

# Delivering sport and physical activity to families.<sup>1,2</sup>

## What works? Families told us that they were motivated by:



**Enjoyment** – having fun together as a family.



**The physical and mental health benefits.**



**Spending time** together and seeing improvements in family relationships.

**Different ideas** of affordable ways to incorporate activity into their day.

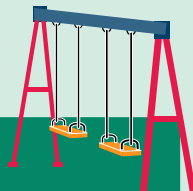


**Activities** that are easy to access, well-run and that cater for the needs of the whole family.



## How?

**Communicating** with families and building activities around their wants and needs.



Providing **support** throughout the entirety of their activity journey.

Providing a **comfortable**, safe, supportive environment.

**Empowering** children and young people to become changemakers – to decide, plan, choose family activities.



**Involving** as many family members as possible maintains motivation and sustains change.



**Ensuring** activities are flexible, convenient, affordable and beneficial.



**Collaborative partnerships** between the sport and physical activity sector and organisations that know and understand families.

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.