



***SPORT
ENGLAND***

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How do WE ensure that children and young people have a positive attitude towards sport and physical activity?



Our Vision

We want everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity.

Some will be young, fit and talented – but most will not.

We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.



Children and Young People

“Building stronger foundations through personal competence, enjoyment and avoiding bad or negative experiences”

- Competence and enjoyment
- Avoid negative or bad experiences
- Children are customers too
- Extended remit to 5 – community



Challenge 1

Children have narrow perceptions of what constitutes physical activity and their awareness and recognition of the reasons and benefits to being active is narrower than adults

What do we need to do differently?

- Ensure children have the opportunity to experience a range of experiences – play activities, different sports, fitness
- Shape the supply to increase the opportunities available focusing on fun or destressing rather than ability, winning or competition

Challenge 2

Physical Education often means that taking part in sport and physical activity isn't always a choice for children (in a way that it is for adults). They have less opportunities to 'reject' activities

What do we need to do differently?

- Lesson the impact of poor experiences at school (as far as possible), particularly for secondary school aged pupils
- Offer specialist training in secondary schools so that children & young people will experience a greater breadth of sport & physical activity



Challenge 3

Positive attitudes are more likely when the adults children and young people are in contact with also have positive attitudes towards sport and being active

What do we need to do differently?

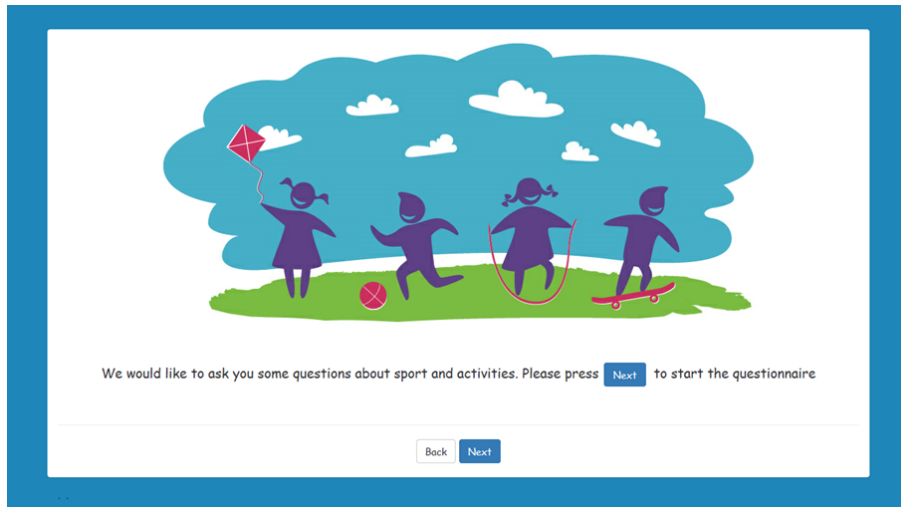
- Raise awareness amongst parents and other adults of the importance of role modelling an active lifestyle and a positive attitude
- Investment into projects for families with children to get active and play sport together



How will we measure this?

Active Lives Children and Young People Survey

Broad and deep understanding of participation in and attitudes towards sport and physical activity



- Government survey – cross departmental
- Children & young people survey administered through schools
- Helps to measure four of five Government outcomes for sport
- Robust, local-level data





Thankyou



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