



## **Young Brent Foundation wins National Lottery funding from Sport England to help families get active together**

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YOUNG BRENT FOUNDATION is celebrating after being awarded £402,385 of National Lottery funding from Sport England to help low income families in Brent get active with their children.

Four out of five primary school children do not get the recommended amount of daily exercise of 60 minutes a day and are missing out on the benefits it brings. Children from low income families are most likely to do very little physical activity.

Young Brent Foundation is one of the first projects to receive investment from a £40 million National Lottery funding pot that Sport England has dedicated to helping families get active together.

The fund is a key part of Sport England's focus on helping young people have an enjoyable experience of sport and physical activity so they develop a positive attitude towards being active at an early age and continue being active in later life.

Sport England are funding organisations that help families get active together, because parents and close family members can have a big impact on children's experiences. As well as giving children direct access to sporting opportunities, Sport England research shows that they are also significant role models in helping their children get active – because how a parent behaves impacts what a child sees as important.

Parents who are active themselves, and enjoy it, can encourage positive feelings about exercise and its value in their children. Yet many parents lack the skills or confidence to take part in sport with their children as they fear they cannot keep up. For example, if adults don't know how to swim or lack confidence on a bike, this has a knock-on impact on the activities they feel they can do as a family and how much they encourage children to take part.

Each of the funded projects will work to address this by building adults' confidence around getting active with their children, and by providing experiences for families that are enjoyable, convenient and low cost.

Young Brent Foundation is an infrastructure charity collaboratively working with over 100 locally rooted, youth voluntary organisations. As a membership charity, they assist organisations in supporting children and young people in

Brent access a range of exceptional services and activities, to enhance their social and emotional well-being, enrich their experience of life and make a positive contribution to society.

Young Brent Foundation provide small grant funding opportunities, encourage partnership working, facilitate consortia bids and assist members access fit for purpose venues and spaces.

**Sport England's Director of Children and Young People Jayne Molyneux said:**

“It’s not right that four in five children don’t get enough exercise and are missing out on the health benefits it brings. Just by seeing their parents being active, children can be inspired to do the same, and if they have an enjoyable experience they’re far more likely to continue as an adult.

“Parents have many demands on their time, and often lack the confidence to get active with their children. That’s why Sport England is working hard to make getting active with your children an easy choice. With this new National Lottery funding, 15 Members of Young Brent Foundation will be part of a co-designed ‘Fun Fit Family’ programme which will be delivered in the most deprived areas in Brent providing a range of opportunities for families to enjoy local, low cost and free activities to get them more active, both on their own and together.

Announcing this news at their annual members celebration event at Wembley Stadium, Mr Matthew Band, Chief Executive Officer of Young Brent Foundation said;

*“The Young Brent Foundation is delighted to receive this funding from Sport England on behalf of it’s Members and it will make a significant difference in the lives of children, young people and their families in Brent in helping them to enjoy physical activity and sport for many years to come”.*

**About Sport England**

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That’s why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.

For more information visit [www.youngbrentfoundation.org.uk](http://www.youngbrentfoundation.org.uk)  
Get in touch on 0208 912 5839 / [info@youngbrentfoundation.org.uk](mailto:info@youngbrentfoundation.org.uk)