SPORT+ RECREATION ALLIANCE

IMPACT REPORT

2025/26

Thank you to our Partners

We'd like to thank our partners for their support, and for helping to make our work possible over the past year.

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Many thanks also go to Sport England for their ongoing support.

SPORT ENGLAND

SPORT+ RECREATION ALLIANCE

Contents

Introduction from the CEO..... 4

Key Achievements..... 6

Timeline of our Year..... 12

Our Services..... 17

Policy and Public Affairs..... 18

Research and Development..... 20

Governance and EDI..... 21

Looking Ahead..... 22

Our Team..... 23

SPORT+ RECREATION ALLIANCE

Introduction from the CEO



LISA WAINWRIGHT MBE

CEO, Sport and Recreation Alliance

The period since our last Impact Report has been particularly significant for the Alliance, as we reflected and celebrated our history in our 90th year, while also making significant changes to how we operate that we believe will stand us in good stead to tackle current and future challenges.

In July last year, we published our new five-year strategy, A United Voice for Sport and Recreation, which outlined our intention to provide greater support to our National Governing Body (NGB) members, while ensuring our membership offer retains its value for the wide range of organisations we support.

The publication of this strategy followed extensive consultation with members, and an opportunity for in-person feedback on our plans as we hosted a series of SRA On The Move events across the country and online.

In order for us to deliver on our new strategy and provide more effective support to all our members, we have restructured our divisions, a change which was approved by members at our Annual General Meeting in November. Our four divisions are now: NGB Coalition, Movement and Dance, Outdoor Recreation, and Partners. Over the coming years, we look forward to working with each of these divisions to deliver on their priorities.

Since then, we have made a number of key appointments to the NGB Coalition Division, including former Rugby Football League CEO, Ralph Rimmer OBE, as the division's Chair, and the Lawn Tennis Association's Jack Baker as Deputy Chair. Key figures from across the sector have also been appointed to the NGB Coalition Management Committee, to help shape the work of the division. These appointments ensure the Alliance is in a fantastic position to deliver for our NGB members, and we look forward to doing so over the course of the new strategy.

Alongside our new strategy and focus, I am proud of a number of our additional accomplishments. Perhaps most notably, we celebrated our 90th anniversary alongside members and key figures from the Alliance's history at St James's Palace in November. The day provided a brilliant opportunity for members to come together and reflect on the Alliance's (and formerly CCPR's) rich history, while also celebrating future sector leaders as part of our Community Sport and Recreation Awards: Youth Edition 2025.

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LISA WAINWRIGHT MBE

CEO, Sport and Recreation Alliance

As well as this, we brought the sector together for our Protect Where We Play campaign, which highlighted the importance of keeping playing fields and spaces safe from proposed Government reforms to the planning system, which involved the removal of Sport England as a statutory consultee on planning applications involving such spaces. Thanks to tireless campaigning, we received a response from Government, and more recently, confirmation that Sport England should be retained as a statutory consultee. This is the Alliance at its best – working with members to identify an issue important to them, collectively acting on it, and achieving a positive result.

There were plenty of other achievements, including record reinvestment into grassroots sport and recreation through the Voluntary Code on Sports Broadcasting, as well as the launch of the third edition of Reconomics – Reconomics 3.0 – another groundbreaking research report into the social and economic value of outdoor recreation to the UK.

Another significant moment took place in July, when the IWG on Women & Sport Global Summit took place in Birmingham. This was the culmination of four years of the UK's hosting of the group, which the Alliance led the bid for in 2021.

The Alliance was delighted to invest in the future of women and girls sport by bringing the IWG to the UK, and the Summit provided an incredible platform for leaders, academics and attendees from across the world to come together, learn from each other and discuss the future of women and girls' sport. It was a privilege to be in a room where so many crucial conversations were taking place, and I'm certain that attendees will build on the connections they made to help drive women's sport forwards in the future.

It is an exciting time to be part of the Alliance, as we look forward to working alongside members more effectively towards shared goals in our new structure.

I hope you enjoy reflecting on some of our most significant recent achievements in this Impact Report, and we look forward to continuing to work together in the coming years to create a happier and healthier nation through sport and recreation.

TAKE A LOOK AT SOME OF OUR KEY ACHIEVEMENTS

INVESTING IN THE FUTURE

£213.2 MILLION

invested in grassroots sport by NGBs through the Voluntary Code on Sports Broadcasting, which is administered by the Alliance - a new record.

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90 YEARS CELEBRATED

alongside members and our President, HRH The Duke of Edinburgh, at St James's Palace, where we also looked to the future with a special Youth Edition of our Community Sport and Recreation Awards.

£46.8 BILLION

is the total social value of outdoor recreation to the United Kingdom, as identified by our landmark Reconomics 3.0 report, which was published this year.

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34,281

SIGNATURES

to our petition calling for Government to keep Sport England as a statutory consultee on planning applications involving playing fields, which contributed to the success of our #ProtectWhereWePlay campaign.

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OVER 950

delegates joined us at the IWG Global Summit in Birmingham in July, the culmination of the UK's four-year hosting of the IWG on Women & Sport.

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2025-2030 STRATEGY

A United Voice for Sport and Recreation published, outlining the Alliance's greater focus on NGBs, while ensuring we provide value to all our members.

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Timeline of our Year

Alongside these highlights, take a look at some of our most significant achievements and milestones since our last Impact Report.



APPG ROUNDTABLE HOSTED ON ECONOMIC VALUE OF SPORT

Hosted by the Alliance, the session allowed MPs and Peers to hear about the significant contribution of sport and physical activity to the economy, which at this point made up 2.5% of the UK's total direct economic output.



FIRST ALLIANCE 'ON THE MOVE' EVENT TAKES PLACE

The first of the Alliance's summer roadshow events took place in Sheffield, as we discussed our work and future direction with members. Further events in Manchester and London also took place in June.



PROTECT WHERE WE PLAY CAMPAIGN LAUNCHED

Alliance launched Protect Where We Play campaign to highlight risks to playing fields and community sports facilities from Government's proposal to remove Sport England as a statutory consultee on planning applications.



MAY | JUNE | JULY | AUGUST

LEADING SECTOR BODIES WRITE TO PRIME MINISTER

Wider sector partners including the Sport and Recreation Alliance wrote to the Prime Minister ahead of the Spending Review.

The letter urged the Government to back the sector through a sustained plan for investment and a clear strategy for increasing participation in sport and physical activity during this Parliament, with support from organisations in the sector.

ALLIANCE RESPONDS TO SPENDING REVIEW

The Alliance issued a positive response to Government's announcement at the Spending Review that £900m would be invested into the sector. This followed campaigning from the Alliance and other leading sector bodies.

Government confirmed that £500m would be invested in supporting major sporting events, and £400m towards creating and upgrading grassroots sports facilities.

'A UNITED VOICE FOR SPORT AND RECREATION' PUBLISHED

Following consultation with members over the previous 18 months, the Alliance publishes its new five-year strategy, 'A United Voice for Sport and Recreation', which outlines a greater focus on the needs of NGB members.



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APPG ROUNDTABLE HOSTED ON PROTECTING SPORT SPACES

Hosted by the Alliance, the session featured a number of NGBs speaking to MPs, Peers and colleagues from across the sector about the importance of protecting community sport and recreation spaces in the planning system.



ALLIANCE ATTENDED 8TH ENGSO SPORT PLATFORM

The 8th ENGSO European Sport Platform took place in Barcelona, and Alliance CEO, Lisa Wainwright MBE, was in attendance to speak about driving innovation and change in grassroots sport and connect with European colleagues.



PETITION LAUNCHED AS PART OF PROTECT WHERE WE PLAY

Government formally launched the consultation proposing the removal of Sport England as a statutory consultee on planning applications involving playing fields.

In response, the Alliance launched a petition calling for Sport England to be retained as a statutory consultee, which was added to our online campaign hub for members to access.

SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY

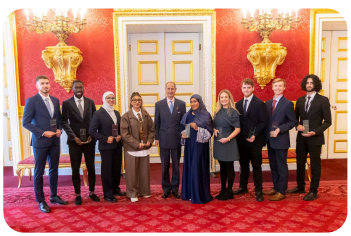
NETWORKING EVENT HOSTED ON SUSTAINABILITY

Alongside the Sports Governance Academy, the Alliance hosted a networking event at our offices on environmental sustainability, featuring a panel discussion on how to embed it within the governance of organisations.



ALLIANCE CELEBRATES 90TH ANNIVERSARY

The Alliance celebrated its 90th anniversary alongside members at St James's Palace. The event also encompasses the AGM and a special Youth Edition of our Community Sport and Recreation Awards.



CHAIR AND DEPUTY CHAIR OF NGB COALITION ANNOUNCED

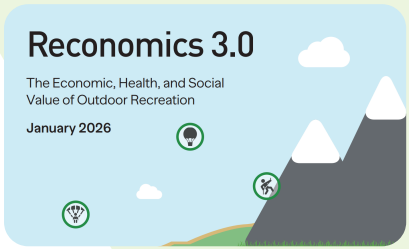
Ralph Rimmer OBE and Jack Baker were named Chair and Deputy Chair, respectively, of the new NGB Coalition Division. The formation of this division was a key part of the Alliance's new strategy, launched in July.



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RECONOMICS 3.0 REPORT LAUNCHED IN PARLIAMENT

The Alliance launched the landmark Reconomics 3.0 report, developed with Leeds Beckett University, in Parliament, outlining the immense and overlooked economic, health and social value of outdoor recreation.



VOLUNTARY CODE SEES RECORD GRASSROOTS INVESTMENT

UK sports bodies invested a record £213.2 million of broadcast revenues to grow their sport and support grassroots delivery, marking a £15.3 million increase on the previous compliance period.

This commitment formed part of the Voluntary Code on Sports Broadcasting, which is administered by the Alliance and requires signatories to reinvest a minimum of 30% of their net broadcasting revenue.

PARLIAMENT HOSTS FIRST ALL-SPORT APPG RECEPTION

The reception was attended by the Minister for Sport and the Chair of the DCMS Select Committee, and marked the first time that multiple sport-related APPGs have gathered at a single event to celebrate the contribution of sport to communities.



FEBRUARY

MARCH

LET'S DANCE! MEDIA LAUNCH TAKES PLACE

The media launch for the second edition of Let's Dance! took place at the Old Bailey in London. For the second successive year, the Alliance helped to support the delivery of the event alongside the /Together Coalition.



ALLIANCE WELCOMES TWO NEW PARTNERS

The Alliance announced a new partnership with full-service law firm JMW, an award-winning law firm renowned for being a leading provider of legal services tailored to the specific requirements of the sports industry.

We also made Halfspace our official AI partner, as we look to bring cutting-edge AI support to our members, to help them grow and engage with their communities.

ALLIANCE AT DOWNING STREET FOR RECEPTION

The Alliance was invited to 10 Downing Street for a reception celebrating grassroots sport, where our CEO, Lisa Wainwright MBE, was able to speak to the Prime Minister and Secretary of State about the vital role our members play.



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ALLIANCE RESPONDS TO DCMS' 'GAME ON' INQUIRY REPORT

The DCMS Select Committee's 'Game On' Inquiry Report was published, identifying a series of recommendations to government to strengthen grassroots sport.

The report drew on extensive sector evidence, including oral evidence from Alliance CEO, Lisa Wainwright MBE, as well as our written submission. Our international comparator research on European activity levels was also included.

PE AND SCHOOL SPORT FUNDING ANNOUNCEMENT

Government announced that it will be investing more than £1 billion in PE and school sport over the next three years.

This followed a letter coordinated by the Alliance, and signed by more than 70 leading bodies, which was sent to the Health and Education Secretaries, urging government not to underfund school sport given its importance to both children and the nation's health and happiness.

ANNOUNCEMENT ON PLANNING REFORMS

Government announced that Sport England will be retained as a statutory consultee on planning applications involving playing fields.

This marked a successful culmination of the Alliance's Protect Where We Play campaign, following nearly 35,000 signatures to our petition and a huge number of responses to the consultation, which was highlighted by Government

APRIL | **MAY** | **JUNE** | **JULY** | **AUGUST**

NGB COALITION MANAGEMENT COMMITTEE APPOINTMENTS

The Alliance confirmed key appointments to the NGB Coalition Management Committee, who, with the Chair and Deputy Chair of the division, help to provide effective leadership to the new NGB Coalition Division.

Alongside Ralph Rimmer OBE and Jack Baker as Chair and Deputy Chair, Andy Salmon (Swim England), Chad Ehlertsen (British American Football Association), Chris Jones (England Athletics), Vince Mayne (England Touch), Sara Sutcliffe MBE (Royal Yachting Association), Georgina Usher MBE (British Fencing), Karen Webb Moss (Aquatics GB), Carol West (FA Judicial Panel), Julia Smithers Excell (Senior Solicitor) and Adrian Christy MBE (Consultant) were appointed.

IWG GLOBAL SUMMIT TAKES PLACE IN BIRMINGHAM

The three-day IWG on Women & Sport Global Summit took place in Birmingham - the climax of the UK's four-year hosting period after the group was successfully brought to the country by the Alliance in 2021.

Attendees were captivated by the programme which included speakers from the top level of global sport, including Kirsty Coventry and Lord Sebastian Coe.



Our Services

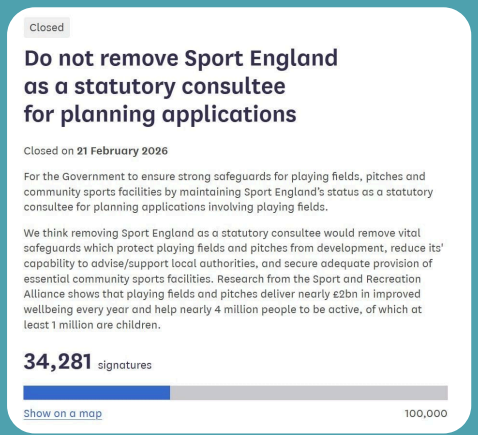
Aside from these highlights, our in-house policy, research and governance teams have been supporting our members with their expertise on a number of projects.



Policy and Public Affairs

INFLUENCING POLICY AND PROTECTING THE INTERESTS OF SPORT AND RECREATION

The Alliance continued to champion the interests of its members, influencing government policy, shaping legislation and ensuring the sector's voice was heard on key issues.





PLANNING REFORM

We launched our Protect Where We Play campaign to mobilise opposition to Government's plans to remove Sport England as a statutory consultee in the planning system. We secured almost 35,000 signatories to our public petition objecting to the changes, secured national media coverage and submitted detailed evidence to the Government's consultations on reforms to the statutory consultee regime and the National Planning Policy Framework.

As a result of our campaign, we secured a commitment from Government to retain Sport England as a statutory consultee, helping to protect playing fields, pitches and community sports facilities for the long term.

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Policy and Public Affairs

FINANCIAL SUSTAINABILITY

Ahead of the both 2025 and 2026 Budgets, we called for reforms to business rates and improvements to the Community Amateur Sports Club scheme. Through direct engagement with Treasury ministers and national media coverage, we highlighted the financial pressures facing grassroots clubs and facilities, helping to secure lower tax rates (multipliers) for sport and recreation premises following the withdrawal of COVID-era reliefs.

STRENGTHENING THE SECTOR'S VOICE

Through engagement at political party conferences, an inaugural Sport in Parliament APPG reception and submissions to a range of parliamentary inquiries, we brought members together, strengthened political relationships and raised the key issues affecting our members with policymakers.

Through our engagement with the Home Office we helped to shape the development of statutory guidance on Martyn's Law. We also engaged with Government on proposed changes to event healthcare regulation, police charging arrangements and major sporting events provision, ensuring the practical implications for sporting organisations and volunteers were recognised throughout the policy and legislative process.

REDUCING REGULATORY BURDENS

Together, this work demonstrates the Alliance's role as the voice for sport and recreation, helping to shape policy decisions, protect member interests and support a sustainable future for the sector.

Research and Development

OUR SERVICES UTILISED

We were commissioned by the following members for our services:

emdUK exercise move dance

RYA

acc sport

BRITISH WHEELCHAIR BASKETBALL

Goalball UK

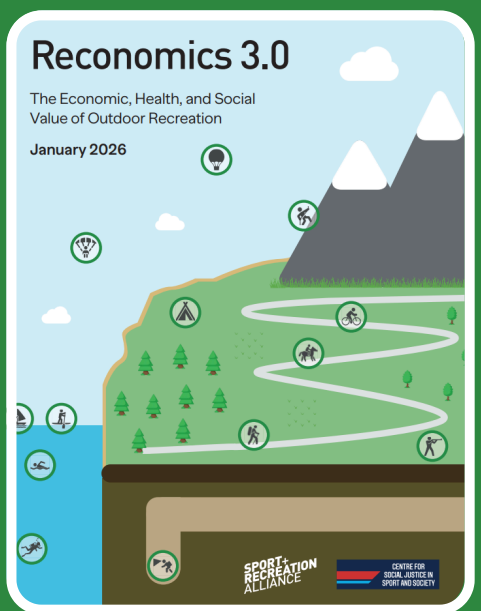
SUPPORTING OUR CAMPAIGNS

Research conducted by the team has been key in supporting some of our most successful campaigns, including the Protect Where We Play campaign - which highlighted the £2 billion created by playing fields in increased wellbeing, as well as the fact they support 4 million people to be active, including 1 million children.

RESEARCH REPORTS

The team have published a number of research reports to help showcase the value of sport and recreation. This includes the NGB Survey, exploring how the role and operating environment of NGBs has changed over the past decade, and Reconomics 3.0, a landmark study exploring the value of outdoor recreation to the UK.





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Governance and EDI

BOARD EVALUATIONS

We were commissioned to complete board evaluations for a number of organisations, including:

ECB

BRITISH FENCING

PCA

National Football Trust

DIVERSITY AND INCLUSION ACTION PLAN COMPLETED AND PUBLISHED ON OUR WEBSITE





GOVERNANCE AND EDI EVENTS



We have hosted a number of events to give members an opportunity to learn from experts and network with peers. These events have included:

- Networking event held at the Alliance's offices on environmental sustainability, featuring speakers from our membership.
- Series of EDI Roundtable events held on various subjects important to members including LGBTQ+ Inclusion in Sport, Inclusive Language and Communication, and Building Inclusive Leadership in Sport.
- Webinar delivered alongside partners JMW Solicitors on Employment Rights 2025 to help support members.

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Looking Ahead...

We've got a busy year ahead, with plenty to look forward to and work towards alongside our members...

- Sports Summit to take place in the New Year - more information to follow soon!
- Continuing our campaigning work following the success of Protect Where We Play this year. Our Speak Up For Sport campaign is ongoing.
- Following a record number of nominations, our Community Sport and Recreation Awards 2026/27 will take place in the New Year.
- Our work helping to shape the implementation of Martyn's Law will continue ahead of the deadline in April 2027.
- We will work on your priorities in 2027, as set through your divisions!

Our Team



Lisa Wainwright MBE
Chief Executive Officer



Martin Lindsey
Chief Operating Officer



Leigh Thompson
Director of Policy
and Public Affairs



John Boyd
NGB Executive Lead



Ricky Boardman
Director of Research
and Development



Theo Boggis
Head of Public Affairs
and Communications



Vijaya Panangipalli
Head of Governance



Kate Lawrenson
PA to the Chief Executive
and Chair



Alex Wilkinson
Office and HR Manager



Max Nicholls
Policy Manager



Amie Mills
Membership and Events
Manager



Toby Flannigan
Research and
Development Manager



Harry Osborne
Marketing, Communications
and Digital Manager



Serena Mahandru
Governance Officer



Deana Levy
Business Support Officer



Megan Wilson
Research and
Development Officer



Max Houchin
Policy and Public
Affairs Officer

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