



Press Release

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## **Sport England awards £3.36 million National Lottery funding to help people on a low income become active**

- People in lower paid and routine jobs can face many pressures that make it difficult for them to fit activity into their lives, such as lack of money, lack of time and competing priorities
- 34 projects will receive a share of £3.36 million National Lottery funding from Sport England
- The aim is to improve people's health and mental wellbeing through sport and activity

A total of 34 pioneering projects to help people on a low income become more active and healthier have won National Lottery funding from Sport England.

The £3.36 million funding is part of Sport England's strategy to improve people's health and mental wellbeing through sport and activity.

Sport England is funding a wide range of projects around the country, using varying approaches to help people to feel healthier, happier, more confident and able to cope with life's pressures, or more connected to their families and communities.

Sport England research<sup>i</sup> shows that a third of people in lower paid and routine jobs, are inactive, meaning they do less than 30 minutes of exercise that gets them slightly out of breath each week. And inactivity in people in lower paid, routine jobs is twice that of people on a high income in senior and managerial roles.

The projects include:

- Shift workers who will take part in a physical activity programme alongside wellbeing and resilience sessions.
- Deaf/Hard of hearing people who are unemployed or in semi-routine jobs will take part in a physical activity programme alongside their friends and family.
- Inactive mothers who are experiencing post-natal depression or other mental health issues will take part in a co-designed physical activity programme.
- Bus drivers will take part in rowing programme designed to fit around their shift patterns.
- Residents of two hostels for homeless people will take part in a 12-week sports programme.

Sport England Executive Director, Mike Diaper, said: “All the organisations have a strong track record of working with their local community and we’re very excited by how their projects will make a positive difference to people’s lives.

“We know that people on a low income can face many practical and emotional challenges that make it difficult for them to be as active as they would like to be. So we’re working with community-focused organisations across the country to find ways to help people fit physical activity and sport into their lives in ways that work for them.

“The lessons we learn from these projects will really help to shape our work with similar groups across the country.”

-ENDS-

## **NOTES TO EDITORS**

For information and to request interviews contact:

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## **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.

Sport England has pledged to invest more than £250 million over four years encouraging inactive people to become active.

The health benefits of becoming active include reducing the risk of many chronic conditions such as type 2 diabetes, coronary heart disease, some of the most common cancers, and many mental health conditions.

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<sup>i</sup> Source: Sport England Active Lives Survey May 17/18.

Inactivity rate for lower income groups, such as shops assistants, waitress, long-term unemployed or never worked is 32.7%

Inactivity rate for higher income groups, such as chief executives and doctors, is 16.4%