



IWG
Women & Sport
Insight Hub

COUCH TO FITNESS LEARNINGS

Theme: Active Lives

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Sport England

Practical and creative learnings from the Couch to Fitness Initiative on building a digital offer for underserved communities.

Brighton plus Helsinki Declaration principles:

- Equity and Equality in society and sport
- Developing Participation
- Education Training and Development

Target audience:

- Sports Administrators
- Sport Policy Makers

Background:

Over the last few years Sport England data has highlighted deep-rooted inequalities in sport and physical activity. Some audiences continue to experience a lack of suitable options and opportunities to be active; in particular culturally diverse communities, those in lower socioeconomic groups, and people who live with long term health conditions and disabilities.

Additionally, there continues to be a gender activity gap whereby fewer women than men are physically active. Consequently, for some time Sport England has been building expertise in how to engage specific audiences where inequality exists, through campaigns such as This Girl Can.

Summary:

Couch to Fitness is an example of a Sport England funded project designed specifically to reach and enable culturally diverse and lower socio-economic groups.

This report is for anyone interested in creating inclusive physical activity interventions that work for specific audiences.

[READ MORE: Couch to Fitness Learnings](#)

Related Links



https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2024-11/CouchToFitnessReport-V6-09-09-24-24.pdf?VersionId=lgeEr24viASdzI5_D4Jit0YSwyIp1YiC