



Physical Literacy: How to start well, live well and age well

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Vision

We're here to champion the life-changing impact of being active and ensure that everyone across the nation can benefit.

Mission

To invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are.

Objectives

Increasing Activity
Decreasing Inactivity
Tackling Inequalities
Positive Experiences for Children and Young People

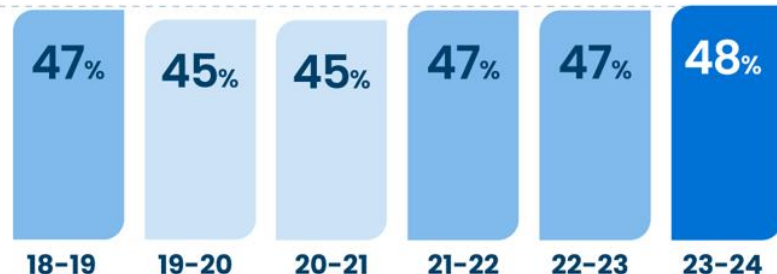
Why it's important – state of play...



Activity levels remain unchanged over the last two years

48%

of children and young people are active*.



Pre-pandemic restrictions

Pandemic restrictions

* Taking part in sport and physical activity for an average of 60+ minutes a day.
Source: Active Lives Children and Young People Academic Year 2023-24



Levels of activity 2023-24

Inactive

Less than an average of 30 minutes a week

25.1%

25.1% of people (11.8m) did less than an average of 30 minutes a week

Fairly active

An average of 30-149 minutes a week

11.2%

11.2% (5.3m) were fairly active but didn't reach an average of 150 minutes a week

Active

An average of 150+ minutes a week

63.7%

63.7% (30.0m) did an average of 150 minutes or more a week



Source: Active Lives Adults Survey Report 2023/24



Those with a greater number of positive attitudes towards sport and physical activity are more likely to be active than those with no positive attitudes*.



Years 3-11



THE ENJOYMENT GAP....

49% of children and young people

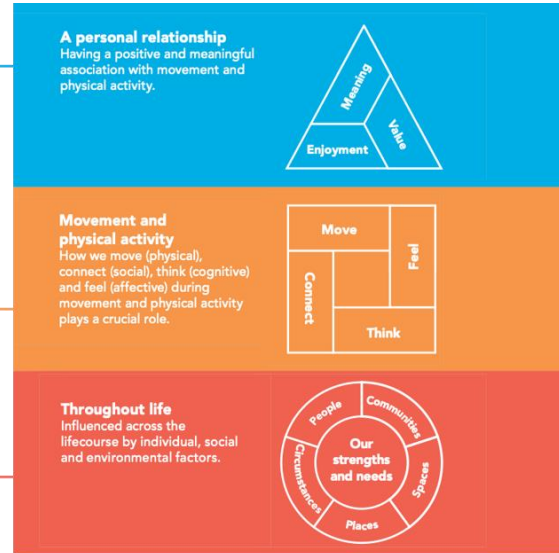
32% of adults

* This covers Years 3-11 (ages 7-16)

Source: Active Lives Children and Young People Academic Year 2023-24

Physical Literacy: Movement Moments

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



The importance of
positive
experiences....

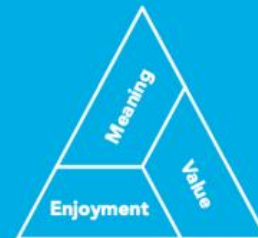
Physical literacy
is our relationship
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throughout life.

For every
£1 spent
we get a **social**
return on
investment of
£4.20



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.



THRIVE through positive movement experiences

Tailored – I want my movement experiences to be right for me – designed around what I enjoy, what matters to me, my strengths, needs, and circumstances.

Holistic – I want my experiences to support how I move (physical), connect (social), think (cognitive) and feel (affective) in and through sport, physical activity and movement.

Reflective – I want to think about how I'm developing, what I enjoy, and what feels meaningful to me, so I can make choices that help me build a better relationship with movement.

Inclusive – I want to feel welcome, supported, safe and included and have the chance to join in, with opportunities that are open to everyone, no matter our age, gender, ethnicity, ability, health, where we live, or how much money we've got.

Varied – I want to explore different ways to move – trying out all kinds of activities, places and challenges so I can enjoy myself, keep learning, and stay interested.

Empowering – I want to have choice, voice and ownership of my movement experiences so they are positive and help to foster a lifelong love of movement and physical activity.

www.positiveexperiencescollective.org

