



»» **A PHYSICAL ACTIVITY SECTOR
UNITED IN ITS RESPONSE TO
COVID-19**

MAY 2020



»» THE UK PHYSICAL SECTOR BEFORE COVID-19

7,239
Gyms in 2019
(Leisure DB, 2019)

10,400,000
Members in 2019
(Leisure DB, 2019)

Physically Strong



Prior to lockdown physical activity was at an all-time high in England.
(Sport England, 2020)



Facilities had an average usage of 461,000 visits each in 2019.
(ukactive, 2019)

Economically Strong



Leisure and fitness industry employ a workforce of 189,000.
(ukactive, 2020)



In 2019 the fitness industry is estimated to be worth more than £5 billion.
(Leisure DB, 2019)

Socially Strong



Community leisure in the UK contributes to £3.3 billion in social value. This accounts for health, reduced crime, improved educational attainment and increased life satisfaction.
(ukactive, 2017)



Sport and physical activity has a large part to play in the engagement of youth offending - There is a proven reduced contact with youth justice systems and young people taking part in physical activity.
(Walpole, 2020)

»» COVID-19: THE IMPACT ON THE FITNESS AND LEISURE SECTOR

Following the global pandemic of Coronavirus (Covid-19) on Friday 20 March the doors of UK fitness and leisure centres closed in communities across the nation. The lockdown measures enforced by the UK Government have had a significant impact on the leisure and fitness sector.

This report from ukactive explores the ways in which Government and our industry can work together to secure a strong future to grow following this pandemic, as well as continue ukactive's mission of getting more people, more active, more often; something never as important as it is now in order to support the physical and mental health of our nation in overcoming the impacts felt by Covid-19.

Immediate decrease in physical activity following lockdown (41% did less exercise compared to pre-lockdown).
(Sport England, 2020)

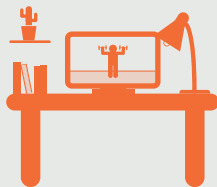


Those working in the fitness and leisure industry have seen personal losses on average of £7,800.
(ukactive, 2020)



Sport and leisure providers are reporting average losses of £45,000 since March 1st accrued over 39 days.
(CIMSPA, 2020)

48% of the public took part in a home-based activity (Week 5 May 1st - 4th).
(Sport England, 2020)



The projected loss of social value would be £2.2 billion (should restrictions stay in place for 6 months)
(ukactive, 2020)



Importantly the majority (62%) of the population still believe in the benefits of physical exercise *(Sport England, 2020)* - therefore our industry is working hard and adapting to ways physical activity can be consumed safely during this difficult time.

Gym workouts has topped a poll of activities that the British public (14%) is most looking forward to post-lockdown *(Sport England, 2020)*. Therefore the industry has a massive opportunity following lockdown measures to build on this momentum.



IMPACT OF PHYSICAL ACTIVITY ON OUR PHYSICAL AND MENTAL WELL-BEING DURING LOCKDOWN

69% of adults agree that exercise is helping them manage their **PHYSICAL HEALTH** during lockdown
(Sport England, 2020).

65% of adults agree that exercise is helping them manage their **MENTAL HEALTH** during lockdown
(Sport England, 2020).



Physical Health

65% of adults agree they have the opportunity to be physically active during lockdown. This is a 10% decrease prior to Covid-19.
(Sport England, 2020)



Children's Health

Children's physical activity was also affected with a 38% decrease following restrictions put in place by **Government**.
(Sport England, 2020)



Differences in Demographic

Certain groups have reported finding it harder to keep active during the outbreak.

- > People who are older
- > People in urban areas
- > People who are on lower incomes

(Sport England, 2020)



Male Participation

% doing 30 mins physical exercise on 5+ days Week 2 (8th – 11th May April 2020)
(Sport England, 2020)

35%



Female Participation

% doing 30 mins physical exercise on 5+ days (8th – 11th May 2020)
(Sport England, 2020)

30%

Mental Health

It has been widely reported that the nations mental health has deteriorated due to the lockdown measurers. There have been increases in the following emotions

- > Feeling lonely
- > Feeling anxious
- > Feeling low

Prior to the coronavirus the primary emotion in the UK was happiness (around 50%), now the most dominant feelings are frustrated, bored and stressed.

(YouGov, 2020)

»» IMPACT OF PHYSICAL ACTIVITY ON OUR HEALTH AND WELL-BEING

Exercise has been promoted throughout lockdown by the Government due to the positive affect physical activity has proven to have on individuals' physical and mental well-being.

The relationship between physical activity and mental health has been well documented with Public Health England outlining the benefits to be:

- > A sense of purpose and value
- > Better quality of life
- > Improved sleep
- > Reduced stress

““““

“Physically active people demonstrate improved immune health leading to a lower instance of infections for example upper respiratory tract conditions.”

Professor Greg Whyte
Sports Scientist and ukactive
Board Member

“There is no situation, there is no age and no condition where exercise is not a good thing.”

Professor Chris Whitty
Government Chief Medical Adviser

“There is no doubt that this country needs our sector. The fight against, and recovery from Covid-19 cannot be secured without the physical and mental benefits our sector provides.”

Huw Edwards
CEO ukactive

» UKACTIVE'S RESPONSE

In response to the effect on our sector ukactive have put forward a four stage strategy to help reopen the physical activity sector once the Government announces it is safe for gyms and leisure facilities to reopen.

ukactive's four stage strategy:

Stage 1 – Research on business modelling

We will use new research, currently being undertaken by ukactive and DataHub, to provide business modelling which ensures that decisions by operators are informed by the latest intelligence and provide financial viability to reopen safely.

Stage 2 – Framework for operators

We will provide a clear framework for fitness and leisure operators to guide their operational plans for reopening. The framework is currently under review by public health experts and ukactive's councils and forums, which represent operators of all types and sizes across the physical activity sector.

Stage 3 – Public information campaign

We will introduce a public information campaign which includes the dissemination of guidelines to operators and provides them with assets to engage and reassure their customers, while inspiring the public to step back into gyms and leisure centres.

Stage 4 – Policy support

This will be driven by the continued policy support of ukactive in its conversations with the Government, ensuring that policy decisions deliver what is needed to support the sector through additional or extended financial measures, and regulatory and taxation changes, once the sector is allowed to reopen.

The Fit Together Campaign

When the time comes for the Government and public health experts to ease the current restrictions, we want to ensure the physical activity sector is ready to reopen, and that the people who love and rely on these services are able to use them safely and with total confidence.

We will lead the reopening of our nation's fitness and leisure facilities with our campaign, Fit Together.



»» EXAMPLES OF ASSETS

(DRAFTS UNDER REVIEW)



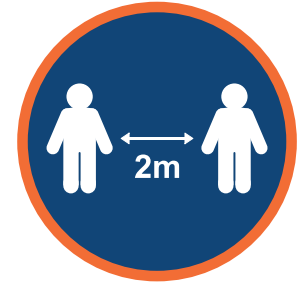
Please **wash or sanitise** your hands regularly.



We are committed to making this facility clean and safe. We require your commitment to each other as facility users – **we are in this together.**

We adhere to the latest Government guidelines in this facility. We require you to do the same.

Thank you.



Thank you for respecting and adhering to **social distancing.**



There will be a break in between classes. Please be patient with staff and other facility users. **Thank you.**



Please be patient with staff and each other. **Thank you.**



To ensure we maintain social distancing **this locker is no longer in use.**



» RE-OPENING FRAMEWORK

The Government has announced as part of Phase 3 in the reopening strategy 'Our Plan to Rebuild' gyms will be allowed to open whilst adhering to social distancing. We therefore suggest the following set of guidelines once gyms are allowed to open:

Cleaning:



- Regular cleaning
- Follow Public Health England's guidance

Reception Area:



- Hand wipes/sanitisers to be on offer
- Wash hands regularly as gloves are not essential
- Queue management as social distancing will take place (2m apart)

Changing Rooms:



- Extra care signposting available to enforce 2m distancing
- Spray and cloths available to wipe down

Gym Floors:



- Only equipment which is 2m away will be used
- Touch points of equipment should be cleaned after use – either by customer or staff

Studios:



- Social distancing must be followed (2m apart)
- A minimum 10-minute window in between classes therefore no waiting around in groups

Swimming Pools:



- Swimming pools can open, as long as properly chlorinated
- Social distancing must be maintained in the pool

To read the full framework ***CLICK HERE***



More people
More active
More often

For further information please visit:

www.ukactive.com/covid-19/

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