

Bradford Webinar

Challenges and Opportunities

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What's happening – Pre-lockdown?

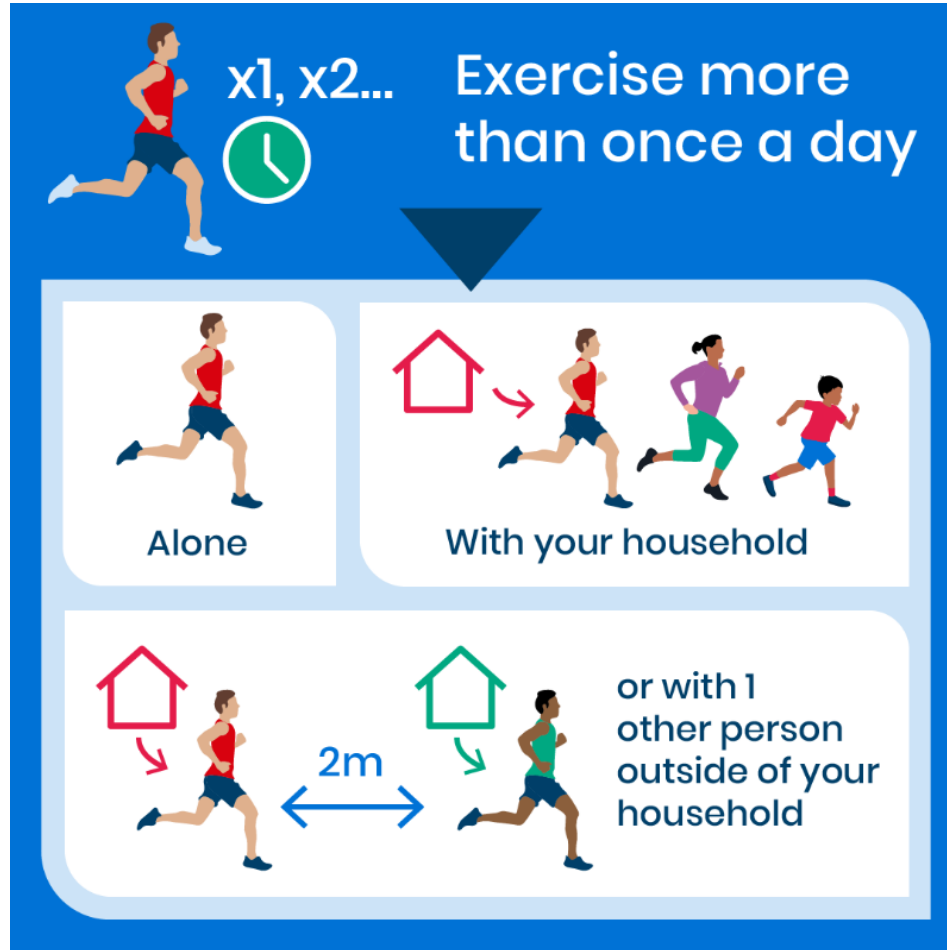
- Generally physical activity levels were rising very gradually
- Inequalities was widening – especially in low income areas
- Gender gap was narrowing
- Increases coming from walking with reductions in running and more traditional team sports

During Lockdown (up to last week)

Sport England / Savanta ComRes

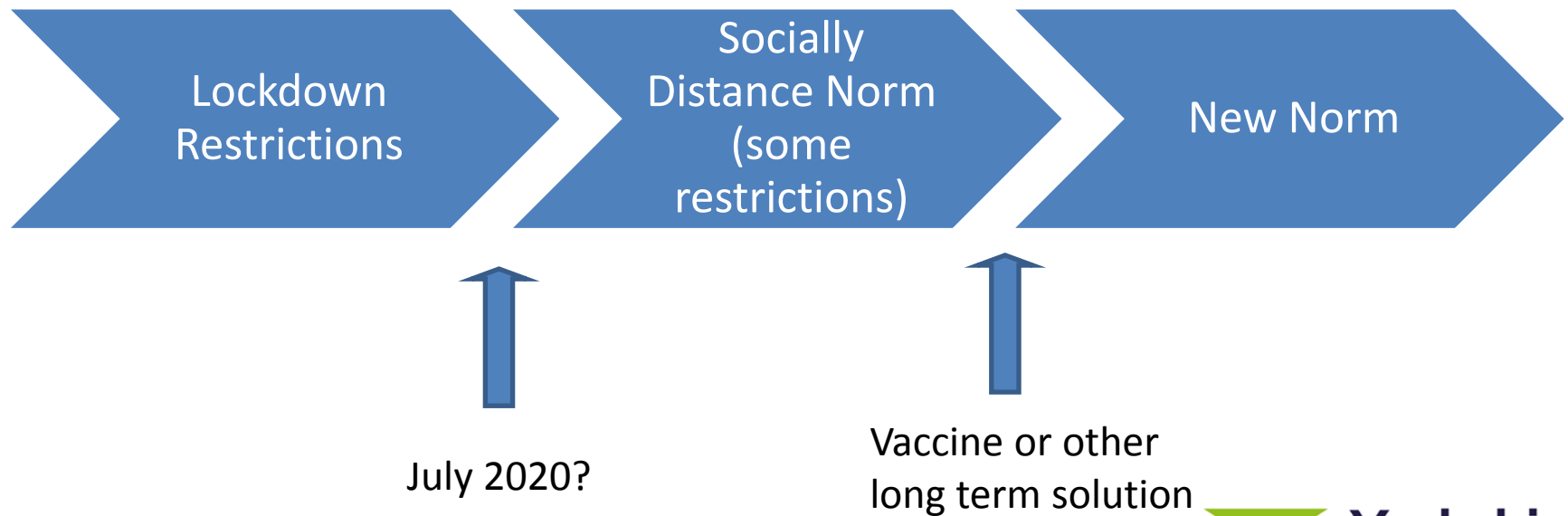
- Significant changes in behaviour – 35% say doing more exercise; 36% say doing less
- Stark differences in the way different communities are reacting
- Gender gap widening
- Inequalities widened in relation to income groups
- Around half of population doing home-based activity
- Walking remains highest activity (61%), Running (19%), Cycling (13% - increase in 5 weeks from 8%)
- Strong awareness of importance of exercise for physical and mental health
- Worrying trends for children – 45% of children doing less than 30 minutes a day (pre-lockdown 29%)

This week's advice

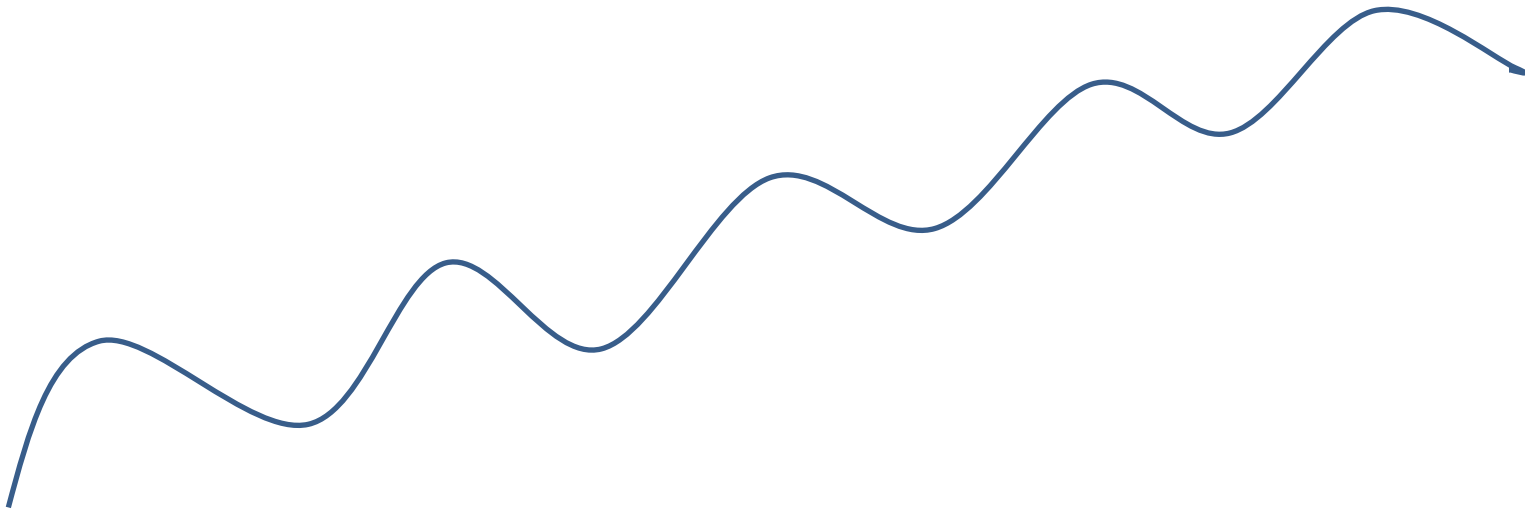


Challenges and Opportunities

Potential Phases



But – more likely



Demand

- Increase awareness of “exercise” for physical and mental health
- More emphasis on being outdoors
- People keeping what they like – more home-working; access to digital
- More focus on active travel as people nervous about public transport
- Caution of being in groups – ability to keep social distance essential
- Yet desperation for more social mixing in families and friends
- Less discretionary spend

Supply

- Ensuring survive and thrive for those creating opportunities
- Increased emphasis and promotion of outdoor provision
- Increased focus on walking and cycling for travel, especially to work (e.g. capital spend) – need long term, permanent and broad solutions
- Creating “socially distanced” indoor facilities such as swimming pools and gyms
- Genuine commitment on reducing inequalities
- Creative solutions to “socially distanced activities”
- In an environment of less public sector funding (?)

Real Opportunities through Change Period

- Never has “exercise” been as high profile – people understand the need to be “fit” for resilience
- Needs to be on the agenda for everyone for long-term changes to the way we embed physical activity in our day to day lives
- Need to be creative, agile, open to change, reactive to demand, empathetic, work together