



more people | more active | more often

# delivering a healthier nation...

Andree Deane, CEO



## uk government... the conundrum

- Our best medal haul in 100 years ....  
*but ...*
- We hold the Silver medal in the  
*Obesity Olympics*

# what we need is .....

- A holistic strategy underpinned by
  - A national capability
  - Professional expertise
  - Proven experience

*... the collective will to solve this problem*



# our national capability

- Over 5,700 facilities across the nation
  - Within 20 minutes of about 90% of the population
- Over 40,000 trained exercise professionals
- A broad church of delivery channels ... *consumer choice*:
  - National chains & local sole traders
  - Public leisure centres & private clubs
  - Facilities based & community service providers
- Already engaged as *Government activity delivery partners*



# how do we connect with ....

- .....the '*hard to reach*'
  - School children not engaged in sport
  - Young people losing/lost the activity habit
  - Busy employees
  - The 'grey community'



# school communities

- **active at school:** a nationwide initiative launched in 2004
- Focus:
  - *All* children & teachers
  - Exercise not sports
  - Helping children to develop their 'activity habits'
- Helps schools meet their targets
- Government funded



# teenage girls

- **go:** a national initiative which focuses on a priority group
- Has to address:
  - Emotional issues ... *'it ain't cool'*
  - Psychological issues ... *'I ain't good at sports'*
  - Cultural issues ..... *religious sensitivities around young girls & exercise dress*
- Focus is on exercise not sport
  - Pilates .... Spinning .... Tai Chi .... Dance .... Boxercise .....
- Government funded



# young people

- **'Sweat in The City'**
  - London pilot for 18-24 year old women
  - Delivered by over 100 FIA members
  - Launched in September 2008
  - Replicable model
  - Government funded
  - Celebrity ambassadors





# young people

- **'Fit For The Future'**

- Phase One: five regions nationwide (TBA)
  - Delivered by local FIA members
  - 12-month programme: April 2009-March 2010
- Phase Two: £80m+ earmarked for national initiative
  - Post March 2010
- Government funded



# workplace initiative

- **active at work:** a partnership between employers and FIA members
- Over 60% of employees blame domestic and/or work commitments for not having a regular exercise regime
- The 12-week programme is tailored to each participating groups' requirements:
  - Activities range from studio classes to walking groups
  - Tailored exit strategies developed for each person
- Pilot funded by Government ..... *roll out funding required*



# the 'grey community'

- FIA member led
- Structured programmes which address age related issues:
  - Strength
  - Stability
  - Flexibility
  - Age related ailments such as:
    - Cardio vascular health, osteoporosis, arthritis and diabetes
- Sustained attendance high
  - Tend to be better at building an exercise regime into their lives



# a UK first

- 'The Alliance':
  - A unique coalition of governing bodies & sector associations with one vision and one shared goal
    - **'Get Britain Active'**
  - Coalition comprises:
    - 'Indoor'
    - 'Outdoor'
    - 'Active travel'
- Announcement due shortly
  - Part of the DH physical activity plan





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