

Benefits of working with families for the sports and physical activity sector.^{1,2}

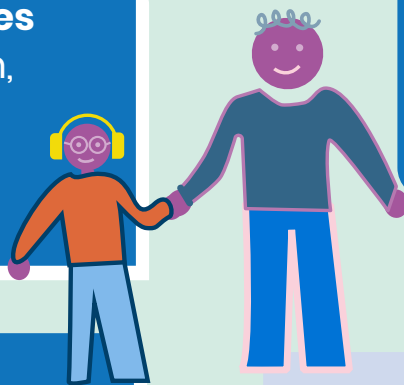
More than **90%** of all participants enjoyed taking part together as family.



Parents are more likely to volunteer if activities are incorporated into quality family time and routines.



Friendships between families are made, reducing isolation, enhancing community connections and boosting participation.



Less active participants are engaged and activity levels improve. Families Fund learning revealed **47%** of inactive adults, **45%** of less active children and **29%** of less active young people improved their activity levels within a few months.

Family members support and encourage each other, so activity levels are sustained.



73% of adults were female and **83%** of children attended with their mother. Family activities can make physical activity more accessible to women.



Opportunities to discuss physical activity with different generations together.



1. We understand that, "Family" can have diverse meanings. We use the term parents and carers but recognise that this can include any significant adults in a child's life.
2. Based on an evaluation of the impact of Sport England's Families Fund undertaken by Substance and completed in August 2022. The focus of this investment was less affluent families.