

The Next Generation: A strategy for investing in the future of children and young people's physical activity levels

ukactive's Next Generation strategy is designed to help provide more opportunities for children and young people to access our members' facilities, products, services and programmes across the physical activity sector.

- ukactive's members have a significant role to play in improving the health, wellbeing and physical activity levels of children and young people across the UK. Our members are driving increasing activity levels of children and young people on a daily basis, through a vast array of services and environments, including gyms, fitness and leisure facilities, schools, swimming pools, communities and open spaces.
- Since the COVID-19 pandemic there has been a significant increase in gym and fitness activity among children. As a result, we are seeing 11.8% or 908,000 more children and young people taking part in gym and fitness activity compared to five years ago

1. The Active Standard – Delivering a recognised framework for quality among children and young people activity providers.

- ukactive will develop a quality and standards criteria for working with children and young people as part of The Active Standard.

2. Guidance – Children and young people in fitness and group exercise

- ukactive will update and renew its 'Children and Young People in Leisure Facilities' guidance, including FAQs and specific references from research and case studies on the usage of gyms, pools, fitness and leisure facilities by children and young people.

3. ukactive Members' Impact – Key research and data collation

- ukactive will collate all data, case studies and research (linked to point 4 below) that demonstrate the impact that the sector's operators and providers have on children and young people that are participating within activities across ukactive's membership.

4. Future Members – who are the next generation of gym, fitness and leisure users and how do we engage and retain them?

- ukactive will undertake research that captures the voice of children and young people, which is essential to inform future programme design and strategies for operators and providers to engage the next generation of gym, fitness and leisure users.

5. Creating opportunities for children and young people through policy

- ukactive will drive advocacy for better activity provision for children and young people through our broader lobbying strategy, with bespoke activity around children's activity providers and school sport. We will do this by liaising and building relationships with the relevant people and teams in Government, providing evidenced-backed solutions to drive participation among children and young people and remove barriers to entry. We will continue to do this in collaboration with other bodies within the sector, including as part of our work with the National Sector Partner Group.

The delivery of The Next Generation strategy will support raising the standards of the services provided to children and young people and will help showcase the significant role that ukactive members play in positively impacting children and young people.

Working together, we can achieve even more. By increasing accessibility and affordability we can help increase children and young people's activity levels further and start to reduce inequalities by getting one million more children more active by 2030.