

Active Families

Positive Experiences
for Families, Children
and Young People

Introduction

The coronavirus pandemic has dramatically disrupted the lives of families everywhere. For those families with children and young people, this disruption has been particularly apparent across many aspects of life. Physically, educationally, and mentally the lockdowns have exacerbated concerns over children's lives and left many young people anxious about their futures.

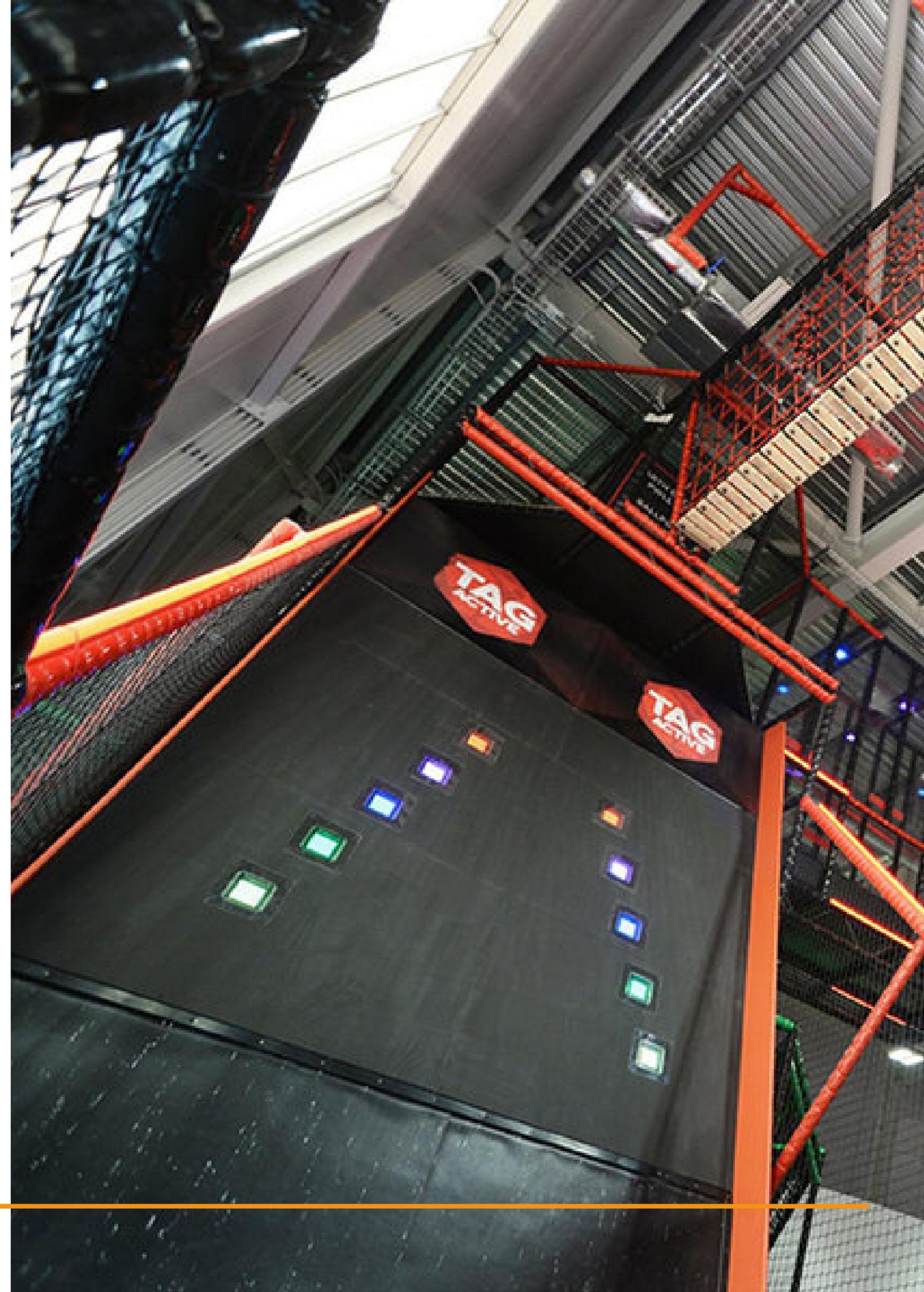
The latest data on children's activity levels have shown that before the pandemic, activity levels were on the rise until the lockdown restricted activity options and disrupted routines. The number of those active dropped by 2.3% in comparing the summer terms of 2020 and 2019 (mid-May to late-June)¹. Lockdown has also raised concerns over the prevalence of overweight and obese children. Pre-pandemic the prevalence of this was 20.2% in year 6's, with figures more than double of those living in the most deprived areas compared to the least deprived² which draws attention to inequalities yet again.

The needs and requirements for physical activity will change for an individual at various points in their life. This is particularly pertinent during childhood as they transition from baby, to toddler, through infancy to their teenage years, learning new skills and independence on the way to enable them to take on greater physical challenges. The coronavirus pandemic will have disrupted this for many. As children learn and develop the physical literacy skills they need to progress, they will require access to a range of environments, both natural and purpose built, to hone their skills, build their strength and fitness and lay the groundwork for a lifetime of physical activity and show resilience countering the negative effects of the pandemic.

Although lockdowns have facilitated increased sedentary lifestyles for many, with 52% of 7-16 year olds reporting they are individually doing less exercise than normal, 21% reported that they were being more physically active with their families than usual³. This is positive in showing the significance of family physical activity. The work of teachers and organisations developing resources and home workouts for children and families has played an important role during this pandemic, and should continue to be championed through creating an accessible range of activity options that will keep them engaged, excited and cater for all levels of ability, as well as through research.

This report covers two areas- firstly exploring the benefits of family physical activity and how the current barriers to this can be overcome. This includes looking at current government strategies in this area, and exploring the physical literacy pathway for children and how this fits into the activity pathway.

The second part explores how Alliance Leisure have worked with TAGactive to provide innovative physical activity solutions within leisure centres to provide viable choices for families who want to exercise together and continue the habit. TAGactive describes itself as 'Gamified Obstacle Course Arenas'. The product is a game that contains multiple different activity areas that are connected within a space or 'arena'. This section includes looking at data from the newly developed Batley Sports and Tennis Centre to measure and evaluate the impact of installing a TAG facility.



SPORTING FUTURES REPORT

The government's second annual Sporting Futures⁴ (2018) report outlines the strategic changes directed at engaging more children and young people in physical activity, one of which is the allocation of £40 million to support families in this area through Sport England's families fund. This is especially important for those from lower socio-economic backgrounds as this group is underrepresented in participation⁷.

THE DEPARTMENT OF HEALTH'S CHILDHOOD OBESITY PLAN

The Department of Health's childhood obesity plan⁵ shares ambitions to encourage more families to be physically active. This aims to reduce obesity and type 2 diabetes in children by encouraging them to achieve at least the CMO daily exercise recommendations. Investment has been made into funding for further education and the sixth form college sector in initiatives that find ways to get young people involved in sport and physical activity. This is a Sport England initiative.

NHS HEALTH SCOTLAND'S DELIVERY PLAN

The Scottish government has also taken action towards family health and physical activity. The health and wellbeing of children, young people and families is one of NHS Health Scotland's strategic priorities in their latest delivery plan for 2019-2020⁶.

UNITING THE MOVEMENT (2021)

Government funded agency Sport England recently launched their 10 year strategy⁷ in January 2021, aiming to address some of the challenges presented by coronavirus through supporting the recovery and helping the people and organisations delivering sport and physical activity. Of their 5 big issues for their 'Uniting the movement' vision, one focus is on the positive experiences for all children and young people as the foundations for a long and healthy life.

SCHOOL SPORT AND ACTIVITY ACTION PLAN (2019)

The School Sport and Activity Action Plan⁸ is a cross departmental strategy, outlining new measures to strengthen the role of physical activity in a young people's daily routine, explaining how parents can play their part. The plan references the £194 million investment by Sport England of government and National Lottery funding between 2016-21, for projects focused on improving children's capability and enjoyment of physical activity. This includes projects that directly support schools and parents to get young people to be and stay active.

CORONAVIRUS (COVID-19): IMPACT ON CHILDREN, YOUNG PEOPLE AND FAMILIES - EVIDENCE SUMMARY OCTOBER 2020

As part of the effort to address the impacts of Covid-19 on children, young people and families, the Scottish government has produced an evidence summary⁹ to support the development of policies in this area. One of the key messages acknowledges play deprivation and the loss of regular peer-to-peer interaction for children. The summary references Play Scotland's analysis on the curtailment of children's play and its risks and impact.

The UK Chief Medical Officer produces guidelines¹⁰ for the volume, duration, type, and intensity of physical activity that people of all ages should be undertaking at various stages of their life. These guidelines form the basis of recommendations for health professionals who have a role to play in developing and implementing policies, practices and programmes to promote physical activity, sport and exercise.

LESS THAN 1 YEAR (BABIES)



SHOULD BE PHYSICALLY ACTIVE:

- SEVERAL TIMES EVERY DAY IN A VARIETY OF WAYS
- 30 MINUTES OF DAILY 'TUMMY TIME' FOR THOSE NOT YET MOBILE

1-2 YEARS (TODDLERS)



SHOULD SPEND:

- AT LEAST 180 MINUTES (3 HOURS) PER DAY IN A VARIETY OF PHYSICAL ACTIVITIES
- AT ANY INTENSITY
- INCLUDING ACTIVE AND OUTDOOR PLAY

3-4 YEARS (PRE SCHOOL)



SHOULD SPEND:

- AT LEAST 180 MINUTES (3 HOURS) PER DAY IN A VARIETY OF PHYSICAL ACTIVITIES
- INCLUDING ACTIVE AND OUTDOOR PLAY
- SHOULD INCLUDE AT LEAST 60 MINUTES OF MODERATE-TO-VIGOROUS INTENSITY ACTIVITY

5-18 YEARS (CHILDREN & YOUNG PEOPLE)



SHOULD ENGAGE IN:

- AN AVERAGE OF 60 MINUTES+ PER DAY MODERATE-TO-VIGOROUS INTENSITY ACTIVITY
- VARIETY ACROSS WEEK TO DEVELOP MOVEMENT SKILLS, MUSCULAR FITNESS, BONE STRENGTH
- MINIMISE THE AMOUNT OF TIME SPENT BEING SEDENTARY

According to the latest Active Lives Children and Young People Survey¹¹, 44.9% of 5 – 16 year olds are reaching the CMO guidelines.

Benefits of Family Physical Activity

SOCIAL



Some benefits of being physically active are especially relevant when activities are carried out as a family. Existing research shows that the benefits to a child's development are different when children are active with adult family members and care givers, compared to when they are active with their peers¹².

For example, physical activity carried out in a family setting gives parents the opportunity to show encouragement towards their child, and helps children build confidence in being physically active¹², as well as giving parents the opportunity to act as role models rather than facilitators in keeping their children fit.

Family bonding time is essential for children's social development¹³, and keeping fit as a family can help children improve life skills such as emotional management¹⁴, communication skills, team working skills¹⁵, leadership skills and decision making skills¹⁶, beneficial in both academic and non-academic contexts. Quality family bonding time and family encouragement can also improve children's mental health and future mental health¹⁵, and so it is imperative that different activity options are available for families of all backgrounds to engage.

In particular, parents and care givers have strong influence in shaping their children's attitudes and behaviours. This is especially prevalent during children's earlier years, up until age 11¹², which is why the family unit is essential during this time to encourage positive lifelong habits of physical activity, and to nurture lifelong social skills. The emphasis on improved, accessible, high quality family physical activity provision creates opportunity for families to make positive and fun memories as a unit, whilst developing confidence and competence in their ability to be physically active together.

EDUCATIONAL



There is growing evidence showing a link between physical activity and academic achievement. These links can be attributed to the numerous effects that physical activity can have on the way that children learn. By being active as a family, parents can help their children learn skills and techniques that can help their performance in the classroom. This is even more crucial at a time where children across the UK have had their education disrupted due to the pandemic.

Some of the evidenced educational benefits include:

- Improved concentration¹⁰
- Improved attentiveness¹⁷
- Better attendance¹⁸
- Improved classroom behaviour¹⁹
- Reductions in disruptive classroom behaviour¹⁹

Studies have also found physical activity to reduce anxiety and stress hormones, and improve memory and sleep, important factors for optimising learning²⁰.

The latest results from the ukactive British Active Student Survey have shown that students who are physically active are predicted to score higher grades than those who are inactive¹⁸.

The same is observed from looking at children engaging in self development activities including sports and physical activity, where pupils achieved GCSE grades that were 10%-20% higher than those who did not engage¹⁹.

Across all ages, activities that are unpredictable and require problem solving can boost the skills that help the brain organise and act on information that can transfer to academic tasks²¹.

PHYSICAL



Providing more family physical activity opportunities should be a key priority, due to the well documented physical benefits that being active can provide for all the family. The emphasis on creating family friendly spaces is important, as parents need the appropriate environments to be able to transfer and instil good physical activity habits to their children from a young age.

Research published by the Royal College of Paediatrics and Child Health in their 2020 State of Child Health report²² showed that obesity in children in the UK is highly prevalent, and has shown no sign of improvement against previous years. This is among fears of the likelihood that the lockdowns will exacerbate this further²³.

There are concerns over rising child poverty in the UK, and its exacerbation of children's health outcomes. Families taking part in physical activity together is crucial as part of preventing the emergence of childhood obesity, as well as other issues such as type 2 diabetes⁵.

In addition it gives children and their families the opportunity to:

- Strengthen muscles and bones
- Improve fitness
- Improve sleep
- Develop co-ordination
- Maintain a healthy weight¹⁰
- Reduce the risks of many diseases such as heart disease, cancer, stroke and chronic lung disease²⁴

Opportunities encouraging children to be more active, mean that parents and caregivers can also gain the physical benefits if activities are family friendly, and inclusive of all ages as they take part alongside their child.

The Activity Journey

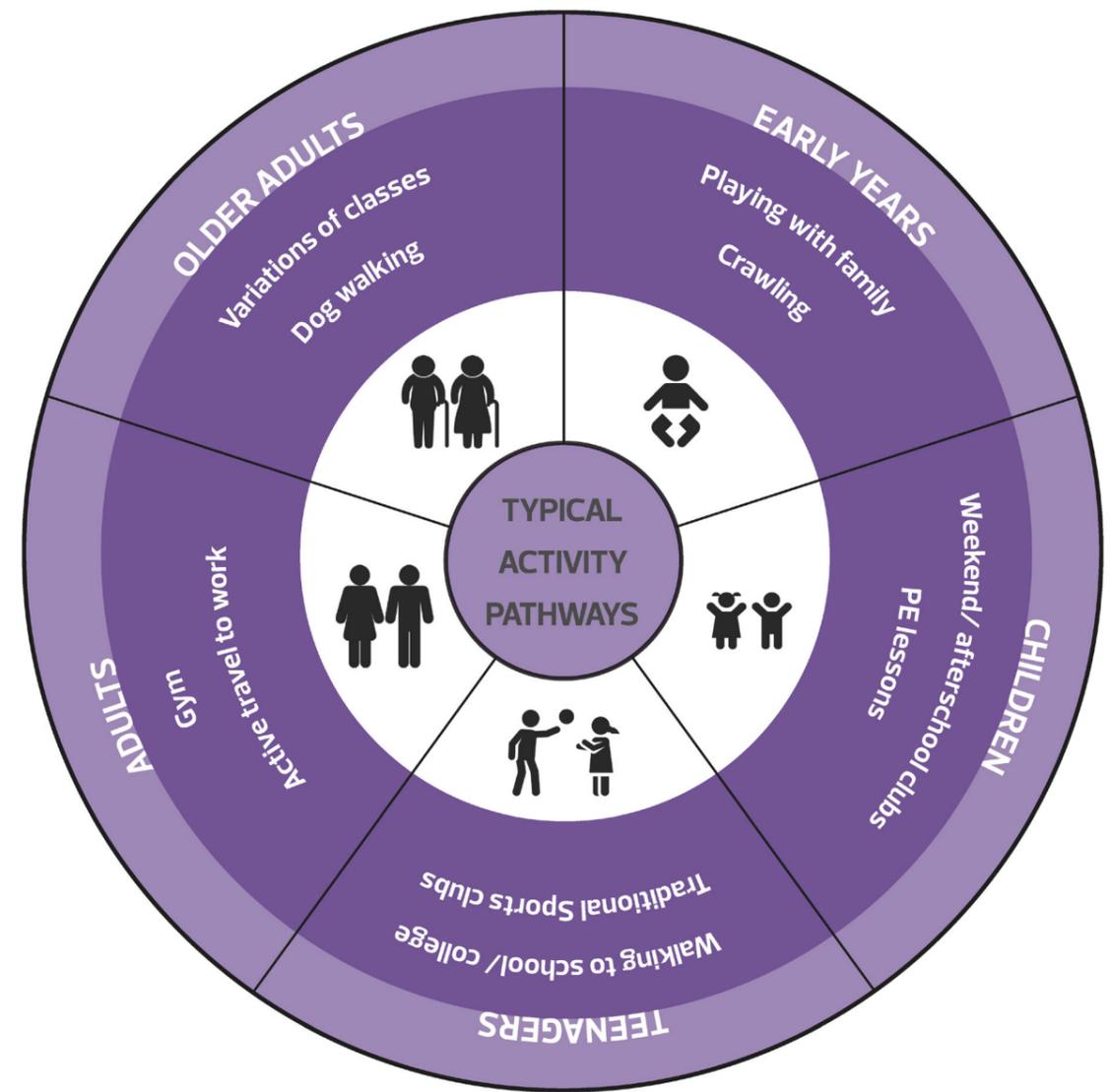
To positively engage the nation in good physical activity habits, the leisure industry has a role to play in ensuring there is varied, appropriate, and stimulating activities available for all ages. This can help to establish the clear pathways through various activity types that are available to all as they progress through life stages*.

Physical Literacy

As physical literacy needs change rapidly through different life stages, it is important that activity provision is mapped in-line with the requirements of various user groups to ensure that as individuals, we are equipped with the motivation, confidence, physical competence, knowledge and understanding needed to engage in life-long physical activity. The table below identifies the different physical activity needs of different age groups, and also other requirements from physical activity.

LIFE STAGE	AGE	PHYSICAL LITERACY AND PHYSICAL ACTIVITY NEEDS
Early years	0-5	<ul style="list-style-type: none"> - Opportunity to move and play as much as possible - Opportunity to have fun in developing fundamental movement skills, to stimulate the brain and encourage interaction with those around them
Primary Education	5-11	<ul style="list-style-type: none"> - Opportunity to develop basic physical skills eg. Travelling movements - Body management skills - Ability to control objects such as beanbags, bats and balls - Opportunity to have a go at different types of activities, in order to grow into a multi-skilled individual
Secondary Education	11-16	<ul style="list-style-type: none"> - Accessible offering of engaging activities as this is a time during the adolescent years where other factors can conflict - Opportunity to build social interaction skills
Adulthood	16-55	<ul style="list-style-type: none"> - Opportunity to play competitively in their sport of choice - Opportunity to engage recreationally with friends - Opportunity to engage in coaching, volunteering, other job opportunities and join various networks - Opportunity to act as a role model
Older Adulthood	55+	<ul style="list-style-type: none"> - Opportunity to maintain health and wellness into old age - Sport and physical activity offerings catered to the older adult generation - Social and recreational opportunities to reduce potential risk of isolation

At these different life stages, there are various activity options available for the different groups. The diagram below gives examples of the typical activities that are available for people throughout the various stages of life. Some of these activities, particularly at the early and late life stages, are fairly specific to that age group only. It is a goal of Alliance to implement leisure solutions that can transcend all age groups, providing family focused activity that allows all participants to get active at a level that is appropriate for them.



Barriers to Activity

This section looks at some of the barriers faced by families towards engaging in physical activity as a family, and how they can be addressed. These broadly fall into cultural, environmental, social and personal categories.

Research from Sport England¹² has found that family eating habits often dominate the conversation when it comes to initiatives promoting family health, often overlooking family physical activity. In addition, too much responsibility can be placed with schools in ensuring that children are being provided with enough physical activity to meet guidelines. This can be dangerous as traditional PE lessons that can be focused around ability may not appeal to all children who consequently may have negative perceptions and disengage. Some activities are associated with gender stereotypes too, which can also be limiting for families' choices.

Finding suitable activities for the whole family that require minimal effort, stress and hassle in taking part together is difficult. Activities that prioritise performance, are too repetitive or have too many rules and restrictions to follow, could be a hassle for families with siblings of varying ages. In addition, there are few active alternatives to more sedentary choices such as eating out or going to the cinema. Particularly in lower socio-economic areas, perception of risk and safety within the local area can also inhibit families from taking part in physical activity together outdoors. Finally, as referenced previously in the report, the industry needs to remove the barrier of parents perceiving themselves as helpers towards their children's health, rather than active role models.



How can these barriers be addressed?

1. INDUSTRY AND GOVERNMENT INVESTMENT

Investing in provision that pays attention to the diverse needs of modern families could drive footfall to local leisure facilities. To address the issue of disengagement within traditional, ability focused P.E. lessons, schools could broaden their offering. In giving children the opportunity to take part in alternative activities as part of their physical education, this could help create a sense of familiarity in these environments for children to then continue with their families outside of school hours. This is an opportunity for growth in the sector as a way of engaging new families that may not have previously engaged.

2. BREAKING DOWN GENDERED ACTIVITIES

The industry needs to both ensure there are a range of gender neutral activities widely available, whilst actively contributing to breaking the existing stereotypes of gender that are limiting children's perceived options. To address this, it is important for the industry to create settings where children can see their parents actively engaging in the same activities together, regardless of gender.

3. FLEXIBILITY IN ACTIVITY COMPLEXITY

Creating an activity that will keep an entire family engaged- considering multiple ages and ability levels involves being able to tailor difficulty levels or the mode of play. Activities need to ensure they are not too simple or repetitive, whilst still being easy enough for all to follow and understand. As well as not having too many rules or restrictions, the activity should still provide an engaging challenge for participants to improve and have fun. These dichotomies can be overcome with careful design and planning.

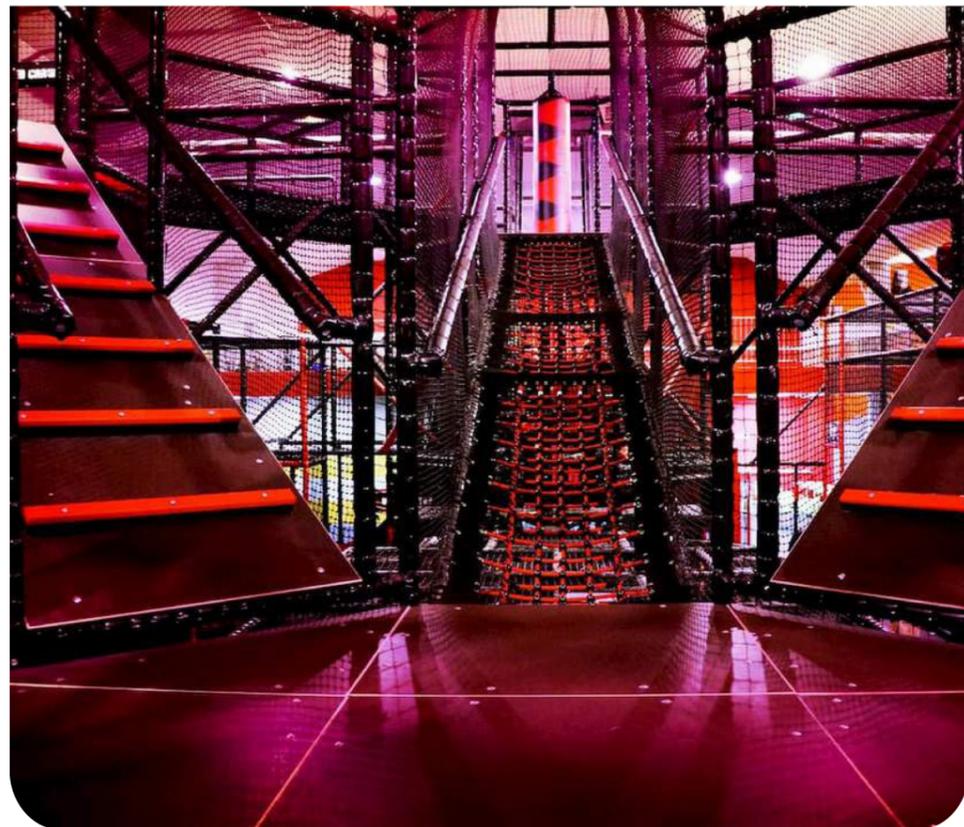
Why adventure play and why TAGactive?

What is adventure play?

The previous sections have established the value and importance of investing in good quality, purpose built family physical activity provision.

Previous research has found that traditional sports environments can be intimidating for families¹². One solution to this is the provision of Adventure Play. This refers to unstructured activities that let the individual dictate the direction, intensity and strategy of the activity.

Research has also found that Adventure Play is known to develop physical literacy in children²⁵. For example, in the early years, children often use the surrounding furniture to play, crawl and climb. Through this, the child has the chance to develop fundamental movement skills such as balance and co-ordination. Once acquired, these skills can be transferred widening the scope of other potential activities to engage in, in the future.



What is TAGactive?

TAGactive describes itself as 'Gamified Obstacle Course Arenas'. The product is a game that contains multiple different activity areas that are connected within a space or 'arena'. Each area has a challenge or game that tests participants strategy, speed, agility, awareness or bravery. Within the activities there are hidden 'beacons' that are illuminated sensors that give players points when they 'tag' them with an electronic wristband. Different colour beacons are worth different amounts of points depending on the difficulty of reaching them. There are different versions and configurations of TAGactive but the premise remains the same- collect as many points as possible to compete against yourself, and others.

Earlier, we looked at the activity journey and the pathways through various life stages. With this in mind, TAGactive has been designed to engage and cater for families with members of different ages, offering an activity provision designed to be fun for participants of all ages and ability, and crucially something that can be played together. Naturally families are diverse, therefore it is important that activities are designed to bring us together. Activities such as TAGactive are focused on keeping a level playing field for all. This principle is upheld as whole family groups can use the same equipment throughout, and scores can easily be compared across the different generations.



SKILLS	PROGRESSION
Spatial awareness Balance Co-ordination Upper body strength Running Jumping Hopping Avoiding objects	Children progress from climbing on furniture around the house, to freeplaying in the garden. As they gain more independence, they can progress into play parks and green spaces in the local area. Progression onto the larger play structures, as well as climbing trees.
Agility Co-ordination Sprinting Leaping Decision making skills	Individual Junior TAG scores. Progression to main TAGactive arenas.
Speed Dexterity Co-ordination Strength Accuracy Tactics	Continually being able to measure the number of points scored for each game. Game data is stored so that repeatvisitors can track progress.

Sustainability and TAGactive

In order for leisure centres to adapt and react to the changing demands of the sector and the reductions in government spending towards public services, operators must ensure emphasis and resource is focused around sustainability. This refers to driving economic sustainability and commercial viability, through ensuring that local residents are visiting on a regular, ongoing basis, and visitors from further afield are attracted to the centre by exciting, innovative activities. This pattern of regular activity also contributes to maintaining health and wellbeing, as it makes exercise a consistent, ongoing activity that is embedded into daily and weekly routines.

How has TAGactive dealt with sustainability?

Of the different methods to achieve economic sustainability, one is the gamification of physical events, or the focus around social fitness. The development and popularity of physical activity apps and games designed to track and improve children's and family health is testament to this. The appeal of these has been so widespread that the term 'exergaming' has been coined to describe the integration of exercise and gaming that relies on technology to track the body's movement or reaction. This can indirectly engage young people who may not consider themselves to be interested in physical activity to engage.

With the capability to track progress and see scores develop, players of activities such as TAGactive can be driven to push themselves. This type of positive motivation can encourage repeat visits to sites, as players can choose to compare scores against siblings, other family members and peers or simply obtain the satisfaction of beating individual, personal scores. It should be seen as an opportunity for positive reinforcements to promote a healthy lifestyle, whilst encouraging sustainability in participation at the same time.

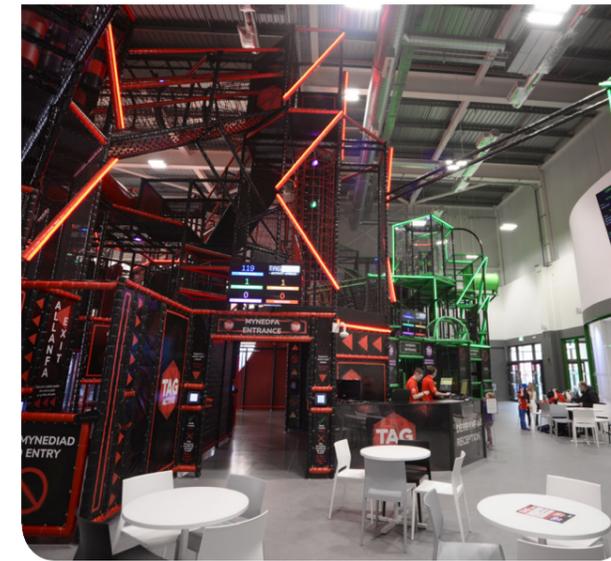
TAGactive can be divided into both digital and physical infrastructure. In recent times, the sector has started to show a positive attitude towards embracing new digital software in their operations however, it is often the case that the physical infrastructure stays the same. Activities such as TAGactive embrace technology both digitally and in the physical infrastructure, and this is important for effective sustainability efforts.

The game's changeable use also supports sustainability in participation, as it engages the players as young as eight years old in Junior TAG, then as they progress on to TAGactive young people can participate with family or peers, and sustain participation into adulthood, maintaining fitness and spending quality time with their families.

How to drive repeat visits through progression

Data extracted from different TAGactive sites shows the progression in game play in terms of distance travelled and hits on beacons per game. The difficulty and complexity levels of game play adjust as children get older, bigger, fitter and faster without any need to change the game.

Rhyl



FEMALE	AGE GROUP	AVERAGE HITS	AVERAGE DISTANCE
	0-8	98	488m
	9-12	121	603m
	13-16	140	700m

MALE	AGE GROUP	AVERAGE HITS	AVERAGE DISTANCE
	0-8	94	469m
	9-12	123	614m
	13-16	140	698m

Batley



FEMALE	AGE GROUP	AVERAGE HITS	AVERAGE DISTANCE
	0-8	110	547m
	9-12	130	648m
	13-16	168	842m

MALE	AGE GROUP	AVERAGE HITS	AVERAGE DISTANCE
	0-8	104	520m
	9-12	127	635m
	13-16	171	856m

Batley: before and after

Batley Sport and Tennis Centre is operated by Kirklees Active Leisure, and in 2018 became the first public sector leisure facility to install TAGactive. KAL invested £1.5 million in the project, and worked with Alliance Leisure to convert two tennis courts into a 12,000 square foot arena offering families an exciting option for physical activity. The work to transform the space took three months to complete, during which time the remaining facilities at the centre remained open and available for public use.

"KAL is absolutely committed to developing and sustaining healthier, happier and fitter communities. The indoor adventure area means we have something new to offer the younger generation. A place where families can come together to enjoy physical activity.

"Encouraging physical literacy at an early age is absolutely vital if we are to address the growing inactivity crisis. Youngsters need to be provided with spaces which enthuse and encourage movement. This investment has been committed to achieve just that."

Barry Turnbull
Business Development at Kirklees Active Leisure

We've looked at some of the data from the membership system at Batley Sport and Tennis Centre to observe any changes the addition of TAGactive has had to the site. It is hoped that when new features are added to the site, as well as attracting visitors to that specific facility the site will see a positive level of visits to its existing facilities.

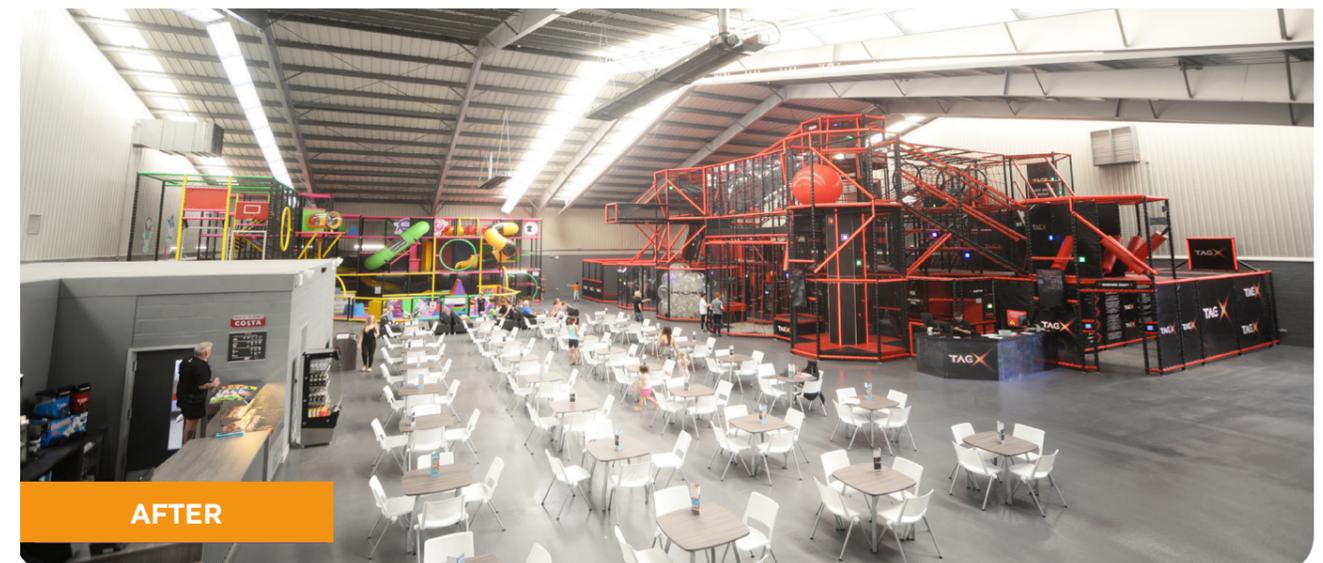
79,000 overall site visits in the first year since re-opening

55,000 total registered TAGactive players

12,000 tennis visits in the first year since re-opening

From tennis
to TAGactive

The decision to convert two tennis courts to make space for TAGactive was made on the basis that the revised facility make up would increase the number of opportunities for local people to be active whilst still maintaining a satisfactory level of both indoor and outdoor tennis provision.



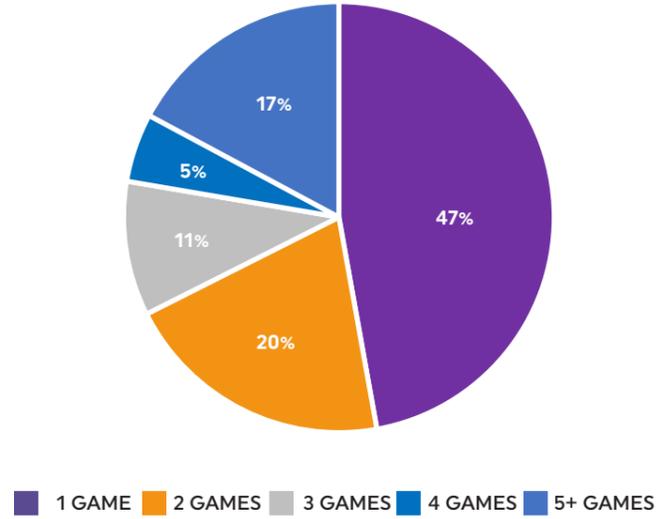
Who is using TAGactive Batley?

Repeat visits

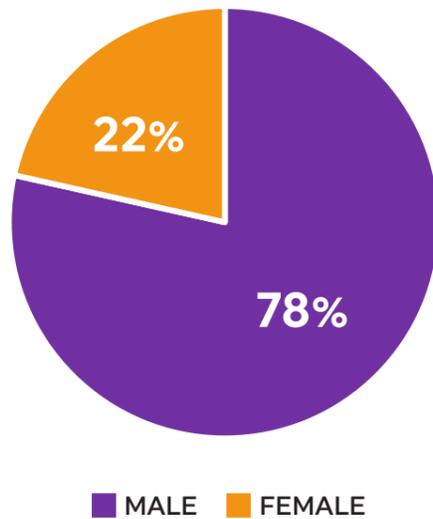
The visit data shows that TAGactive Batley is proving a popular facility for people to visit on more than one occasion.

Since the facility opened, over half of all visitors have gone onto make at least one other subsequent visit. Nearly one in five have made five or more visits to the facility, which represents over 12,000 visitors.

This is encouraging news as it shows that people do not view TAGactive as a one off activity or a 'treat' but as something that can become part of a regular exercise routine. This is helped by the ability to track scores and keep a log of them on the wristband device used to activate 'tags'.



Gender of visitors

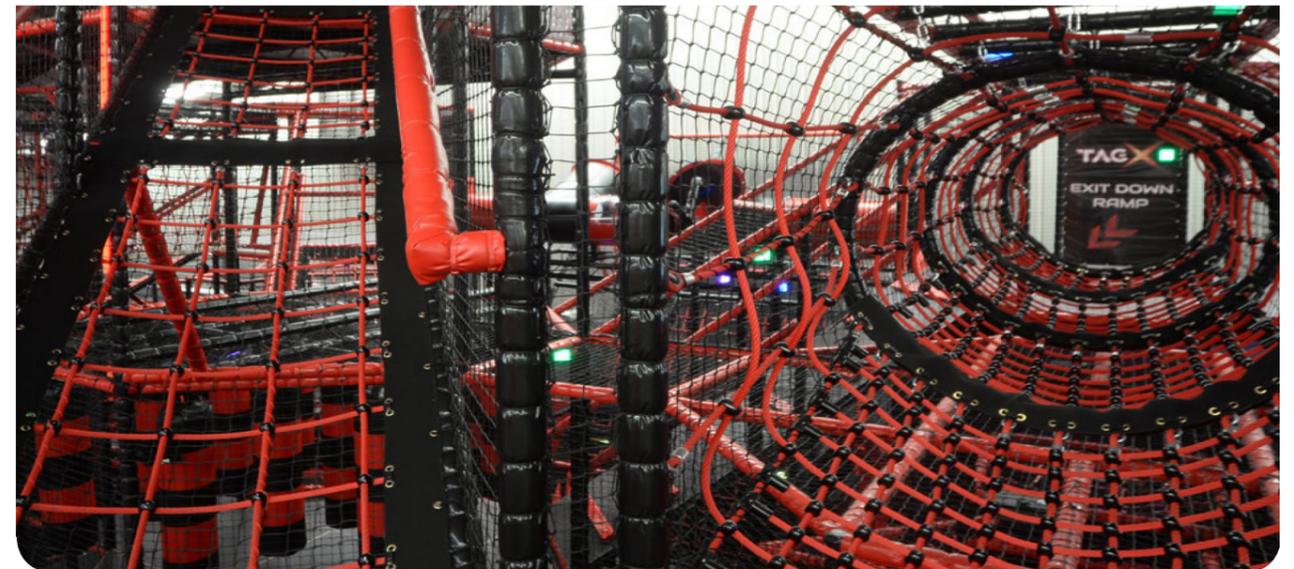
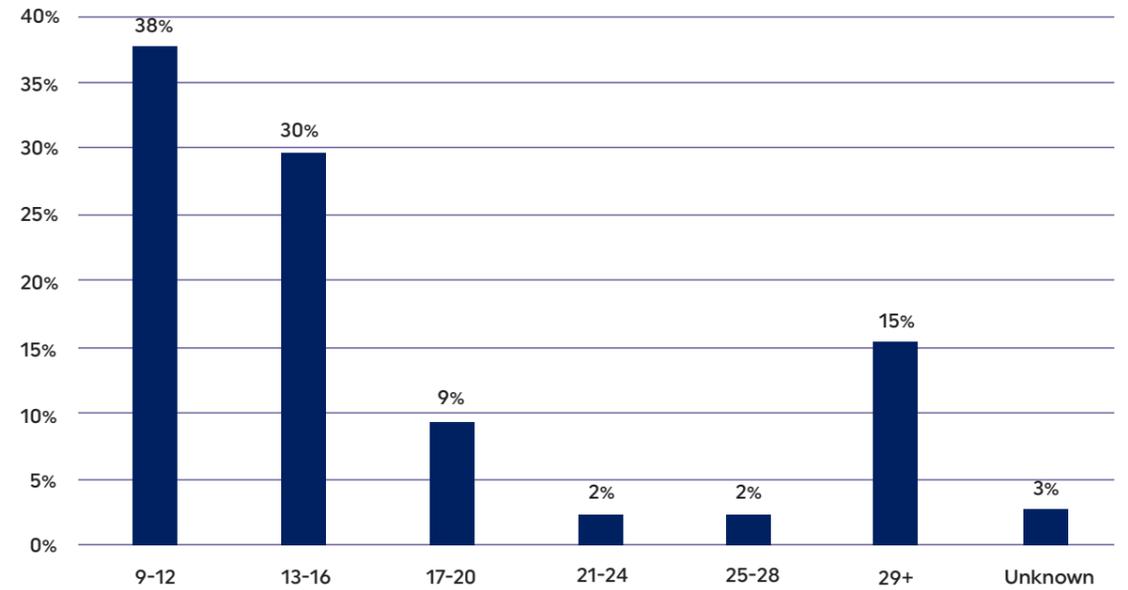


The split of visitors to TAGactive has been skewed towards males, with this group making up over three quarters of visitors to the facility.

This highlights the clear opportunity to get more females involved in the activity, including all generations of a family.

Age of visitors

The graph below shows the distribution of age groups that have visited TAGactive since the opening. There is a clear spike in the 9-12 age group, with this making up 37.8% of all visitors in total, and the under 16's group making up 68% of all visits. Of those aged over 16, the most frequent age group to visit is 29+, with this group making up 15.5% of all visitors but over half of all adult visitors. This aligns with this group bringing their children along to the facility and also taking part in the activity themselves.



Case study

Family Groups at Ninja Tag, Rhyl

SITE: Located within a Waterpark

LOCATION: Rhyl, Wales

TYPE OF TAG ACTIVE: Ninja Tag and Ninja Tag Junior for those <1.2m tall. Users play two sessions of twenty minutes each

USER GROUP: Children from the same family can access facilities that are appropriate to their age (and size) at one location

USE OF SITE: Families with participants of all ages



Why is this group important?

Family activities create a unique opportunity for families to bond and create shared memories. Still, these activities should not have to be bad for families' health, wallet or safety, and thus not be seen as a rare one-off treat.

These family tailored options present an opportunity for parents to give praise and encouragement for their child whilst the family can enjoy the short and long term health benefits of keeping active, which should be embedded into routine and positioned as necessity rather than luxury.

The family setting is important because, parents can pass down healthy habits down to their children, and the earlier this can occur, the more effective this can be. Parents and grandparents should be supported and motivated to ensure themselves that they are able to retain their fitness, in order to keep up with their children and grandchildren for the future. This group is also important as it is key to push towards achieving KPI's set out in the Government's Strategy for an Active Nation²⁶, that relate to participation in physical activity.

"The vision for SC2 was to provide a unique leisure destination for local families and the wider community. The inclusion of TAGactive ensured that we were offering something that was both physically challenging and fun that people would want to return to.

"Since opening SC2 in 2019 the attendances and feedback from our customers has surpassed our expectations. Its been great to see so many parents, and even a couple of grandparents, joining in with the kids."

Jamie Groves

Managing Director, Denbighshire Leisure Ltd

Conclusion

Together with the latest government strategies and the knowledge base of the benefits and barriers of family oriented exercise, tailored family physical activity provision can help grow the essential elements needed for healthier, happier families. Whilst the coronavirus pandemic and its knock-on effects have caused permanent changes to our world, the fundamentals of an enriching life have remained the same: good health and quality family time.

In addition, the development of Sport England's new 10 year strategy, and 'Positive Experiences for Children and Young People' as one of the 5 big issues is testament to the importance of providing activity provision now that can cater for families with children of all ages. Provision such as TAGactive facilities which cater for all abilities, help to drive the movement in addressing the social agenda at present by incorporating a model based on long-term sustainability. This is achieved through the gamification of the exercise activity, facilitating repeat visits as players can progress together as families.

This research hopes to empower decision makers to make long-term sustainable choices surrounding family physical activity provision, to create a future landscape with more family orientated physical activity opportunities.

"Families play a key role in shaping a child's behaviours and attitudes towards being active and it is vital that there are opportunities for families to take part and enjoy being active together.

"This report shows the clear benefits of providing accessible and sustainable activity options for families, providing inspiring and exciting environments for families to take part together, grow together and have fun together."

Jack Shakespeare
Director of Research, Policy and Communications, ukactive

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