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.

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

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

**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.

**Opportunities to discuss physical activity** with different generations together.

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

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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.