



# Autumn and Winter Activity Toolkit

**1 October 2020**

# Introduction

We're facing a challenging few months. Colder weather and darker nights will compound the impact of ongoing coronavirus (Covid-19) restrictions, making it feel harder for people to get active. Our research shows that many people were already finding it hard to get or stay active over the summer, despite recognising its mental health benefits, and the autumn and winter is likely to be tougher.

This toolkit is designed to help you encourage your adult communities to get and stay active (while complying with national and local restrictions) and to help you respond to the needs of your target audiences. [Check the latest government guidelines](#) before sending out any messages or communications.



# Key messages

## Primary

- Sport and physical activity deliver immediate mental health and social benefits and have 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.
- 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, outside in a safe way by taking part in activities like walking, or back playing team sports that've been through the government's return to recreational team sport framework.

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# Key messages (continued)

## Secondary

- Large parts of community sport and physical activity have restarted, with minimal evidence of virus transmission, thanks to the safety measures being implemented so diligently.
- The 'rule of six' applies to indoor team sports, but even in areas under local lockdown rules outdoor sport and organised physical activity can continue. Full details of the [areas subject to local restrictions, and what those restrictions are, can be found on the government's website.](#)
- Disabled adults are exempt from the 'rule of six' while playing indoor team sports as they have such an important role to play in helping them stay active.
- Socialising in or around activities is not advised and spectators should not gather to watch amateur sport.
- It's important to check any planned activity against the latest government guidelines.

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# The quick read

**Here's some standard copy you can use to explain why sport and physical activity remains important during the coronavirus pandemic**

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**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 that people should get and stay active this autumn and winter, whether that's working out at home with the great free tools available online, outside in a safe way taking part in activities like walking, or back playing a team sport where appropriate. Find out more on [Sport England's website](#).

**100 words:** Sport and physical activity deliver 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, 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](#).

# Insight – activity levels in adults

Since the start of lockdown restrictions, we've been 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.

## Activity levels in adults

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

However, the latest data (wave 12) 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 at least five days of 30 minutes– 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 the most recent wave (wave 12) compared to earlier waves (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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# Insight – persistent inequalities reinforced

## We also observe 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.

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

# Insight – children and young people

## Activity levels in children and young people

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

According to parents/carers:

- Just 12% of children under 16 were doing an hour or more of physical activity on a weekday, much lower than levels typically recorded under more normal circumstances.
- 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 and minority ethnic background are twice as likely (12%) as children from a white background (6%) to say they're not doing any activity.

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# Resources to help your communities get active

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**join the  
movement**



**WE ARE  
UNDEFEATABLE**

[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 outdoors safely.

[Active at home resources](#) – a selection of online exercise platforms providing free access or extended trials.

[Activity finder/Feel inspired](#) – including a mix of virtual and in-person 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.

# Building your local campaign

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

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- **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.
- **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 sports and activities, at all levels.
- **Encourage all safe ways of getting active** – and make sure any advice or imagery complies with national and local guidelines.

# Join the Movement campaign materials

**A campaign focused on helping everyone get or stay active during lockdown**

- 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.

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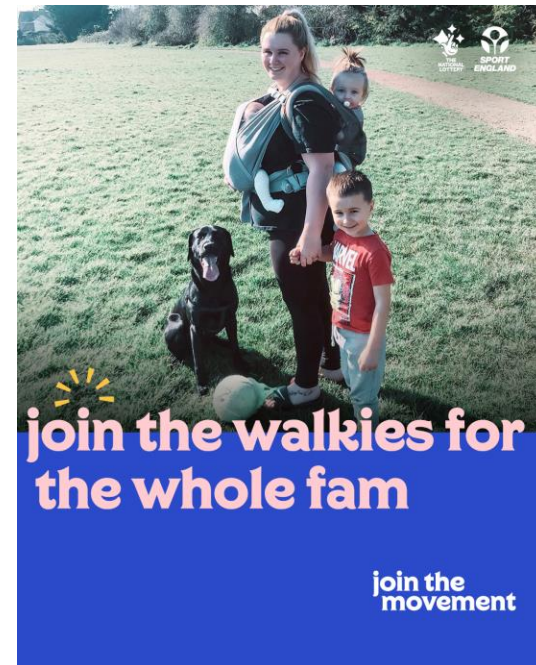
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**join the walkies for  
the whole fam**

**join the  
movement**

# This Girl Can campaign materials

**A campaign helping women and girls tackle the fear of judgement stopping them taking part, recently updated with coronavirus-relevant materials**

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

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



# We Are Undeatable campaign materials

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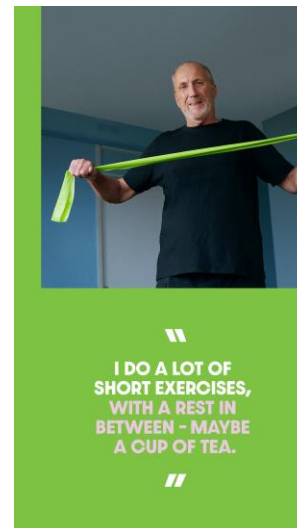
[Local media](#)

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**A campaign helping those with long-term health conditions find ways of getting active that work for them**

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

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



# 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 aware of how local coronavirus restrictions apply to sport and physical activity is very important, as it helps people understand how and where they can keep moving safely.

This message is equally important to all clubs and leisure centres so they can offer safe and enjoyable opportunities, inside and out, for people to take part in.

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

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

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# Thank you



We hope you find this toolkit useful.

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

Keep an eye on our website here: <https://www.sportengland.org/how-we-can-help/coronavirus/return-play/autumn-and-winter-activity-toolkit>

Please send us examples of what you're doing, so we can share ideas and assets with each other. Email us on [jointhemovement@sportengland.org](mailto:jointhemovement@sportengland.org).

And tell us what else you would find useful during the coming months by [completing our survey before 14 October](#).