



IMPACT REPORT 2024/25





OUR PARTNERS

We'd like to thank our partners for their continued support over the past year, without whom our work would not be possible.



We'd also like to thank Sport England for their ongoing support, and we're looking forward to working together to deliver the Alliance's new Strategy.





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INTRODUCTION FROM THE CEO



LISA WAINWRIGHT MBE

In this report, we reflect on another year of progress, with the Alliance successfully delivering several standout projects on behalf of our members and the wider sector. However, it is also important to take this opportunity to reflect on our history, and thank those who laid the foundations for our organisation today, as we celebrate our milestone 90th anniversary.

Founded originally as the Central Council of Recreative Physical Training in 1935 by the inspirational Phyllis C. Colson, we became the Central Council of Physical Recreation (CCPR) in 1944. Phyllis Colson was a pioneer, who saw an opportunity to pool the knowledge, experience and skills of sport and physical recreation bodies for the benefit of the general public – it was her mission to make sure that every young person in Great Britain had the opportunity to take part in health-giving physical activity.

It is not lost on me what a brilliant advocate she was for sport and recreation, and how lucky we are as an organisation to be founded by such an iconic female figure – just 17 years after women were finally given the right to vote. I'm proud that we continue to be an organisation that champions women in leadership roles, with both a female CEO and Chair currently in place. We are also proud to be the secretariat of the International Working Group (IWG) on Women and Sport, and were

delighted to host its Pearl Anniversary this year, marking 30 years since its inception. The Global Summit will be taking place in 2026, from 9 – 11 July at the International Convention Centre in Birmingham, and we hope to see many of you there.

Throughout our history, we have made a huge contribution to the development of sport and recreation in the UK, from the setting up of seven National Recreation Centres (including Bisham Abbey, Lilleshall Hall and Plas y Brenin) in the 1940s, 50s, 60s and 70s, to securing vital tax relief for sports bodies and clubs in the 80s, 90s and 00s, to recognising and empowering 300,000 people with our Community Sports Leaders Awards Scheme by 2003, to name just a few.

Much of this work was driven by the brilliant and hardworking CCPR staff, some of whom have remained involved in the organisation as Vice-Presidents, and for their continued support we are incredibly grateful. We also benefited immensely from the leadership provided by HRH Prince Philip, who served as President from 1951 to 2009, and was a fantastic and tireless advocate for both the CCPR and the benefits of sport and recreation more widely. His presence and dedication was hugely significant to the CCPR, and his legacy has been continued by HRH Prince Edward, The Duke of Edinburgh, who took over as President in 2009 and has been equally supportive and fully engaged in the Alliance's work.

(continued overleaf...)



In this significant year, we must also acknowledge that we have reached the end of our four-year strategy Support. Recover. Achieve, which was launched in 2021.

In this period, we were still yet to fully emerge from the clutches of the pandemic, and were trying to help steer the sector safely through the ongoing cost-of-living crisis. One of our key achievements during this immensely challenging time for the sector was playing a leading role in securing £63 million of additional support from the Government for leisure centres with swimming pools, many of which were facing potential closure due to spiralling operating costs.

Also outlined in our strategy was our desire to support the sector to become more inclusive and sustainable, so we launched our online Inclusivity Hub, which houses resources from across sport, recreation and beyond to help organisations make positive change. Our work as part of the Sport Environment and Climate Coalition has also demonstrated our commitment to making sport and recreation a more sustainable place, while many of our members have made huge strides over the past four years. On both of these issues, however, there is still plenty more we can do as a sector, so we will continue to support our members on their individual inclusivity and sustainability journeys.

Producing impactful research showcasing the potential of sport and recreation to help support our campaign work was another key element of our strategy, and one that we achieved successfully. There was no better example than our research into activity levels in Europe, which found that the UK sat joint 11th of 15 comparable countries, made national news, and formed the backbone of our #TakeTheLead campaign heading into the General Election this year.

I'm incredibly proud of the work we've done this year, and over the past four years to deliver on our strategy and support our sector to recover and achieve following the most challenging period we have faced collectively since the Second World War.

I'd like to thank the Board and the rest of the Alliance team for their brilliant work and support over these years, and particularly our Chair, Dame Janet Beer, for her exceptional leadership and guidance.

We will now look forward, and, following a comprehensive review and consultation with members, will be launching our new strategy in the coming months. We thank you, our members, for your engagement in this process and look forward to working alongside you over the next 12 months and beyond.

TAKE A LOOK AT SOME OF OUR KEY ACHIEVEMENTS OVER THE LAST YEAR





PROMOTING MEMBERS' INTERESTS

200+

ORGANISATIONS AND INDIVIDUALS URGED THE GOVERNMENT
TO #TAKETHELEAD AND MAKE THE UK THE MOST ACTIVE
NATION IN EUROPE, AFTER ALLIANCE RESEARCH SHOWED THE
UK SITS 11TH OF 15 COMPARABLE NATIONS

*GETTING THE NATION
ACTIVE*



21,600

PEOPLE GET MOVING FOR THE FIRST NATIONAL DAY OF DANCE
FOLLOWING THE LET'S DANCE! CAMPAIGN



*GETTING THE NATION
ACTIVE*

£197.9m

**OF TV REVENUE INVESTED IN GRASSROOTS SPORT AS PART OF
THE VOLUNTARY CODE ON SPORTS BROADCASTING, WHICH IS
ADMINISTERED BY THE ALLIANCE - A RECORD**

EVIDENCING THE VALUE OF SPORT + RECREATION



68%

OF PEOPLE BELIEVE THAT LOCAL SPORTS CLUBS AND GROUPS
PLAY A CRUCIAL ROLE IN FOSTERING A SENSE OF COMMUNITY
IN THEIR AREA, ACCORDING TO ALLIANCE RESEARCH
PUBLISHED THIS YEAR



*CHAMPIONING
EQUALITY*

#SPORTINGQUEER

HOSTED GROUNDBREAKING #SPORTINGQUEER EVENT, WITH
ACCOMPANYING PHOTO EXHIBITION, SHOWCASING LGBTQ+
DIVERSITY IN SPORT AND RECREATION

TIMELINE OF OUR YEAR

Let us guide you through some of our highlights from the past 12 months, as we continued to support members and the wider sector.



GRASSROOTS SPORTS CLUBS RESEARCH

The Alliance produces research illustrating the immense value of grassroots sport in local communities.

The research shows that over two-thirds of individuals believe grassroots sports clubs play a crucial role in fostering community in their area. 64% also believe in a diverse range of opportunities for those in their community.

#TAKETHELEAD CAMPAIGN LAUNCHED

Alongside the National Sector Partners Group (NSPG), the Alliance leads a sector-wide campaign, encouraging the next government to #TakeTheLead and make the UK the most active nation in Europe.



ENGAGING MPs AND SPORTS MINISTER IN PARLIAMENT

As MPs return following the General Election, the Alliance - and sector partners - meets with the new Sports Minister and other Parliamentarians to ensure that sport is a priority for the new Labour Government.



MAY

JUNE

JULY

AUGUST

SEPTEMBER

#SPORTINGQUEER EVENT HOSTED IN LONDON

The Alliance hosts the #SportingQueer exhibition at the British Olympic Association's offices, showcasing LGBTQ+ diversity in sport and physical activity.

ALLIANCE APPEARS ON SKY NEWS

Alliance Director of Communications, Partnerships and Member Services, Cameron Yorston, appears on Sky News to speak about the importance of grassroots sport participation and investment following the Paris 2024 Olympics.

LET'S DANCE! CAMPAIGN LAUNCHED

The Alliance and members of the Movement and Dance Division launch Let's Dance!, inspired by Angela Rippon CBE and the /Together Coalition - a national campaign to raise awareness of the benefits of dance, and get people moving!

The launch also confirms a first National Day of Dance for March 2025.



ALLIANCE LAUNCHES NEW WEBSITE

The Alliance launches a new website, developed with partners 93ft, providing a vastly improved platform for the organisation to showcase its work as the independent voice of sport and recreation.

The new website contains a number of new features that also make it easier for members to engage with the Alliance.

TWO NEW BOARD MEMBERS JOIN THE ALLIANCE

Skateboard GB Chair, Alex Jordan, and Archery GB CEO, Ruth Hall, join the Board at the Alliance's AGM, adding fantastic experience from the Alliance's membership. Alex joins as an Appointed Director, and Ruth joins as an Elected Director.



ALLIANCE GIVES EVIDENCE IN PARLIAMENT

Alliance Director of Communications, Partnerships and Member Services, Cameron Yorston, and Policy Manager, Max Nicholls, give evidence on the Terrorism (Protection of Premises) Bill to the Public Bill Committee, highlighting key issues for members.



OCTOBER

NOVEMBER

AGM TAKES PLACE AT TOTTENHAM HOTSPUR STADIUM

The Alliance hosts its Annual General Meeting, attended by HRH The Duke of Edinburgh. Dame Sarah Storey and Monica Burton BEM take home the Arthur Bell Trophy and Spirit of Sport and Recreation Award respectively.



DAME SALLY DICKETTS APPOINTED SENIOR INDEPENDENT DIRECTOR

Dame Sally Dicketts becomes the Board's Senior Independent Director. Dame Sally, who was originally appointed to the Board in July 2023, is a leading figure in education, with over 40 years' experience as a senior leader in schools and colleges.



UPDATED CONCUSSION GUIDELINES FOR GRASSROOTS SPORT PUBLISHED

Alongside the Government, the Sport and Recreation Alliance publishes an updated version of the UK-wide Concussion Guidelines for Grassroots Sport, including a new FAQs section.



IF IN DOUBT, SIT THEM OUT

UK Concussion Guidelines for Non-Elite (Grassroots) Sport
November 2024

CEO PRESENTS AT ENGSO EUROPEAN PLATFORM

Alliance CEO, Lisa Wainwright MBE, speaks at the ENGSO European Sports Platform in Kosovo, representing the Alliance and the Sports Betting Group (which the Alliance supports administratively), about the impact of match-fixing on grassroots sport.



IWG ON WOMEN AND SPORT PEARL ANNIVERSARY CELEBRATED AT CITY OF LONDON'S GUILDHALL

The International Working Group on Women and Sport commemorated its Pearl Anniversary at the Guildhall - with thanks to the City of London Corporation - and were joined by a host of influential women.



UK SPORTS BODIES INVEST RECORD REVENUE IN GRASSROOTS SPORT

As part of the Voluntary Code of Conduct on the Broadcasting of Major Sporting Events, which is administered by the Alliance, the NGBs of the leading sports in the UK invested a record £197.9m of broadcast revenue in grassroots sport.

The investment will help to secure the future of the clubs and groups that are vital to communities across the country.

DECEMBER

JANUARY

FEBRUARY

ALLIANCE MEETS AGAIN WITH SPORTS MINISTER

Lisa Wainwright MBE and Leigh Thompson, Director of Policy and Research, meet with the Sports Minister alongside the National Sector Partners Group at a roundtable event organised by DCMS.

The meeting covers priorities and challenges facing the sector and the Alliance's members, and potential opportunities for the Government to engage further with the sector.

LAUNCH OF COMMUNITY SPORT AND RECREATION AWARDS: YOUTH EDITION 2025

Nominations for a special 90th anniversary edition of the Alliance's Community Sport and Recreation Awards are launched.

The special edition of the awards aim to recognise the next generation of young leaders in sport and recreation who will lead the sector over the next 90 years.

LET'S DANCE! MEDIA LAUNCH AT CITY OF LONDON'S GUILDHALL

The Let's Dance! campaign is launched live to the nation on BBC Breakfast at the Guildhall, with Angela Rippon CBE and Strictly Come Dancing stars in attendance.



EDI NETWORKING EVENT HOSTED WITH ADMINCONTROL

The Alliance hosts an EDI networking event for members in partnership with Admincontrol. Sport England's Director of EDI, Viveen Taylor, is a keynote speaker.



LET'S DANCE! TAKES PLACE ACROSS THE COUNTRY

The first National Dance Day, inspired by Angela Rippon CBE takes place, with 21,600 people taking part in free dance classes across the country.



ALLIANCE GIVES EVIDENCE TO DCMS SELECT COMMITTEE

On behalf of the Alliance, Lisa Wainwright MBE gave evidence to the DCMS Select Committee's 'Game On' Inquiry in Parliament, highlighting the valuable contributions NGBs are making in local communities and schools.

Lisa also made the case for continued investment, and a joined-up, cross-department approach to sport in Government.

MARCH

ACTIVATION WITH WES STREETING MP FOR LET'S DANCE!

Alliance organises an activation with Secretary of State for Health and Social Care, Wes Streeting MP, in his local constituency to encourage more people to join in with the Let's Dance! campaign.



ALLIANCE PUBLISHES OPEN LETTER TO GOVERNMENT

Advocating on behalf of a number of affected members, the Alliance publishes an open letter to the Government, outlining concern at the impact of Pathways to Work on disabled people and activity levels in the UK.



PARLIAMENTARY LAUNCH FOR EMD UK AND ALLIANCE REPORT

The 'Social Value of Group Exercise' report, compiled by the Alliance, was launched in Parliament, highlighting the £5.3 billion that group exercise generates per year. The event was attended by a number of MPs.



OUR SERVICES

Alongside these highlights, our in-house policy, research, and governance and EDI teams have been working on a number of other projects to support our members. Take a look at what we've been up to...



POLICY & PUBLIC AFFAIRS

Our policy and public affairs teams have been busy ensuring that our members interests are represented in Parliament and with policymakers.

MARTYN'S LAW



1 WHAT IS IT?

New legislation aimed at improving security at public premises and events, delivering on a Labour manifesto commitment.

2 WHAT DID IT MEAN FOR MEMBERS?

Introduced potentially significant new burdens on venues and events, from grassroots to elite level, including additional responsibilities for volunteers.

3 WHAT DID WE DO?

We responded to policy consultations, engaged with the Home Office throughout, submitted detailed feedback on the draft legislation – highlighting major areas of concern, gave oral evidence to the Bill Committee to represent members' interests and engaged Parliamentarians.

4 WHAT HAVE WE ACHIEVED?

- Raised venue threshold from 100 to 200 people, excluding many small community sites.
- Secured exemptions for sport/recreation grounds, parks, and gardens.
- Prules for smaller venues to support volunteer-led compliance.
- Adjusted capacity calculations to ease pressure on larger community facilities.

5 WHAT HAPPENS NEXT?

We will continue to engage with Home Office to help shape forthcoming guidance and help members to understand their obligations under the legislation.

GENERAL ELECTION 2024



1 WHAT IS IT?

The 2024 General Election was the first chance since 2019 for the public to vote in a new Government.

2 WHAT DID IT MEAN FOR MEMBERS?

A key moment to influence party manifestos and shape future Government policy on sport, recreation, and physical activity.

3 WHAT DID WE DO?

We conducted original, in-depth research on the benefits of a more active nation and launched the #TakeTheLead campaign with members and partners to make a case for investment and prioritisation of sport and physical activity.

4 WHAT WAS THE IMPACT?

Over 200 organisations supported the campaign. We engaged stakeholders digitally and in person, including at a post-election event for new MPs in Parliament, helping build long-term advocacy for the sector.

5 WHAT HAPPENS NEXT?

We're using the campaign and research to align with the Labour Government's five missions and continuing to grow support for the sport, recreation and physical activity sector.



8 meetings and events organised in Parliament



52 Parliamentarians engaged



18 policy workstreams engaged with across Government departments

BUSINESS RATES



1 WHAT IS IT?

A property tax on most premises in the sport and recreation sector, such as grassroots sports clubs and facility owners.

2 WHAT DID IT MEAN FOR MEMBERS?

Following the Budget 2024, Government announced plans to scale back business rates relief for retail, hospitality, and leisure premises - including those used for sport and recreation - leading to higher costs for organisations across the sector.

3 WHAT DID WE DO?

We utilised expert knowledge, while engaging members and sector partners, to assess the likely impact and submitted evidence to HM Treasury and DCMS, highlighting the risks and suggesting mitigation measures.

4 WHAT HAVE WE ACHIEVED?

HM Treasury is aware of sector concerns about the proposed changes and these have also been raised by DCMS directly with HM Treasury at senior levels, ensuring potential impacts on our members are considered in the final discussions.

5 WHAT HAPPENS NEXT?

We are continuing to work with Government to shape policy and support members in understanding and preparing for the upcoming changes.

REGULATION OF MEDICAL CARE AT SPORTS GROUNDS AND EVENTS



1 WHAT IS IT?

Government has consulted on changes to bring medical care at sports grounds and events under Care Quality Commission regulation, following recommendations from the Manchester Arena Inquiry.

2 WHAT DID IT MEAN FOR MEMBERS?

Potential increase in compliance costs, deterring providers from supporting events, reducing availability and quality of medical cover at events.

3 WHAT DID WE DO?

We worked with members and medical experts to submit a detailed cross-sport consultation response, highlighting key sector concerns. The Alliance has also supported efforts to better quantify the precise number of providers affected and the potential impact.

4 WHAT WAS THE RESULT?

Government has confirmed further policy work is needed before any legislative changes and that it will work with and continue to engage with the sector to take forward implementation.

5 WHAT HAPPENS NEXT?

We will continue working with members and Government officials to ensure potential risks, costs, and sector needs are understood and considered in any future policy decisions.

RESEARCH

In addition to those outlined earlier, our research team have been working on a number of projects to evidence the value of sport and recreation.



RECONOMICS 3.0

Work continues with members and partners on Reconomics 3.0, the third edition of our landmark report into the value of outdoor recreation to the UK. The new report will be published later this year.



MOVING COMMUNITIES

The research team have been supporting Sport England's Moving Communities platform, working with NGBs to help integrate their data into the platform.



INTERNATIONAL SPORTS SYSTEMS RESEARCH

Head of Research and Development, Ricky Boardman, travelled to Denmark to present research on how the UK can become more active, by considering the development of sport and physical activity in five focus countries.

We've provided retained research support to a number of members across the year, including:



The Alliance has also developed a Strategic Financial Support service, aimed at helping members develop and deliver revenue generation plans in a challenging landscape. Contact Ricky Boardman for more information.

GOVERNANCE AND EDI

Our governance and EDI team have been busy helping members create a more inclusive environment in their respective sports, organisations and activities.

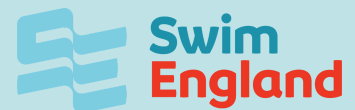
Bespoke pieces of governance consultancy completed for:



Over 100

attendees at our six Governance Network meetings

Regular EDI-related content released alongside members to coincide with awareness days and weeks, featuring organisations including:



Over 3000

views on our online Inclusivity Hub, providing members with resources to become more inclusive

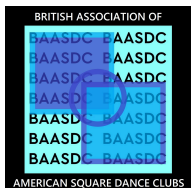
Hosted four EDI Roundtable events on the following topics:

- 1. INCLUSIVE RECRUITMENT**
- 2. LGBTQ+ INCLUSION**
- 3. INCLUSIVE LANGUAGE AND COMMUNICATION**
- 4. DIVERSITY AND INCLUSION ACTION PLANS IN SPORT**

OUR MEMBERSHIP

As ever, we've had fantastic engagement with our members throughout the year, at our events and beyond. We'd like to thank all our members for their continued support.

We've welcomed eight new members into the Alliance this year:



16

members hired our meeting rooms at discounted rates



Over 130

members attended our AGM in October



Over 80

members attended Divisional Meetings

LOOKING AHEAD

We have a busy year ahead, with plenty of exciting moments on the horizon. Here's just a selection of what's to come:



We're taking the Sport and Recreation Alliance on tour in June 2025, getting around the country to meet with members and discuss future plans as we prepare to launch a new strategy.



We'll be launching our new strategy this summer, following an extensive consultation process with our members, as we look to lead the sector over the next five years.



We'll be recognising the next generation of leaders in our Community Sport and Recreation Awards: Youth Edition 2025, with an exciting ceremony to take place.



There will be a special event to mark the Alliance's 90th anniversary later this year - details will be coming soon!



We will continue our campaigning work during this year's Spending Review, ensuring we protect and promote the interests of members.

OUR TEAM



SENIOR MANAGEMENT TEAM



Lisa Wainwright MBE
Chief Executive Officer



Martin Lindsey
Chief Operating Officer



Leigh Thompson
Director of Policy
and Research



Cameron Yorston
Director of Communications,
Partnerships and Member Services

POLICY TEAM



Max Nicholls
Policy Manager



Ben Darby
Policy Officer



Alex Wilkinson
Office and HR Manager



Deana Levy
Office Administrator



Dirk George
Finance Manager



Kate Lawrenson
Company Secretary and PA to
the Chief Executive and Chair

RESEARCH AND DEVELOPMENT TEAM



Richard Boardman
Head of Research
and Development



Toby Flannigan
Research and
Development Manager



Karis Longden
Research and
Data Officer



Duarte Alcáda
Project Development
and Delivery Officer



Emma Birch
Research and
Data Officer



Sanchit Mehra
Research and
Data Officer

MEMBERSHIP, ADVOCACY, GOVERNANCE, INCLUSION AND COMMUNICATIONS TEAM



Vijaya Panangipalli
Head of Governance
and EDI



Theo Boggis
Head of Public Affairs
and Communications



Amie Mills
Membership and
Events Manager



Elen Young
Public Affairs and
Communications Manager



Serena Mahandru
Governance
Officer



Annie Azzopardi
Membership
Officer



Harry Osborne
Communications and
Digital Lead Officer



Sport and Recreation Alliance
Holborn Tower
137-144 High Holborn
London
WC1V 6PL



info@sportandrecreation.org.uk



[@sportrectweets](https://twitter.com/sportrectweets)



[@sportandrecalliance](https://www.instagram.com/sportandrecalliance)



[Sport and Recreation Alliance](https://www.linkedin.com/company/sportandrecreationalliance)