CASE STUDY: THE LEARN-2-LIVE WELL FUND

The quest to tackle childhood obesity in Cambridgeshire.

WHY?

In Cambridgeshire, rates of overweight and obesity rise sharply between ages 5 and 11. For example, from 14.4% to 31% in Cambridge City. Physical activity levels are also low in some districts, with Year 6 obesity rates increasing significantly since 2015/16, particularly in Fenland. In response, the Cambridgeshire Public Health Team, supported by Living Sport, launched the Learn-2-Live Well (L2LW) fund.

OUR ROLE

Living Sport invited Cambridgeshire primary schools to apply for grants of up to £10,000 to improve healthy eating, physical activity, and wellbeing. Working with local activity and nutrition providers, and informed by pupil voice, we created a guidance brochure and funded 98 schools - 59% with top-priority markers. Projects ranged from gardening and sports experiences to cooking workshops, playground upgrades, oral health education, and active travel initiatives.

> *I used to sit and talk to friends, now the Moki bands have definitely made me want to play more running games with more children!* - Year 5 Child

> *The Roots2Food workshop has encouraged me to cook different recipes with my dad* - (Year 6 Child)

IMPACT

- **Average levels of inactivity dropped from 45% to 20% following participation.**
- **74% of schools reported a positive change in healthy eating behaviour**

Improvements were driven by initiatives such as playground upgrades, gardening, and sensory circuits. All schools are continuing some or all of their projects, demonstrating strong commitment to sustainability. While progress in healthy eating was slower, wellbeing benefits were clear, and schools' creativity and passion remained evident despite time and resource challenges.

There is no one-size-fits-all solution to obesity. This flexible, pupil-informed grant allowed schools to tailor physical activity and healthy eating initiatives to their needs, supporting sustainable behaviour change.

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Get in touch:
www.living-better.org.uk
info@living-better.org.uk