

How to Engage Children, Young People and Their Families with Physical Activity

Daniel Bromley & Charlie Sharp
Active Kent & Medway

Opportunities to Engage More Children, Young People and Their Families with Physical Activity

Daniel Bromley & Charlie Sharp
Active Kent & Medway

Agenda

Setting the Scene

Opportunity 1 - Schools

Opportunity 2 - Local Communities

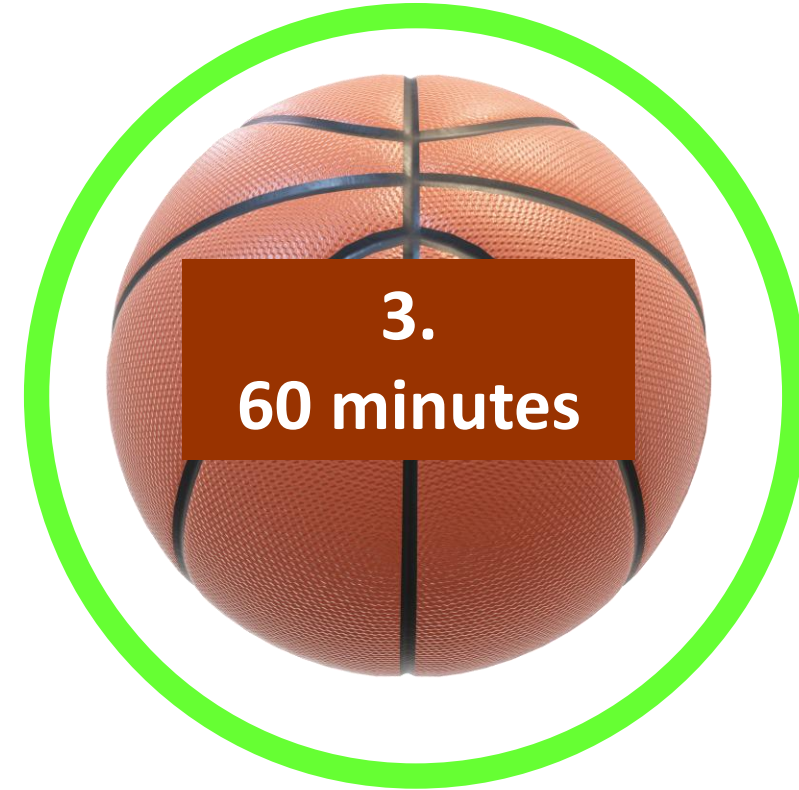
Opportunity 3 - Digital Tools & Resources

Questions

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



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



Physical activity

for children and young people (5-18 Years)



Be physically active
60 minutes

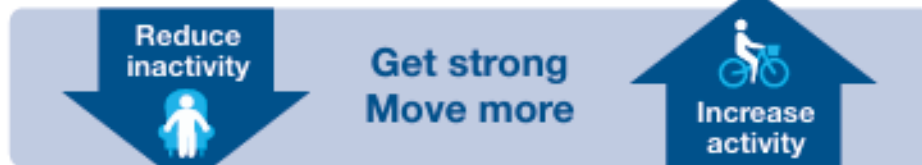
Aim for an average of at least

per day across the week

Spread activity throughout the day

All activities should make you breathe faster & feel warmer

Activities to develop movement skills, and muscle and bone strength
ACROSS WEEK



Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week

UK Chief Medical Officers' Physical Activity Guidelines, 2026

Physical Activity for Disabled Children and Disabled Young People

Getting and staying active is about



Benefits of physical activity



How much physical activity should I do?

When starting build up slowly
Ask: Can you do this today?

Do bitesize chunks of physical activity throughout the day

For good health benefits do
20 mins
of physical activity per day

Do challenging but manageable strength and balance activities 3 times per week

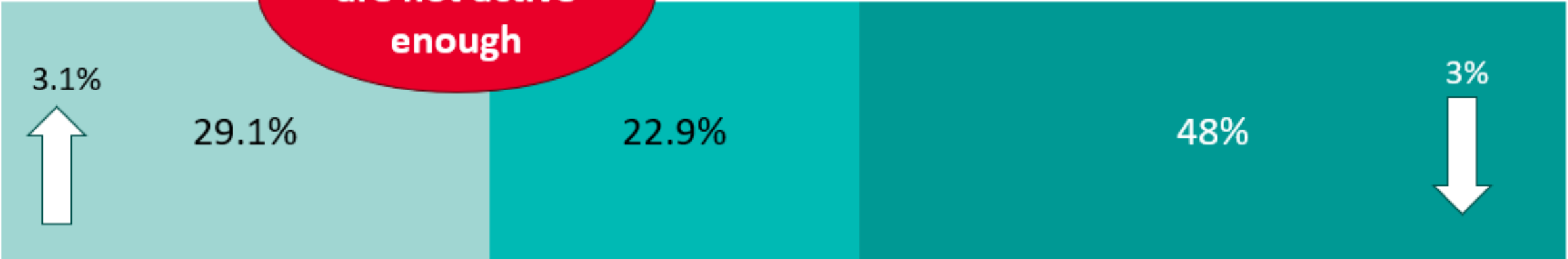
Small amounts of physical activity are good for you as well

UK Chief Medical Officers' Physical Activity Guidelines for Disabled Children and Disabled Young People 2022
This infographic was co-produced with disabled children, disabled young people, parents and carers.

Is this different for Disabled children?

Less Active Fairly Active Active

52% of CYP
are not active
enough



Less Active: Less than an average of 30 minutes a day

Fairly Active: An average of 30 – 59 minutes a day

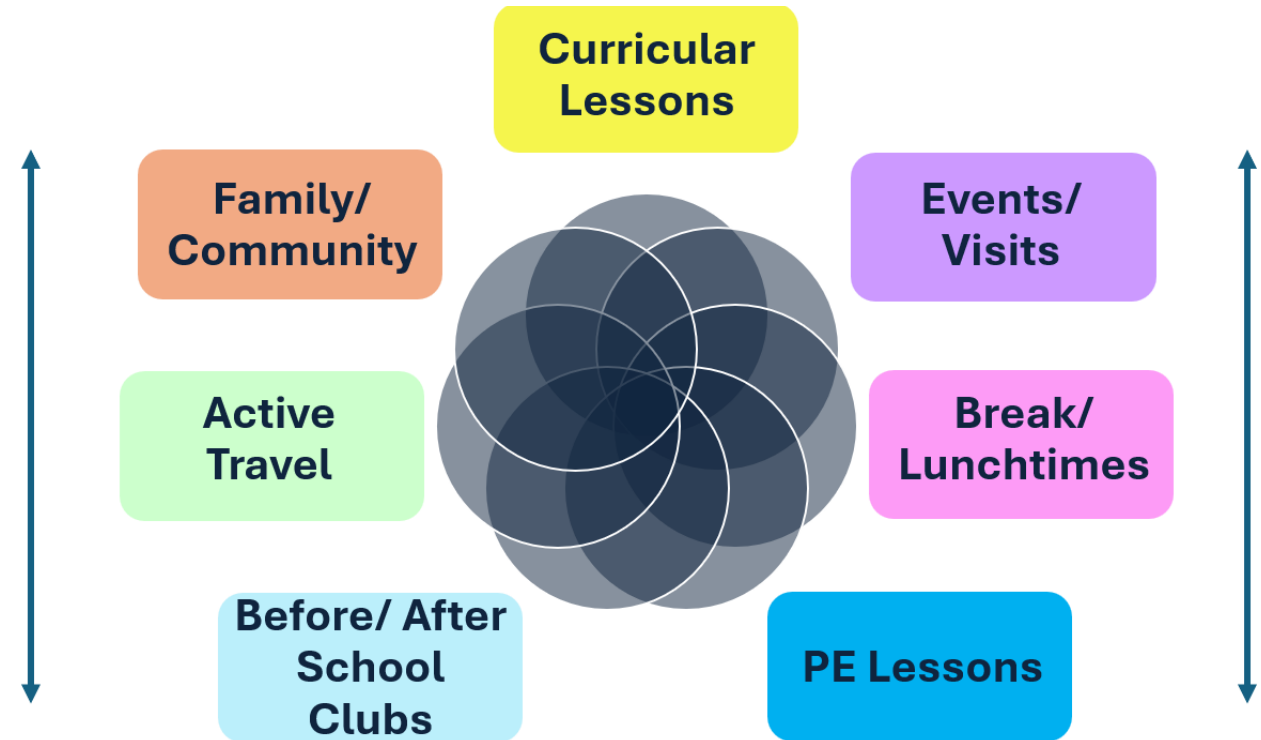
Active: An average of 60+ minutes a day

Opportunity 1 - Schools



Everyday Active Schools

- Supporting schools to embed more physical activity across the school day
- Focusing on the '**seven areas of opportunity**'
- Supporting 85 schools across the county
- Every school receives an initial workshop delivered to all school staff
- Schools will work towards their own action plans across the academic year.
- Schools have reported a clear increase in not only physical activity levels but also in levels attainment of attainment, attendance and improved engagement from families.



Everyday Active Schools

Active Travel & Family Engagement

- Walk to school on Wednesday/Feet Fridays
 - Parents 'Park-and-Stride' Challenge
 - Active Travel initiatives throughout the year e.g. [Big Walk & Wheel](#), [Walk to School Week](#), [We Roam](#)
-
- Active Homework
 - Healthy Selfie Challenge
 - Family-Fitness after-school clubs
 - Weekend activity bags



School Games Organisers (SGOs)

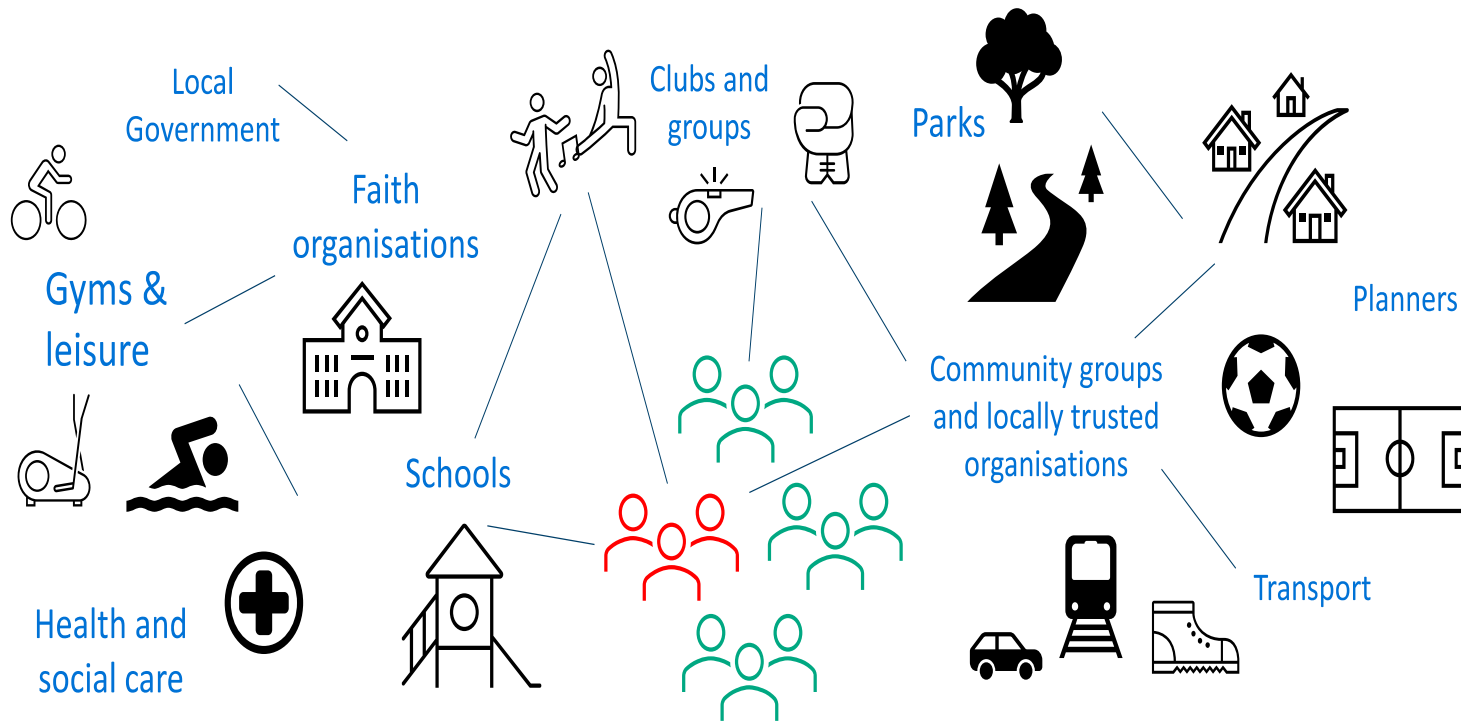
- SGOs across 16 areas in Kent and Medway (450 nationally)
- SGOs aspire to make a positive and meaningful difference to the lives of children and young people through sport and physical activity.
- Provide support to schools including events, festivals, CPD etc
- [School Games Organiser contacts - ActiveKent](#)



Opportunity 2 – Local Communities

Taking a Place –based Approach

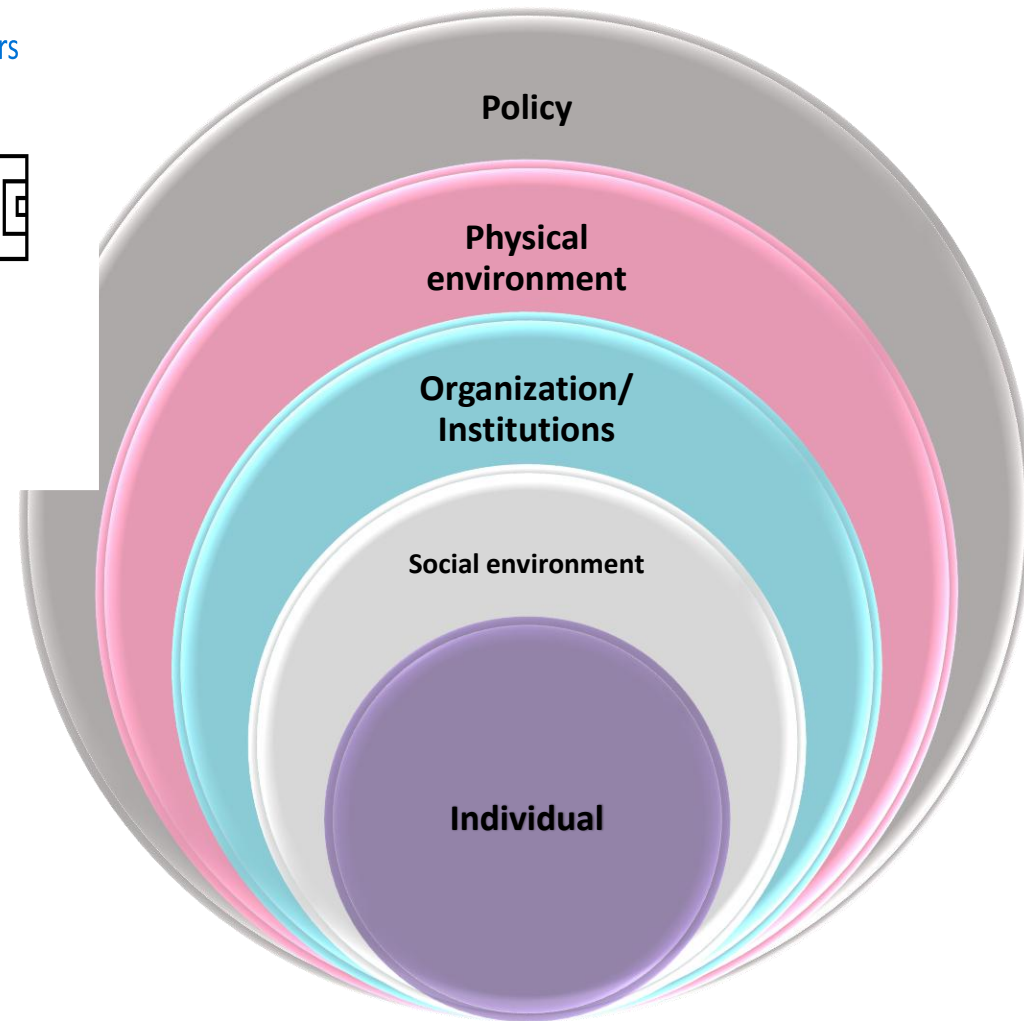




Our own motivation is a factor....

but more our circumstance/barriers and

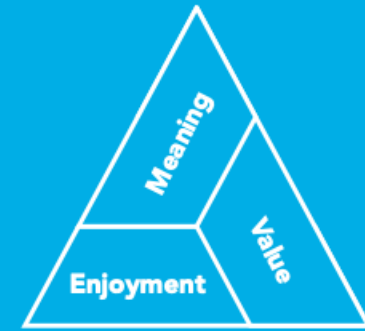
**the 'offer' and how that is organized
(the system, the layers)**



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

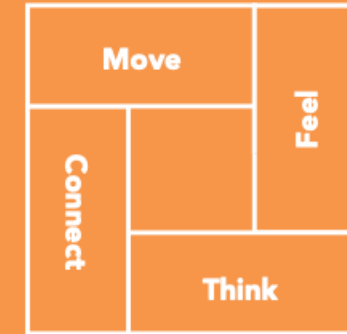
A personal relationship

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.

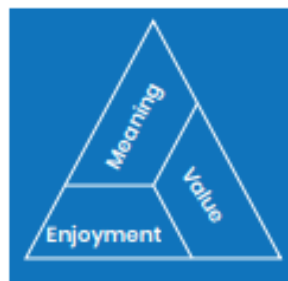


Associations with activity levels

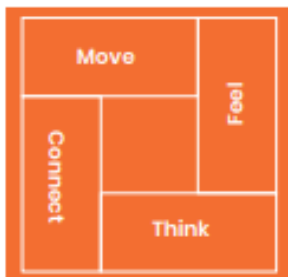
Years 3–11 (ages 7–16)



There is a positive association between physical literacy and activity levels



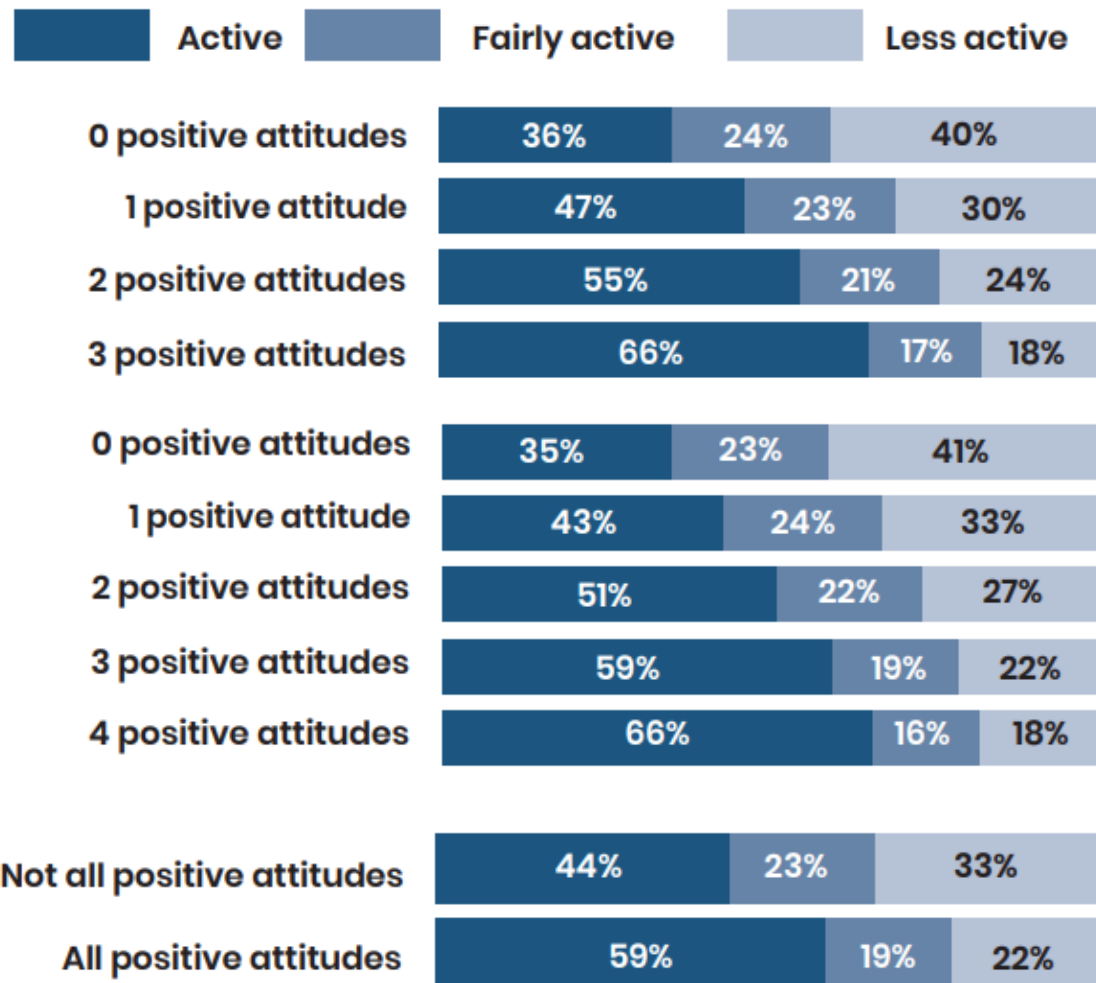
Positive and meaningful relationship



Learning and development



Positive experiences



Importance of Youth Voice and Co-design



Top 10 activities voted for by over 6000 young people in schools, broken down into 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)

Discussion: Why do you think the 'least active' CYP voted the way they did?

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)

Youth Voice in Practice



Family Hubs Pilot Programme



The young people told us:

They enjoy being active for fun, being social and improving their skills.

They wanted to do activities straight after school, in the evenings and weekends.

They dislike being competitive, being judged and the lack of variety.

Activities to take place at youth clubs, Family Hubs, leisure centres and parks.

They wanted to try dodgeball, football, basketball, boxing and fitness.

Young People Feedback

We asked the young people who attended the activity sessions about the impact it had on them, what they enjoyed most and how sessions can be improved.

64% said the sessions helped them build new friendships.

64% said the sessions enabled them to try new activities.

55% said the sessions increased their confidence to be more active.

45% said the sessions increased their enjoyment in being active.



“

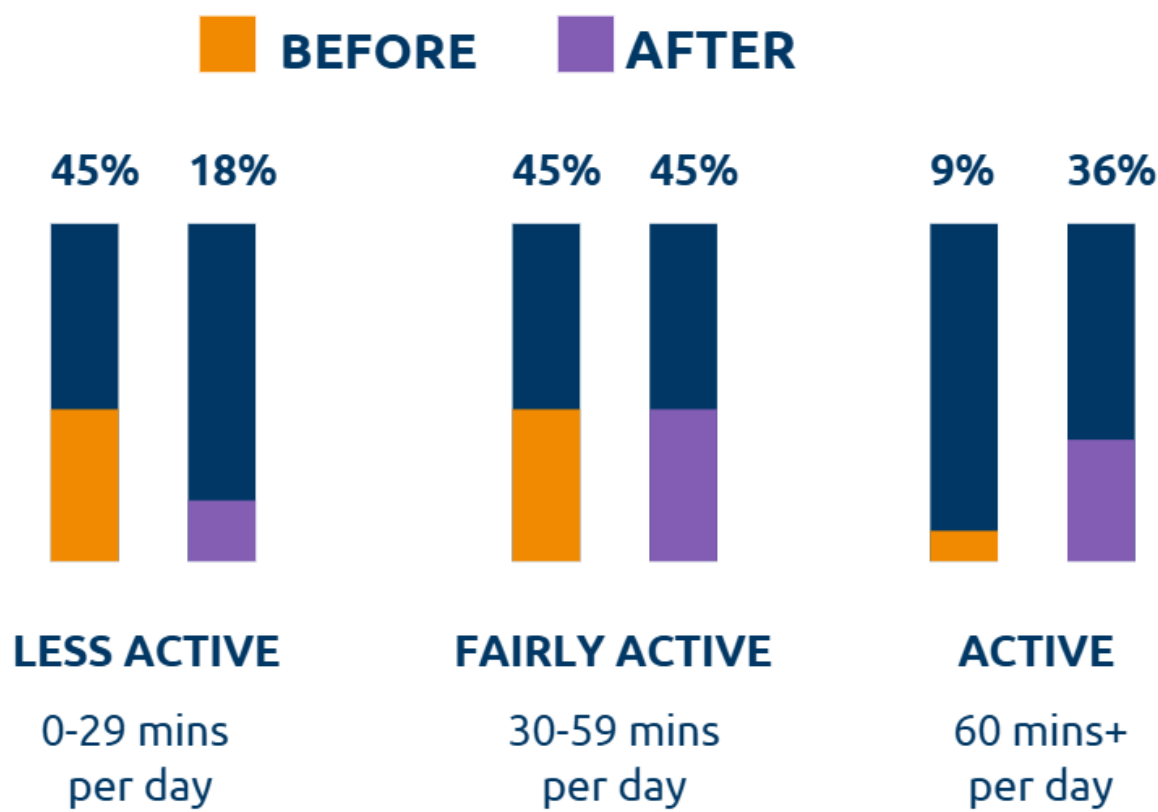
Keep it going, I really like it.

Young Person

Physical Impact

We asked young people about their activity levels before and after attending the sessions.

During an average week, how much activity do you do?



Youth Voice in Place



Thanet Street Sport Sessions

Locations: Boundary Road Park, Dane Valley Recreation Ground, and Newington Green.

Format: Free, drop-in, inclusive sessions featuring street football, skateboarding, dance, and fitness.

Youth Advisory Group: 7 young people (ages 11–15) co-developed insight tools and supported delivery.

Creative MEL tools: Sticker boards, informal interviews, and youth-led “on-pitch sport reporters.”



Thanet Street Sport Sessions

"I think we need to ask the kids what they want. So, if they want dodgeball or any other sport that they like, then we can bring it to the park. It's not just about what we think they'll enjoy, it's about actually asking them and letting them shape it. That way, they feel like it's theirs." - Youth Advisory Group member

"If you showed up and you showed that you actually care about getting it done and sorting it out and being present, then it will encourage them to be there more. Because they'll see that you care, and so they'll come more. But if you're just there sometimes or not really trying or listening to them, then they won't turn up and it won't really work." - Youth participant



Youth Recommendations for the System

- **Listen and Learn from Communities**

- Genuinely listening to and involving young people in shaping activities led to more relevant, engaging, and empowering sessions, with deliverers adapting delivery based on ongoing feedback.

- **Creating Safe, Inclusive, Welcoming Spaces**

- Sense of safety, inclusion, and belonging was strongly shaped by environmental conditions, such as poor lighting, damaged facilities, and intimidating social dynamics.

- **Build Trusting Relationships**

- Trust was a vital foundation of the sessions, shaping how deliverers, young people, and the wider community engaged with the project.

- **Address Structural Barriers**

- Young people faced barriers such as poor facilities, limited transport, food insecurity, and a lack of accessible information, all of which restricted their ability to participate fully in physical activity.



Opportunity 3 - Digital Tools & Resources

Everyday Active – coming soon!

EVERYDAY
ACTIVE
YOUNG PEOPLE

THINGS TO DO NEAR ME YOUR STORIES

Find activities...

ACTIVE. FUN. TOGETHER.
Find Your Everyday Active.

EVERYDAY
ACTIVE
YOUNG PEOPLE

THINGS TO DO NEAR ME YOUR STORIES

Find activities...

THINGS TO DO

You've told us you feel like doing some outdoors activities, in Medway this weekend.

FIREFIELDS
GYMNASTICS
SESSIONS

Gymnastics, parkour, circus skills and acrobatics for children and young people in Rainham.

FIND OUT MORE

STRIVE'S LIONESSES

Free girls-only futsal sessions Years 7-9 in Chatham. Try something new, build confidence. Learn skills in a friendly team environment!

FIND OUT MORE

EVERYDAY
ACTIVE
YOUNG PEOPLE

THINGS TO DO NEAR ME YOUR STORIES

Find activities...

FREE BOXING – STROOD & GILLINGHAM

FREE AGES 13+ BEGINNERS WELCOME EQUIPMENT PROVIDED

WHAT DO YOU WANT TO DO?

SPORTS

OUTDOORS

FREE

FIREFIELDS
CRICKET CLUB

Kids' cricket is back at Frindsbury! A new U11s team for boys and girls aged 6-11. Beginners and experienced players all welcome.

FIND OUT MORE

FREE BOXING:
STROOD & GILLINGHAM

Free coached boxing sessions for ages 13+, with all equipment provided. Learn boxing skills. Build confidence and fitness at your own pace.

FIND OUT MORE

FIREFIELDS
GYMNASTICS
SESSIONS

Gymnastics, parkour, circus skills and acrobatics for children and young people in Rainham.

FIND OUT MORE

STRIVE'S LIONESSES

Free girls-only futsal sessions for Years 7-9 in Chatham. Try something new, build confidence. Learn skills in a friendly team environment!

FIND OUT MORE

WHERE AND WHEN?

Strood

Mondays, 6pm to 7pm

St Francis Church
Galahad Avenue, Strood
ME2 2YS

Gillingham

Thursdays, 6pm to 7pm

St Augustine's Church
192 Rock Avenue, Gillingham
ME7 5PW

GET FIT. GET FOCUSED. BUILD YOUR CONFIDENCE.

Try something new with The Boxing Initiative's free coached boxing sessions in Strood and Gillingham. Learn to train like a boxer, build your fitness and develop new skills in a safe, supportive environment.

Whether you're completely new to boxing or have trained before, you can challenge yourself and progress at your own pace.

WHAT WILL I DO?

Get moving with energetic sessions covering:

- ✓ Glove and pad work - practise your boxing skills.
- ✓ Footwork and movement - develop balance and coordination.
- ✓ Boxing technique - learn the basics and build on what you know.
- ✓ Strength and fitness - challenge yourself and grow in confidence.

At St Francis in Strood, sessions are led by a Level 1 qualified amateur boxing coach.

WHO IS IT FOR?

READY TO GIVE IT A GO?

Your first session could be the start of something new. Come along, learn boxing skills and build your confidence — no previous experience needed.

SIGN UP

SHARE

Everyday Active – User Testing 😊

Children, young people and families' area

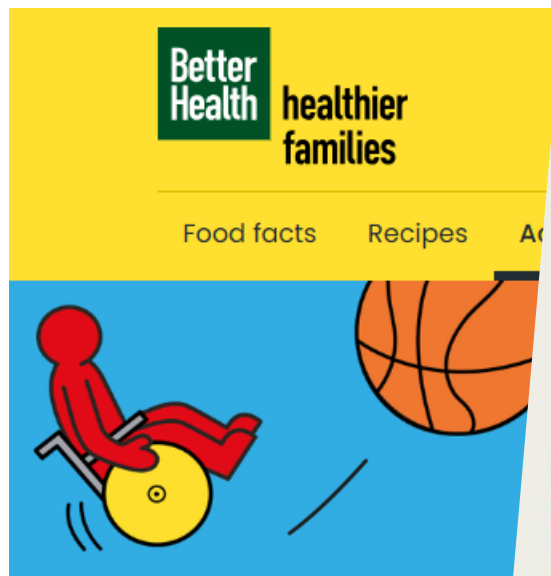


See more here:



Any thoughts and feedback welcome

NHS Disney Shake Ups



Get going with these great games today!

Even more Shake Up fun!



[Beauty and the Beast](#)



[Cars](#)



[Disney Princess](#)



[Finding Dory](#)



[Finding Nemo](#)



[Moana](#)



[Monsters](#)



[The Incredibles](#)



[The Lion King](#)



[Magical](#)



[Get moving with a Marvel hero](#)



[An adventure](#)



[Pick a Lightyear game for any crew](#)

We Roam

Your next
adventure
starts
outside
your front
door.

WeRoam turns everyday
walks into local
discoveries, points,
challenges and rewards.



Download on the
App Store

GET IT ON
Google Play

Funded by
UK Government



WeRoam



WeRoam

WeRoam Kent Town Cup

Which Kent town moves the most?

Download the free app and sign up, and you are added
to your town's squad. Round 1 runs 1st October to 31st
October, and every minute you move adds to your
town's score, so your town needs you this week.

ROUND 1 ENDS IN

19

DAYS

14

HRS

04

MINS

49

SECS

33 Kent towns
competing

1 squad, and it
is yours

Get the app

See the standings

Home

Challenges

Blog

FAQs

Partners

Get the app

Live standings

Active minutes per member, Round 1, 1st October to 31st October

20 days to go

1 Broadstairs
Leads the cup

122.8
min / member

2 Hythe
19.4 behind

103.4
min / member

3 Sandwich
23 behind

99.8
min / member

4 Tunbridge Wells
24.2 behind

98.6
min / member

5 Sittingbourne
25.8 behind

97
min / member

6 West Malling
28.4 behind

94.4
min / member

See all 33 towns

www.weroamapp.com

Get Set to GO



My plan



Get active,
feel good

Why being active is important

We all know that being physically active is good for our bodies. But our physical health and mental health are closely linked – so physical activity can be very beneficial for our mental health and wellbeing too.

People who are more active tell us that they manage their mental wellbeing helping them to sleep better, better manage stress and increase their mood through good hormones.

Impact getting active has on mental health



Adapted from Sport England (2017)

Being active isn't just great for your health however – there's a whole range of other benefits too:

- > It boosts energy levels.
- > It can help you sleep better.
- > It can improve your confidence.

> It's an opportunity to learn new skills
> You can meet new friends and socialise
To find out more about how being active can support your physical and mental health, visit mind.org.uk/sport

My goals

- > Setting goals can help you to stay motivated and keep track of your progress. Using the principles below will help to make your goals more achievable:

Setting training goals

Specific	Your goal should give you a clear idea of what you want to accomplish. For example: "I want to be able to run for 15 minutes without stopping."
Measurable	Make sure you know the steps involved in reaching your goals – and know when you've achieved them. For example: "By week three, I will be able to run for 10 minutes. By week six, I will be able to run for 20 minutes."
Attainable	Be realistic. Make sure your goals are achievable within the timeframe of the programme. If you're not sure whether they are then you can always discuss them with someone else such as staff or volunteers.
Relevant	Check that your goals match with your reasons for deciding to become active – and that they can be achievable in the timeframe available.
Time-related	It's a good idea to give yourself a timeframe for achieving your goal to help keep you motivated. For example: "In 12 weeks, I want to be able to run for 30 minutes without stopping."

My short-term goals:

What would you like to achieve in the next two weeks?

>

My medium-term goals:

What would you like to achieve in the next six weeks?

>

Support I may need

Support I may need

To Finish...

Recommendations from Local Places and Partners



Emerging System and Place Priority Recommendations

- **Build whole-family and early-life movement**
 - Support parents and carers as both participants and enablers, linking early years, schools, family hubs and community settings.
- **Make participation practically possible**
 - Address the interacting barriers of cost, travel, timing, facilities, safety, equipment, childcare and accessible communication.
- **Strengthen pathways and local system capacity**
 - Improve referral routes, shared information, long-term workforce support, cross-sector coordination and follow-through from insight to action.
- **Test for sustained behaviour and system change**
 - Judge progress through return, routine, confidence, independent continuation, stronger pathways and changed organisational practice, not attendance alone.



Any Questions?

For further information and support:

E: Daniel.Bromley@Kent.gov.uk

E: Charlie.Sharp@Kent.gov.uk