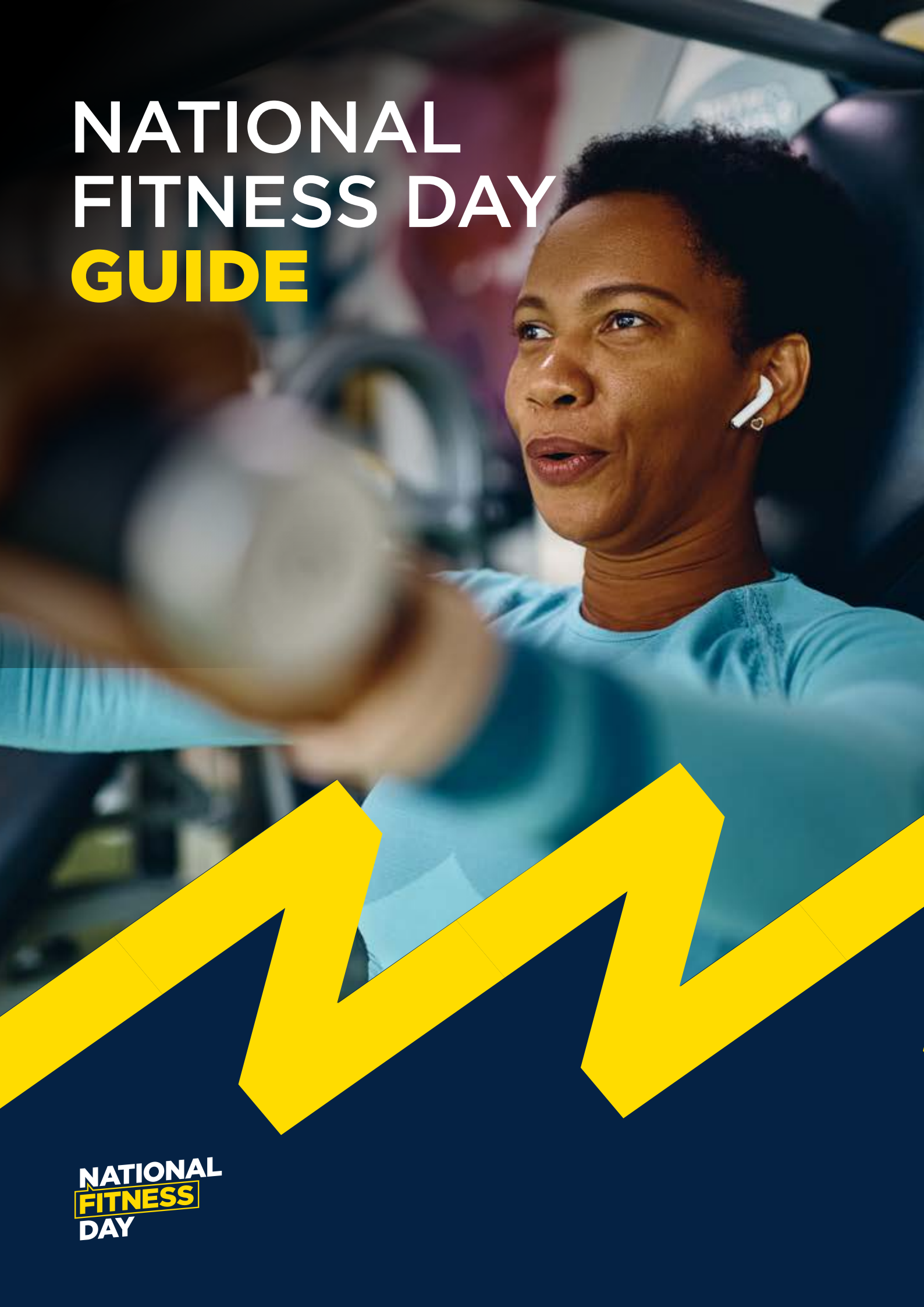


NATIONAL FITNESS DAY GUIDE



NATIONAL
FITNESS
DAY

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WHAT IS NATIONAL FITNESS DAY?

National Fitness Day is an annual campaign led by ukactive that highlights the role that physical activity plays across the UK, helping to raise awareness of its importance in supporting us to lead healthier lifestyles.

Having started back in 2011, National Fitness Day has seen millions get involved each year, and while bringing people together through physical activity has a hugely positive impact, the campaign has evolved to encourage everyone to view this day as just one step in a much bigger journey.

This year's tagline, **"Powered by you"** marks a fresh direction — placing you at the heart of the movement.

National Fitness Day isn't just about one day of activity, but about taking small, lasting steps toward a healthier, stronger future.



GET INVOLVED

DO YOU RUN A GYM OR LEISURE FACILITY?

Increase footfall, engage potential new members and make it as fun as possible!

Provide free/discounted access to taster classes

Encourage your members to 'bring a friend' and shout about #FitnessDay on their own social channels

Offer free/discounted day passes

Host competitions with attendees

Encouraging employees to leave their desks and move around for a couple of minutes every hour

DO YOU WANT TO GET YOUR WORKPLACE MOVING?

We recognise that all workplaces are different, and the parameters will be specific to how you operate and where your employees work from.

Asking employees to try taking an active lunch-break. Whether that's a brisk walk outside, a trip to their local gym or a light jog as a team

Offering the workforce a voucher to spend on a health and fitness activity of their choice

ARE YOU A SUPPLIER TO THE PHYSICAL ACTIVITY SECTOR?

From the weights we lift to the clothes we wear, you are the organisations that help us stay active. Use National Fitness Day to encourage even more people to take part and get active.

Provide discounted access to products for operators and/or consumers

Set a challenge based on your equipment

Engage your audiences through social media and encourage your followers to try something new

ARE YOU A SCHOOL OR CHILDREN'S ACTIVITY PROVIDER?

Make it your own and unite children and young people through being active

Take part in 10@10: Ten minutes of running, jumping, dancing or whatever exercise you enjoy at 10am

Complete an Active Mile: Children (and teachers!) to run, walk or skip their way around a mile

ARE YOU A MEMBER OF THE PUBLIC?

Do whatever you'd like, as long as it's powered by you!

Regular runner? Avid gym-goer? Why not try something new!

Maybe exercise isn't really your thing? Do something you know you'll enjoy... Why not find a dance workout on YouTube, get outside for a walk or try out a new class with a friend?

Whatever your current fitness level is, there's something for everyone on National Fitness Day. Use the National Fitness Day Location Finder to see what's going on in your local area.

WHY TAKE PART?

Taking part in National Fitness Day is beneficial to a whole range of organisation types.

Gyms, leisure centres and other sports and fitness operators have a valuable opportunity to use National Fitness Day to promote their brand, facilities and activities within their local area. On a day which is often considered as the second busiest time of year after the January rush, National Fitness Day is an opportunity to engage new members and boost footfall.

For **workplaces**, National Fitness Day gets teams active and can unite them through a day of active fun. We know that regular exercise boosts mood, improves health and gives us more energy, all of which are contributing factors to workplace productivity.

Engaging children and young people in different types of physical activity, sports and movement teaches them the importance of regular activity and ultimately, gives them a head start in their health journey. It's common knowledge that building active habits in youth can lead to healthier and longer lives and National Fitness Day is a great way to begin this journey.

For **suppliers**, you can promote your brand and products and engage your staff and client base. Through promotional offers, you can also help your customers realise the ROI from investment in your solutions.

Everyone benefits from taking part in the UK's biggest celebration of health and fitness! Last year, we inspired more than 10 million people across the UK to be active on the day and this year, we need your help to beat that!



HOW TO HOST AN EVENT

Whether you are a gym, school, workplace, running club or anything in between, hosting an event doesn't have to be a mammoth task, it could be something that you already do, but make it about National Fitness Day on Wednesday 24 September. Simply do something that encourages more people to be more active on National Fitness Day by following these steps:

Decide what you will do for National Fitness Day

This will vary depending on your organisation type. As a gym, you may want to offer free guest passes for the day. As a children's activity provider, you may want to host a sports afternoon. Take some inspiration from our ideas above or come up with your own depending on what works best for you. The most important thing is that it gets people moving and involved.

Decide how long you will host your event for

You can run your event/activity throughout the whole day, or you may want to consider keeping it to just the morning, afternoon, or evening depending on the requirements of your organisation and your members, employees, or attendees. Do whatever works for you!

Consider prizes and incentives

Again, this is business specific, but you may want to offer prizes and/or incentives to encourage people to take part in your event. This could be anything from a £10 voucher to a year's membership – it's entirely up to you!



HOW TO PARTICIPATE

Once you have decided on what, when and where your event will take place, you can promote your event to engage your audience and create a local buzz to get as many people there as possible. Below are some methods that you can use:

Digital platforms

Update your website: Be sure to update your website with what you'll be doing on the day and how people can sign up and join in! This will not only be valuable to new or prospect members of your facility but also to those who find your website through the National Fitness Day location finder.

Update your members via email, text or Whatsapp: Whichever communication method you use with your members, make sure they are the first to hear about your National Fitness Day plans. This gives them added value by being the first to know and sign up and will likely help to spread the word to their friends and family, helping you reach a wider audience without additional effort.

Share regularly on social media: Share your plans across your social media channels. Make it exciting and engaging and share regularly in the lead up to National Fitness Day to reach as much of your audience as possible.

Don't forget to use #FitnessDay in your posts as we try to share as many as possible! This year, don't forget the tagline is designed to help you talk about National Fitness Day from your perspective, let your audience know how it is 'Powered by you!'. Feel free to personalise the tagline to suit your audience and programmes on the day.

For example:

'Powered by pilates'

'Powered by the early-risers'

'Powered by your local gym'

Get creative!

Don't forget that you can access a whole host of assets and useful digital tools to support your promotion of National Fitness Day.

Are you a ukactive member? If you are a ukactive member, we will automatically promote your facility on our location finder at www.nationalfitnessday.com/finder/ If you are not a current member, but wish to become one, please contact membership@ukactive.org.uk



In-person

National Fitness Day posters: Included in this toolkit is a selection of customisable National Fitness Day posters that you can edit to include your logo, and what you're offering on the day, to then print and display around your facility.

National Fitness Day merch: Using National Fitness Day merch, from our partner P81, you can raise awareness of National Fitness Day and your event by displaying this around your facility. You could even consider having staff wear National Fitness Day t-shirts in the lead up to the event.

Brief your staff: Regardless of your organisation type, those who engage most with members, parents and employees should be fully briefed on your National Fitness Day plans. They can be sharing this information as part of their day-to-day conversations to help get the word out. This also plays an important role in making sure everyone knows why we're doing National Fitness Day and that is to encourage more people to get active and involved.

Other

Get your local MP involved: Show your local MP the great activations that take place in your community. Included in this toolkit is a template letter that you can send to your local MP, inviting them to take part in your National Fitness Day event.

Invite the local press: Let the local press know that you are hosting an event for National Fitness Day, including all of the details and logistics and invite them to your facility to get involved!

Engage with us: follow National Fitness Day across X, Instagram, Facebook and YouTube and share what you'll be doing. We will try and shout about how you're planning to activate on National Fitness Day!

FOLLOW US

