

# Children & Young People Physical Activity Insights

Staffordshire • Stoke-on-Trent • East Staffordshire

Active Lives Children and Young People Survey 2024 -25



**91,000+** children and young people across Staffordshire are **not active enough**.  
More than half of local children are missing recommended activity levels.

**Not active enough = fairly active + less active**  
(Less than 60 minutes of moderate intensity activity each day on average)

## Staffordshire



## Stoke-on-Trent



## East Staffordshire

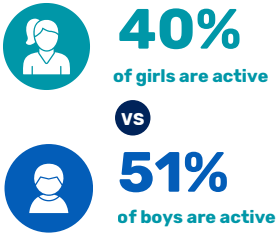


Source: Sport England, Active Lives Children and Young People Survey 2024 -25, Census 2021

## NOT EVERY CHILD HAS THE SAME CHANCE TO BE ACTIVE

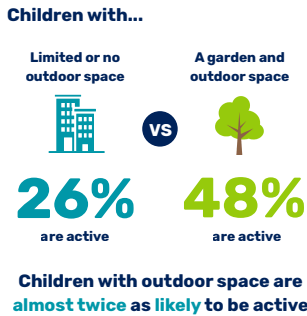
### GENDER GAP

Stoke-on-Trent



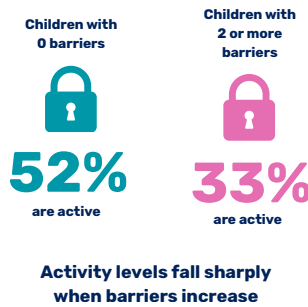
### OUTDOOR SPACE

Staffordshire



### BARRIERS ADD UP

Staffordshire



## WHO FACES MORE BARRIERS?

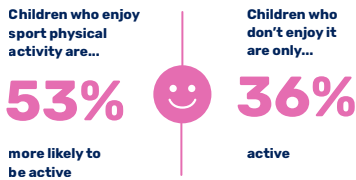
Staffordshire

- Children from lower income families are less likely to be active
- Children from ethnically diverse backgrounds are less likely to be active
- Children living in urban areas are less likely to be active

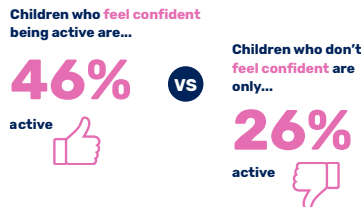
These differences show how inequalities impact activity levels.

## WHAT HELPS CHILDREN BE ACTIVE?

### ENJOYMENT MAKES A DIFFERENCE

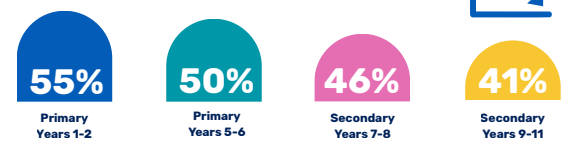


### CONFIDENCE COUNTS



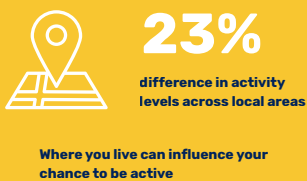
## ACTIVITY LEVELS CHANGE WITH AGE

Active children and young people (Average of 60+ minutes per day)

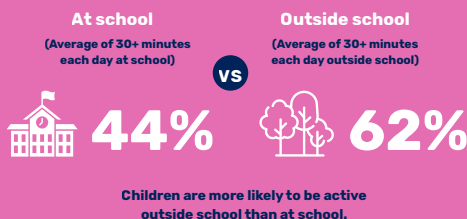


Activity levels are lowest among older teenagers, especially in Years 9-11.

## LOCAL DIFFERENCES



## MORE ACTIVE OUTSIDE SCHOOL



## WHY IT MATTERS

- Better mental well-being
  - More confidence
  - Stronger connections
  - Positive habits for life
- Being active helps shape healthier, happier futures.

Source: Sport England, Active Lives Children and Young People Survey 2024 -25, Census 2021

