Introduction to ukactive and the HE Sector

17/05/2013

Agenda

- Our History
- Mission and Vision
- Objectives
- HE Steering Group
- One Big Thing

Our History

Our History

- Set up in 1991
- Not for profit
- Trade body
- Represent fitness industry
- Formally called the FIA (Fitness Industry Association)

UK active
More people
More active
More often

Our Mission and Vision

Our focus is a long-standing and uncompromising vision to get more people, more active, more often.

We are committed to improving the health of the nation through promoting active lifestyles. We will achieve this by facilitating big impact partnerships, championing innovation, providing high quality services to our members, campaigning, providing research and sharing insights. This is our promise to our members, stakeholders and the nation.

We exist to serve any organisation with a role to play in, or benefit to be gained from getting more people, more active, more often. We will provide a supportive, professional and innovative platform for our partners to succeed in achieving their goals.

Our 9 strategic objectives

1

Establish physical activity as a core business of the National Health Service, building bridges between the medical and activity sectors, with a particular emphasis on those most in need.

2

Support local authorities to deliver on their public health responsibilities.

3

To establish the UK activity sector as a priority sector for investment in education and training

4

Champion the priority that should be attached to promoting active lifestyles across all relevant Government departments

5

To provide a willing partner to the community sport sector

6

To play an active role in supporting children and young people to establish an active lifestyle from the earliest possible point.

7

To secure the wide ranging support of business and major commercial brands to engage their colleagues and consumers in healthier lifestyle choices.

8

Utilise the latest innovations in technology to support people to become more active.

9

ensure that our bedrock of success, our core supporter base of health club and leisure centre operators, are engaged with the mission, and brought with us on the journey

Core Membership Benefits

- 40 Webinars a year
- PPL
- Health Commitment statement
- Code of Practice
- Guidance / Health and Safety
- Benchmarking
- Active Intelligence
- ukactive Media Review

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Coming up for ukactive…

- Change4Life
- FLAME
- Summit
- Research Institute
- Danone Nations Cup
- Asda Active

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Why ukactive are engaging with the Higher Education Sector

1. The Higher Education sector has a population of just under 3 million students and staff across 280 sites in the UK – great opportunity to promote physical activity to a large target group.
2. Sport England identified the age group of **16-24 year olds** as a key demographic to increase participation in physical activity and sport, as a recent survey revealed that only 59.4% of 16-24 years take part in sport/physical activity for at least 30 minutes each week. Furthermore this percentage has not seen a significant increase in the last 7 years.
3. BUCS have also indicated that they are looking at ways to increase participation in physical activity.

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The ukactive HE Steering Group

ukactive, with the support of board member Neil Mosley set up a focus group to explore our options

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The ukactive HE Steering Group has developed a programme which aims to engage students not taking part in competitive HE sport in individual and non-traditional activities to promote long term physical activity participation.

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One Big Thing

The programme will comprise the following:

- One – off Physical Activity Event
- A Resource Pack
- One Big Thing Website
- Social Media Campaign
- Insight Survey
- Fundraising

One Big Thing is being piloted this Friday!

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We don’t have all the answers……yet

- The ukactive HE Steering Group has developed a great concept to promote physical activity among Higher Education students.
- However, we need your guidance to ensure we have the right model in place to grow physical activity within this area
- What is the ideal campaign?!

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" I am delighted to support ukactive as it launches its plans to help embed physical activity into the DNA of our communities by getting more people, more active, more often. "

Rt Hon David Cameron MP
Prime Minister