



Autumn and Winter Activity Toolkit

Updated 9 November 2020

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Welcome

The sport and physical activity sector is facing a challenging few months.

We know many people were already finding it tough to stay physically active under coronavirus (Covid-19) restrictions and the colder weather and darker nights are only going to make matters worse.

Our Autumn and Winter Activity Toolkit is designed to help you encourage your communities to get and stay active over the next few months while responding to the changing guidelines.

This version has been updated with more insight, additional assets and ideas to help you inspire more people, all while complying with the latest restrictions.

The situation regarding restrictions is changing all the time, so please **make sure you check the latest government guidelines** before sending out any messages or communications.

Key messages

Understanding audiences

Building a behaviour
change campaign

Tools and resources
available

Advice for organisations,
groups and clubs

Telling your story



Key messages

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Key messages

- Physical activity has a huge role to play in helping people cope with what could well be a very difficult winter.
- The key messages we've highlighted over the next few pages will help you explain why physical activity matters.

Key messages

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Primary messages

- Physical activity delivers immediate mental health and social benefits and has a long-term positive impact on our physical health.
- We know people are concerned and anxious right now, but we also know that being active can be a genuine antidote.
- Focusing on the things we can do, rather than the things we can't, will help us all get through the next few weeks. We did it earlier in the year and we can do it again, despite the colder weather.
- We passionately believe people should continue to be active - whether that's working out at home with some of the great free tools available online, or outside in a safe way.

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Secondary messages

- Although it's disappointing that sport and leisure facilities are closed until 2 December as part of the national restrictions, there's a lot that we can still do.
- The new restrictions mean people can exercise outdoors daily, both alone and with members of their household. They can also exercise with one person from another household, so long as they're social distancing. It's a great way to stay in touch with people.
- There's no limit on the amount of time spent exercising outdoors, or the number of times.
- Schools and nurseries will remain open and activity will be permitted within these locations as part of their usual provision. Playgrounds will remain open.
- It's important to check any planned activity against the latest government guidelines.

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The quick read

We've produced some copy you can use to explain why physical activity remains important during the coronavirus pandemic.

25 words: Physical activity is a genuine antidote to the concerns many of us are feeling right now. It will help us cope. Find out more on [Sport England's website](#).

50 words: We passionately believe people should get and stay active this difficult winter, as it will help us all cope. Despite the restrictions there's much we can still do – running, walking or cycling outside, or working out at home with free online tools. Find out more on [Sport England's website](#).

100 words: Physical activity delivers immediate mental health and social benefits, while having a long-term positive impact on our physical health. Getting active in the way that's right for us – and planning how we're going to keep going through the colder, darker months – will help us cope with the ongoing impact of coronavirus restrictions. The [Autumn and Winter Activity Toolkit](#), curated by Sport England and regularly updated, will make it easier for anyone trying to help their communities find the locally relevant tools, advice and information they need to get and keep moving. Find out more on [Sport England's website](#).

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Understanding audiences

In this section we'll share what we know about the pandemic's impact on physical activity levels and show how some groups have been impacted more than others.

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Activity levels for adults

Our latest Active Lives Adult Survey shows activity levels across England were on course for a record high before the pandemic hit.

However, the spring lockdown led to unprecedented disruption and reductions in activity levels between mid-March and mid-May.

The number of adults classed as active fell by 7.1% or 3.0 million during this period, whilst the number of inactive adults grew by 7.4% or 3.4m adults.

There was also an impact on mental wellbeing. In the initial phase of the pandemic, it was the short-term markers of happiness and anxiety which changed:

- People's happiness score fell by 0.2, to 6.9 out of 10 in mid-March to mid-May
- People's anxiety increased by 0.5, to 3.9 out of 10 over the same period.

The figures also starkly illustrate major challenges facing groups who have long found it hardest to be active:

- Disabled people
- The over 70s
- People with long-term health conditions
- People from Black, Asian and other minority ethnic groups.

* Source: Active Lives Adult Survey, May 2019–May 2020.

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These Active Lives results reinforce other data we've been getting since the start of lockdown when we began closely monitoring attitudes and behaviors linked to physical activity.

While some people have managed to become more active during this time, others have found being active a challenge.

[Savanta ComRes data](#) indicates that, while greatly disrupted, the overall activity levels of adults held up relatively well during the initial lockdown period.

However, wave 12 (released in September) shows lower levels of regular activity have persisted between waves eight and 12. This coincides with many schools and shops having reopened (at least partially).

Currently, just 29% of people are doing 30 minutes of physical activity on at least five days a week – this is significantly lower than the earlier waves (wave seven: 35%).

Agreement with attitudinal (COM-B) statements, which are used to indicate how likely a person is to be physically active, have fallen significantly in recent waves (12) compared to earlier waves (7–10).

* Regular activity is defined as 30 minutes or more of activity over five days or more in a week.
Source: Physical Attitudes and Behaviours Survey, Savanta ComRes, Waves 1–12.
Wave 12 survey carried out over 11.09.2020–14.09.2020. c.2,000 adults

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Activity levels for children and young people

For children, the picture is also a concern. Most children (92%) are doing something to stay active, but the amount of activity appears to have fallen during lockdown.

According to parents/carers*:

- 52% of children under the age of 16 were doing less than half an hour of physical activity each weekday and 32% at the weekend.

We've also observed some persistent inequalities reinforced during lockdown:

- Children from less affluent families are twice as likely to have done nothing (13%) compared to those from more affluent families (6%).
- Children from a Black, Asian and other minority ethnic backgrounds are twice as likely (12%) as children from a white background (6%) to say they're not doing any activity**.

Source:

* Physical Attitudes and Behaviours Survey, Savanta ComRes, Waves 1-12.

Wave 12 survey carried out over 11.09.2020 – 14.09.2020. c.2,000 adults.

** Children's experience of physical activity in lockdown, Sport England, July 2020.

Key messages

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The impact on equality

We've seen some persistent inequalities reinforced during lockdown

- Men (31%) are more likely to be regularly active* than women (26%).
- Disabled people and those with long-term health conditions (23%) are less likely to be regularly active than those without (31%).
- People in socio-economic groups C1 (23%), D (26%) and E (29%) are less likely to be regularly active compared to other groups (A: 32%, B: 31% and C2: 33%).
- 30% of people aged 55+ did zero days of activity in the latest data (wave 12). A greater percentage of this age group (55+) have consistently, across all 12 waves, done zero days of activity compared to other age groups.

* Regular activity is defined as 30 minutes or more of activity over 5 days or more in a week.
Source: Physical Attitudes and Behaviours Survey, Savanta ComRes, Waves 1-12. Wave 12 survey carried out over 11.09.2020 – 14.09.2020. c.2,000 adults.

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Building a behaviour change campaign

We've included a range of advice and resources to help you create a campaign that'll inspire people to get, or stay, physically active.

Key messages

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Telling your story

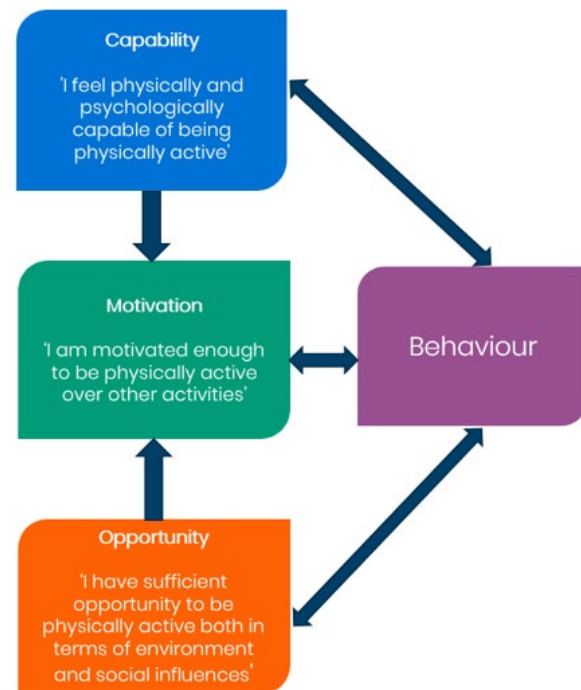
Creating a campaign that influences people

It's not enough to create opportunities for people to be physically active if you're trying to influence or change behaviours in your community. You also need to ensure your audience feel capable of doing it and motivated to join in.

As you build your campaign, think about how you combine those three elements.

Don't forget that each of our campaigns has a range of assets and materials you can adapt, re-use or link to. Linking through to a national campaign can reinforce your message, which gives it more relevance and credibility as it's part of something bigger.

However, you shouldn't under-estimate the value of local information, guidance and connection, particularly as regulations and attitudes may vary according to which part of England you're in.



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Building your local campaign

Adapting the resources to meet local guidelines and needs will help it feel more relevant to your target audiences.

- **Use empathy** – supportive and warm, recognising the challenges but not dwelling on them.
- **Be useful and practical** – help people find the ways of getting active that'll work for them. We've pulled together some online resources you can link to in this toolkit.
- **Share real stories** – authenticity brings extra power to your messages.
- **Insert your own images** – local landmarks and settings can build connections with your community.
- **Be diverse and inclusive** – of people, activities and attitudes, especially the groups in your community who may be finding it harder to get or stay active.
- **Think creatively** – show a mix of traditional and non-traditional activities, at all levels.
- **Encourage safe ways of getting active** – and make sure any advice or imagery complies with national and local guidelines.
- **Don't just rely on digital** – your audience may have limited access to the internet. Our Join the Movement [Google Drive](#) has some example leaflets you can use to help create printed material.

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Tools and resources available

We've highlighted a range of tools and resources that can be used or adapted to help you inspire more people to be physically active.

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Tools and ideas to help people to get active

- [Online activity timetable](#) – including a selection of free and paid-for virtual classes to suit all ability levels.
- [Outdoor activity advice](#) – tips, advice and guidance on getting active away from home safely and in line with the regulations.
- [Active at home resources](#) – a selection of online exercise platforms providing free access or extended trials.
- [Activity finder/Feel inspired](#) – including virtual activities and inspiration targeted at women of all ages.
- [Ways to move](#) – inspiration and resources to help people with long-term health conditions get active.
- [Getting started](#) – ideas and advice on getting started.

**join the
movement**

**THIS
GIRL
CAN**

**WE ARE
UNDEFEATABLE**

Key messages

Understanding audiences

Building a behaviour
change campaign

Tools and resources
available

Advice for organisations,
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Telling your story

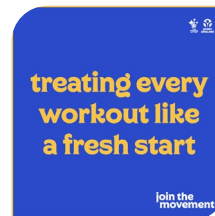
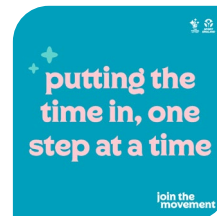
Join the Movement

A campaign that helps everyone get,
or stay, active during lockdown.

Resources available:

- Social media assets and templates
- Free-to-use outdoor and indoor activity image library
- You can add your own logos and images to create your own materials
- [Register on our website](#) to access the assets and brand guidelines via the Join the Movement Google Drive

Nationally, Join the Movement will be targeting the adults who've found it the hardest to be active over the last few months – the over 55s and those on lower incomes. However, you can still use the material to target your audiences if they don't fall into this category.



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This Girl Can

A campaign that helps women and girls tackle the fear of judgement that stops them taking part in sport and physical activity.

Resources available:

- Image library
- Social media guidance and assets
- Poster template
- Audience insight
- Lock-up logos
- Advice on creating This Girl Can (TGC) style activities for women

[Register on the This Girl Can website](#) to access the Supporters Hub and access all available assets.



**TAKE YOUR TIME
DO IT
YOUR WAY.**

THIS
GIRL
CAN

THIS
GIRL
CAN



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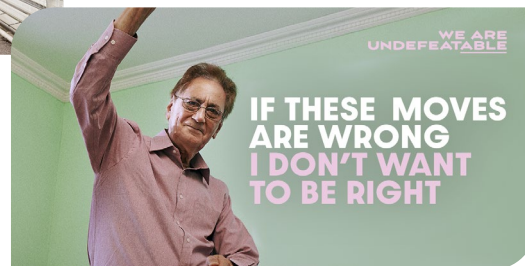
We Are Undefeatable

A campaign that helps people with long-term health conditions find ways to get active that work for them.

Resources available:

- Social media assets
- Image library
- Research and insight
- Prompt resources
- Logos

[Register on the We Are Undefeatable website](#) to access their Supporters Hub and all available campaign assets.



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Helping children and families get active

We know children's activity levels have been impacted by the pandemic and its restrictions but there are lots of resources available to assist families to get active together, or help parents/carers encourage their children to move more.

Some of the most accessible ones are:

- [Easy ways to be active with children at home](#)
- [Investigating walk to school initiatives with Living Streets](#)
- [Accessible activities for disabled children](#)

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Supporting those who are being asked to stay at home

Members of your community may be contacted by the NHS and asked to self-isolate for 14 days due to potential exposure to coronavirus. During this time you might want to direct them to the following resources:

[Every Mind Matters](#) - includes suggestions of how to look after your mental health while self-isolating.

If they're symptom free, you can encourage them to stay active at home using the home-exercise resources found on the [Join the Movement page](#).

However, they should remain on the look-out for symptoms and should stop any exercise programme if they begin to feel unwell. You can direct them to NHS advice on [how to treat coronavirus symptoms at home](#).

Once they start to feel better, you can encourage them to view [Moving Medicine's tips](#) on returning to physical activity after coronavirus.

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Advice for organisations, clubs and groups

We've produced and collated specific advice to help groups and organisations during the current restrictions.

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Clubs and groups

Community clubs have always played an important role in bringing people together. They can still help to do this, even if the way they do it is temporarily different.

Club Matters has pulled together some of the most useful resources to help clubs keep running and their members moving, whether that's face to face or through virtual sessions, including:

- [Running a club virtually](#)
- [Communicating and engaging as a virtual club](#)
- [Understanding your people and their needs](#)
- [Safeguarding adults and children online](#)

Top tips

- **Keep in touch with participants** and give them ideas of what they can do outside and at home. Club sessions can move to be virtual engagements like quizzes, exercise classes or just having a catch up.
- **Communication is key** – Stay in touch with volunteers to ensure they continue to feel part of the club, consulted around key decisions and stay motivated to return when the time is right – remember they may be as anxious in returning as participants.

Check out our [Club Matters case studies](#) that show how clubs have kept going over the last six months.

Access funding to support your club and group via our [Return to Play Fund](#).



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Online learning opportunities

We know clubs are dealing with a lot currently, but if you want to find out more about how you can support different audiences, there are lots of digital courses available that may be helpful.

Club Matters workshops

Choose from eight different topics such as volunteer experience, planning for your future and financial sustainability. These are free, two-hour online interactive sessions with other clubs and groups.

Activity Alliance's Inclusive Activity Programme (IAP)

The IAP online classrooms offer a live and interactive learning experience. You'll learn about the key principles of delivering inclusive activities and how to make your sessions fun and enjoyable for everyone.

CIMPISA Re-Activate training

Whatever your role, this free online training is designed to give you confidence about returning safely to sport and physical activity when the time is right.

MIND – Mental health awareness for sport and physical activity

This online course will give you the knowledge, skills and confidence to better understand and support people living with mental health problems and create a positive environment that ensures they enjoy the benefits of being active.

UK Coaching

UK Coaching offer a range of digital courses to help give you ideas and confidence in delivering activity. The brand new, free, Duty to Care toolkit takes you through safeguarding, inclusion, diversity, wellbeing and mental health to provide a great experience to others and support yourself.

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Fitness and leisure facilities

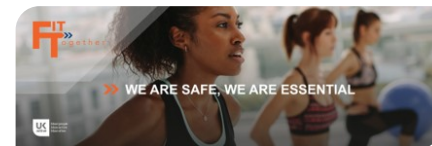
Gyms and leisure centres have been required to close throughout England from 5 November. ukactive has useful resources to support fitness, gyms and leisure facilities both during this difficult period and when facilities start reopening again.

A toolkit on their website has assets to support these businesses operating under the Covid-secure framework and to demonstrate facilities are a safe and an essential service to local communities.

The Toolkit includes:

- posters – to demonstrate safety measures within facilities
- social media assets and digital banners, including myth-buster infographics to support consumer confidence
- access to the Fit Together shop to purchase assets in physical form
- video content – to showcase the safety measures and essential role facilities play.

[Register on the ukactive website](#) to use the toolkit. Assets are added and updated regularly in light of government changes to the framework, so please check back regularly.



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Advice for employers

Businesses and employers can play a vital role in helping staff keep active and we know many are looking for ways to support the wellbeing of their workforce at this time.

We've worked with ukactive and the Federation of Small Businesses (FSB) to produce [a range of practical resources](#) to help employers and their employees keep active in and around the working day.

These simple things can also make a real difference:

- **Giving permission** – employees are more likely to take time to move if they feel encouraged to do so and see others doing the same
- **Flexible working hours** – allowing staff to flex their hours to build in activity before/after work or during the day when it's light can make the difference
- **Provide tips and ideas** – [The FSB's website](#) has plenty of ideas on how employees can build activity into their working day while employers can also recommend [Join the Movement's range of free home workouts](#).

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Telling your story

How you can get the message out there and tell your community what you're doing to allow them to safely be physically active.

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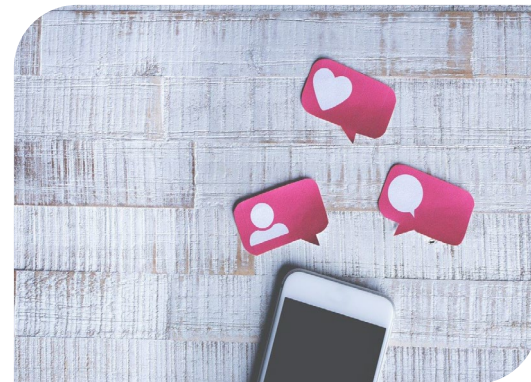
Social media guidance

With many people cut off from their friends and family, people are turning more and more to social media for human interaction.

Our [social media guide](#) gives tips and advice on creating the perfect post and best practice when using social media to keep you engaged with, and supportive of, your community.

Additional social media guidance tailored to the [Join the Movement](#), [This Girl Can](#) and [We Are Undefeatable](#) campaigns are included in the related campaign asset hubs.

The Activity Alliance also has a bank of fact sheets about [producing inclusive and accessible communications](#).



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Working with local media

Making sure local communities are not just aware of what they can do, despite coronavirus restrictions, but feel motivated to take part is very important, as it helps people understand how and where they can keep moving safely. Focusing on what we can do, rather than what we can't, can help us all reframe how we feel about the current situation.

Local newspapers and radio stations are great sources to help get important messages like this out and ensure people know about the opportunities still out there.

Download our [tips for contacting local media](#) and use this [press release template](#) to sell your story.





Thank you

We hope you find this toolkit useful.

We'll be adding to the materials and resources, sharing future insight and responding to changes in government guidance.

Keep an eye on our website for up-to-date information about coronavirus restrictions.

Please send us examples of what you're doing, so we can share ideas and assets with each other. Email us at **jointhemovement@sportengland.org**