

#68 LEADERSHIP INSIGHTS REPORT

UK ACTIVE

Report, 2015

Topic for advocacy HEPA - Physical Activity and Health

✉ http://www.ukactive.com/downloads/managed/LeadershipInsightsReport_-Final.compressed.pdf

Description of the good example

Asda Active, Spirit of 2012, ukactive and Sports Leaders UK joined forces in 2013 to get Britain moving. The Asda Active Sports Leaders UK project was launched in April 2014 to help promote community sport and volunteering. The project builds on Sports Leaders UK's existing programme to provide awards and qualifications in sports leadership, and aims to increase volunteering hours in local communities to one million hours a year by 2017. The core objectives of the Asda Active Sports Leaders UK partnership are to: help improve health and wellbeing of young people support personal development and enhance educational and job prospects.

Target - Who can best use this example or document?

State and local governments, local councils, policy makers.

Further information

UK Active
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*All information in this entry is sourced from the link above and contact mentioned in the document.

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

The three key areas tackle topical issues: firstly unemployment. Whilst employment levels are rising, for many disadvantaged groups including youth, disability and BME groups are still more likely to be out of work than others, as evidenced throughout the report. The second issue is physical activity and health, which is priority of all four partners given that the UK is currently facing a physical inactivity epidemic, so any programmes that aim to raise sports participation levels are significant here. The work of ukactive in its partnership with the Asda Active Sports Leaders UK programme aims to promote the long-term health benefits that an activity-based programme can deliver, and raise awareness of the dangers of a sedentary lifestyle. Social action is especially pertinent among young people in an increasingly individualistic society, where volunteering can play a significant role in building relationships, breaking down societal barriers, and improving community cohesion.

Learning points - What can we learn from it?

The impacts of inclusive programmes are wide-reaching, having substantial impacts on three key areas in particular; employability, physical activity and health, and social action. Leadership training can be highly rewarding for both individuals and communities in a variety of ways, and it is especially impactful when addressing less engaged or disadvantaged groups, such as BME, young people, or people with disabilities.

