

Kent and Medway Everyday Conference

Making the most of today

Connect to the Wi-Fi

Network: EDA Conference

Password: Conference 1

Scan the QR codes to access the agenda and more information about the speakers today.

Tag your social media posts with
#ActiveKent22

www.kentsport.org/everyday-active-conference-2022

Time	Agenda
09:30am	Conference opening
09:40am	Welcome from Active Kent & Medway
10:00am	Sport England keynote
10:30am	Sharing Stories round one
11:10am	Refreshments and Networking
11:35am	Health keynote
12:05pm	Sharing stories round two
12:45pm	Case Study Carousel
13:30pm	Lunch and Networking
14:30pm	Meeting opportunities





Liz Davidson

Active Kent & Medway

Introducing...



#ActiveKent22

Our work



TACKLING INEQUALITIES LOW SOCIO-ECONOMIC GROUPS



WIDER CONNECTIONS made due to the project



ATTRACTING PEOPLE



RECONNECT with previous Organisations

"EACH COMMUNITY IS DIFFERENT WITH A PERSONALITY AND NEED"

WHAT DO WE NEED TO DO?



ADVICE for the future



Active Lives Adults

Levels of activity

ACTIVE LIVES
May 20/21
ADULT SURVEY

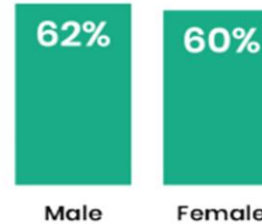
Active



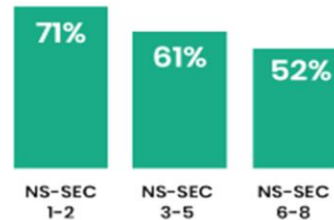
Summary of demographic differences

Our data shows there are significant inequalities:

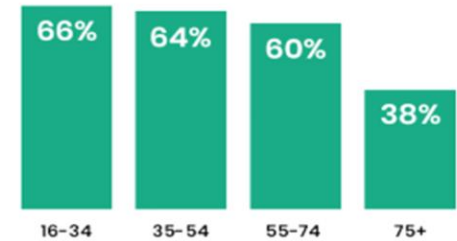
1 Gender
Men (62% or 13.8m) are more likely to be active than women (60% or 13.9m).



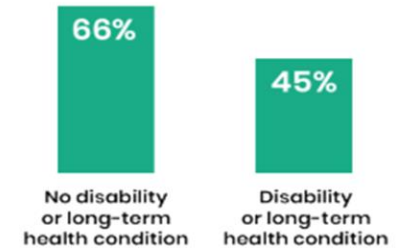
2 Socio-economic groups
Those in routine/semi-routine jobs and those who are long-term unemployed or have never worked (NS-SEC 6-8*) are the least likely to be active (52%).



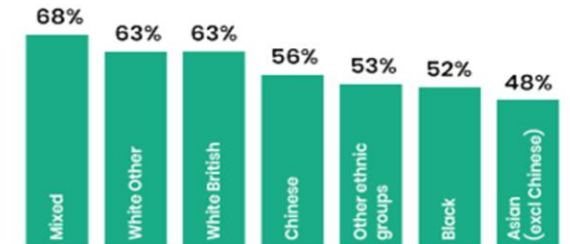
3 Age
Activity levels generally decrease with age, with the sharpest decrease coming at age 75+ (to 38%).



4 Disability and long-term health conditions
Activity is less common for disabled people or those with a long-term health condition* (45%) than those without (66%).



5 Ethnicity
There are differences in activity levels based on ethnic background.



[Link to data tables](#)

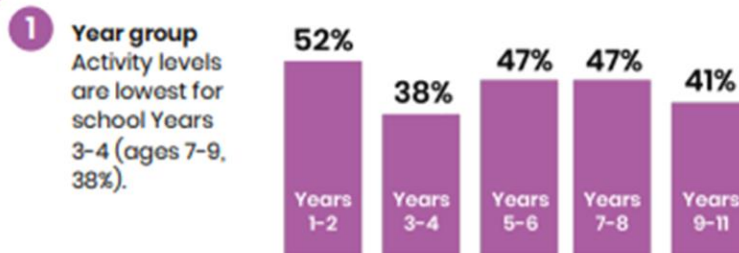
* See our [definitions](#) page for the full definition of each demographic group

Active Lives Young People

Levels of activity

Summary of demographic differences

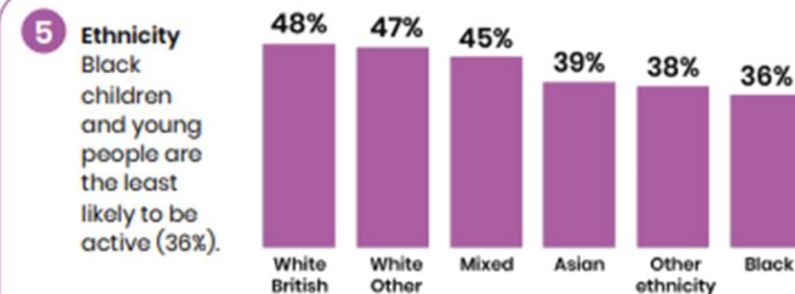
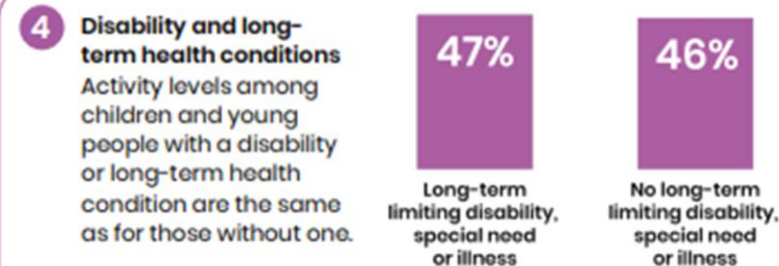
Active



[Link to data tables](#)

* See our [definitions](#) page for the full definition of each demographic group.

Note: All data relates to young people in Years 1-11 (ages 5-16)



System partners

- No single solution
- Addressing inactivity is about partnerships
- Everyday Active co-created
- New strategic framework



Everyday Active 2022-2027

Vision: “More People, More Active, More Often”
Mission to improve lives through sport and physical Activity

Strategic Framework that sets out to ensure that:

- Organisations who work with those who are less active, are embedding sport and physical activity into their services.
- The sport and physical activity sector is inclusive and accessible, and better able to meet the needs of our communities.
- New audiences are reached by prioritising resources to tackle inequalities.



Connecting Communities

Making it easy to be active locally



Positive Experiences for Children & Young People
To develop a lifelong habit of being physically active



Regenerate and Reinvent
Support facilities, clubs & groups to provide appropriate activities



Connecting with Health and Wellbeing
Enable everyone to benefit physically & mentally from an active lifestyle



Active Environments
Help everyone build activity into their everyday life

Over to you...



As this is the Everyday Active Conference – why is being active everyday important?

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**Active
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**What action would make the biggest difference in helping more
people to be more active, more often?**