

Dear Party Leaders,

As sector leaders across sport, physical activity, health, and business, we are united in **calling for all parties to commit to making the UK the most active nation in Europe, as part of the sector's #TakeTheLead campaign**. The UK currently sits joint 11th for physical activity levels among 15 comparable nations. By taking the lead, we can unlock our sector's huge potential to significantly improve the UK's health economy, and society.

Sport, recreation and physical activity unite our nation, bind our communities together across all ages, abilities and backgrounds and make us healthier, happier, more productive and more prosperous. By supporting more people to be more active, we can help take the pressure off the NHS, boost the productivity and economic growth of the working age population by helping more people to stay in work, improve overall health and wellbeing and create more connected, inclusive communities. If we were to become the most active nation in Europe, it would:

- **Grow the economy** – by increasing GDP by £3.6bn every year
- **Reduce the burden on the NHS** – by cutting spending on preventable disease by £1bn every year
- **Improve people's life satisfaction** – by increasing wellbeing benefits to the value of £71bn every year.

During this General Election campaign, you are making your case for leading the country over the next five years. To overcome our national health crisis and deliver economic growth, we believe you must commit to the ambition of making the UK the most active nation in Europe and work with the industry to deliver this vision.

As set out in our campaign, the following steps will help us to realise this ambition together:

- **Unlock access:** remove the barriers that stop people from participating in sport, recreation and physical activity; improving access, affordability and usability of our spaces and places.
- **Build a habit for life:** put PE, school sport and physical activity at the heart of children's lives in schools and communities, with every child getting at least 60 active minutes a day.
- **Red card to red tape:** reduce tax, regulatory and compliance burdens on the sector so it can focus on what it does best – getting people active and engaged in sport, recreation and physical activity.
- **Strengthen the squad:** retain and grow the people who make sport, recreation and physical activity happen every day – its paid workforce and volunteers.
- **Power a prevention-first approach:** embed sport, recreation, physical activity and movement within community health and care systems to improve population health and wellbeing.
- **Tackle inequalities:** use a place-based approach to breaking down barriers and ensure everyone can get active, through a relentless focus on making sport, recreation and physical activity more inclusive.
- **Enhance our places and spaces:** protect and improve the quality of the natural environment, and better harness the built and urban environment to enable and encourage more people to be active.
- **Back our world-class athletes and events:** invest in and leverage the power of elite competitions and events to inspire participation, boost civic pride and enhance soft power.

We are united in the belief that the health of the nation and the health of our economy are inextricably linked. The next Government has a unique opportunity to harness the full potential of the sport, recreation and physical activity

sector by committing to this bold ambition, which would be transformative for communities across the UK. We ask you to #TakeTheLead.

Yours Sincerely,

The National Sector Partners Group (NSPG) and supporters (signed):

NSPG:

Active Partnerships

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

The Sport for Development Coalition

The Sport and Recreation Alliance

ukactive

The Youth Sport Trust

Signatories:

Abbeycroft Leisure

Access Sport

Action Group PR

Active IQ

Active Luton

Active Pregnancy Foundation

Activity Alliance

Alliance of Sport in Criminal Justice

Advanced Wellbeing Research Centre

Airius

Alliance Leisure

Angling Trust

Anytime Fitness

Archery GB

Arthritis Action

Asian Sports Foundation

Association for Physical Education

Association of Colleges Sport

Asthma + Lung UK

BaseballSoftballUK

Basketball England

BH Live

Bigwave Marketing

Boccia England

Bolton Arena

Bowls Development Alliance

Bowls England
Brio Leisure - Cheshire West & Chester Leisure CIC
British American Football
British Association of Sport Rehabilitators
British Cycling
British Equestrian Federation
British Fencing
British Gliding Association
British Gymnastics
British Horseracing Authority
British Horse Society
British Judo
British Mountaineering Council
British Nordic Walking
British Obstacle Sports
British Orienteering
British Para Table Tennis
British Rowing
British Shooting
British Society of Lifestyle Medicine
British Sub-Aqua Club
British Taekwondo
British Universities & Colleges Sport
British Weightlifting
British Wheelchair Basketball
British Wrestling
Bury Leisure
Business for Health
Canoe Camping Club
Club Kingswood
Coach Core
Code Fitness
CSSC Sports and Leisure
David Lloyd Clubs
DDMix
Dyaco
Edinburgh Leisure
England Touch
England and Wales Cricket Board
EGYM

EMD UK
Endurance GB
England and Wales Cricket Board
England Athletics
England Hockey
England Lacrosse
England Netball
England Squash
English Amateur Dancesport Association
English Indoor Bowling Association
EuropeActive
Everybody Health & Leisure
Everyone Active
Faculty of Sports & Exercise Medicine
Fearless Women
Fit Hire Limited
Fitmedia
Fitness First
Focus Awards
Foundry
Freedom Leisure
FTC Gym
Future Fit Training
GB Boxing
GB Snow Sports
GB Wheelchair Rugby
Gladstone
GLL
GM Active
Goalball UK
Good Boost
Gravesham Community Leisure
Greenhouse Sports
GymBox
Haringey Sports Development Trust
Horsescotland
Hurlingham Polo
Hutchison Technologies Ltd
Imperial Society of Teachers of Dancing
InBody UK

Independent Gyms
IndigoFitness Ltd
Intelligent Health
Inverclyde Leisure Trust
Junior Adventure Group
Keep Fit Association
Kew Green Group Limited
Kickboxing GB
Laban Guild International
Lampton Leisure Limited
Language of Dance Trust
Later Life Training
Lawn Tennis Association (LTA)
Leeds City Council - Sport
Leisure Energy
Leisure Labs
Les Mills Fitness UK Limited
Life Fitness
Life Leisure
Lifestyle Fitness
London Sport
Love Recruitment
Matrix
MAVERICKS Life Co
Merrithew
Miha Bodytec GmbH
Mind
Mosaic Group
Movember
Move it or Lose it
Move Technologies
Muslim Sports Foundation
Mytime Active
Myzone
National Association of Teachers of Dancing
National Centre for Sports & Exercise Medicine - Sheffield
National Indoor Climbing Award Schemes
National Orthopaedic Alliance
National Trails
NextGen EHS

Northern Counties Dance Teachers Association

Nuffield Health

Oldham Active

Oldham Community Leisure

On The Mend

Orbit4

Orthopaedic Research UK

Outdoor Industry Association

Paddle UK

Parkour UK

Parkwood Leisure

Pendle Leisure Trust

Places Leisure

Play England

PlayInnovation

Plymouth Active Leisure

Pozzoni Architecture Ltd

Precor Fitness Limited

Proinsight

PureGym

Quartz Sequoia Events Ltd (Elevate)

Quikswitch

Quoox

Right Directions (Management) Ltd

Rounders England

Royal Society for Public Health

Royal Yachting Association

Rugby Football League (RFL)

Rugby Football Union (RFU)

Sandwell Leisure

SCL Education Group

Sense

Shapemaster Global (Innerva)

Skateboard GB

Special Olympics GB

Sport for Confidence

Sport 4 Life UK

Sport in Mind

Swimming Teachers Association (STA)

Strategic Leisure

StreetGames
Surfing England
Swim England
Swimming Teachers Association
Table Tennis England
Technogym UK Ltd
The Adult Cerebral Palsy Movement
The Grounds Management Association
The Gym Group
The Ramblers
The Taskforce for Lung Health
Thomas Pocklington Trust
Total Fitness
Trafford Leisure
Trail Riders Fellowship
Trilogy Leisure
Versus Arthritis
Volleyball England
Amy Williams MBE
Women in Sport
Wythenshawe Forum
Xplor
Zoom Media
3 1 5 Fitness
3D Leisure
4GLOBAL
Rebecca Adlington OBE
Morgan Bolding
Dame Darcey Bussell DBE
Jacob Dawson
Thomas Digby
Charlie Elwes
Dr Dale Esliger
Rory Gibbs
Professor Ben Kelly
Professor Rosie Meek
Dr Hayley Mills
Ugo Monye
Adam Olaore
Professor Greg Whyte OBE



Amy Williams MBE