

Get Hull Active

Hull's conversation with young people about physical activity

May 2025

SKETCHI.CO.UK

WHAT WE DID



MORE THAN
500 YOUNG
VOICES

many young people want to do more

HOW IT FEELS WHEN WE'RE ACTIVE

many young people surprised
at the broad range of activities that count.

young people know they
should participate in physical activity

Young people are
surprised to learn they should
be active for 60 mins/day

PERCEPTIONS OF PHYSICAL ACTIVITY

"We didn't realise
some of the effects of being active ...
like sleep, concentration,
learning and mental health"

WHERE YOUNG PEOPLE WANT TO TAKE PART

OUTDOORS

PARKS

LEISURE FACILITIES

POOLS

NEAR HOME

SCHOOL

COLLEGE

YOUTH CLUBS

WORRIED

UP-
LIFTED

BELONG

HAPPY

LESS
STRESSED

SUPPORTED

ENERGETIC

SELF
CONSCIOUS

FREE

FRUSTRATED

NOT GOOD
ENOUGH

"You feel accepted"

ACCORDING TO FEEDBACK AS PART OF THIS ENGAGEMENT...
MOST YOUNG PEOPLE IN HULL DO NOT MEET RECOMMENDED PHYSICAL ACTIVITY LEVELS*
*WHO GUIDELINE IS 60 MINUTE MODERATE-VIGOROUS PER DAY FOR 5-18 YEAR OLDS

YOUTH SEGMENTS

PHYSICAL ACTIVITY GROUPINGS OF YOUNG PEOPLE
BASED ON MOTIVATORS,
BARRIERS + EMOTIONS

31% RELUCTANT
34% OPEN
35% DEVELOP + MAINTAIN

BARRIERS

are varied + personal

"I'm not sporty"

"because of school
buses I can't stay
behind"

"Parks don't
feel safe"

"I don't like going out...
I make connections
online"

"I need to know
someone if I'm gonna go"

NO ENERGY

NO ONE TO GO WITH

COST

NO TIME

COMMITMENTS

WORRIED

ANXIETY

NO CONFIDENCE

BODY IMAGE

FAMILY

MENTAL HEALTH

COMPETITION

MOTIVATORS

HEALTH & FITNESS
FRIENDS
FUN

SKILLS DEVELOPMENT
& PERFORMANCE

"It helps to have
the opportunity
to start slow and
build up"

WHAT YOUNG PEOPLE WANT TO DO...

GYM

BELONG

SCOOTER

BE WITH FRIENDS

ICE SKATING

BE INFORMAL

FOOTBALL

RUGBY

WALK

FEEL
ACCEPTED

BMX

CYCLING

NETBALL

FEEL
HEALTHY

WALK THE DOG

"We want to be able to
dip in and out of activity...
commitment is difficult."

#GetHullActive

SPORT
ENGLAND

