

Active Leicester: Braunstone and Rowley Fields

Case Study: Active Family Sessions



- Activity sessions targeting the whole family
- Link with Children's Centre's & local schools
- Family Dance / Zumba & Family Multi-Sports delivered, as well as 'Pushchairs in the Park', summer activities & events
- Nearly 100 parents engaged, nearly 800 through put, with 50% attending additional project sessions
- Over 40 children engaged, over 400 throughput
- Support to breakdown barriers such as childcare, self-confidence & motivation

Although the project's main aim is to target residents aged 14+, we identified through consultation and feedback from local residents that a session that incorporated activities for the whole family was needed, mainly due to childcare being a barrier to participation, but also that parents wanted to do activity with their children. We therefore linked with the local Children's Centre as well as a number of local schools, to offer family sport and activity sessions. This included a family dance / zumba session that was held within one of the Braunstone Children's Centre's 'Stay and Play' sessions, which offers parents the opportunity to engage in a range of activities, such as arts and crafts and sensory play. We were very keen to add an activity element to the session and so, after speaking to the parents who attended, we introduced the dance / zumba element, as we needed something fun and active, but also something that was suitable for the venue and for a range of ages.



"The session is great as it helps me get fit and have fun with my children; it has given me a lot of ideas for fun sports that I can do with the kids in my own time. It really helps that it is on my doorstep as well. Being part of the project has also inspired me to start swimming lessons alongside my daughter."

Louise, local resident

This has led to strong partnership between our project and the Children's Centre; leading to additional sessions being delivered at the Rowley Fields centre, involvement in multiple events, summer activities and also the creation of 'Pushchairs in the Park', which offers local parents the opportunity to take part in circuit style activities which are suitable for parents with pushchairs.



We also wanted to ensure we offered something to residents with older children; and so we linked with 2 local primary schools located within a stones throw of the Braunstone Leisure centre to offer after school family multi-sports activities. The session was promoted at the schools and also within sessions delivered at the Children's Centres. Parents were informed strictly that the session was a 'family' session, and not just another after school multi-sport session for the children. At first, this was greeted with a little hesitancy from parents, as most had not taken part in any sort of sport since they were themselves at school.

However, our Activators were able to break down this perceived lack of confidence and were able to get them joining in all of the activities with their children.

"The ALBRF team have been a real inspiration to the parents that use the Children's Centre, as well as to the staff! Parents always give very positive comments about the staff and sessions. We have noticed a lot of parents have become much more active since taking part in the family sessions."

Angie, staff member @ Braunstone Children's Centre