



PROTECTING AND PROMOTING SPORT AND RECREATION

**SPORT+
RECREATION
ALLIANCE**

IMPACT REPORT 23/24

ABOUT THE SPORT AND RECREATION ALLIANCE

- At the Alliance we believe in the transformational power of sport and recreation to positively shape lives and help drive societal and economic growth.
- We recognise the untapped potential of our sector and actively advocate on its behalf to help foster a happier, healthier and more prosperous nation where more people from all backgrounds can participate and be active.
- As the independent representative body and voice for sport and recreation we protect and promote the interest of our members and vital sector to government, policy and the media.

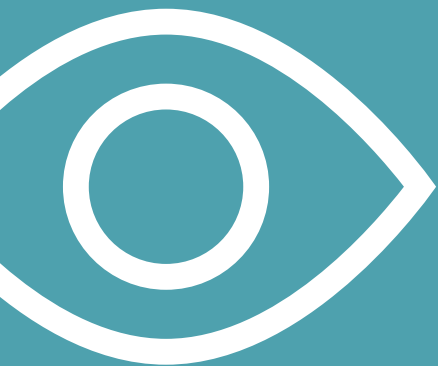
OUR PURPOSE

We believe everyone should benefit from the positive power of sport and recreation.



OUR VISION

We will be at the heart of a thriving sector enabling more people from all backgrounds to participate in sport and recreation.



OUR MISSION

Be the go-to body for sport and recreation, providing expert services, advice and advocacy.



INTRODUCTION FROM THE CEO

It is with immense pride that I reflect on the Sport and Recreation Alliance's accomplishments over the last 12 months. Alongside our members and partners, we have helped drive the sector forward, as we seek to deliver on our 2021-25 strategy, which will conclude next year.

We advanced our work advocating for the benefits of sport and recreation, as we published original research into the activity levels of comparable European nations. The findings were stark – the UK ranks joint 11th out of 15 comparable nations – and the implications for growth, productivity and public health significant. The positive news though, is that we have a better understanding of how relatively inactive we are as a nation and the opportunity for addressing that; if the UK were to become the most active nation in Europe, we estimate that it would save £1 billion per year in healthcare spending related to inactivity and raise more than £3.5bn in GDP per annum.

Our research provided clear evidence of the importance of breaking down barriers to participation, to ensure that as

many people as possible can feel its awesome power. But this can only be achieved by continuing to support and deliver for our members, which span the breadth of the sport and recreation sector. This is why, this year, we also undertook an extensive member consultation process, to understand the challenges they face and, crucially, the opportunities they foresee, to identify how best we can work with them to drive positive change. This has helped shape our advocacy work – including the development of our campaign document in the advent of the General Election – and will continue to influence how we engage with the new government on the sector's behalf in the future. Our collaboration with the National Sector Partners Group is vital in this regard, while we are also delighted to continue to support the work of the Sport for Development Coalition and IWG on Women & Sport.

There are myriad other things to celebrate, delivered from across our brilliant in-house comms, public affairs, policy,

research, governance and EDI, and membership and events teams – from responding to a plethora of key Government consultations, to launching groundbreaking reports and new online learning platforms, to promoting the successes of our members and the sector, to ensuring our flagship events have been bigger and better than ever – as you'll see in this report.

I'm incredibly proud to lead such a brilliant team and an organisation that works on behalf of so many other fantastic organisations across our sector. There is plenty more to do to ensure that we are enabling as many people as possible to access the benefits of sport and recreation, and we'll continue supporting our members to achieve this goal over the coming year.



Lisa Wainwright MBE
CEO, Sport and
Recreation Alliance

SPORT AND RECREATION IN NUMBERS



29.5 million

adults in England take part in the recommended amount of sport or physical activity every week.

3.5 million

children in England take part in the recommended amount of sport or physical activity every week.



Top 6 finishes

at every Olympics since 2008, and every Paralympics since its inception in 1960 - fuelled by participation in grassroots sport and recreation.



£6.2-£8.4 billion

the value of health benefits associated with outdoor recreation within the UK was estimated to be between these two numbers in 2020.

37% of adults

in England aged 16+ travel actively at least twice a week.



68% of people

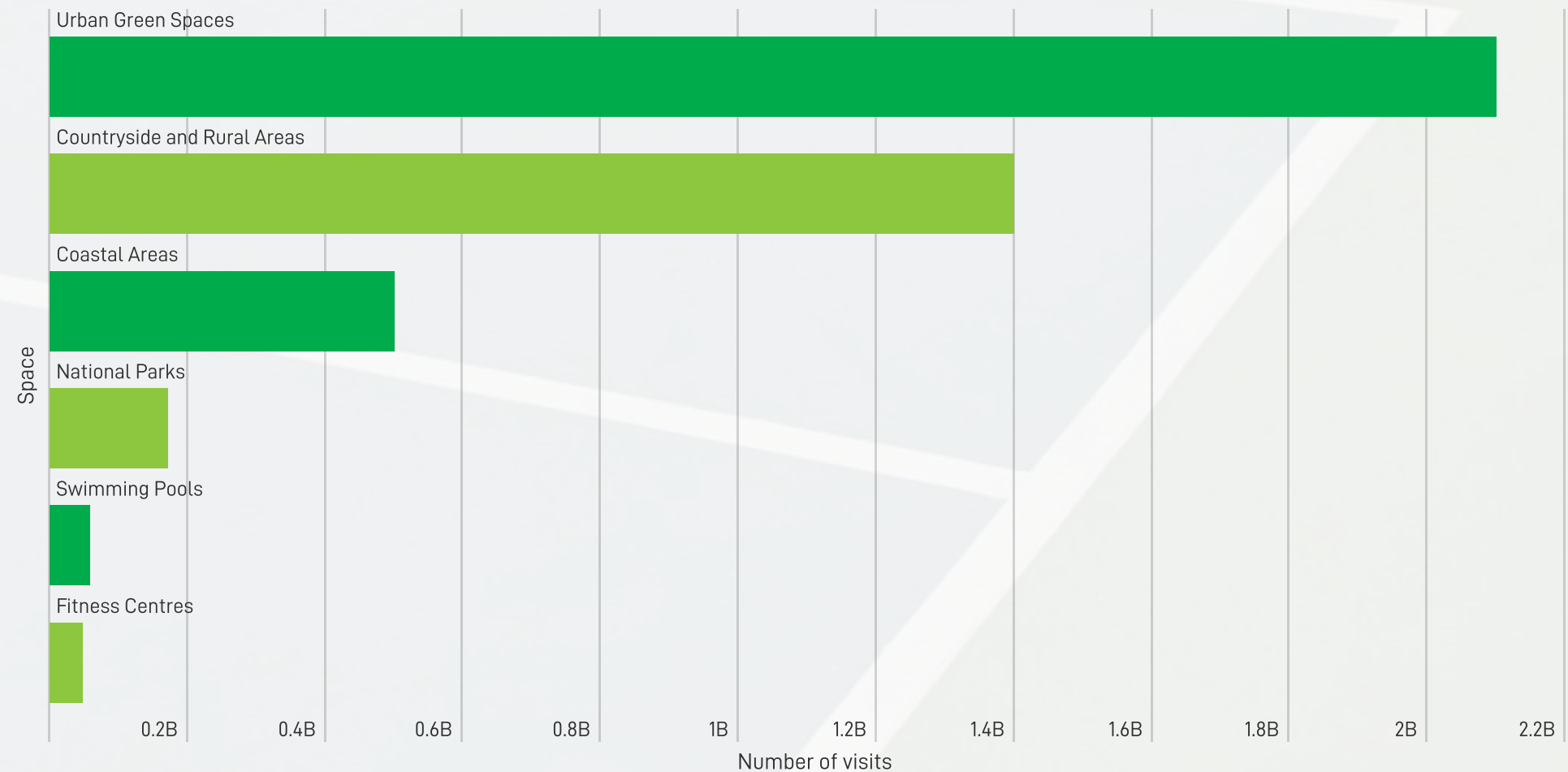
believe that community sports clubs and groups play a crucial role in fostering a sense of community in their area.



SPORT AND RECREATION IN NUMBERS

A vast number of people engage in sport and recreation, across many different places and spaces.

The chart to the right shows the number of recreational visits made to each of the outlined places and spaces in a year.

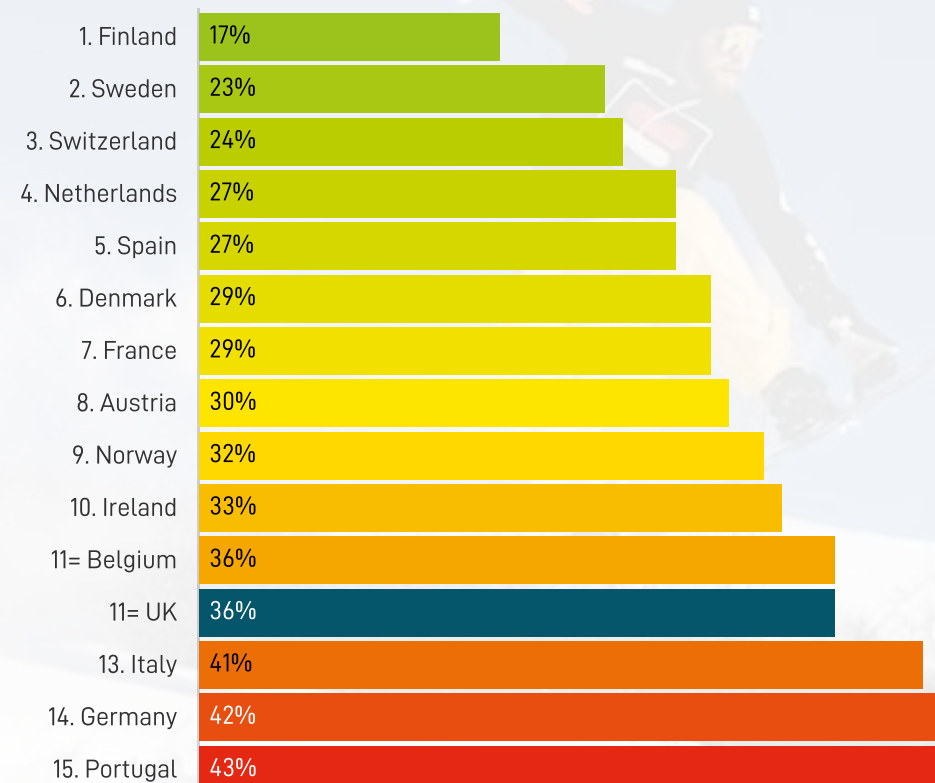


SPORT AND RECREATION IN NUMBERS

However, relatively speaking, we still remain an inactive nation.

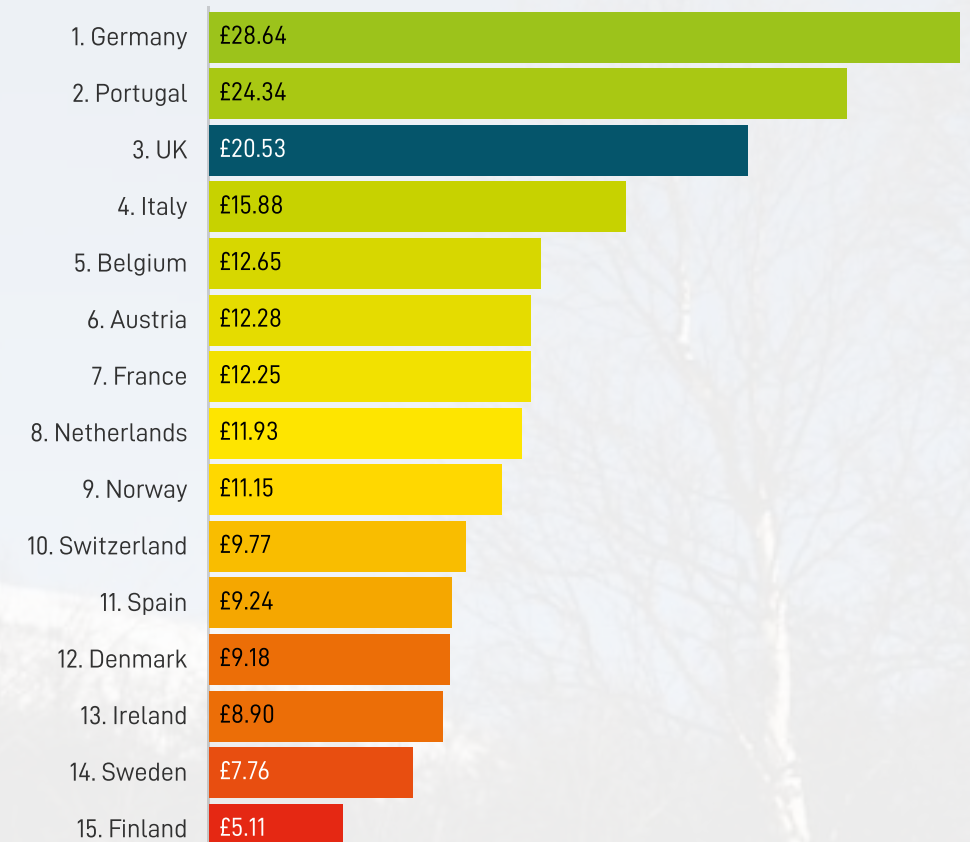
And the implications of this are significant. For instance, on average the UK spends over £20 for every person as a 'direct healthcare cost' related to inactivity. In comparison, on average Finland spends just over £5.

UK inactivity levels compared to European neighbours
(from most to least active)



Proportion of adult population physically inactive

Direct healthcare costs related to inactivity per capita



SPORT AND RECREATION IN NUMBERS

However, we've demonstrated if the UK became more active, there are sizeable cost savings and wellbeing gains to be made.

We work tirelessly with our members and partners to help try and boost participation in sport and recreation, and drive change.

Healthcare savings if the UK was as active as..



Wellbeing gains if the UK was as active as..



Wellbeing gains measured using WELLBY, which is 'wellbeing-adjusted life year' and is defined as a change in life satisfaction of 1 point on a scale of 0 to 10 affecting one person for one year.

OUR OBJECTIVES

As we head towards the end of our 2021-25 strategy 'Support. Recover. Achieve.', we reflect on the objectives we set to help guide our work, and inform what we've delivered over the last 12 months.

1

CHAMPION THE ECONOMIC, SOCIAL, MENTAL AND PHYSICAL HEALTH AND WELLBEING BENEFITS OF SPORT AND RECREATION.

2

PROTECT AND PROMOTE OUR MEMBERS' INTERESTS AS THE INDEPENDENT VOICE OF SPORT AND RECREATION.

3

SUPPORT OUR MEMBERS WITH THEIR BIGGEST CHALLENGES, ENABLING THEM TO ADAPT TO CHANGE AND BECOME MORE DIVERSE AND SUSTAINABLE.

1

CHAMPION THE ECONOMIC, SOCIAL, MENTAL
AND PHYSICAL HEALTH AND WELLBEING
BENEFITS OF SPORT AND RECREATION.

To achieve this, we have been focused on two key areas:

Building the evidence base

Demonstrating the large societal, health and economic benefits of sport and recreation by conducting original research and collaborating with partners – making it easier for the impact of our members and sport and recreation to be measured.

Promoting the power of sport and recreation

Providing a platform to showcase how sport and recreation transforms the lives of individuals and communities, with a particular focus on women, children and young people, and marginalised and under-represented groups.

OUR OBJECTIVES



1

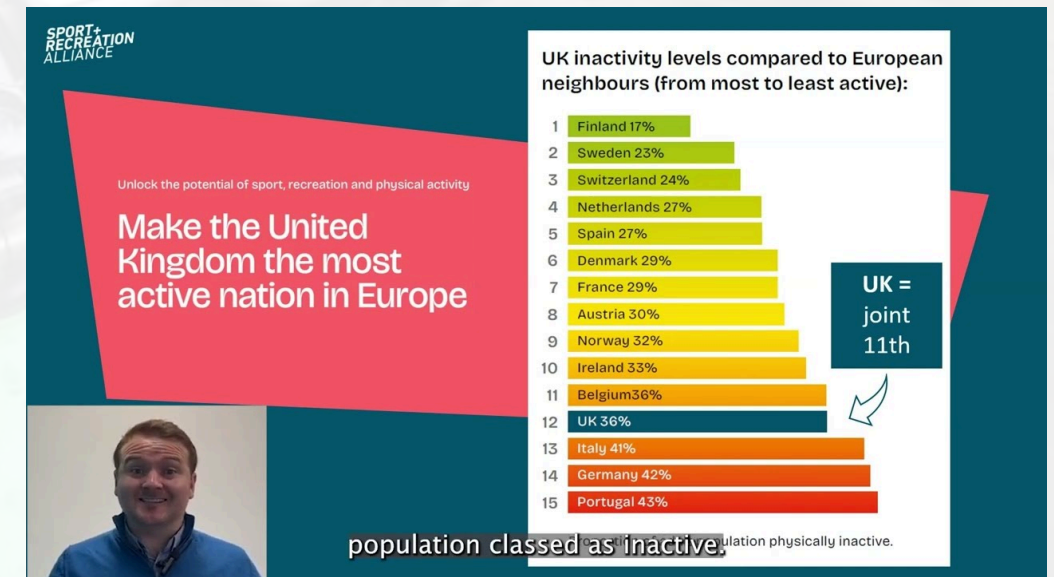
CHAMPION THE ECONOMIC, SOCIAL, MENTAL
AND PHYSICAL HEALTH AND WELLBEING
BENEFITS OF SPORT AND RECREATION.

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'Make the UK the most active nation in Europe'

In September 2023, we launched our campaign in Parliament to 'make the UK the most active nation in Europe', backed by Alliance research which showed the country ranked joint 11th out of 15 comparable European nations in terms of activity.

Take a look at the research and campaign documents in full.



1

CHAMPION THE ECONOMIC, SOCIAL, MENTAL
AND PHYSICAL HEALTH AND WELLBEING
BENEFITS OF SPORT AND RECREATION.

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'Make the UK the most active nation in Europe'

At party conferences in autumn 2023, we outlined how committing to making the UK the most active nation in Europe could have wide-ranging benefits for society.

We got people moving and brought activity to the Liberal Democrat, Conservative and Labour conferences, to highlight how greater support for sport and recreation could have a transformative impact.



1

CHAMPION THE ECONOMIC, SOCIAL, MENTAL
AND PHYSICAL HEALTH AND WELLBEING
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Community Sport and Recreation Awards 2024

This year, our Community Sport and Recreation Awards were hosted at Headingley Stadium in Leeds, and showcased the work of 24 brilliant finalists across eight different awards categories - from our Community Club of the Year to Volunteer of the Year.

We were also joined by TRH The Duke and Duchess of Edinburgh for a special visit to mark International Women's Day, celebrating the past, present and future of women's rugby league.



COMMUNITY
CLUB
OF
THE
YEAR
2024





1

CHAMPION THE ECONOMIC, SOCIAL, MENTAL
AND PHYSICAL HEALTH AND WELLBEING
BENEFITS OF SPORT AND RECREATION.

The Social Value of Movement and Dance - in Parliament

We launched the Social Value of Movement and Dance report in Parliament, with special guests including Strictly Come Dancing Head Judge, Shirley Ballas, and professional dancer Marius Iepure.

The report demonstrates the overlooked social value of movement and dance, and articulates just **how much it contributes** to national strategic objectives for sport and recreation.

Take a look at some of the findings below.



1

CHAMPION THE ECONOMIC, SOCIAL, MENTAL
AND PHYSICAL HEALTH AND WELLBEING
BENEFITS OF SPORT AND RECREATION.



£3.5 billion

Amount of social value generated by
movement and dance each year.

1.2 million

Number of participants who
experience an uplift in mental
wellbeing.



39,000

Cases of Type 2 diabetes
prevented - saving £157 million.



2.7 million

Fewer GP and psychotherapy visits as
a result of participation in movement
and dance.

2

PROTECT AND PROMOTE OUR MEMBERS' INTERESTS AS THE INDEPENDENT VOICE OF SPORT AND RECREATION.

To achieve this, we have been focused on two key areas:

Shaping the policy debate

Combining expertise and evidence to shape the policy debate around sport and recreation with the aim of maximising both investment and opportunity to help our members grow and thrive.

Maximising the impact of our networks

Using our networks to bring members together with government, politicians, policy makers and partners to identify key policy challenges and develop innovative solutions.

OUR OBJECTIVES



2

PROTECT AND PROMOTE OUR MEMBERS'
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SPORT AND RECREATION.

SPORT+ RECREATION ALLIANCE

Our Membership

We represent **nearly 300 members** from a wide range of sports and recreational activities - from football to forest school, rugby to rounders, and pilates to paddleboarding.

We work tirelessly to protect and promote our members' interests, through a range of products and services: from highlighting the sector's impact and achievements and advocating on its behalf to Parliamentarians; to hosting events and meetings to facilitate learning and networking opportunities; to advising on policy or responding to consultations; to developing research to showcase the power of the work our members undertake; to championing and supporting on EDI and governance matters.

2

PROTECT AND PROMOTE OUR MEMBERS' INTERESTS AS THE INDEPENDENT VOICE OF SPORT AND RECREATION.

In addition to the activity outlined earlier in this Report, we've been busy engaging with policymakers on a range of different issues and topics...



32

Parliamentarians directly corresponded with since January 2024.



5

All-Party Parliamentary Group for Sport meetings held.



£173.4m

invested in the growth of grassroots sport from broadcast revenues, as part of the Alliance-administered Voluntary Code of Conduct on the Broadcasting of Major Sporting Events.

PROTECT AND PROMOTE OUR MEMBERS'
INTERESTS AS THE INDEPENDENT VOICE
OF SPORT AND RECREATION.

Policy: Consultations

With help from our members, we have responded to a number of consultations over the past year, demonstrating our ability to work with Government and law-makers, and influence tangible change.

The consultations we have responded to include...

**Mandatory
Reporting of Child
Sexual Abuse**

**PRS for Music Tariff
(Sporting Events)**

**Improving the
Effectiveness of the
Money Laundering
Regulations**

**Care Quality
Commission
Regulations**

**Controls on the Use
of Crossbows**

Martyn's Law

PROTECT AND PROMOTE OUR MEMBERS'
INTERESTS AS THE INDEPENDENT VOICE
OF SPORT AND RECREATION.



IF IN DOUBT, SIT THEM OUT

UK Concussion Guidelines for
Non-Elite (Grassroots) Sport

April 2023

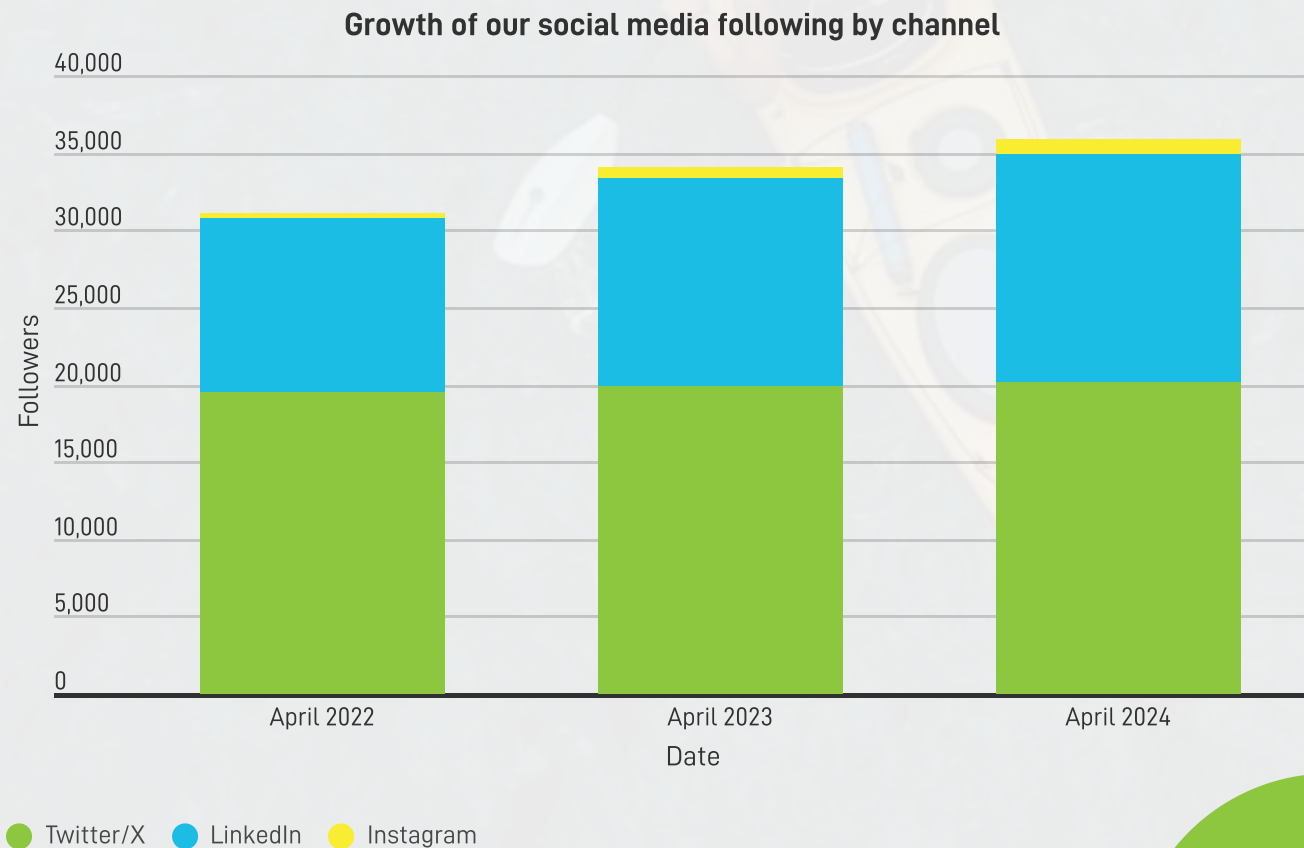
Concussion Guidelines for Grassroots Sport

Alongside the Government, we published the first UK-wide Concussion Guidelines for Grassroots Sport in April 2023, with the advice stating 'if in doubt, sit them out'.

The guidelines were developed with domestic and international clinicians, academics in neurology and sports medicine, and sports governing bodies.

PROTECT AND PROMOTE OUR MEMBERS' INTERESTS AS THE INDEPENDENT VOICE OF SPORT AND RECREATION.

Our social media presence has grown year-on-year, helping promote the great work of our members, while we have also been featured in national media publications.



Over the past year, we have also been featured in the national media on a number of occasions - including in the following publications:

- **BBC News**
- **Sky News**
- **The Independent**
- **Daily Mail**

3

SUPPORT OUR MEMBERS WITH THEIR BIGGEST CHALLENGES, ENABLING THEM TO ADAPT TO CHANGE AND BECOME MORE DIVERSE AND SUSTAINABLE.

To achieve this, we have been focused on two key areas:

Convene our members to tackle the big issues together

Bringing our members together to understand and find solutions to the big collective challenges they face – from EDI, to climate change, to integrity and good governance – helping them to become more sustainable.

Deliver highly valued services and products

Providing services and products to make our members' lives easier. Where we do not have the expertise or where others are better placed to provide support we ensure that our members are signposted to those who can support them with specific challenges.

OUR OBJECTIVES



3

SUPPORT OUR MEMBERS WITH THEIR BIGGEST CHALLENGES, ENABLING THEM TO ADAPT TO CHANGE AND BECOME MORE DIVERSE AND SUSTAINABLE.

Supporting and engaging with our members

Ahead of the General Election, which took place in early July 2024, we set out to understand the key challenges and opportunities facing our members, affecting the provision of sport and recreation across the country.

In such a critical year, we wanted to ensure the issues facing our members were fully understood so we can support and advocate for them effectively. We therefore undertook an extensive member consultation exercise, to underpin the development of a manifesto and campaign document. Four key areas of challenge and opportunity were identified, which we outline on the following page.

We're working alongside our members as well as our partners from across the sector to address these key issues...



3

SUPPORT OUR MEMBERS WITH THEIR BIGGEST CHALLENGES, ENABLING THEM TO ADAPT TO CHANGE AND BECOME MORE DIVERSE AND SUSTAINABLE.

Here are just some of the ways in which we supported our members this year...

13

new
members
onboarded



300

attendees at
19 divisional
meetings



90

members involved in
member consultation



400

individuals from member
organisations engaged at
our events

SUPPORT OUR MEMBERS WITH THEIR BIGGEST CHALLENGES, ENABLING THEM TO ADAPT TO CHANGE AND BECOME MORE DIVERSE AND SUSTAINABLE.

Our services: Research

Over the past year, we have delivered research and insight projects for six members, alongside work on a number of other projects mentioned in this report - including the European comparison and member consultation. Engagement with members:

- Royal Yachting Association - completed EDI analysis of stakeholders.
- Boccia England - provided retained research and insight support.
- EMD UK - completed a Monitoring and Evaluation review, provided retained research and insight support, and collaborated on the 'Social Value of Group Exercise' report.
- British Equestrian - completed research into Urban Equestrian Centres.
- BUCS - provided retained research and insight support.
- British Dressage - completed a staff survey.

RYA



British
Equestrian



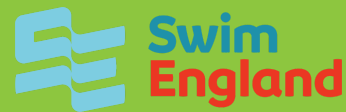
3

SUPPORT OUR MEMBERS WITH THEIR BIGGEST CHALLENGES, ENABLING THEM TO ADAPT TO CHANGE AND BECOME MORE DIVERSE AND SUSTAINABLE.

Our services: EDI and Governance



Our governance team completed Board Evaluations for GB Boxing and Swim England.



Set up Internal Working Group to ensure EDI is a key theme in workstreams across the organisation.



Started a pilot project with Youth Sport Trust to put together a Youth Sports Governance Framework.

Work continued on finalising our Diversity and Inclusion Action Plan, an organisational-level EDI plan.



Created an e-learning platform in collaboration with Accelerate Sport, helping digitalise our governance and EDI work.

Undertook various governance consultancy services with a number of members.



3

SUPPORT OUR MEMBERS WITH THEIR BIGGEST CHALLENGES, ENABLING THEM TO ADAPT TO CHANGE AND BECOME MORE DIVERSE AND SUSTAINABLE.



Hosted 'Fit for Your Funding Future' - a half-day workshop to help organisations that utilise grant funding to deliver vital projects or cover costs.

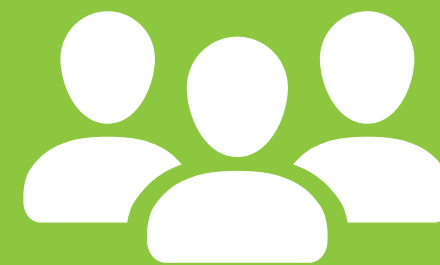
Supported members to become more sustainable through our work with the Sport Environment Climate Coalition.



Worked closely with government and major sports on the development of the Gambling Sponsorship Code of Conduct.



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Continued to provide secretariat support for the All-Party Parliamentary Group for Sport.

OUR SUPPORTERS

“

We embarked on the partnership in an innovative way whereby we could blend the internal processes and procedures, whilst also tapping into the expertise and connectivity of the Alliance. Six months on and I have been delighted to see this come to fruition - this has already opened many new ways of thinking and opportunities for the charity.

This has largely been down to the fantastic team members that have been assigned to support this project. I would highly recommend exploring this way of working to any organisation.

”

- Gary Laybourne, Coach Core CEO

OUR SUPPORTERS

“

There were a range of people with disabilities that we were able to interact with and learn about other projects. The coasters for the finalists were a lovely touch and nice memento of the event [Community Sport and Recreation Awards]. Dietary requirements were well catered for and we felt very well looked after.

”

- Swim England

OUR SUPPORTERS

“

We have been very happy with the entire process of booking and utilising a meeting room at the Sport & Recreation Alliance. The booking process is simple and quick communication to get it arranged. The meeting rooms themselves are always perfect with all the facilities you need, including drinks, tech and great views over the city.

”

- Neil Ellis, Skateboard GB

THE FUTURE

We will continue to be a strong and unifying voice or our brilliant grassroots sport and recreation sector, championing the benefits of being active and protecting our members' interests in places of power.

We will continue to support our members to navigate a new government and an everchanging sporting landscape, with high quality services and support across our team.

We will be launching a brand new website, helping to expand our online presence and our digital content.

As we head rapidly towards 2025, we will be setting out a new strategy and undertaking a review of our services and delivery, to make sure that the Alliance is fit for purpose and is able to meet the needs of members, prioritising what matters to you most.

And much, much more!

OUR PARTNERS

A huge thank you to our partners for their continued support over the past membership year.



SPORT+ RECREATION ALLIANCE

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