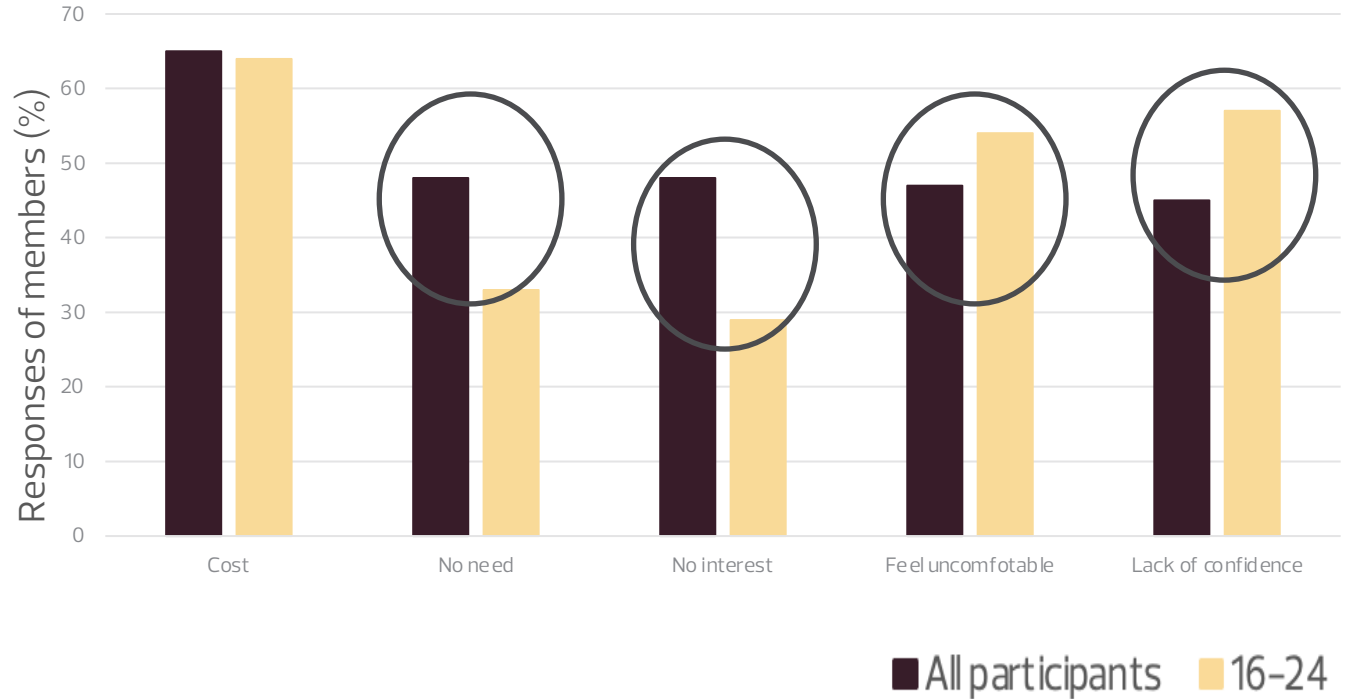


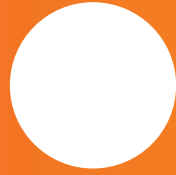
Do Gen-z's barriers, motivations and cancellation reasons mirror the national picture



No differences with why gen Z members are choosing their facilities

Do Gen-z's barriers, motivations and cancellation reasons mirror the national picture





Breakout



Question

What do we need to learn to prepare for the next generation or users?

What are we missing and need to ask existing and potential consumers?

How can we take this information and make tangible changes?



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More often

The Active Standard

Member Network
Event

Torquay
14th November 2024

History and purpose: improving standards and trust across the sector

The covid-19 pandemic acted as a catalyst to accelerate the improvement of health and safety standards across the sector. The pandemic highlighted the need for improvements in this area, and created an opportunity and appetite for continued improvements across the sector.

The growing desire and drive for the sector to support the health of the nation creates a further need and incentivisation for consistent, unified standards across the sector so that it can stand up to scrutiny from consumers, healthcare professionals and government agencies.

In addition, ukactive has been looking at ways to bolster its member value proposition, which this product will do, particularly among the independent part of the sector.

The creation of a new standard for the sector, 'The Active Standard', was announced by Baroness Tanni Grey-Thompson at the ukactive Summit in October 2020, when she set out our vision, in partnership with Sport England, for a new sector standard which offers the all-encompassing, flexible approach needed to consistently maintain the standards necessary to support the continued professionalism of the sector.





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PURPOSE

**TO CONSISTENTLY IMPROVE STANDARDS
WITHIN THE SECTOR, HELPING TO PROTECT
CONSUMERS AND BUILDING MEMBER'S
RESILIENCE TO REPUTATIONAL AND
OPERATIONAL RISKS**

SUPPORT, PROTECT AND INFORM



Positioning in the market



Compliance
Declaration



90% of course material match, slightly broader questioning in Quest
**Display Screen Equipment/External Audit/Joint-Shared Use Agreement*



Baseline
Certification



Health & Safety Compliance-Safeguarding-Professional Standards-Data Protection



Level 2



Health & Safety Compliance (Daily Checks/Health Commitment Statement/Policy/Control Of Substances Hazardous to Health/First Aid/Exercise Equipment)
**T&C's/Code of Conduct/Complaints/Ventilation/Temperature*



TAS represents the first level of compliance, with the majority of the syllabus representing legal compliance with health and safety standards.

It is envisioned by ukactive, Sport England (Quest) and EuropeActive (FitCert) that TAS will be the first rung of the standards ladder, acting as a springboard onto Quest and FitCert.

Assessment Syllabus

The syllabus for The Active Standard certification has been through a rigorous consultation and scrutinisation process, involving our Standards and Legislation Committee (made up of health and safety leads from members across out sector channels), Sport England, Quest, FitCert and CIMSPA. This collaborative approach and the progress made has been praised by EuropeActive.

The 40 questions are split into the following 9 categories:

1

Policy/ Insurance

2

Risk Assessment

3

Internal and Third-Party Inspections/ Surveys

4

Emergency Response

5

Professional Standards/ Competence

6

Protecting Staff/ Customers

7

Protecting Children/ Young People/ Vulnerable Adults

8

Swimming Pools/ Spas (if applicable)

9

Music Licensing (if applicable)

OPERATOR JOURNEY

OPERATORS IDENTIFIED

Prior engagement/MEX/R&S,
gauge readiness for assessment

WEBINARS TAKE PLACE

Training webinars talk to syllabus and
set the scene for assessment, Q&A

ASSESSMENTS COMMENCE

Online assessment take place (circa 2hrs per site)

OPERATORS CONFIRMED

UKA share confirmed list of operators with Right Directions
totaling budgeted number of site assessments

GUIDANCE RELEASED

Right Directions send guidance documentation
to confirmed operators

ASSESSMENTS SCHEDULED

Right Directions schedule TAS assessment dates with
confirmed operators and inform of webinar dates

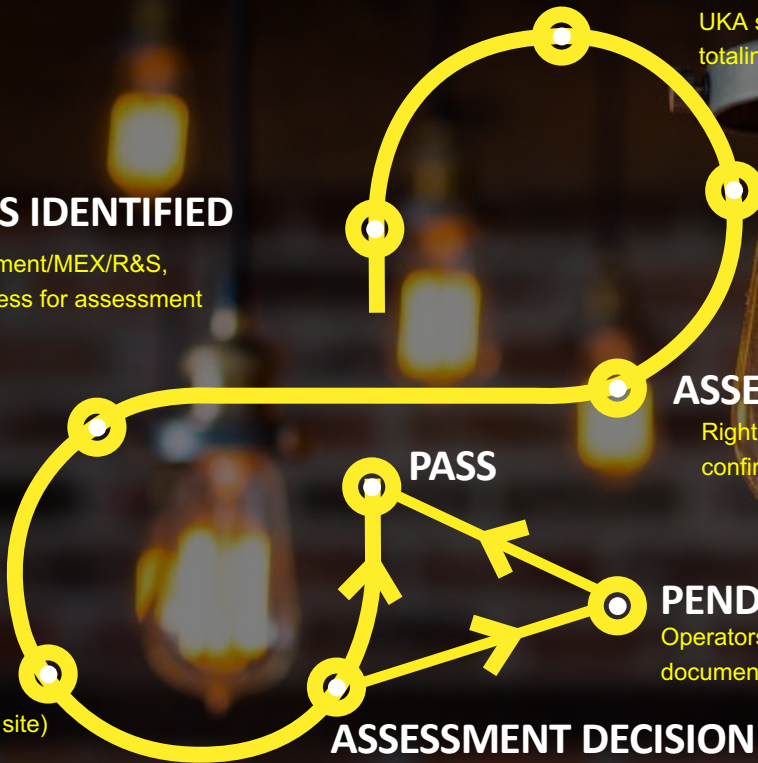
PASS

PENDING

Operators have 6 months to re-evidence pending
documentation via online platform

ASSESSMENT DECISION

Operators notified on the day of assessment,
report sent within 10 days of assessment



Logo colours

These are the approved colour variations of the Active Standard logo.

There may be cases where using the primary colour logo is not the best option for example when needing to print in all black, or when the logo is secondary to the supporting information. You may use any of the colour variations provided to suit your specific needs.

Always use the most contrasting colour version of the logo in relation to the background it sits on.

Primary logo colour (on light background)



All black logo (on light background)



Primary logo colour (on dark background)



All white logo (on dark background)



Mockup: Window Sticker

Here is what some window stickers for The Active Standard could look like.





More people
More active
More often

The Active Standard

Q&A

14th November 2024

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 view of a playground with blue and yellow structures.

O&A

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Lunch



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Thank You



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