

## **What is the Physical Activity Alliance?**

The Department for Health Physical Activity Strategy 'Be Active, Be Healthy' [http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_094358](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_094358)

, has announced the support of the Department of Health for the new Physical Activity Alliance.

The Physical Activity Alliance is a sector led organisation comprised of leading physical activity promoting organisations.

The Alliance will be responsible for promoting physical activities that are fun, sociable and accessible to people of all abilities. It will seek to improve the use of evidence that shows the benefits of physical activity to ensure that suitable levels of investment are made. The Alliance will also provide considerable political strength to the promotion of physical activity to Government at a variety of levels. Finally, the Alliance will act as a partner to the Department of Health on initiatives of national significance.

William Bird, Chair of the Interim Steering Group of the Alliance said, "The Alliance has been working with the Department of Health since April 2008 to receive this support."

"It is now focused on developing into an organisation that adds clear value to partners in government, the sector and the local and regional delivery networks. It will spread best practice and work to remove the frustrations and limitations that prevent more from being achieved. The Chief Medical Officer proved in 2004 that physical activity is a vital tool of primary care. This body will help transform this evidence into concerted and sustained action."

The Alliance is currently led by an Interim Steering Group and is now consulting on its formal role, remit, governance structure and funding model.

The Alliance currently consists of the following organisations:

|   |  |
|---|--|
| Amateur Swimming Association  | Green Space                                  |
| Amateur Rowing Association  | Institute for Outdoor Learning               |
| Black Environment Network   | Institute of Sport Parks and Leisure         |
| British Canoe Union   | Institute of Sport and Recreation Management |
| British Cycling   | Living Streets                               |
| British Heart Foundation National Centre for Physical Activity and Health | Local Government Association                 |
| British Horse Society   | Michael Hoefflin Foundation                  |
| BTCV  | National Heart Forum                         |
| Business In Sport and Leisure   | National Trust                               |
| CABE Space  | Natural England                              |
| Central Council of Physical Recreation                                    |  |
| Countryside Council for Wales   | Play Providers Association                   |
| CTC: The Cyclists Touring Club  | Ramblers Association                         |
| Exercise Movement and Dance Partnership                                   | Royal Society for the Protection             |

|  |                |
|--|----------------|
|  | of Birds       |
| English National Parks Authorities Association | Rural Health   |
| Faculty of Public Health                       | Skills Active  |
| Fitness Industry Association                   | Sustrans       |
| Forestry Commission                            | Walk England   |
| Girl Guiding UK                                | Woodland Trust |
|  | YMCA           |

The Interim Steering Group of the National Alliance is currently consists of:

|                          |  |
|--------------------------|--|
| Sarah Gaventa            | CABE Space                                       |
| Brigid Simmonds          |  |
| Christine Double         | County Sport Partnerships Network                |
| Geoff Dessent            | Deputy Director, Health Wellbeing, DH (Observer) |
| Prof. Alan Maryon-Davies | Faculty of Public Health                         |
| Andrée Deane             | Fitness Industry Association                     |
| Tony Armstrong           | Living Streets                                   |
| Paul Raynes              | Local Government Association                     |
| Paul Lincoln             | National Heart Forum                             |
| William Bird (Chair)     |  |
| Paul Jarvis              | Regional Physical Activity Leads                 |
| Ruth Alleyne             | Sport England (Observer)                         |
| Philip Insall            | Sustrans   |
| Rosi Prescott            | YMCA   |