

More People, More Active, More Often

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Acting CEO, ukactive



Who are ukactive?

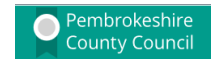
The UK's **leading not for profit health body** for the physical activity sector with over 4,000 members & partners





ukactive has a significant footprint in Wales

ukactive has a significant number of partners including: public and private operators & suppliers working in Wales



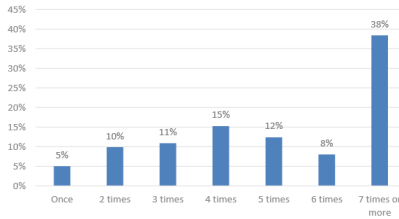


We campaign on behalf of the sector – advising on risks & regulatory issues

Office Workers



How often do you get up from your desk for ten minutes or more in an average day?



0 times: by work function

| | |
|---|-----|
| Transversal Functions (HR, Finance, Brand & Comms, Legal) | 13% |
| Service Operations | 8% |
| Corporate Services | 6% |
| Universities | 5% |
| Healthcare | 4% |
| Sports and Leisure | 4% |
| Justice | 2% |
| Defence and Government Services | 0% |
| Energy and Resources | 0% |
| Response | 0% |
| Schools | 0% |



Research

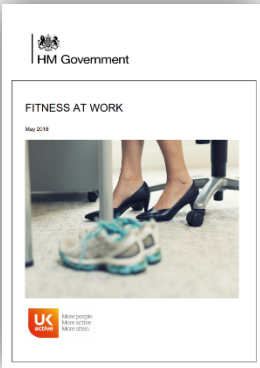
Projects

Public Affairs & Policy

Campaigns



Sainsbury's
Active Kids
 Eat well • Move well • Live well



We are in the midst of an inactivity pandemic & must turn our attention to prevention

The Telegraph ALL SECTIONS

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People spend more time sitting on the toilet each week than exercising, study finds

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British adults spend three hours and nine minutes on the loo every week CREDIT: PETER DAZELEY

- Estimated to cost UK economy **20bn annually**
- Physical inactivity is **the fourth greatest** cause of disease and disability in the UK
- Evidence from the Welsh Government states that only 14-17% of children aged 11-16 get the guideline amount of physical activity (60 minutes a day)

The broader impact of our sector is increasingly being recognised

“Physical activity is the ‘golden thread’ in the fight against many of our major national challenges”

- ***Loneliness***
- ***Ageing population***
- ***Crime and anti-social behaviour***
- ***Childhood obesity***
- ***Mental health***



The task for a new Prime Minister

There is an opportunity to open up schools as community hubs

- School summer holidays are driving ‘a major class divide’ with the poorest children seeing **fitness fall 18 times faster** than their more affluent counterparts
- Children aged 5 and from the poorest income groups are **twice as likely to be obese** compared to their most well off counterparts
- It is estimated that **66%** of the achievement gap can be explained by summer learning loss.
- **39%** of sports equipment behind school gates



Transforming working life will be key – from facilities only membership to extending the cycle to work scheme

It is estimated that the UK loses **131 million** work days each year to sickness
In addition, research of office workers has identified that:

- **Seven in ten workers (68%)** think spending all day sat at their desks is having a detrimental effect on their physical or emotional health, or both
- **Almost three-quarters (73%)** only get up from their desk to go to the toilet or make a cup of tea



Pensioners will be asked to train as fitness instructors



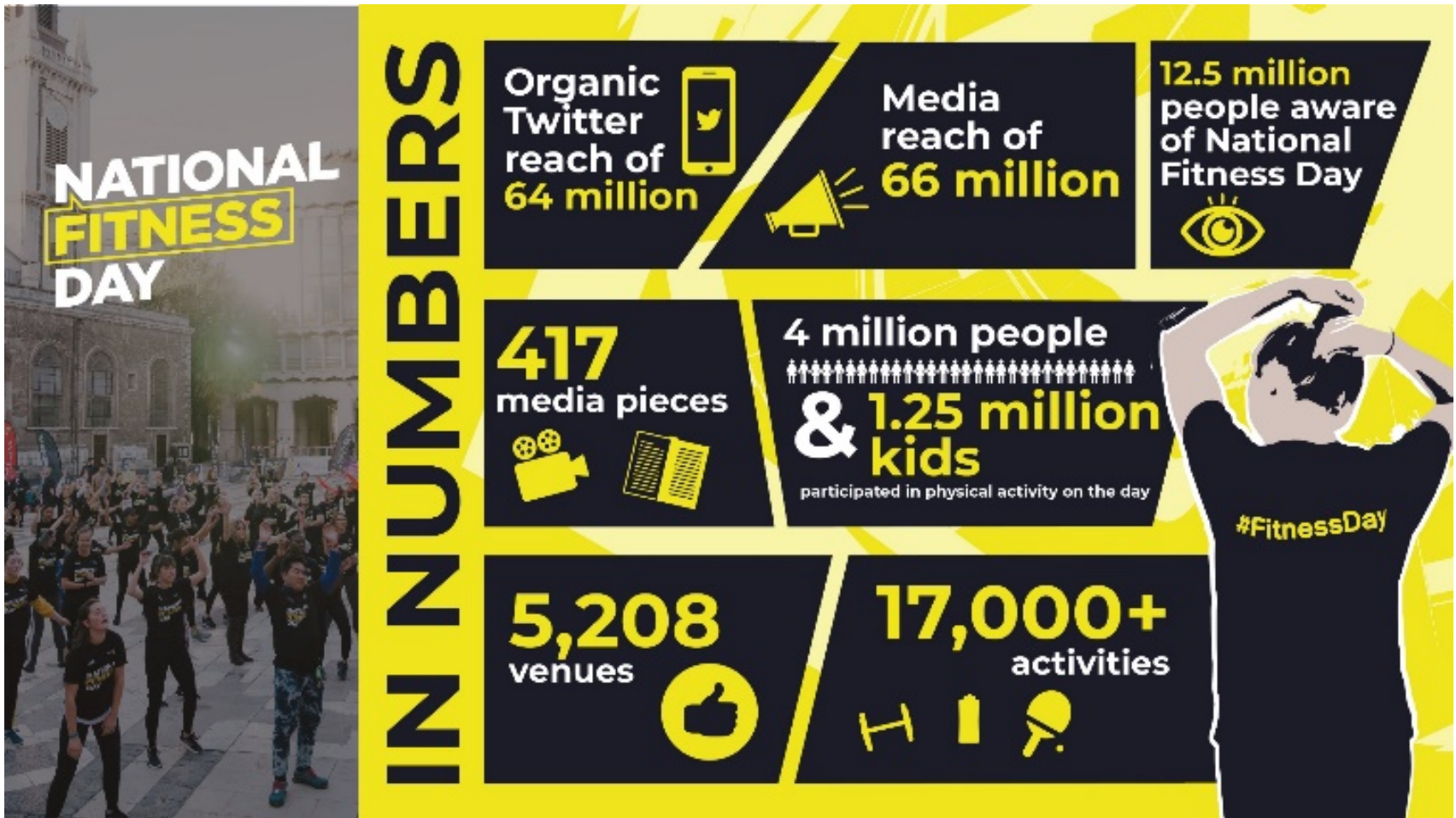
- Older people should be supported to retrain as sport and activity practitioners
- public, private and volunteer-led residential homes should have a dedicated strategy in place to support residents increase the amount of physical activity they take part in (CAPA programme in Scotland)

Community Wellness hubs can achieve a 30% reduction in capital build cost and 40% improvement in efficiency averaging c.£750,000



Capital Investment : £1bn regeneration scheme to transform the UK's ageing fleet of leisure centres into new community wellness hubs that can serve as the preventative frontline of the NHS.

Bigger and broader campaigns aligned to the activity agenda





Thank You