

Get Hull Active

Hull's conversation with young people about physical activity

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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

LEISURE FACILITIES

POOLS

SCHOOL

COLLEGE

YOUTH CLUBS

WHERE WE ARE

"We don't want to travel far"

PARKS

MUST
EFFECT CHANGE
ACROSS
PEOPLE'S
EXPERIENCES

"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

VARIED + PERSONAL... BUT MANY SHARED MOTIVATORS?

MOTIVATORS

HEALTH & FITNESS
FUN
FRIENDS

SKILLS DEVELOPMENT & PERFORMANCE

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

WHAT YOUNG PEOPLE WANT TO DO...



ICE SKATING

BE INFORMAL



RUGBY



FOOTBALL

BE WITH FRIENDS



SCOOTER



CYCLING

FEEL ACCEPTED



NETBALL
FEEL HEALTHY

WALK THE DOG



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

#GetHullActive

