

Member support during Covid-19

BASED ON WORK DURING THE PERIOD MARCH 2020–MARCH 2021



One Year of Covid-19

The Remarkable Support From Charities And Social Enterprises Across Public Leisure And Culture Media Piece



53 weekly email updates to members

+ regular Scotland & Wales updates



Conference Rethinking Public Leisure and Culture



7 Business Partner webinars

including:

- 2 customer return campaigns *Bigwave Marketing*
- 2 sessions focused on digital leisure solutions *Les Mills*
- 2 sessions on the insurance landscape *Endsleigh*
- 1 session on Pivot to Digital *Technogym*

Active attendance to represent the leisure and culture trust sector on partner meetings, including:

- Theatres sector bodies
- Ukactive CEO forum
- Local Government Physical Activity Partnership
- Scotland strategic forum
- Scotland partners culture group

Key partners we have actively engaged with:

UK

Charity Finance Group, Charity Tax Group, ukactive CIMSPA, UK Theatre

England

Local Government Association, Sport England, Arts Council England, Swim England, cCLOA, Theatres Trust, Libraries Connected

Scotland

Scottish Government, COSLA, sportscotland, Creative Scotland, Public Health Scotland, OSCR, VOCAL, SOLACE, OSS, SSA, SLIC, Museums and Galleries Scotland, Culture Counts

Wales

Welsh Sports Association, Swim Wales, Sport Wales, Welsh Government, Arts Council of Wales, Creu Cymru, Welsh Local Government Association

- + **11 evidence submissions** to UK Government, Scottish Government, and Welsh Government
- + **20 political letters**
- + **4 Covid-19 Impact Reports** detailing the impact of the pandemic on leisure and culture trusts
- + Ongoing liaison on National Leisure Recovery Fund
- + Key partner in securing Sport and Leisure Recovery Fund and Sport Resilience Fund in Wales

- + Key partner in advocating for Community Leisure Recovery Fund
- + 10 general briefings on the impact of the pandemic, including briefing regarding Local Authority considerations on alternative models and the Welsh version of LGA guidance for LAs to support leisure and culture providers
- + 17 media articles/coverage on the impact of the pandemic on public leisure and culture

Twitter engagement

Save Leisure campaign (June to August): 366.7k impressions
number of times users saw our tweets on twitter



Top tweet during this period was:

50% of the UK leisure centres are facing permanent closure by Christmas unless the Government provides urgent financial support. @RishiSunak and @OliverDowden we need you to step in today and #saveleisure

47,928 impressions
4.4% engagement rate



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