

Project Plan: Mayor's Golden Kilometre



Key Partners

Barnet Partnership for School Sport (BPSS)
London Borough Barnet Council (LBB)
Public Health Barnet (PHB)
Saracens Sport Foundation (SSF)
England Athletics (EA)
Middlesex University (MU)

According to London Sport only 24% of boys and 16% of girls in London meet recommendations for physical activity. Growing evidence shows that increased physical activity and improved fitness levels in school children is associated with better academic success and improved classroom behaviour. Changing the behaviour of children and making daily activity the norm will help keep them active for life. The exciting news that the DCMS sport strategy will be focusing in part on physical activity levels for children as young as 5 reinforces the need to focus on increasing children's physical activity.

Project Aim

To encourage the Borough's primary schools to increase the physical activity levels of their pupils and help create an 'active habit' by taking part in daily km run/jog.

Taking part in the challenge

Schools will be encouraged to support their pupils to walk, jog or run 1 km during every school day in addition to the school's curriculum activity. The school will be required to map out an area one kilometre preferably in their nearest park or open space, if this is a problem then the route can be mapped within the school grounds. Schools will be encouraged to have the whole school take part, however are free to decide if they would like all pupils to take part or select specific year groups.

- Children should be encouraged to run where appropriate but they can also walk during the km.
- The daily activity works best when the teacher is able to choose the best time to take part. This may be at a scheduled time or when the teacher feels the mood is right.
- It needs to be daily to ensure that the children gain the full benefits from the activity
- Children don't need to change to take part (except into trainers)
- The activity needs to be outside (weather permitting)

It is important that the children and staff at the schools feel that they own the daily kilometre and can shape it how they wish.

The school will be required to:

- Coordinate the daily activity for all children within the school taking part in the project (outside of PE).
- Ensure this happens every day for the duration of the project.
- Complete required pre and post data collection.
- Complete a daily register of the pupils taking part in the km.
- Provide feedback at the end of the project.
- Explore ways to continue the project past the initial term of activity.

The school will receive:

- Support from SSF and EA to design their route for children to use.
- Case studies from previously delivered project's and information on other initiatives the schools can get involved in i.e. National Walk to School Week, Get Set for Rio etc. as well as suggestions / examples around how schools can make the project fun i.e. incorporate culture, map out a route with pupils maybe as a maths project, encourage pupils to keep a walk diary etc.
- Support from EA and SSF with how to continue delivery after the project has finished as well as advice on exit routes to other activities taking place in the borough.
- Certificates provided upon completion of the project, with the winning school receiving recognition at the BPSS annual awards. Pupils from additional participating schools will also be invited to a Mayors Tea Party to celebrate their achievements.

Monitoring and Evaluation (M&E)

Collect information during the project to help understand the benefits of daily exercise for school pupils.

1. Pre and post data collection (see details below).
2. Daily register marking who took part in the activity that day.

There are two parts to the proposed data collection

1. All schools (whole group)
2. A small number of target schools to collect more in-depth data to evaluate the success of the initiative in more detail. They will be selected on a first come first serve basis.

Whole group data analysis

This will rely on self-reporting of data from the teachers/teaching assistants to complete a spreadsheet and securely send it to Saracens staff who will ensure anonymity prior to analysis.

The measures below will be recorded on week 1 (pre measurements) and the same measurements will be recorded on week 6 (post measurements). At no point will data be disclosed to any pupils.

- o DOB
- o Height
- o Mass
- o Time 1km
- o Waist circumference

The 1km time can be used as a motivational tool for schools and/or pupils.

Target schools (in depth)

Year 2 & year 4 will be targeted at two schools to allow for follow up the year after to identify any long term affects from the initiative. An Accelerometer is to be fitted by Middlesex University staff /dissertation students. The children will wear it for seven days/one week and then return it to their teacher which will be passed on to Middlesex University staff for analysis.

A coding system will be used to identify the data to ensure confidentiality. The accelerometers will be worn at week 1 and week 13.

Data to be collected is

- o DOB
- o Height
- o Mass
- o Time 1km
- o Waist circumference
- o Bio impedance Body Fat %
- o VO₂ max measure (550m timed run/walk (Hamlin et al., 2014))

Middlesex University are looking into a teacher led behavioural/engagement measure that is simple and valid. Support for data collection (+staff) will be provided by Saracens and Middlesex University.

Sustaining Activity

Schools will be encouraged to plan for the daily activity to continue after the initial term of activity has been delivered. Schools will also be asked to find ways to involve family members to help to ensure that this becomes routine for the children and that activity becomes part of their everyday life. Supporting information will be provided in the leaflet given to the schools and it may also be possible for BPSS to include updates in their newsletters. As an incentive to continue the project and increase activity levels beyond the school gates each participating school will be provided with pedometers (enough for a class). The number of steps recorded on the pedometers will not be included within the M&E and schools are welcome to distribute as they see fit. Schools are encouraged to incorporate these within their active travel plans.

The Prize

At the end of the initial term of activity the schools will be asked to submit a case study about the project. The winning school will receive recognition at the BPSS annual awards. Pupils from additional participating schools will also be invited to a Mayors Tea Party to celebrate their achievements.

What	How	Who	Measurement	When
Planning and Engagement				
Agree roles within the project.	AP Meeting	PHB, LBB, BPSS, SSF	Roles agreed	December
Select and agree priority schools to target within pilot group (looking at school facilities and position of school).	AP Meeting	PHB, LBB, BPSS, SSF	Schools agreed	December
Agree monitoring and evaluation with Middlesex University.	SSF to email/ talk with MU	SSF, MU	Middlesex engaged and M&E tool established	Early January
Finalise info pack for schools and leaflet	Meeting EA have agreed to fund the flyer as long as it has the London Athletics symbol on it and all data for 11 year olds is captured and shared.	PHB, LBB, BPSS, SSF	Pack and leaflet developed agreed by partners. Leaflet funded by EA.	Pack - January Leaflet - March
Promote project and encourage schools to sign up.	EN and SS to attend BPSS Subject Leaders meeting 26 th January to announce project BPSS to circulate to schools. PHB to raise at meetings with priority schools and continue with follow up emails to encourage engagement.	SSF, BPSS, PHB	Number of schools engaged in the project.	January
Monitoring and Evaluation				
Schools collect required data prior to the start of the project	Email sent to all participating head of departments.	MU, SSF	Schools collecting data and supported to do so	From 22 nd February
Work with schools on planning for delivery of the daily KM and M&E.	SSF to contact schools by email offering assistance.	SSF, BPSS	Schools plan delivery and M&E with support	From February
Marketing and Communications				
Launch project – host tea with the Mayor for pilot project schools and ensure media coverage.	PHB and LBB to organise Tea with Mayor for pilot project and arrange media coverage.	PHB, LBB	Pilot schools attend event and good press coverage.	24 th February
Announce the launch of the challenge through a press release.	LBB to circulate press release.	LBB (CW) PHB (DB)	Partners aware of the challenge.	February
Update on the progress of the project – using National Walk to School week as a call to action.	LBB to circulate press release	LBB (CW), PHB (DB)	Awareness of the programme raised and key messages re: walk to school week communicated	May
Announce the outcome of the project and winners in a press release.	LBB to circulate project outcomes press	SSF, LBB, PHB	Success of the programme	September

	release.	(EN/CW,DB)	highlighted and media interest attained.	
Recruitment and Delivery				
Continue recruiting schools into the project.	All partners to push information sheet. PHB to go into schools.	PHB, LBB, BPSS, SSF, MU	Increased number of schools recruited	From January
Hand over programme to schools to deliver (support where required with delivery and collection of M&E for group 1 schools).	Schools will facilitate 15 minutes of daily activity.	School	Number of schools commencing activity.	From 22 nd February
Distribute pedometers	Pedometers distributed	LBB (AH)	Schools using pedometers to help make the programme sustainable (followed up at subsequent intervals – see below) and incorporate in to active travel plans	From March
Commence recruitment of Autumn term 2016 cohort of schools (not involved in current round) using progress / success of the project as an incentive.	Contact schools to encourage sign up	TBA at April meeting to ensure effective comms.	Number of schools signed up for Autumn 2016 term	May/June onwards
Monitoring and Evaluation				
Schools to collect required data post project (as above)	Email sent to all participating head of departments.	MU, SSF	Schools collecting data with support	From 4 th May
Contact schools to collect register information collected throughout the initial 6 weeks of the project, post project data and their case study information.	Email sent to all participating head of departments.	MU, SSF	Schools submit all data for analysis.	By 21 st July
Choose the winning school who will recognised at BPSS awards. Additional pupils from other participating schools will join the winning school to attend tea with the Mayor.	Group meeting with MDX presenting results and case studies evaluated to choose winning school.	ALL	Winning school selected ad schools informed	September
Arrange a focus group to discuss project/ lessons learnt and M&E.	Group to discuss project and lessons learned to fine tune Autumn term cohort delivery	All	Focus group held and project refined for Autumn term delivery	September
Phase Two				
Winning school attend BPSS awards.	Awards ceremony hosted by BPSS and school in attendance	SSF, BPSS	School rep attends event	September (TBC)
Close of programme – give out certificates (and information about exit routes into other activities within the borough).	Certificates delivered / posted to schools engaged – presentation in assemblies.	School	Successful programme delivered and goody bags funded.	May
Winning school additional pupils from other schools to meet the Mayor for afternoon tea covered by local press.	SSF to co-ordinate the day with the help of partners and ensure local press are informed of the event.	ALL	Pupils in attendance	September / October
Schools adapt sessions from lessons learnt and continue to deliver daily activity.		Schools	Number of schools who continue to deliver activity.	Various dates

Follow up with schools at 6 and 12 months to gather information about any continued activity.	SFF	Schools can evidence continued activity and benefits are realised.	6 months after initial term. 12 months after initial term.
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