

SPORT ENGLAND'S CORONAVIRUS RESPONSE

Sport England is an Arms-Length Body of the Department of Digital, Culture, Media and Sport, responsible for distributing Exchequer and National Lottery funding to support and develop community sport and physical activity.

You can find our updates regarding our response via [our website](#), but in this difficult time, **we have two immediate priorities** as an organisation:

- 1) Supporting sport and physical activity organisations to ensure they maintain financial sustainability.
- 2) Helping the nation to stay active in and around their homes.

We will be announcing initial details on financial support for the sport and physical activity sector next week, but whilst this is being finalised, externally we are focusing on how we can help people to stay active in and around their homes.

JOIN THE MOVEMENT – #STAYINWORKOUT

There is widespread recognition of the need for people to stay active, even if confined mostly to their homes. Physical activity matters, and as you and your constituents settle into a new way of living and working, it is more important than ever.

We want to do all that we can to avoid the coronavirus crisis having a significantly negative impact on the nation's physical activity levels, and support people to get and stay active – provided they are well enough and following the latest government guidelines.

In recent weeks, Sport England has brought together the wealth of free online content available to help people to get active in and around their homes using **#StayInWorkOut** – encouraging others to share some of the best ideas they find online using the hashtag as well.

To bring greater profile and attention to **#StayInWorkOut** we have today launched a new campaign called '**Join the Movement**', to inspire and inform people of the many fun, and creative ways they can continue to be active, even if they're working from home or self-isolating.

Building on what we've learned from our behaviour-change campaigns This Girl Can and We Are Undefeatable, the campaign will give people ideas of how to get active at home and curate some of the best content available, showing that it is both fun and worth doing, and doesn't necessarily take a lot of equipment or space.

This is all available via the campaign website: www.stayinworkout.org

Crucially, we want the campaign to make it as easy as possible for people to get active in and around their homes, supporting their physical and mental health, and keeping us connected to each other through a shared experience, even while staying physically apart.

CAN YOU HELP US HELP THE NATION'S HEALTH AND WELLBEING?

There are four immediate ways that you can support the campaign and help us to keep members of the public in your constituency active:

- 1) Follow the **@stayinworkout** accounts, re-sharing any content that you feel is relevant to your constituents.
- 2) Promote the **#StayInWorkOut** hashtag and link to the official campaign website www.stayinworkout.org with your constituents and any relevant local bodies.
- 3) Use the template press release to share your support for the campaign with local press contacts.
- 4) Share your own photos of you and your family getting active at home, encouraging others to do the same using the **#StayInWorkOut**.

QUESTIONS?

If you have any immediate questions on **#StayInWorkOut** and Sport England's 'Join the Movement' campaign, please do get in touch with any member of the External Affairs team on external.affairs@sportengland.org.

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