



The All-Party Parliamentary Group on a Fit and Healthy Childhood

Chair: Steve McCabe MP Co-Chair: Baroness Floella Benjamin OBE
Vice-Chairs: Ian Austin MP, Nic Dakin MP, Nigel Dodds MP, Julie Elliott MP, Diana Johnson MP, Lord McColl of Dulwich, Dr. Philippa Whitford MP, Adam Holloway MP, Chris Davies MP.

Formal details of the Group on the Parliamentary website are available at:
<http://www.publications.parliament.uk/pa/cm/csmallparty/150929/fit-and-healthy-childhood.htm>

THE PRIMARY PE AND SPORT PREMIUM REPORT - Impact Assessment of media launch on 18/2/19 as at 23/2/19

(Report Sponsors: University of Winchester, Sheffield Hallam University and Kingston University. Lead Author and Media Lead: Helen Clark, APPG Secretariat)

The report and associated press release were published on Monday 18th February 2019. The launch was brought forward following a *Today Programme* item the preceding week that trailed the 'imminent' announcement of the Government's own strategy.

A Parliamentary launch will take place at an APPG meeting on March 13, which will be attended by **Steve Brine MP (Parliamentary Under-Secretary for Public Health and Primary Care)**.

National Media Coverage

Prominence in a national outlet can set the tone for all the important secondary coverage and in this case, the report was featured substantially by:

- **The Times:**
<https://www.thetimes.co.uk/article/call-for-legal-right-to-75-minute-school-break-98vz5t7sj>
- **The Times** – Letter, James Opie - letter to the editor in support of the break time extension recommendation highlighted in the original article
- **The Guardian:**
https://www.theguardian.com/lifeandstyle/shortcuts/2019/feb/19/should-every-worker-have-75-minute-lunch-break?CMP=Share_AndroidApp-Tweet
- **The Daily Mirror:**
<https://www.mirror.co.uk/news/politics/schoolkids-should-legal-right-75-14022528>
- **The Times Educational Supplement:** Request has been made for an interview with Dr. Vicky Randall (University of Winchester, report

co-sponsor) in connection with a possible article on the recommendations made within the report

- **Talk Radio:** Potential interview conducted by **Eamonn Holmes** with our APPG Chair, Steve McCabe MP.
- **BBC News 14/05/21** – a news report on the lack of accountability of the Primary PE and Sport Premium featured our report as evidence <https://t.co/fK9P3hrKX8?amp=1>

Other Media Coverage

- **The Eastern Daily Press:**
<https://www.edp24.co.uk/news/education/children-school-break-time-law-appg-recommendation-1-5897905>
- **University of Winchester Press Office and Website:**
<https://www.winchester.ac.uk/news-and-events/press-centre/media-articles/physical-education-should-be-valued-for-its-educational-worth-argues-new-report-on-the-funding-of-physical-education-in-primary-schools.php>
- **Sheffield Chamber of Commerce and Industry**
- **Schools Week:** <https://schoolweek.co.uk/take-pe-and-sports-premium-cash-off-schools-that-mispend-it-urges-new-report>
- **Breeze Winchester Radio:** the Breeze News bulletins at 2pm, 3pm, 4pm, 5pm, 6pm and 7pm on Monday 18th February 2019
- **Podcast Interview at PE Umbrella:** agreed between Ryan Ellis and Dr. Vicky Randall (University of Winchester)
- **Kingston University:**
<https://www.kingston.ac.uk/news/article/2159/18-feb-2019-new-parliamentary-report-could-help-tackle-national-childhood-obesity-crisis-kingston-university-expert-says/>
- **Big Stamp:** <https://sheffield.bigstamp.uk/academics-call-on-government-to-continue-olympic-legacy-funding-for-primary-school-pe/>
- **SportsPE:** <http://www.sportspe.org.uk/industry-news/Child-Obesity-Strategy>
- **The Association for Physical Education:**
<http://www.afpe.org.uk/physical-education/category/news-and-events/>
- **The Youth Sport Trust:** <https://www.youthsporttrust.org/PE-sport-premium>
- **Active Matters website:**
<https://www.activematters.org/news/1051/102/The-Primary-PE-And-Sport-Premium-Report-2019/d.general/>

It is likely that the above (generated in publication week) will be followed in later days and months by mentions in specialist/academic journals and online media.

Social Media Impact

The **@fchappg Twitter** handle has been used actively since October 2017, sharing material connected to the APPG's remit of child health and wellbeing and advancing awareness of the APPG's own evidence-based reports.

As of 22/2/2019, **The Primary PE and Sport Premium** report has received a total of 166 engagements from the initial tweet on 18th February, 2019. Additional tweets relating to media coverage have also been popular on the **@fchappg** handle with the **DfE BlogSpot** (detail below) gaining 37 engagements and the **Daily Mirror** coverage securing 55 engagements.

Comments on **Twitter** have included:

'Excellent, excellent report'

'Fantastic report'

'Great to see the value of qualified teachers being the ones who teach PE being made LOUD and CLEAR here!'

Other comments on the **Twitter** page have underlined the need for debate on the issues relating to teacher education and outsourcing.

In total, **The Primary PE and Sport Premium** report has seen nearly an 8 fold increase in **Twitter** activity (to 258 interactions). In addition, extensive engagement has been received by key stakeholders in academia, PE, Sport, Physical Activity and play on the following @handles:

@VicksRandall82

@_UoWNews

@Greg_Dyer

@big_stamp

@kiwiinsheffield

@sheffieldhallamuni

@SchoolsWeek

@educationgovuk

@MattersActive

@afPE_PE

@LOvePECPD

@YouthSPortTrust

@AnnaChalkley

@neil_play

@MattColdrey

@RyanSporting

@ImSporting

@kueducation

@PE_Primary_LTD

@JShakespeare

@allieroehampton

@takeyourmarksed

@OTMVE

Government Departments

Following publication and initial media coverage by **The Times**, **The Department for Education** featured the report via a link and a news item in its own media blog: <https://dfemedia.blog.gov.uk/2019/02/19/education-in-the-media-Tuesday-19-february-2019>.

Prior to publication, Dr. Vicky Randall (University of Winchester) had held preliminary discussions via email and telephone with **Celia Kavanagh (PE& Sport, Department for Education)** and **Kerida Allaway (DfE, leading on the Primary PE and Sport Premium)**. Dr. Randall had also met with **Steve Brine MP (Parliamentary Under-Secretary for Public Health and Primary Care)** about the report's main themes and the Minister has agreed to address the APPG at the Parliamentary on March 13th dependent, of course, on unforeseen Ministerial commitments.

Higher Education Institutions

A notable and defining feature of the Working Group for this report has been a substantial contribution from academic institutions. Seven Higher Education academic institutions engaged in its writing and shaping. This has demonstrated the important role of Higher Education in engaging with the APPG to promote evidence-based research.

The benefits of strengthening the collaboration between the APPG and Higher Education have been:

- Drawing upon an existing body of academic research on the topic under discussion. Universities in particular have open access to publications which are not readily available to non-academic members. This has ensured systematic analysis of the evidence
- Using the credibility of academic peer-reviewed researchers, cited in the Working Group
- Receiving written contributions from academics who are regularly writing in spaces of education, health or childhood and are therefore able to write to tight deadlines
- Supporting the dissemination of academics' research to a public and political audience (which benefit institutions through the 'impact' agenda of the Research Excellence Framework and Knowledge Exchange Framework)
- Coverage and dissemination of the APPG report to academic and student audiences to increase report circulation and the instances of the reports being referenced/cited in future papers and journals
- For Higher Education sponsors to use their existing media and communication teams to promote coverage of the report to local and regional media channels.

Links to all APPG reports follow.

| No | Report Title | Date |
|----|---|---------------|
| 13 | The Primary and PE Sport Report The Press Release | February 2019 |
| 12 | Children's Mental Health beyond the Green Paper: the role of Practice Based Evidence The Press Release | January 2019 |
| 11 | The Role of Marketing in Promoting a Fit and Healthy Childhood | November 2018 |
| 10 | Mental Health in Childhood | June 2018 |
| 9 | The Impact of Social and Economic Inequalities on Children's Health | March 2018 |
| 8 | Physical Activity in Early Childhood | October 2017 |
| 7 | Maternal Obesity | June 2017 |
| 6 | Physical Education | October 2016 |
| 5 | Critique on the National Obesity Framework | January 2016 |
| 4 | Play | October 2015 |
| 3 | Food in Schools and the Teaching of Food | June 2015 |
| 2 | The Early Years | February 2015 |
| 1 | Healthy Patterns for Healthy Families: Clearing the Hurdles to a Healthy Family | October 2014 |