

# Research Institute

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The ukactive Research Institute aims to bridge the evidence gap between traditional laboratory based 'exercise is medicine' research and real world interventions. Engagement with the physical activity sector to encourage best practice in data capture, management and dissemination, to ensure greater public and policymaker confidence in physical activity interventions and programming, forms a key strand of this.



# Kids Research



**Only 9%**  
**of toddlers**

are meeting the CMOs  
activity guidelines

**42%**

of inactive children are  
more likely to become  
**sedentary adults**



**1/3**  
**of parents**

say there is not enough information  
from Government on the **health  
risks to children and teenagers** of  
excessive sedentary time

**80%**

of families in GB say they would  
have a **better quality of life** if  
they did more physical activity



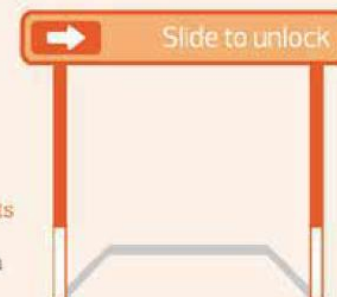
**Less than 1/2**  
**of parents agree**

that there are  
enough **affordable  
opportunities** for  
children to be active in  
their local area during  
school holidays



**9/10**

parents feel that  
**smartphones and tablets**  
are a **big barrier** to  
children getting enough  
physical activity



# ukactive KIDS

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UKACTIVE KIDS BRINGS TOGETHER STAKEHOLDERS WITHIN THE CHILDREN'S PHYSICAL ACTIVITY SECTOR WHO'S ULTIMATE GOAL IS TO GET MORE CHILDREN, MORE ACTIVE, MORE OFTEN. THIS IS ACHIEVED THROUGH IMPROVING THE STANDARDS OF ACTIVITY PROVISION AND FACILITATING THE COLLECTION OF DATA OF CHILDREN'S ACTIVITY MEASUREMENTS.

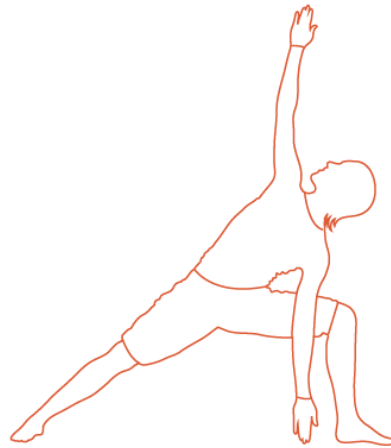
A dedicated branch of the ukactive organisation specifically focused on championing children's physical activity in the UK.

- < We seek to get all children active – disabled and able bodied – from the very early years right up to late teenagers flying the nest
- < We must empower a generation with active practices that they can carry over a lifetime

## Our mission

- < To get more children, more active, more often
- < Build the widest possible network of organisations that can help us to deliver this mission
- < Be the champion of 60 active minutes per day, term time or not. We are not interested in PE alone – it's the broader physical activity landscape of which PE is part
- < Improve standards and quality assurance around children's activity provision





# Campaigns

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FREE OF CHARGE  
CAMPAIGNS TO ENGAGE  
WITH UKACTIVE AND ITS  
PARTNERS IN GOVERNMENT  
AND CORPORATE BRITAIN,  
DESIGNED TO DRIVE LEADS  
TO CLUBS, PREFERABLY  
DURING UNDERUTILISED  
DOWN TIME; FILLING SPARE  
CAPACITY IS A MAJOR DRIVER  
OF UKACTIVE:

## >> National Fitness Day

100m social media reach last year, partnership with Argos,

18,000 EVENTS  
ACROSS THE COUNTRY,

tracked impact on visits and September performance for operators  
who engaged with the campaign fully

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## >> One You

Launching 2017

One You Wednesday's will be the "Orange Wednesday's" of the fitness industry,  
driving new traffic in partnership with Public Health England

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## >> Change4Life

Annual government campaign with

MEDIA BUDGET  
c£12m



**#NationalFitnessDay**  
no. 1 trend on twitter

**194**

articles in national  
& regional titles



Social reach

**52m**



Total reach  
**107m**

## MEDIA ENGAGEMENT

**159**

broadcast pieces  
including **2 Live**  
TV slots



### Top tweeters

Rio Ferdinand (7.1m)  
BBC News (7.0m)  
Liverpool FC (6.1m)

## SOCIAL MEDIA

## PUBLIC ENGAGEMENT

**1m+**  
participants



## SECTOR ENGAGEMENT



**18,000+**  
events  
**& 5,873** Venues



National  
Fitness  
Day  
Powered by

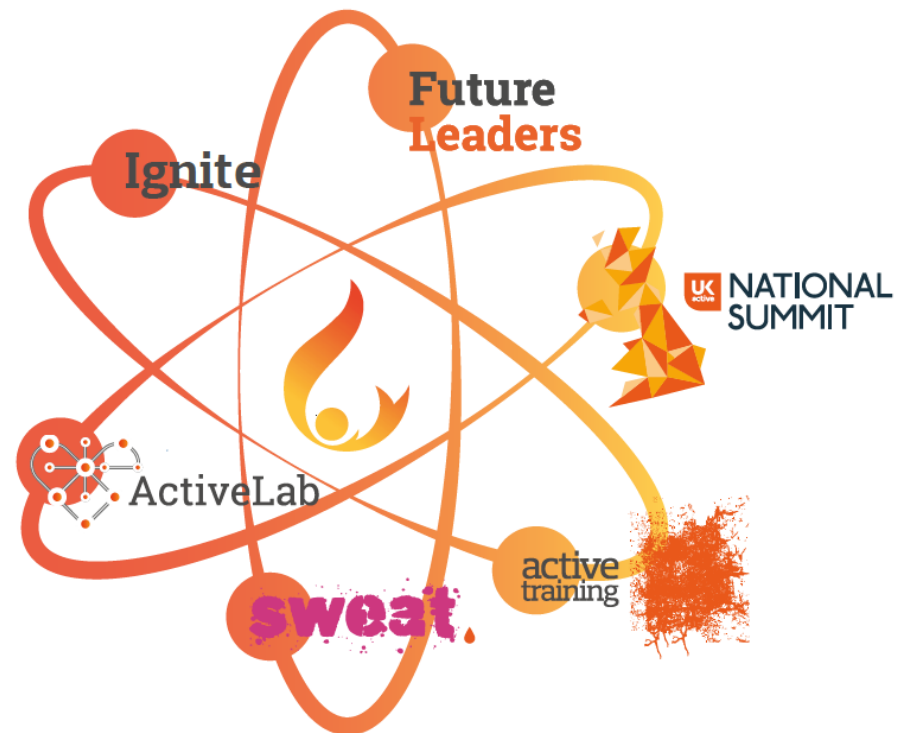
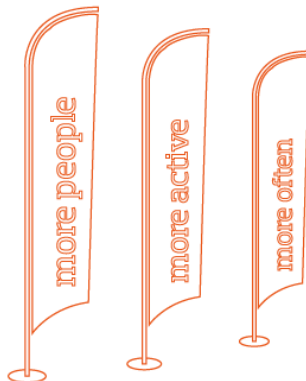


# Events

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UKACTIVE HAVE A SERIES OF FLAGSHIP INDUSTRY MOMENTS WHERE WE BRING THE SECTOR TOGETHER ON THE MAJOR TOPICS OF DISCUSSION IN THE SECTOR:

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We are ukactive

See you soon



# Ignite

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@\_ukactive