



**LONDON SPORT
CONSULTANCY**

FunFit Families Programme Evaluation

October 2022



Young Brent
Foundation





Introduction



FunFit Families was a 12-week programme in Brent, funded by Sport England, which aimed to get families active together to create sustainable healthy habits.



London Sport hosted an online research community with programme participants, which garnered over 160 posts across the seven types of engagement facilitated. Additionally, London Sport analysed existing monitoring and evaluation data to sense check online community findings.



Research covered all stages of engagement on the programmes journey. Areas of specific focus included: existing activity levels, learned healthy behaviours, sustained participation levels, enjoyment levels, motivation and development of family relationships.






The challenge


Brent is one of the ten [most deprived](#) boroughs in London (IMD 2019), and also one of the [most inactive](#) (Sport England, Active Lives 2020/21).

We know that adults in the most deprived areas of London are [twice as likely](#), and children [three times as likely](#), to be inactive when compared to the least deprived areas, so the importance of the FunFit Families programme cannot be understated.


It was London Sport's role to help articulate the impact of the FunFit Families programme and back it up with robust evidence.



London Sport facilitated an [accessible](#) week-long [qualitative](#) online research community for 8 participating families, which took into account the [diverse](#) nature of the participants. This included [designing](#) and [facilitating](#) 7 online research activities



London Sport conducted a [quantitative](#) deep dive into Young Brent Foundations Substance data portal to consider the participant [journey](#) and [outcomes](#) linked to participation. This supported findings from the online research community to measure the [impact](#) of the programme and plug [evidence](#) gaps.



All findings were presented in a [designed slide deck](#) and shared with the client for use [promoting](#) the programme, feeding back to existing and potential [funders](#) as well as participating families. This could help the programme to [scale](#) and enable [more families](#) to be [active](#) together.



The outcome

London Sport evidenced the success of the programme with key findings that participants felt stronger familial bonds, had a renewed recognition of the importance of physical activity and now had the resources and confidence to maintain the habit of physical activity.

Testimonial

London Sport Consultancy were great to work with and understood what we wanted to achieve from this piece of work. The online community feedback was a creative way to find out the impact that FunFit Families has had on activity levels and family relationships



Jemima Morris
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Interested in working with London Sport?

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