

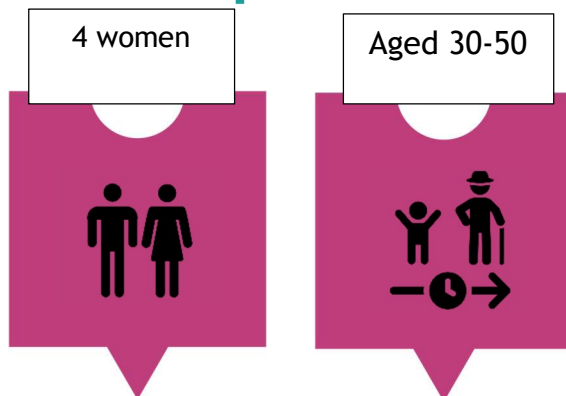
KEY FINDINGS FROM THE TaAF EVALUATION:

Virtual Mile

What did we do?

Between 2020 and 2021, we talked with participants in the Virtual Mile programme about their relationships with physical activity and key events in their lives. In May 2020, the primary school cross-country championships were due to be held; however, this was postponed due to the COVID-19 pandemic and, instead, the organisers decided to host a virtual mile competition in which children and their families could participate. Participants took part in interviews held at two time-points, five months apart, though one participant only had their first interview. This document presents the key findings.

Who took part?



What did we find?

- Participants in this cohort described themselves as being from active families.
- They often found out about the Virtual Mile through social media or word of mouth between parents.
- Participants talked about wanting to take part in the Virtual Mile for their children, for the school, and to support the event.
- It didn't feel like a big ask or commitment. It fitted into what many families were already doing in their daily lives.
- Doing the Virtual Mile gave participants a boost. It gave them something they felt they were missing due to the COVID-19 pandemic as clubs and sports facilities were closed.
- Participants described the Virtual Mile as an inclusive event, in which the whole family could

take part.

- It did inspire changes and encouraged people to do more physical activity and try new virtual activities.
- It was important to participants that they knew the organiser and already had a relationship with him.

“I suppose it’s all part of that [...] pride in your school and [...] possibly winning”

“it really did boost me, I felt like I’d achieved something that day [...] it really did make you feel good.”

“I can’t praise it enough, it was fantastic [...] it was just really inclusive for everybody to be able to get involved”

“I know [the Virtual Mile organiser is] linked to a lot of the schools so [...] my children have done lots of activities with him outside of school”

Future working...

We would like to thank everyone who shared their life stories with us and made this research possible. We hope this inspires further conversations about the relationships between people’s lives and physical activity.

If you would like more information about this study please contact Sandra
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