

1.0 INTRODUCTION

Ukactive is the UK's leading not-for-profit health body for the physical activity sector, with over 4,500 members from activity providers to major consumer brands, training facilities, equipment manufacturers and more. Ukactive is comprised of various components which are all aimed at providing value to their members and furthering their commitment to getting more people, more active, more often.

Currently the Centre has very few avenues for receiving advice on developing sport & fitness within the Parish, often relying on information either available online, or provided by potential suppliers. These sources cannot always be relied upon, creating the potential for there to be a gap in our current advice streams. I have identified ukactive as a source of valuable information for improving our sports & fitness offerings that would fill this gap. The benefits of becoming a ukactive member are outlined below.

2.0 BENEFITS

Below is a list of all the key benefits of becoming a ukactive member:

Engagement

- Able to attend monthly webinars
- Dedicated Account Manager
- Opportunities to speak with ukactive strategic leads (quarterly basis)
- Receive the Daily Media Review and the Together We monthly email
- Public affairs updates
- Employees at ukactive can facilitate strategic introductions if both organisations mutually benefit

Access to benchmarking, research & reports

- Access to our Benchmarking system that helps you compare your facility to the industry average.
- Future of public leisure
- Practical guide for operators (This Girl Can)
- Social prescribing
- Digital futures
- Diversity & inclusion
- Workplace Wellbeing

Access to our Risk Register and guidance

- ukactive identify day-to-day risks and also macro risks to our members. This is then used to identify where the key focuses around guidance should be. For example, we have produced guidance around children in gyms, risk management, cyber risk and trans people in gyms.

Licensing

- Receive a 10% PPL discount (Approx. £75 saving currently)
- Receive a 10% discount on MPLC (Approx. £25 saving currently)

Events

- Invitations to Regional Networking Events
- Discounts to tickets to flagship events (50% off)

Exposure

- Receive support and guidance around the activation of National Campaigns
- Receive support with pushing out relevant content to the wider network through social media posts and can feature in the ukactive Daily Media Review, which is circulated across the member base every morning

3.0 COST

Ukactive membership is available at a cost of £455.00pa

4.0 RECOMMENDATIONS

That the Council becomes a ukactive member at a cost of £455.00pa.

That £455.00 is added to the 4145/10 Professional Subscriptions budget to fund the cost of this membership

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