## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>3</td>
</tr>
<tr>
<td>Key messages</td>
<td>4</td>
</tr>
<tr>
<td>Primary</td>
<td>5</td>
</tr>
<tr>
<td>Secondary</td>
<td>6</td>
</tr>
<tr>
<td>The quick read</td>
<td>7</td>
</tr>
<tr>
<td>Understanding audiences</td>
<td>8</td>
</tr>
<tr>
<td>Activity levels for adults</td>
<td>9</td>
</tr>
<tr>
<td>Activity levels for children and young people</td>
<td>11</td>
</tr>
<tr>
<td>The impact on equality</td>
<td>12</td>
</tr>
<tr>
<td>Building a behaviour change campaign</td>
<td>13</td>
</tr>
<tr>
<td>Creating a campaign that influences people</td>
<td>14</td>
</tr>
<tr>
<td>Building your local campaign</td>
<td>15</td>
</tr>
<tr>
<td>Tools and resources available</td>
<td>16</td>
</tr>
<tr>
<td>Overview</td>
<td>17</td>
</tr>
<tr>
<td>Join the Movement campaign materials</td>
<td>18</td>
</tr>
<tr>
<td>This Girl Can campaign materials</td>
<td>19</td>
</tr>
<tr>
<td>We Are Undefeatable campaign materials</td>
<td>20</td>
</tr>
<tr>
<td>Helping children and families get active</td>
<td>21</td>
</tr>
<tr>
<td>Supporting those being asked to stay at home</td>
<td>22</td>
</tr>
<tr>
<td>Advice for organisations, groups and clubs</td>
<td>23</td>
</tr>
<tr>
<td>Clubs and groups</td>
<td>24</td>
</tr>
<tr>
<td>Online learning opportunities</td>
<td>25</td>
</tr>
<tr>
<td>Fitness and leisure facilities</td>
<td>26</td>
</tr>
<tr>
<td>Advice for employers</td>
<td>27</td>
</tr>
<tr>
<td>Telling your story</td>
<td>28</td>
</tr>
<tr>
<td>Social media guidance</td>
<td>29</td>
</tr>
<tr>
<td>Working with the media</td>
<td>30</td>
</tr>
<tr>
<td>Inspiration</td>
<td>31</td>
</tr>
</tbody>
</table>
Welcome

This is an extraordinary time. Every one of us has seen our lives changed in some way by the coronavirus (Covid-19) pandemic, and grassroots sport and physical activity are no different.

Those of us who work to help people to be active, whether formally through organised sport or in facilities, or informally like encouraging people to walk or cycle, face enormous challenges, and our sector’s resilience is being tested like never before.

This Activity Toolkit is designed to help you encourage your communities to stay and get active, while responding to the changing guidelines and any further lockdown restrictions or changes.

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

The situation regarding restrictions regularly changes, so please make sure you check the latest government guidelines before sending out any messages or communications.
Key messages

Physical activity has a huge role to play in helping people cope during a very difficult few months.

The key messages we’ve highlighted over the next few pages will help you explain why physical activity matters.
Physical activity delivers immediate mental health and social benefits and has a long-term positive impact on our physical health.

We know that it’s an incredibly different period for everyone, 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 months. We did it last year and we can do it again.

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.

Primary messages

- Physical activity delivers immediate mental health and social benefits and has a long-term positive impact on our physical health.

- We know that it’s an incredibly different period for everyone, 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 months. We did it last year and we can do it again.

- 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.
The return of national lockdown restriction on 6 January meant gyms, leisure centres, pools and many team sports were forced to close once again.

It has meant that for many people, the activities they always loved doing are again no longer possible.

However, informal activity – running, cycling, walking, working out at home – still has a huge role to play, and is one of the best things people can do for their physical and mental health as long as they follow social distancing restrictions and guidelines.

When restrictions do start to ease, safety must still come first and it’s important to check any planned activity against the latest government guidelines.

Updated FAQs can be found on the Sport England website.
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: While the vaccination programme offers hope, life is still difficult. We passionately believe getting active will help us cope.

Despite the restrictions there’s much we can do – running, walking or cycling outside, or working out at home with some great 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 a difficult few weeks – will help us cope with the ongoing impact of coronavirus restrictions.

The Autumn and Winter Activity Toolkit, curated by Sport England, 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.
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.
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 3.0m 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.

These Active Lives results reinforce other data we’ve been getting since the start of the first 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.

At the end of November, just 25% 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 (11 - 14) compared to earlier waves (7–10).

You can learn more about the key factors influencing people’s attitudes and behaviours during coronavirus on the Sport England website.

*Regular activity is defined as 30 minutes or more of activity over five days or more in a week.

Wave 14 survey carried out over 27.11.2020–30.11.2020, c.2,000 adults.
It should be noted that this data can’t be compared to Active Lives activity level data as the two surveys use different methods and tools for measuring physical activity, reflecting the different purpose and role of each.
Activity levels for children and young people

The proportion of children and young people reporting that they were active during mid-May to late July (the summer term) fell by 2.3%, with just over 100,000 fewer children meeting the recommended level of activity compared to the same period 12 months earlier.

The impact was greater for some groups than others. Whilst all groups have been impacted in terms of activity levels, girls fared far better than boys, whilst those from Black and Mixed backgrounds saw noticeable drops in activity levels.

Activity types for children and young people

Sporting activities saw a large decreases with over a million fewer children and young people (-16.3%) reporting they took part in swimming and team sports in the last week* compared to the same period 12 months earlier.

Walking, cycling and fitness all saw large increases in the numbers reporting they took part in the last week compared to the same period 12 months earlier.

1.6m more children and young people went for a walk (+22%) or did fitness activities (+22.1%), whilst 1.4m more cycled for fun or fitness (+18.4%).

We saw some persistent inequalities reinforced during the November lockdown

- Men (27%) are more likely to be regularly active* than women (23%).
- Disabled people and those with long-term health conditions (21%) are less likely to be regularly active than those without (26%).
- 30% of people aged 55+ did zero days of activity in the latest data (wave 14). A greater percentage of this age group (55+) have consistently, across all 14 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.

It should be noted that this data can’t be compared to Active Lives activity level data as the two surveys use different methods and tools for measuring physical activity, reflecting the different purpose and role of each.
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.
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.
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.
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.
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.

**Fitness challenges** – for those who like a structured exercise programme or a bit of competition

**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

A campaign that helps everyone get, or stay, active during the pandemic

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

Join the Movement targets 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.
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.
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.
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 whether or not they’re going to school.

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
- Activities for pregnant women
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.
Advice for organisations, clubs and groups

We’ve produced and collated specific advice to help groups and organisations during the current restrictions.
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 [key recommendations for clubs in supporting volunteers](#) and participants to return and keep an eye on the [latest government guidelines](#) for your tier.

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](#).
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.

**CIMPSA 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.
Fitness and leisure facilities

ukactive is available to support fitness, gyms and leisure facilities during forced closures, as well as reopening & operating under the Covid-secure framework.

A toolkit on their website has assets to support facilities in demonstrating some of the key messages being driven around the sector while closed, including the impacts on social value, mental and physical wellbeing, as well as to support these businesses operating under extra precautions when they re-open. The Toolkit includes:

• posters – to demonstrate safety measures within facilities
• social media assets and digital banners, including myth buster infographics to support consumer confidence as well as the impact of closures on social value, mental and physical wellbeing
• 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.
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. We’ve also launched an Active Working Toolkit for employers in January 2021 to provide employers with further tips and tools to support employee health and wellbeing.

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.
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.
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.
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.
Peterborough Sports Club is helping keep its club safe for participants, while responding to the changes in government guidance following the introduction of the tiers system last year.

Wiltshire Centre for Independent Living has been working with disabled people and people with a variety of health conditions to help them become more active. Throughout September they ran a social media campaign called #MonthofMovement, posting a different exercise each day people could do in their own homes with little or no equipment.

Levelling the Playing Field uses sport to tackle over-representation in the youth justice system. Facing the return of lockdown restrictions in November, they worked with their delivery partners in Sheffield, West Midlands and London, finding innovative ways to ensure participants continued to be supported.

Active Cumbria has worked with CANDO FM, a community radio station in Barrow-in-Furness to create a series of fun and inclusive exercise routines. Featuring local coaches, the videos were promoted on-air and hosted on Cando’s website and Facebook page.
Sense, a social care charity, have launched a ‘Making Walks Sensory’ resource pack to help people with complex impairments engage with nature, using their senses to connect with their surroundings. The resource is designed for all those who support disabled people and includes advice on planning walks, tips on encouraging mindfulness and suggested sensory activities.

Energise Me, the Active Partnership for Hampshire and the Isle of Wight, supported FolkActive, a community folk dancing organisation in southern England, to run fortnightly online sessions over Zoom, helping participants stay connected while they weren’t able to meet up face to face.

Activity Alliance’s Get Out Get Active programme has supported disabled and non-disabled people to be active together. From delivering equipment to individuals at home, to sending out exercise postcards, they’ve combined traditional and digital communications and initiatives to help communities stay connected.

Inspiration
We hope you find this toolkit useful.

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.