



More people
More active
More often



We are **ukactive** 



ukactive Kids member

More Children, More Active, More Often

ukactive Kids Mission

To get more Children, More Active, More Often whilst raising the standards of children's activity provision

Who are ukactive Kids?

ukactive Kids is the leading trade association representing Children's Activity providers in the UK.

Representing some of the UK's largest providers, ukactive Kids core role is to provide our members with comprehensive support to grow their business whilst ensuring, through the introduction of the ukactive Kids Code of Practice, that they meet the minimum standards of children's activity provision.

What is the ukactive Kids Code of Practice?

As the first and only national accreditation of its kind, the ukactive Kids *Code of Practice* clearly differentiates those organisations who can demonstrate safe and fully accredited activity provision, and those that cannot.

We aim to ensure all schools and parents recognise the importance of using the ukactive kids *Code of Practice* when deciding their activity provider. This will be supported through our existing network of over 4,000 ukactive members who work with approximately 13,000 schools, Headteachers and school Governors on a daily basis.



Display the ukactive Kids logo on your digital and printed communications to let customers and businesses

know you are a proud and 'approved' member of ukactive Kids.

Why should you join ukactive Kids?

- **Showcase quality**- become ukactive Kids *Code of Practice* Compliant- demonstrating to thousands of schools, Headteachers, Governors and parents that your organisation meets the minimum standards of activity provision.
- **Promote your business** – build your contacts through our membership database with access to the name and address at the key contact at each facility. Promote your company to key operators across the sector in our annual ukactive Handbook.
- **Gain key insight** with access to all ukactive and ukactive Kids sector leading reports, the Daily Media Review, Public Affairs updates, as well as subscription to the ukactive Kids monthly e-zine and the ukactive *Together* quarterly journal; Ensuring you and your colleagues are kept up to date with all the key sector and member news.
- **Shape the future of our sector**- Gain greater political influence on key areas such as the PE and School Sport premium, the Sugar Tax Levy and Duty of Care matters by attending our quarterly themed ukactive kids **Speaker Series**, annual **CEO forum** and feedback to the **ukactive kids board** on the key industry matters.
- **Generate new sales leads** and grow revenue by participating in flagship ukactive programmes such as National Fitness Day and Change4Life.
- **Reduce your operational costs** by taking advantage of our Small Business Accounting offer exclusive to ukactive in partnership with KPMG
- **Attend key events and network with the wider sector** – get discounted rates on ukactive events such as the prestigious FLAME Awards, annual National Summit and regional seminars.