



UKACTIVE QUEST PRESENTATION

STEVE SCALES - LEAD LGA ENGAGEMENT



Overview

Introducing ukactive
Public Affairs & the Governmental Landscape
Research Institute
ukactive kids
Campaigns
Events

'Improving the health of the nation through getting
more people, more active, more often
Overseen by a high-quality independent Board'



Introducing ukactive



Baroness Tanni Grey-Thompson, Chair



Sandra Dodd,
Treasurer,
CEO, Places for People



Mark Sesnan, Elected
Member, MD, GLL



Matt Merrick,
Elected Member,
ex-COO Virgin Active



Dr. Ewan Hamnett,
Elected Member,
Birmingham CCG



Dame Carol Black,
Independent
Non-exec Member,
Gov. Advisor on Long-term
Conditions



Dr. Peter Bonfield,
Independent
Non-exec Member,
CEO, BRE Group



Sarah Kendall,
Independent Non-exec
Member, Head of PR and
Communications,
Fuse Sport + Entertainment



Adrian Packer,
Independent
Non-exec Member,
CEO, Core Education Trust



Phil Rumbelow,
Chair, Membership
Council,
CEO, Jubilee Hall Trust

Underpinned by a Senior Leadership Team, delivering our management agenda:

Identity and Integrity

Expand and Deepen

Ongoing Professionalisation

Independent Sustainability

Growth Through Partnership

Game Changing Innovation

Executive Team



Steven Ward
Executive
Director



Leah Walland
Finance



Phil Horton
Client Services



Joe Robinson
Marketing &
Digital



Geraldine Tuck
Operations



Huw Edwards
Public Affairs



Dr Steve Mann
Research &
Insights



Will Smithard
Strategic
Partners &
Programmes



Yasmeen Seth
Human
Resources

The Senior Management Team



Sinead McCafferty

Project
Manager



Jeremy Sagoe

Public Affairs and
Policy Manager



Pete Wells

Head of
Key Accounts



Craig Samuel

Head of
Membership



Sarah Lee

Licensing
Manager



Ellie Johnson

Project
Manager



Harriett Brooks

Project
Manager



Steve Scales

Lead LGA
Engagement



Christina Edsger

Head of
Events



Ermal Cela

Digital
Manager



Lisa Lloyd

Strategic Partner Group
Account Management Lead



Kenny Butler

Health and Wellbeing
Development Manager



Jack Shakespeare

Head of
ukactive Kids



Lara Lill

Sport England
Partnership Lead



Jak Philips

Head of
Communications

A Clear Management Agenda



Identity and Integrity

Strengthen awareness of ukactive and the regard in which it is held by its members, partners and key stakeholders



Deepen our Engagement

Deepen the engagement of ukactive with its existing members, partners and key stakeholders through the outstanding value and service we aim to provide



Ongoing professionalisation

Improvements in the ukative team and the way we work to make us more likely to achieve our goals



Independent Sustainability

Continue to be secure, independent and able to resource what we need to do from our own reserves



Growth through partnerships

Hand in hand with our key partners, grow through the pursuit of mutually held goals



Game-changing innovation

Prepare the ground for us to transform our organisation and the sector we serve, whilst focusing on ensuring that we perform

Creating Value for our Members

- 1 > Raising the value of the sector to all key stakeholders
- 2 > Attracting more consumers into the category as considerers
- 3 > Creating a competitive climate for sector growth, and a sector wide culture able to pursue it
- 4 > Generating commercial savings and economies through smarter licensing
- 5 > Lead generation through flagship campaigns
- 6 > Improved standards and skills system
- 7 > Preparation of a new generation of leaders
- 8 > Attraction of talent from outside of the sector, and its induction on arrival
- 9 > Fostering innovation
- 10 > Expanding the borders of the sector as a magnet for major new partners

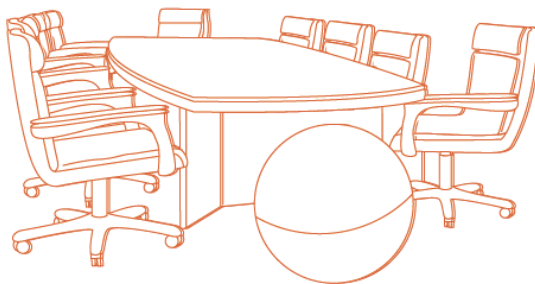


Public Affairs

The Government Strategy Opening up Opportunities for ukactive and its Members

UKACTIVE'S POLICY LED
THOUGHT LEADERSHIP
HAS CHANGED THE
POLICY LANDSCAPE FOR
PHYSICAL ACTIVITY
AS A RESULT:

- < £250m will be invested over the next 4 years into tackling inactivity, with a further £750m of government investment stimulating a climate of growth and opportunity
- < The door is wedged open for all partners, from the public, private or third sector
- < KPI's set by Government include objectives totally aligned to the sector, such as utilising spare capacity
- < The forthcoming £500m investment into children's activity
- < from the Sugar Tax is ring-fenced till 2020, and likely to be used beyond the school gates
- < We have solid engagement at Number 10 and access to Treasury, discussing major capital investment and tax treatment of the sector
- < Our sector, and the network we represent, is at the heart of delivering the Government's plans



An Even Faster Moving Landscape

"NHS in crisis" – Long term problems within NHS exposed, Govt and NHS continue talking language of prevention, GPs continue to be under pressure as are LA budgets; NHS (and Simon Stevens) looking to balance narrative between diet and activity, growing interest in "Activity erapy" as treatment, cure or part of condition management

"New Government, new priorities?" – Government discussions dominated by the implications of Brexit, delivery year for Government Sports Strategy underway via investment streams from Sport England, initial indications that Prime Minister May prioritising "wellbeing" as seen from her major mental health announcement, cross-departmental delivery of Government Strategy reverting to individual departments leading on individual programmes.

"Confluence of business, fashion, culture and technology converging on the GREAT British Activity Sector" – Explosion in fitness consumer tech; Sector re-structuring and innovating; Fitness taking new forms with new players driving it; Data and digital health driving change and risk; consumer culture and youth culture respects activity.

"Borders of interest expanding" – ever growing range of potential partners in need of ukactive support to harness power of activity agenda for their brand. Food, computer gaming, retail and FMCG under attack; Brands using activity to show social purpose; Health and activity is a core part of corporate well-being; major players looking for active innovation

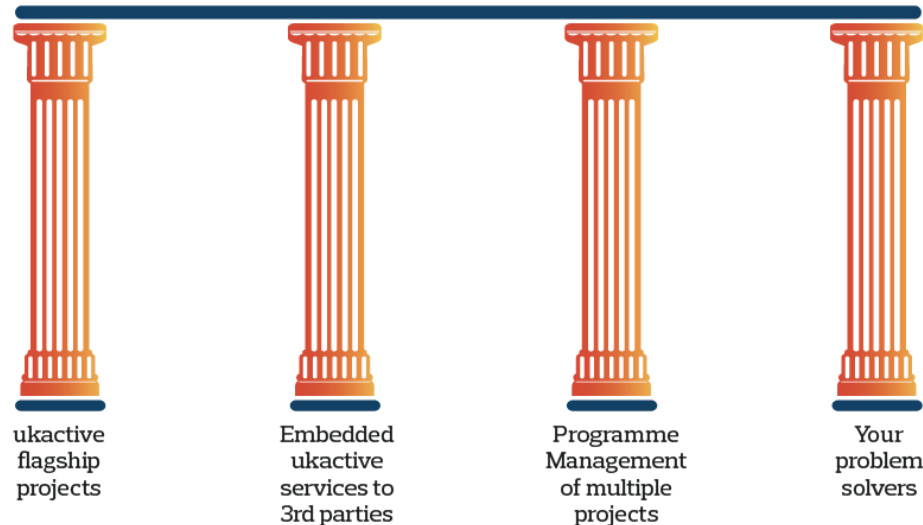
"Bleaker public landscape" with uncertain backdrop of BREXIT, Trump and Corbynista activism influencing public debate and the national mood, and perhaps a new tone of debate and doing business



We have agreed with Sport England that we can support them across **four key pillars**.



Projects – Our Work with Sport England



Example Projects

Pillar One – ukactive flagship projects –
Delivering Let's Get Moving to a cohort of the population suffering from complications due to Type 2 Diabetes

Pillar Two – Embedded ukactive services to third parties –
Measurement and evaluation programme partners for key operators and NGO delivery body proposals

Pillar Three – Programme management of multiple projects –
Utilising results from Promising Practice 2 to aggregate local delivery partners to deliver outcomes greater than the sum of their component parts within local communities

Pillar Four – Your problem solvers –
Being the go-to accelerator for Sport England funding proposals that need refinement to ensure they are right for future funding.

Under pinned by research, insight and the closeness of our connection to the sector