



Press Release

Embargo: 23 May 2018

## **Up to 15,000 families across the country could be helped to get active thanks to new National Lottery funding from Sport England**

- Sport England announces the first 22 organisations to receive funding from a £40 million National Lottery fund
- Four out of five primary school children do not get enough exercise, and research shows that active parents can be positive role models.

22 organisations across the country will receive investment from a £40 million National Lottery funding pot from Sport England to help families get active together.

The organisations will put on a variety of free and low-cost activities including activity roadshows so families can try out new sports. The projects will help up to 15,000 people get active, including families who've suffered domestic abuse and are living in a refuge, children with special needs, and families with complex mental health needs. (Full list of projects below.)

Four out of five primary school children do not get the recommended amount of daily exercise of 60 minutes a day, and are missing out on the benefits it brings. And research suggests that children from low income families are most likely to do very little physical activity.<sup>1</sup>

---

<sup>1</sup> The Chief Medical Officer recommends that children and young people do at least 60 minutes of moderate physical activity every day. Currently, just 23% of boys and 20% of girls meet the national recommended level of activity. 47% of children from the households with the lowest incomes do low levels of activity. Health Survey for England 2016: Children's health information

The 22 projects announced today (Wednesday 23 May) will focus on helping families who are either on a low income, or have low levels of education or employment.

Sport England is funding organisations that help families get active together, because parents and close family members can have a big impact on children's experiences. As well as giving children direct access to sporting opportunities, Sport England research<sup>2</sup> shows that they are also significant role models in helping their children get active – because how a parent behaves impacts what a child sees as important.

Parents and family members who are active themselves, and enjoy it, can encourage positive feelings about exercise and its value in their children. Yet many parents lack the skills or confidence to take part in sport with their children as they fear they cannot keep up. For example, if adults don't know how to swim or lack confidence on a bike, this has a knock-on impact on the activities they feel they can do as a family and how much they encourage children to take part.

Each of the funded projects will work to address this by building adults' confidence around getting active with their children, and by providing experiences for families that are enjoyable, convenient and low cost.

**Sport England's Director of Children and Young People Jayne Molyneux said:**

“It's not right that four in five children don't get enough exercise and are missing out on the health benefits it brings. Just by seeing their parents being active, children can be inspired to do the same, and if they have an enjoyable experience they're far more likely to continue as an adult.

“Parents have many demands on their time, and often lack the confidence to get active with their children. With this £40 million of National Lottery funding we hope to make getting active with your children an easy choice for thousands of families across the country.”

The fund is a key part of Sport England's focus on helping young people have an enjoyable experience of sport and physical activity so they develop a positive attitude towards it at an

---

<sup>2</sup> Sport England commissioned-research conducted by The Behavioural Architects 2017

early age and continue being active in later life. Funding for further projects to help families get active together will be announced by Sport England later in the year.

-Ends-

**For further information and interview opportunities please contact:**

[media.team@sportengland.org](mailto:media.team@sportengland.org)

020 7273 1593 / 020 7273 1800

### **About Sport England**

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.

A list of the projects is below. The scope of the projects may change as they evolve.

Organisation	Location	Who will benefit	Expected number of families	Award
London Tigers	London – Newham, Waltham Forest, Tower Hamlets, Camden, Westminster, Ealing	Families from Bangladeshi, Pakistan, Indian, Afghani, Sri Lankan, Somali, Kurdish, North African and Arabic speaking cultures who will take part in activities in the community in parks, pitches, schools, and other local spaces.	1,400	£471,099
Leicestershire County Council	Leicester	Families in the Supporting Leicestershire Families Partnership programme will be offered peer mentoring by volunteers from the Home-Start programme, who will work with them to develop a bespoke family physical activity plan.	335	£442,793
Young Brent Foundation	London - Stonebridge, Harlesden, Dollis Hill, Barnhill and South Kilburn	Single parent families will enjoy a 'FunFit Families reward game' which will provide 100 simple low-cost activities to do as a family throughout the week. Sports equipment will be loaned to families.	1,350	£402,385
Midland Psychology	Burton, Cannock, Tamworth	Children with autism and their families will be supported by a key worker who will work with them to tailor a programme of physical activities suited to their needs.	200	£315,000
The Pankhurst Trust	Manchester, Salford, Trafford.	Families will receive intensive support to shape their own sport and activity experiences. Access passes, travel, subsistence and incentives for completion of activity will be provided.	720	£441,929
Oasis Children's Venture	Lambeth	Low income and black and ethnic minority families will take part in fun and informal activities free of charge. The activities will be agreed in consultation with the families. Trips to local sporting venues, and a reward scheme will be offered to recognise family achievements.	250	£404,516
Cambridgeshire County Council	Cambridge, Peterborough Huntingdonshire, Fenland	An activity roadshow will enable low income families to try out suitable sports activities. Roadshow Activators will signpost participants to other opportunities; with an online directory, maps and digital content of free ideas and information about family outdoor play and physical activity options.	537	£325,000
Hestia Housing and Support	London	Outreach sessions will be provided in the community where staff will accompany families taking part in activities, to provide reassurance and encourage feelings of capability amongst mothers and carers and increase mental wellbeing.	660	£375,330

Midland Mencap	North East Birmingham	The project will be based at Midland Mencap's Outdoor Learning Centre in Sutton Park for children with special educational needs, which offers activities such as sailing, kayaking, climbing, walks, foot golf and swimming. Pathways will be created within the park with a range of cycling routes for families and a fleet of bikes will be provided.	300	£343,465
Parental Engagement Network	Manchester	This project will help a number of groups, including black and minority ethnic families, girls and women and overweight children. Parents from local schools will be trained to become Family Activity Champions. Each term the Champions will recruit families to take part in after-school activities including zumba, treasure trails, Bollywood dance, badminton and swimming.	2,100	£314,728
Hartlepool Borough Council	Hartlepool	Low income families will take part in a programme that encourages them to spend more time together during evenings and weekends, using physical activity and play as the focal point.	350	£280,620
Bury Sport & Physical Activity Service	Bury	A family development officer will work closely with low income families to identify their individual barriers and challenges to participation, and develop an individual offer. Elements of the project include expansion of the Bury'd Treasure programme, family cycling, and organised family sport and physical activities.	800	£244,256
Cherwell District Council	Banbury	A Family Activator will make links between low income families and activities, providing sociable opportunities for families to take part in outdoor and indoor experiences.	416	£215,500
Plymouth School of Creative Arts	Plymouth	Low income families whose children attend the school and families from the local community will be offered water-based activities will include swimming, sailing, stand-up paddle boarding, canoeing and surfing.	125	£199,209
Redditch Borough Council	Redditch	Low income families will be offered evening activities, especially non-traditional sports with an emphasis on play. Parents and members of the community will be trained and given volunteering experience so they can move into leadership roles and upskill the wider community.	300	£57,950

Havant and East Hants Mind	Havant	Families with low levels of mental wellbeing who find it hard to access to sport and physical activity will be provided with an initial eight weeks of semi-structured free play. Over a maximum of nine months, families will also be supported to access mainstream activity such as walking, running, football, swimming etc.	484	£323,556
Womenzone Community Centre	Bradford	Black and minority ethnic families who are on a low income will be offered taster sessions delivered by sport activators along with bilingual neighbourhood volunteers. Incentives will be used such as free swim sessions and certificates, and for older siblings to become volunteer champions.	640	£318,210
Royal Borough of Greenwich	Greenwich	Low income families will take part in semi-structured 'pay and play' activities including dance, yoga, swimming, beginner's martial arts, cycling, walking, basketball and play.	750	£271,911
Barnsley Metropolitan Borough Council	Barnsley	Families who would struggle to engage independently in sport and activity, will be supported by outreach workers will deliver family activity sessions.	450	£215,282
SMILE Through Sport CIC	Northumberland	Families who have a member with a disability, will be given support to increase their skills and confidence to lead their own physical activities. Family fun days and challenges will take place, and an equipment library will be established.	1,445	£173,835
Little Miracles Charitable Incorporated Organisation	Peterborough, Wisbech and Ramsey	Activity sessions will be offered to children with additional needs and their parents/carers, to improve their balance, strength, endurance and co-ordination. Coaches will teach exercises and games that they can complete at home. The child will progress from low impact activities in small groups, to mainstream activities, such as football, dance, yoga, seated basketball and rounders. Family activity days, cycling tuition and holiday clubs will also be offered.	1,500	£120,275
Asian Sports Foundation	Bradford	Asian families will take part multi-sport activities and family engagement days.	200	£100,000