



LOTTERY FUNDED

Press release

Family support charity wins National Lottery Funding from Sport England to help families get active together

Family Action is celebrating after being awarded £302,230 of National Lottery funding from Sport England to help low-income families in Medway in Kent and Bishop Auckland in County Durham get active with their children.

Sport England's Active Lives Survey¹ reveals that only 54% of adults with children on a low income are active, compared to 71% of those in higher income groups. A third of adults on a low income with children are inactive – not doing 30 minutes or more activity a week.

Sport England has dedicated a £40 million National Lottery funding pot to address this by helping families get active together, and Family Action is one of 9 organisations to receive awards in the latest round of investments.

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 being active at an early age and continue being active in later life.

Sport England are 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 research² 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 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 do not 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.

Family Action's 'Active Families' project will deliver a programme of weekly activities and support, providing fun, play-based ideas and activities that can be easily replicated within the home. It will also promote good nutrition by encouraging families to eat a healthy family meal together.

¹ Sport England Active Lives Survey May 2017/18

² Sport England commissioned-research conducted by The Behavioural Architects 2017

Tracey Crouch, Minister for Sport and Civil Society, said:

"This will encourage families to get involved in sport together and increase opportunities for people to get active in their local community. I look forward to seeing the positive impact this programme will have on people's health - both physical and mental - and how it can help nurture a life-long love of sport and physical activity."

Mike Diaper, Sport England's Executive Director, said:

"Parents have many demands on their time and can lack confidence in how to get active with their children. That's why Sport England is working hard to make getting active or playing sport with your children an easier choice. It doesn't matter what people do or how good they are, having fun together is what is important and helps ensure children continue to be active adults."

David Holmes CBE, Chief Executive, Family Action, said:

"Family Action would like to thank Sport England and the National Lottery for this exciting new funding. Family Action will use it to provide free, positive activities and practical support to families to help them to improve their health and wellbeing by getting active together."

- End -

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Notes to Editors:-

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.

About Family Action

Family Action is a charity committed to building stronger families and brighter lives by delivering innovative and effective services and support that reaches out to many of the UK's most vulnerable people. We seek to empower people and communities to address their issues and challenges through practical, financial and emotional help.

Our work is wide-ranging and includes help for parents-to-be, the provision of many Children's Centres in local communities, intensive family support, emotional health and wellbeing services, counselling, mediation and therapies, support in schools and financial grants programmes. Family Action is also recognised as a leading provider of training.



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