

Active Kent & Medway Conference 2024

Engaging Your Least Active Young People in Physical Activity

How many days a week should you try to do physical activity?

1.
One day
a week

2.
Seven days
a week

3.
Five days
a week

How many minutes should you try to be active for every day?



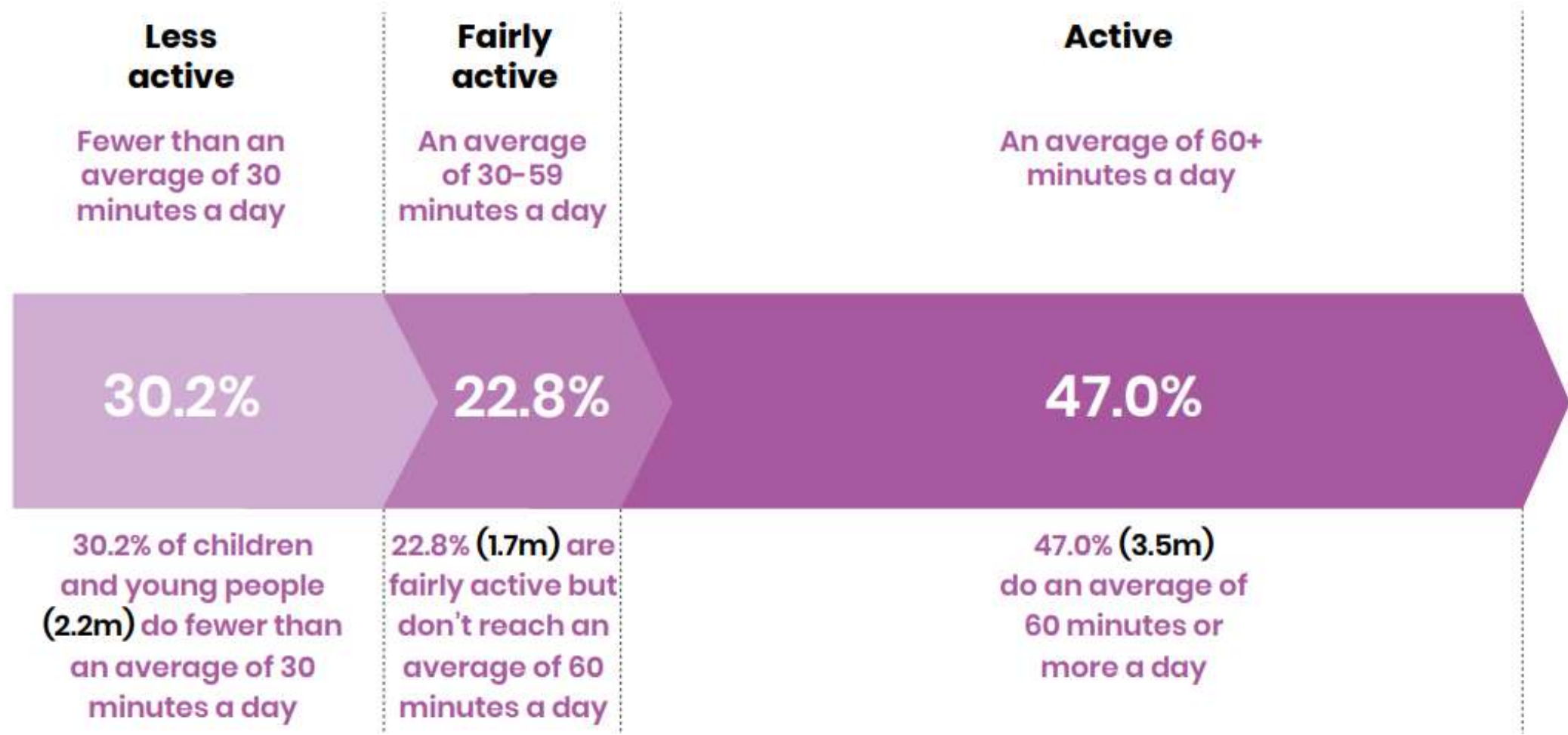
*20 mins per day for young people with disabilities

Context: Active Lives CYP Report

Academic Year 2022-23 (Published December 23)

Next report December 2024

National Findings



Levels of activity

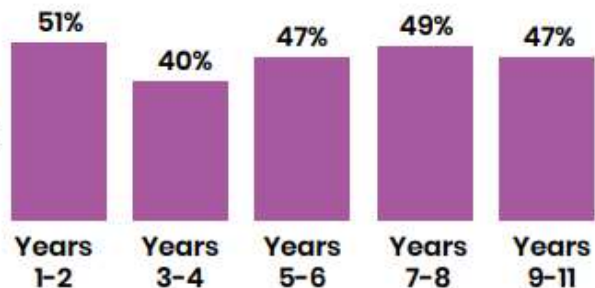


Summary of demographic differences

Active

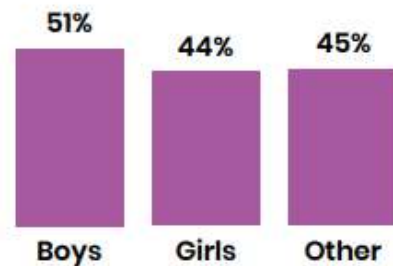
1 Year group

Activity levels are lowest for those in school Years 3-4 (ages 7-9, 40%).



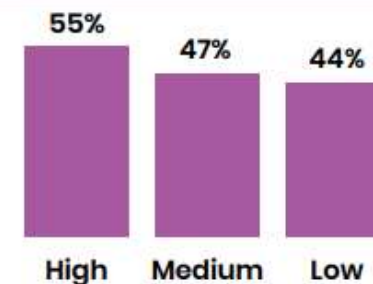
2 Gender

Boys (51%) are more likely to be active than girls (44%).



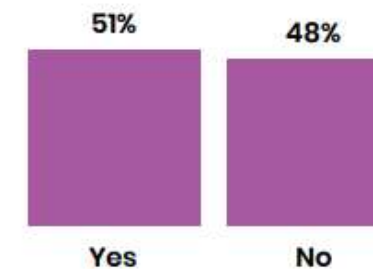
3 Family affluence

Those from the least affluence families are the least likely to be active (44%).



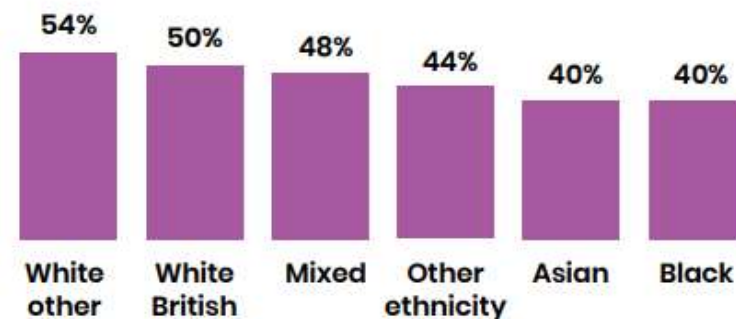
4 Disability and long-term health conditions

Children and young people with a disability or long-term health condition (51%) are slightly more likely to be active than those without one (48%).



5 Ethnicity

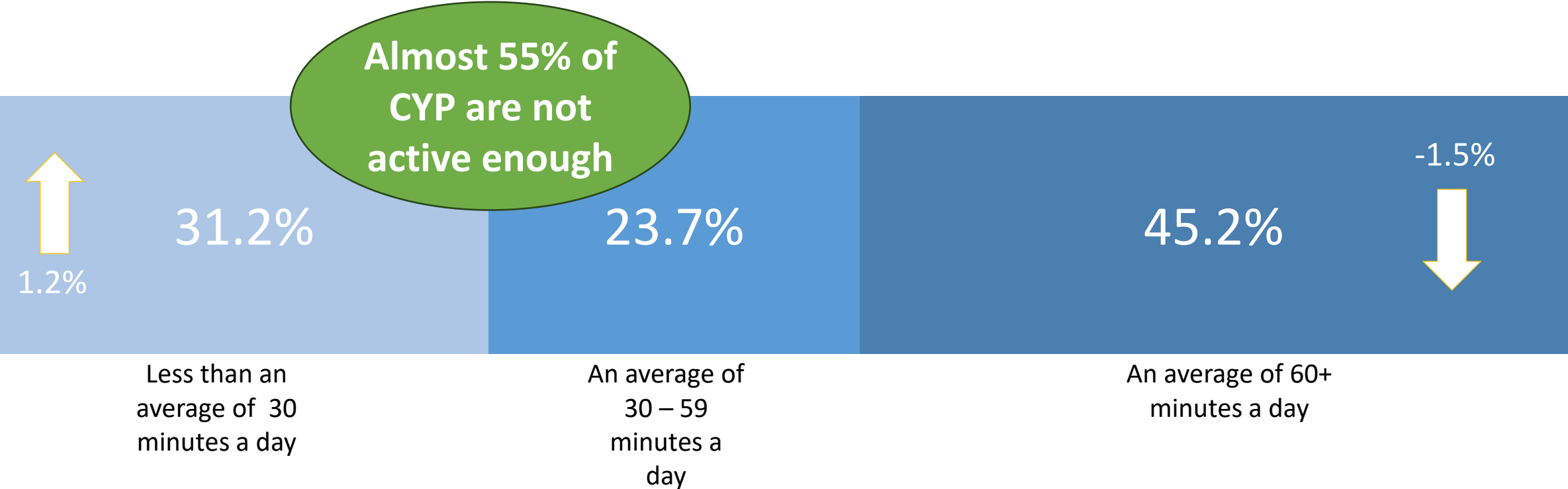
Children and young people of Black, Asian and Other ethnicities are the least likely to be active.



Kent & Medway



■ Less Active ■ Fairly Active ■ Active

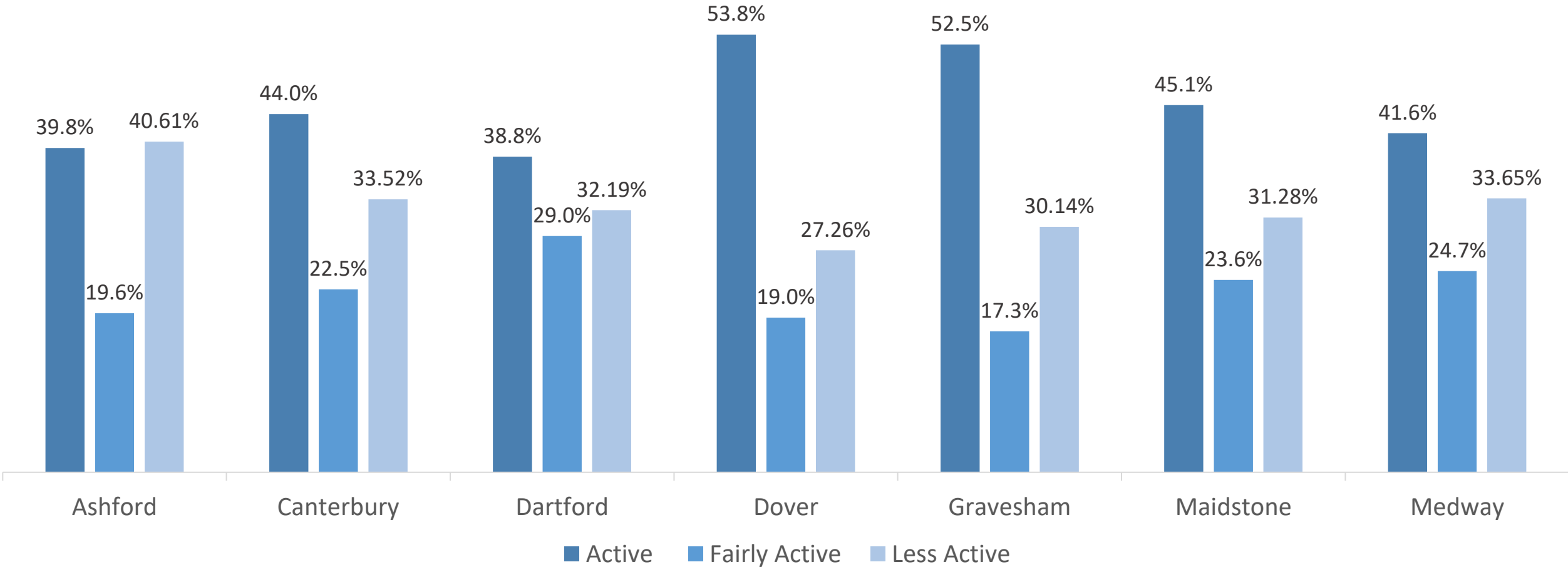


Source: Active Lives Children and Young People Survey – 2022-23 Academic Year

Districts

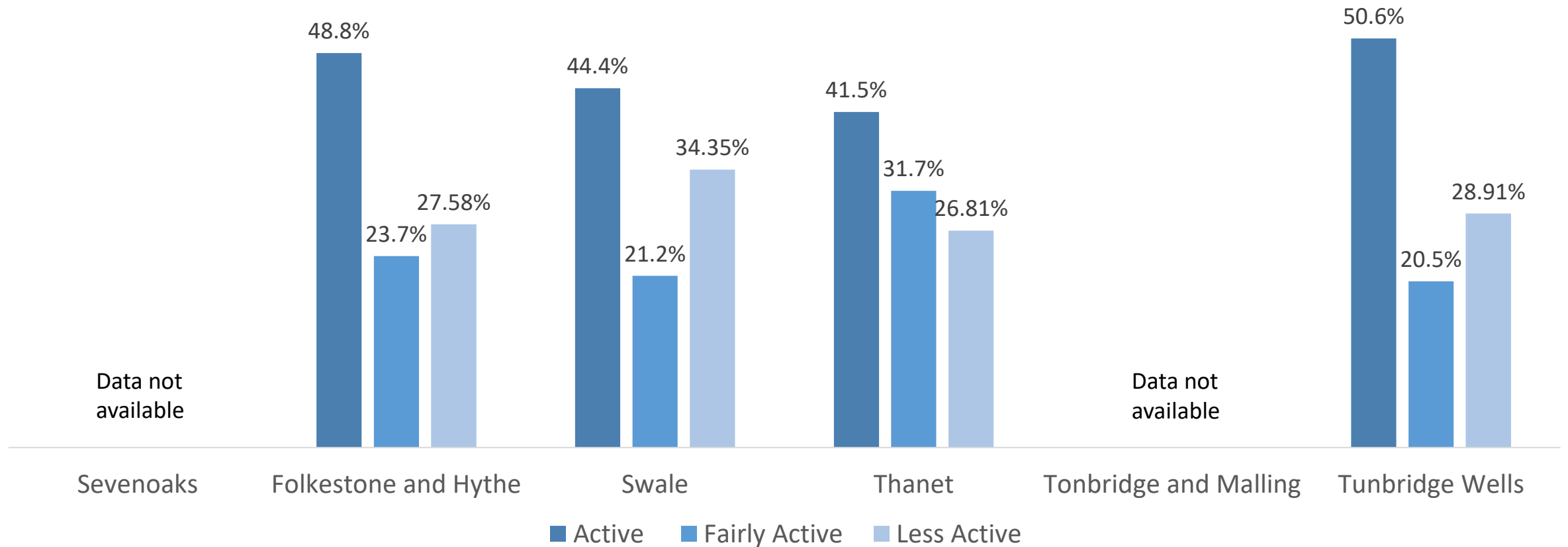


Physical Activity Levels by District 22/23



Districts

Physical Activity Levels by District 22/23

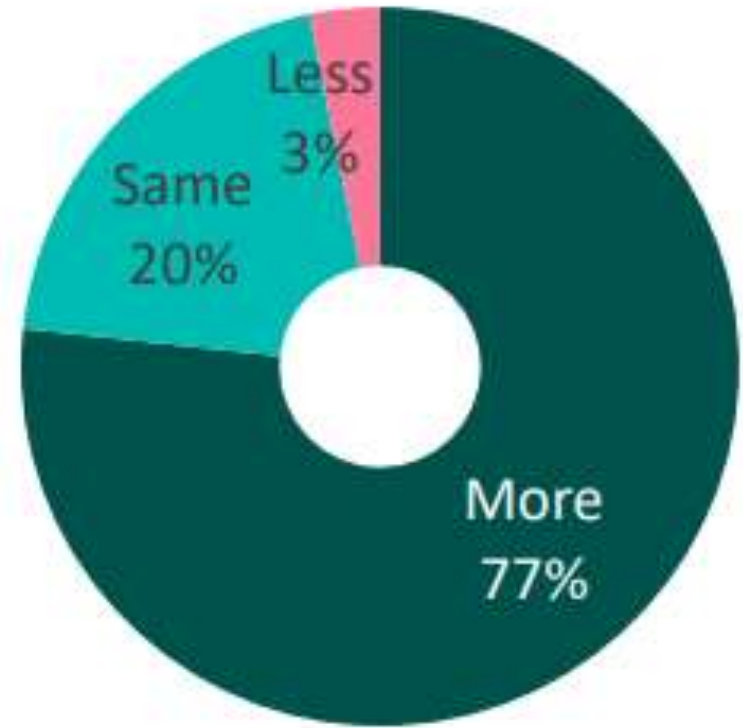


Kent & Medway Youth Voice



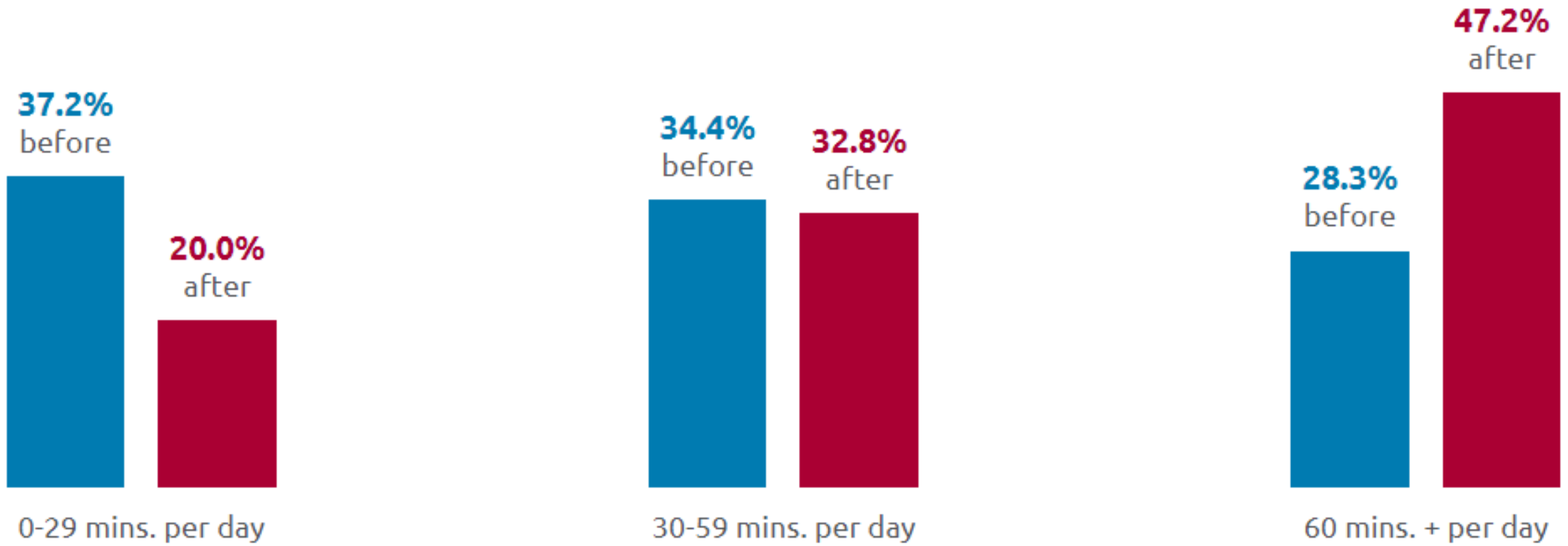
Positive News...

More than three-quarters of young people said they would like to be more active.





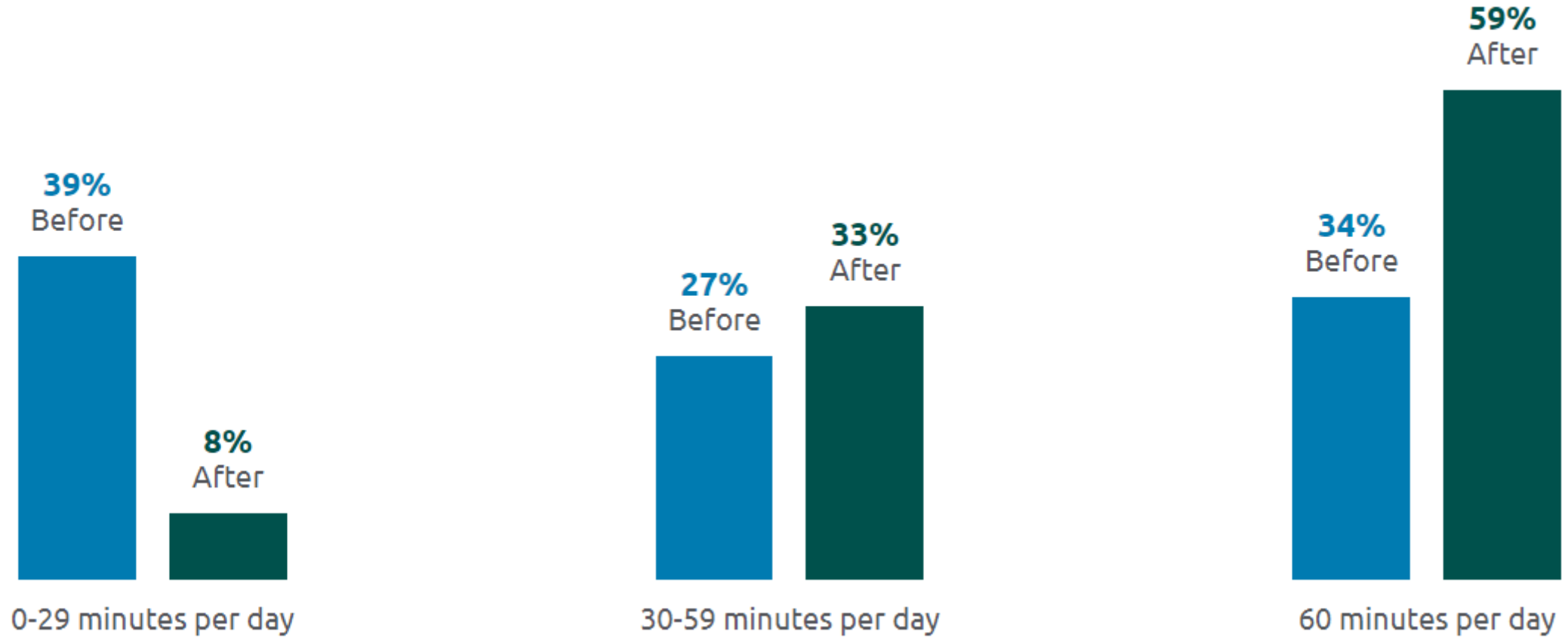
Young people's activity levels per day before and after taking part in the after-school sessions



Five Recommendations

1. Take time to understand young people's barriers and motivations to taking part and support them to address and overcome these.
2. Always give young people the chance to co-create sessions and programmes.
3. Encourage 'youth voice' as an ongoing ethos of the programme.
4. Promote the social and mental wellbeing benefits as much as the physical benefits of physical activity.
5. Provide positive experiences in a welcoming, inclusive, and fun environment which is free from judgement.


We asked students about their activity levels before and after attending the school clubs.



Five Recommendations

- 1. Take time to understand young people's barriers and motivations to taking part and support them to overcome and address these.**
2. Always give young people the chance to co-create sessions and programmes.
3. Encourage 'youth voice' as an ongoing ethos of the programme.
4. Promote the social and mental wellbeing benefits as much as the physical benefits of physical activity.
5. Provide positive experiences in a welcoming, inclusive, and fun environment which is free from judgement.

Understanding the barriers to taking part?

“When it’s not what you fully expected or wanted to do” 

“They are not happening regularly, and we could have more clubs and more things to do.”


“I don't like how we can't choose what sport we do”

Least Active Students' Voices
Active Kent & Medway Survey 2021/22

Five Recommendations

1. Take time to understand young people's barriers and motivations to taking part and support them to address and overcome these.
- 2. Always give young people the chance to co-create sessions and programmes.**
3. Encourage 'youth voice' as an ongoing ethos of the programme.
4. Promote the social and mental wellbeing benefits as much as the physical benefits of physical activity.
5. Provide positive experiences in a welcoming, inclusive, and fun environment which is free from judgement.

Give young people the chance to co-create sessions

"More activities and they should do a vote to see what people want." 

"More posters and visual things around"

"Ask us what the best times are to take part"

"I don't like how we can't choose what sport we do"

Least Active Students' Voices

Active Kent & Medway Survey 2021/22

Quiz Time!



Top 10 activities voted for according to activity levels

Place	Sport/Activity choices of least active (0-29 mins. of physical activity per day)	Sport/Activity choices of fairly active (30-59 mins)	Sport/Activity choices of active (60 mins+)
1 st			
2 nd			
3 rd			
4 th			
5 th			

Can you work out the top 5 for each group?



Top 10 activities voted for according to activity levels

Place	Sport/Activity choices of least active (0-29 mins. of physical activity per day)	Sport/Activity choices of fairly active (30-59 mins)	Sport/Activity choices of active (60 mins+)
1st			Football
2nd			Dodgeball
3rd			Basketball
4th			Swimming
5th			Trampolining
6th			Gym fitness/strength training
7th			Boxing/Boxfit
8th			Self Defence
9th			Athletics
10th			Parkour (free running)

Top 10 activities voted for according to activity levels

Place	Sport/Activity choices of least active (0-29 mins. of physical activity per day)	Sport/Activity choices of fairly active (30-59 mins)	Sport/Activity choices of active (60 mins+)
1st		Dodgeball	Football
2nd		Football	Dodgeball
3rd		Basketball	Basketball
4th		Swimming	Swimming
5th		Trampolining	Trampolining
6th		Self Defence	Gym fitness/strength training
7th		Badminton	Boxing/Boxfit
8th		Tennis	Self Defence
9th		Gym fitness/strength training	Athletics
10th		Boxing/Boxfit	Parkour (free running)

Top 10 activities voted for according to activity levels

Place	Sport/Activity choices of least active (0-29 mins. of physical activity per day)	Sport/Activity choices of fairly active (30-59 mins)	Sport/Activity choices of active (60 mins+)
1st	Swimming	Dodgeball	Football
2nd	Dodgeball	Football	Dodgeball
3rd	Trampolining	Basketball	Basketball
4th	Basketball	Swimming	Swimming
5th	Self Defence	Trampolining	Trampolining
6th	Archery/Archery Tag	Self Defence	Gym fitness/strength training
7th	Football	Badminton	Boxing/Boxfit
8th	Badminton	Tennis	Self Defence
9th	Boxing/Boxfit	Gym fitness/strength training	Athletics
10th	Parkour (free running)	Boxing/Boxfit	Parkour (free running)

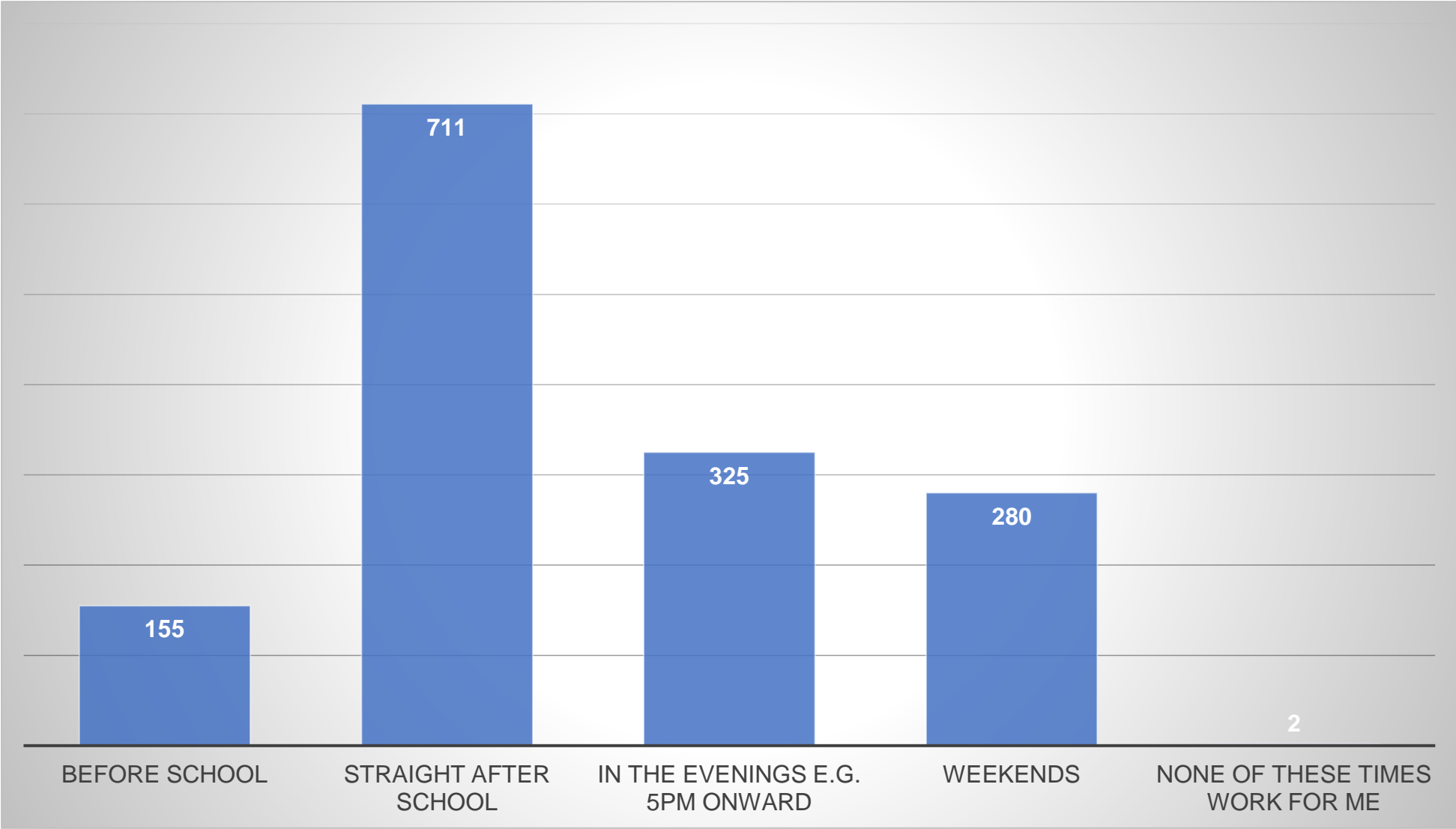
Top 10 activities voted for by least active girls?

Place	Sport/Activity choices of least active (0-29 mins. of physical activity per day)	Number of votes (708 least active girls answered survey)
1st	Swimming	271
2nd	Trampolining	214
3rd	Dodgeball	195
4th	??	180
5th	Self Defence	170
6th	??	168
7th	??	168
8th	Basketball	163
9th	Archery/Archery Tag	150
10th	Badminton	146

Top 10 activities voted for by least active girls

Place	Sport/Activity choices of least active (0-29 mins. of physical activity per day)	Number of votes (708 least active girls answered survey)
1st	Swimming	271
2nd	Trampolining	214
3rd	Dodgeball	195
4th	Dance	180
5th	Self Defence	170
6th	Cheerleading	168
7th	Gymnastics	168
8th	Basketball	163
9th	Archery/Archery Tag	150
10th	Badminton	146

When do the least active young people want to take part?



Five Recommendations

1. Take time to understand young people's barriers and motivations to taking part and support them to address and overcome these.
2. Always give young people the chance to co-create sessions and programmes.
- 3. Encourage 'youth voice' as an ongoing ethos of the programme.**
4. Promote the social and mental wellbeing benefits as much as the physical benefits of physical activity.
5. Provide positive experiences in a welcoming, inclusive, and fun environment which is free from judgement.

Encourage 'youth voice' as an ongoing ethos

"They allow students say their opinions and suggestions about the club being done"

"It gives you an opportunity to relax but still have fun after the school day"

"I like how there is lots of people to support you with what you are doing."

Participant Feedback

Positive Activities for Young People Sessions 2022

active
Kent & Medway



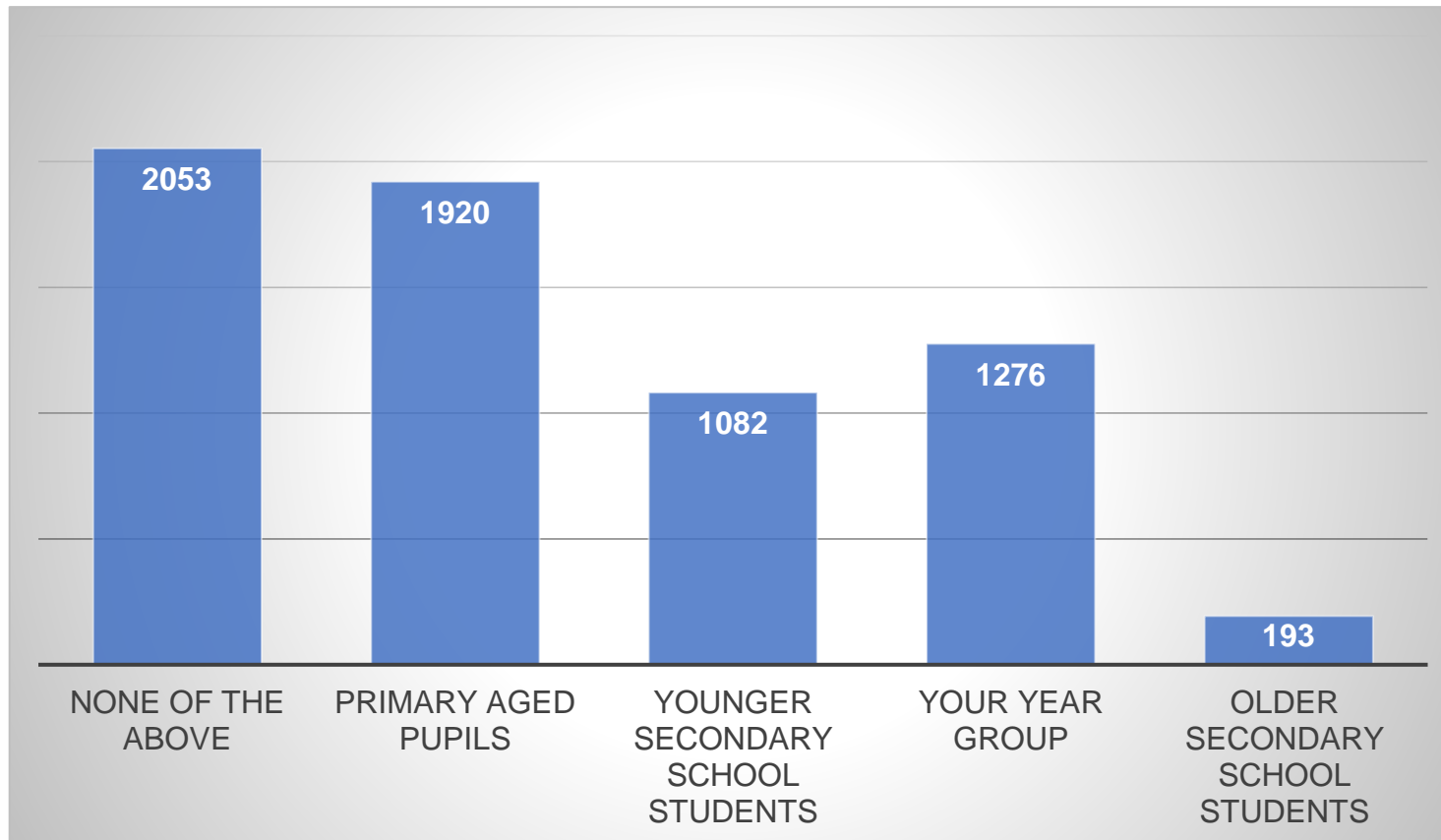
What would encourage you and your friends to attend?

A word cloud on a black background with a green header. The words are in various colors (red, orange, yellow) and sizes. The word 'football' is the largest and most prominent. Other words include 'fun', 'entertaining', 'friends', 'learning', 'teamwork', 'active', 'inspiring', 'good', 'happy', 'experience', 'diversity', 'friendship', 'improvement', 'engaging', 'communicating', 'knowledge', 'competition', 'participating', and 'inclusive'.

friendship
improvement
entertaining
diversity
learning
engaging
fun
communicating
knowledge
teamwork
good
friends
active
football
inspiring
competition
participating
happy
experience
inclusive



Interest in coaching, leading or officiating activities



Upskilling Young People

- Investing in the skills of young people
- Increased ownership of the activities
- People like me delivering sessions
- Leadership and Coaching Pathway for Young People

Activity Volunteer Award

- Free opportunity for schools and community organisations
- Develops five key employability skills
 - Self-Belief (Confidence), Communication, Teamwork, Problem Solving and Self-Management
- Flexible to deliver
- Certificates on completion

Discussion

1. How do you seek the views of CYP?
2. How could we collectively consult with CYP?

Five Recommendations

1. Take time to understand young people's barriers and motivations to taking part and support them to address and overcome these.
2. Always give young people the chance to co-create sessions and programmes.
3. Encourage 'youth voice' as an ongoing ethos of the programme.
- 4. Promote the social and mental wellbeing benefits as much as the physical benefits of physical activity.**
5. Provide positive experiences in a welcoming, inclusive, and fun environment which is free from judgement.

Promote the mental wellbeing benefits

“I feel much more confident”

“Much better than before I had done exercise”

“I feel tired but happy about myself that I had the belief to go”

“New experiences and open mind to new things”

Participant Feedback

Positive Activities for Young People Sessions 2022

active
Kent & Medway

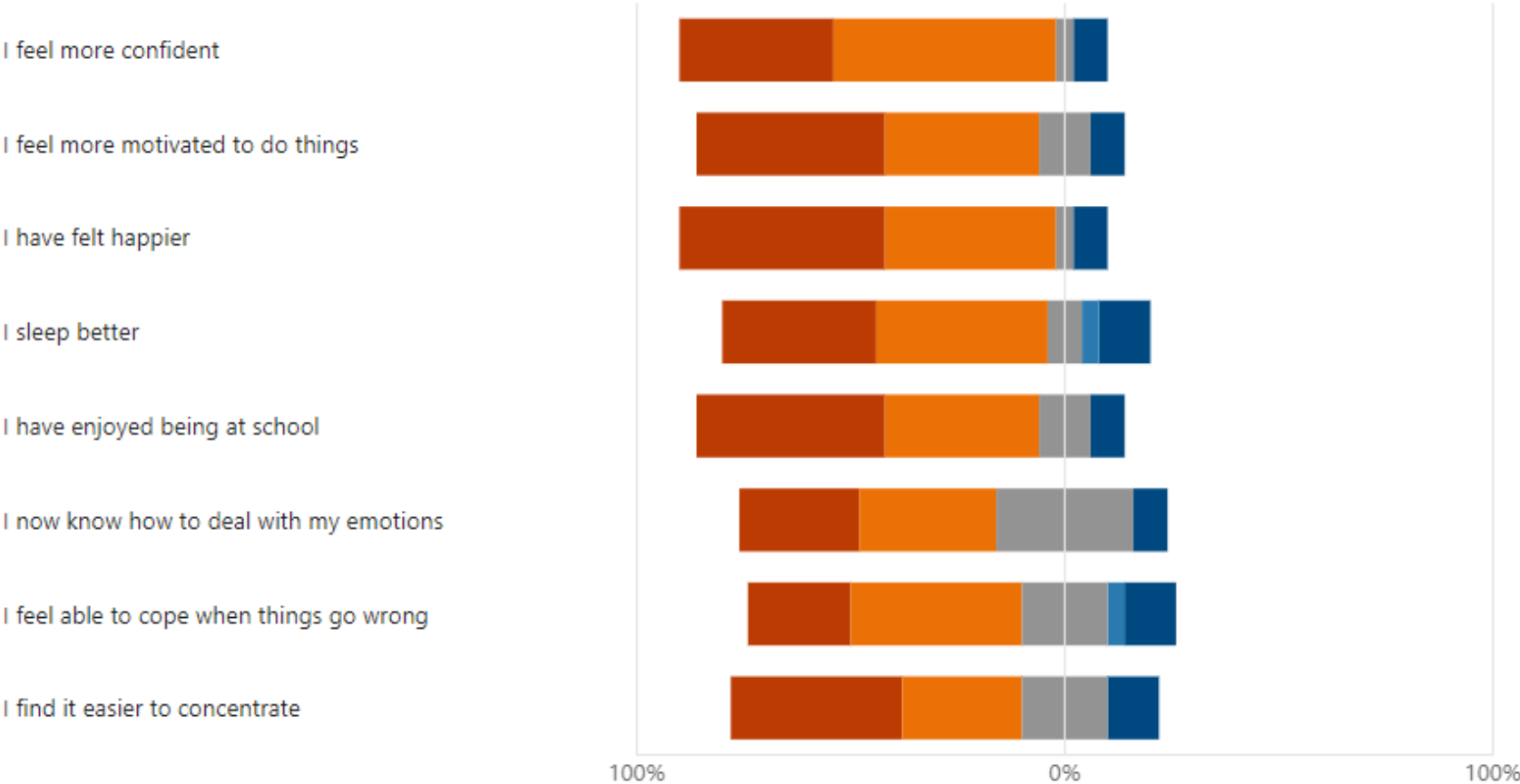


School Mental Wellbeing Physical Activity Sessions Impact

10. Since attending these sessions...

[More Details](#)

Strongly Agree Agree Not sure Disagree Strongly Disagree



Teacher Feedback

“This opportunity has increased the physical activity levels and behaviour of students, along with their commitment and resilience towards an after-school activity.” **Marsh Academy**

“We especially had good feedback from teachers regarding pupils’ engagement in lesson, knowing they had boxing club at lunch time. This really did attract our students who struggle to make positive behaviour choices.” **Hillview School for Girls**

“We have seen a better approach to behaviour in lessons, with children noticing that there is an avenue for them to participate.” **Rainham School for Girls**



Five Recommendations

1. Take time to understand young people's barriers and motivations to taking part and support them to address and overcome these.
2. Always give young people the chance to co-create sessions and programmes.
3. Encourage 'youth voice' as an ongoing ethos of the programme.
4. Promote the social and mental wellbeing benefits as much as the physical benefits of physical activity.
- 5. Provide positive experiences in a welcoming, inclusive, and fun environment which is free from judgement.**

Provide positive experiences in a welcoming, inclusive, and fun environment

“If they were more welcoming and you were less likely to be judged by the other members”

“She has always helped me and help me with my disability and told me not to ever give up and try and try again

“I like spending more time with my friends and improving”

Least Active Students' Voices
Active Kent & Medway Survey 2021/22



What makes a good coach or PE teacher?

“A teacher that understands that not everyone works at the same speed” 

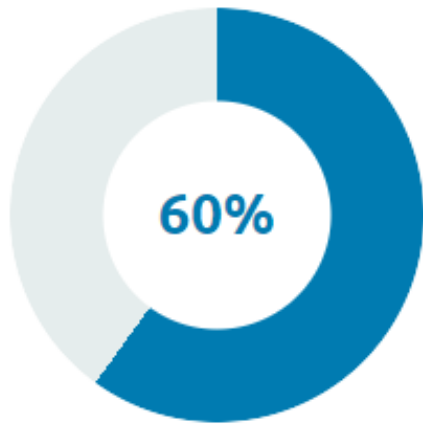
“Interactive and listens to what the class enjoy”

“Helpful and understanding”

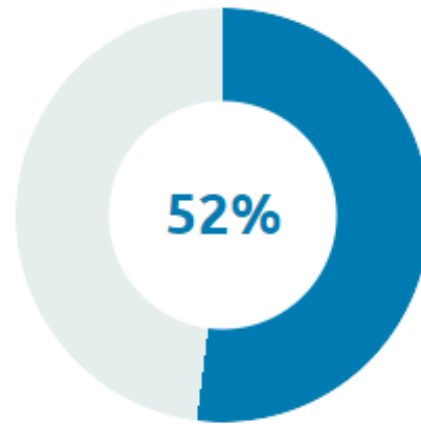
Least Active Students' Voices

Active Kent & Medway Survey 2021/22

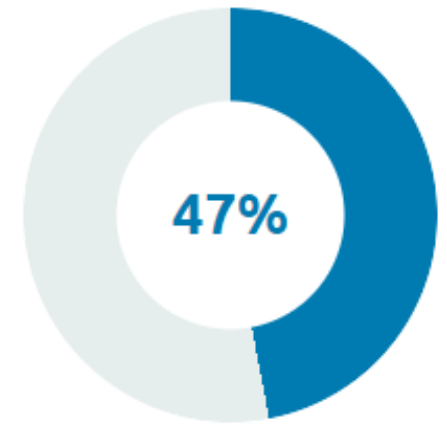
Students said the clubs...



Increased their
enjoyment in being
active



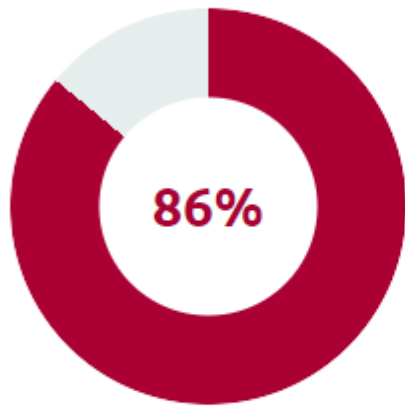
Increased their
confidence to be
more active



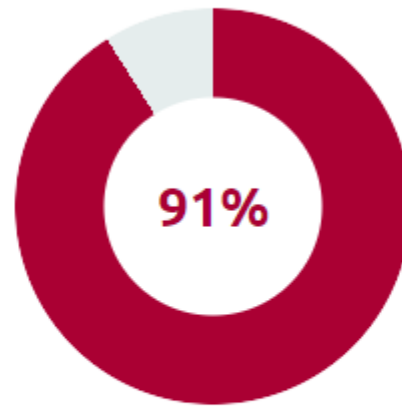
Helped them build
new friendships

*"My friends were doing it, it helped me enjoy it and feel more motivated to go." **Student***

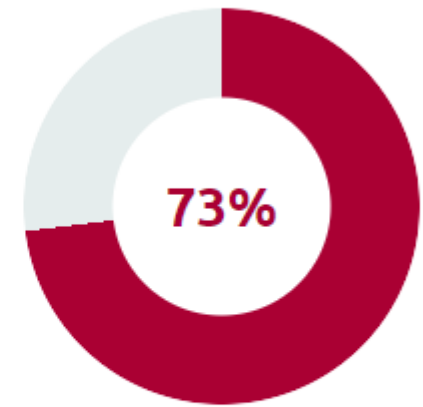
Community participants said the activities...



Helped them build
new friendships



Increased their
enjoyment in being
active



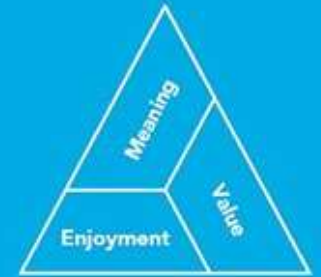
Enabled them to do
more activity than
they did before

"I'm feeling active and fit, more social, have made new friends and feeling good about myself." Participant, Marsh Academy.

Physical literacy is our relationship with movement and physical activity throughout life.

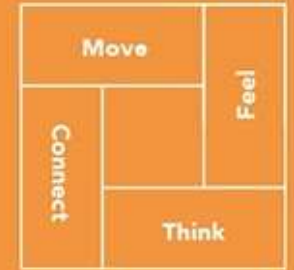
A personal relationship

Having a positive and meaningful association with movement and physical activity.



Movement and physical activity

How we move (physical), connect (social), think (cognitive) and feel (affective) during movement and physical activity plays a crucial role.




Throughout life

Influenced across the lifecourse by individual, social and environmental factors.



Understanding physical literacy

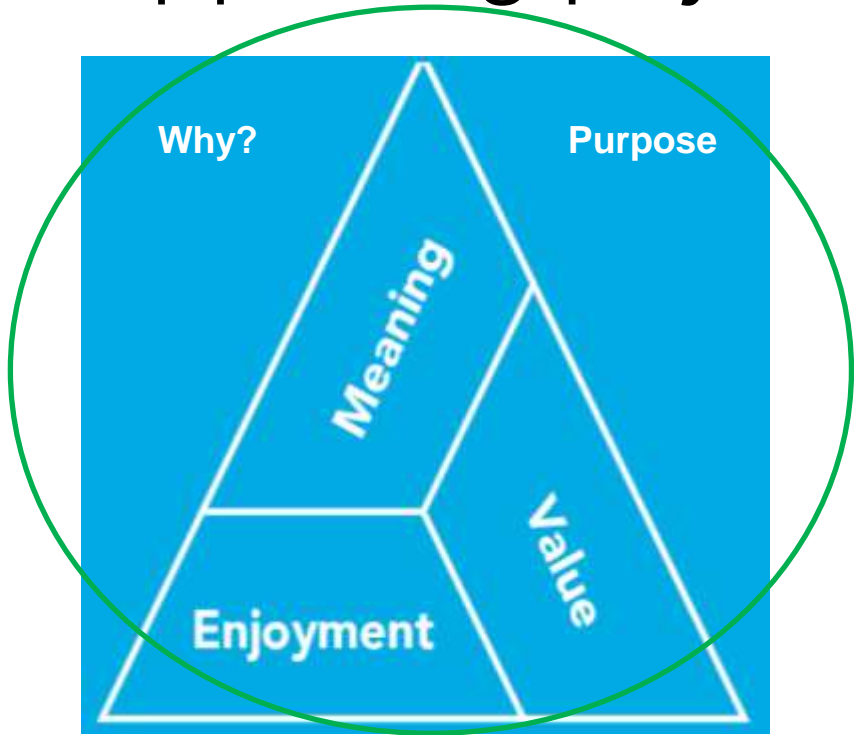
Physical literacy
is our **relationship**
with **movement**
and **physical activity**
throughout life.



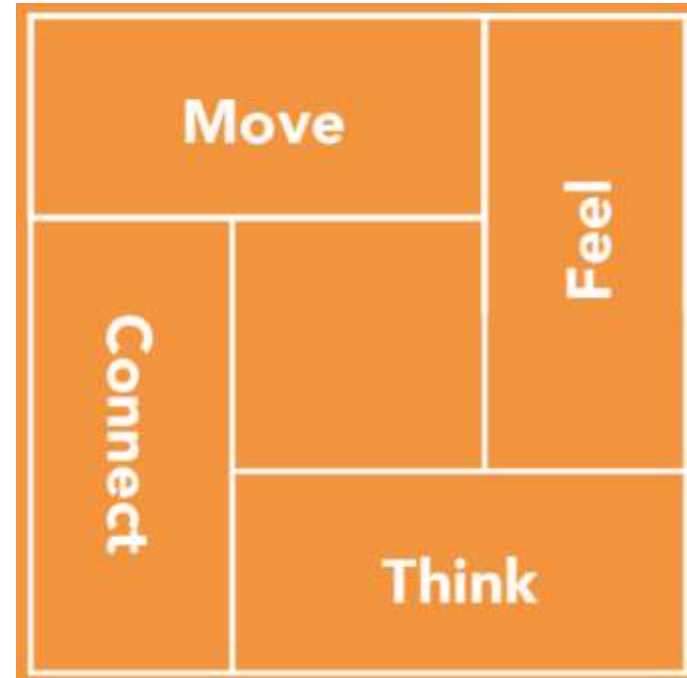
Physical literacy refers to the **degree to which we have a positive and meaningful relationship** with movement and physical activity. It is a **complex and ever-changing** relationship.

It reflects our **connection and commitment** to movement and physical activity, influenced by various factors such as our **thoughts, feelings, engagement, and experiences.**

Supporting physical literacy



Positive experiences



Learning & development

Five Recommendations

1. Take time to understand young people's barriers and motivations to taking part and support them to address and overcome these.
2. Always give young people the chance to co-create sessions and programmes.
3. Encourage 'youth voice' as an ongoing ethos of the programme.
4. Promote the social and mental wellbeing benefits as much as the physical benefits of physical activity.
5. Provide positive experiences in a welcoming, inclusive, and fun environment which is free from judgement.

Active Kent & Medway Support

Positive Experiences for Children and Young People

*‘Leading to a lifelong habit of physical activity,
by influencing and supporting schools and community groups to focus
on physical literacy and empowering youth voice to engage less-active CYP’*

CYP Programmes & Support

- AKM Small Grants (up to £500)
- Active Lives Survey
- Opening School Facilities
- School Games
- Everyday Active Schools
- Activity Volunteer Award



Insight led:

- Youth Voice – 8,000 voices
- Collate and share insight from a wide range of data sources
- Monitoring, Evaluation and Learning - all projects

Stakeholder engagement:

- Education: schools, FE, Universities
- Health: KCHFT Schools health teams, providers re: mental health, Active Travel
- Community: Youth services, charities, clubs, coaches, instructors
- Workforce development: Positive experiences, young leader training.

Everyday Active

Find activities local to you

Kent, UK

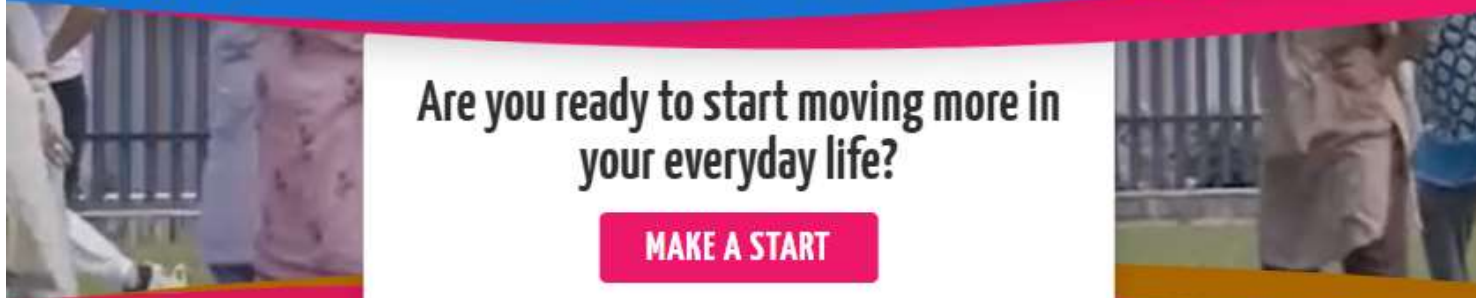
All activities



powered by
played



www.everydayactivekent.activityfinder.net



**Are you ready to start moving more in
your everyday life?**

MAKE A START



This autumn, we're inviting you, your friends, family and colleagues to join our free **Everyday Active Challenge – October WoW (Walking or Wheeling).**



SIGN UP NOW

A white line-art icon of two hands, one slightly above the other, set against a green background.

Personalised for you

Find activities and articles right for you

EXPLORE THE OFFER

A white line-art icon of three trees and a cloud, set against a blue background.

What's on in your community

Discover what's on in your local area

EXPLORE COMMUNITIES

A white line-art icon of legs in motion, representing walking, set against a pink background.

Find an activity

Learn about the activities on offer

EXPLORE ACTIVITIES

www.everydayactivekent.org.uk

Any Questions?

For further information and support:

E: Daniel.Bromley@kent.gov.uk