



Sir Mo Farah

**National School Sport Champion,
Youth Sport Trust**

Rt Hon Sir Keir Starmer MP

Prime Minister

10 Downing Street

London, SW1A 0AA

Wednesday 20 November 2024

Dear Prime Minister,

As athletes, it has been an enormous privilege to represent our country on the global stage.

We compete in different events but are united in our belief that beyond the sporting field, we want our legacy to be for every child in the UK to have an active start in life.

Through greater physical activity in childhood, we can break down barriers to opportunity and create the healthiest and happiest generation of children ever in Britain.

Today is World Children's Day, a day when the world unites to celebrate the UN's Convention on the Rights of a Child. Fundamental rights it enshrines include the rights to health and play.

In the UK, far too many children are not accessing these rights through no fault of their own.

Whether it's the mental health crisis, rising obesity levels, increasing loneliness or excessive exposure to screens and digital trauma, this generation risks failing to achieve their full potential.

Now is the time to put children first.

We know the power of play and sport to change lives. By getting more children active in the early years and at every stage of childhood, we can improve physical, mental and social wellbeing and community cohesion, reduce the burden on the NHS and generate better engagement in school with positive impact on learning and development.

We are calling for your government to take action and bring forward a new national plan to guarantee every child daily opportunities to be physically active. We want to see:

- Increased physical activity in early years; by ensuring early years providers are able to support physical development so all children are healthy movers before starting school
- Greater physical activity in schools, including through increased access to sport and by re-imagining the world-leading school sport partnership network which thrived under the last Labour government
- Cultural change targeting activity towards those whose participation is held back by systemic barriers, embracing youth voice and social action in and through sport

Together, this can deliver change for our country's children.

Not only can this help develop the next generation of medallists but more importantly, it will unlock the power of play and sport to improve young lives.

Yours sincerely,

Sir Mo Farah

National School Sport Champion, Youth Sport Trust

Hannah Cockcroft OBE

Inclusion Champion, Youth Sport Trust

Georgia Bell

Nathan Maguire

Dame Sarah Storey

Bianca Williams, Athlete Mentor,

Youth Sport Trust

Keely Hodgkinson

Adam Peaty OBE

Max Whitlock OBE

