Sports and Physical Activity Provision
for Children and Young People Conference

Outsourcing high quality physical activity

Graham Morgan
Evolve: A Social Impact Company

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PROJECT HERO
HEALTH ENGAGEMENT
REAL OUTCOMES

Role of Physical Activity

1. Education, Health and Sport
2. The need for change
3. A new approach
4. Case study to stimulate debate

Serial Innovator, pragmatist

- Footballer and Football Coach
- Graduate PE Teacher
- Head of Sports Development
- Sports Marketing - adidas
- Grassroots/school sports
- Entrepreneur
- Social Entrepreneur
- Father and Grandfather

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Wide perspective

- Education Sector
- Public Sector - Council
- Private Sector
  - adidas
- Governing Body - FA
- Social Enterprise - Evolve SI
- Nationally and Internationally

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Do we care enough about the future health, happiness and quality of life of our children and our grandchildren?

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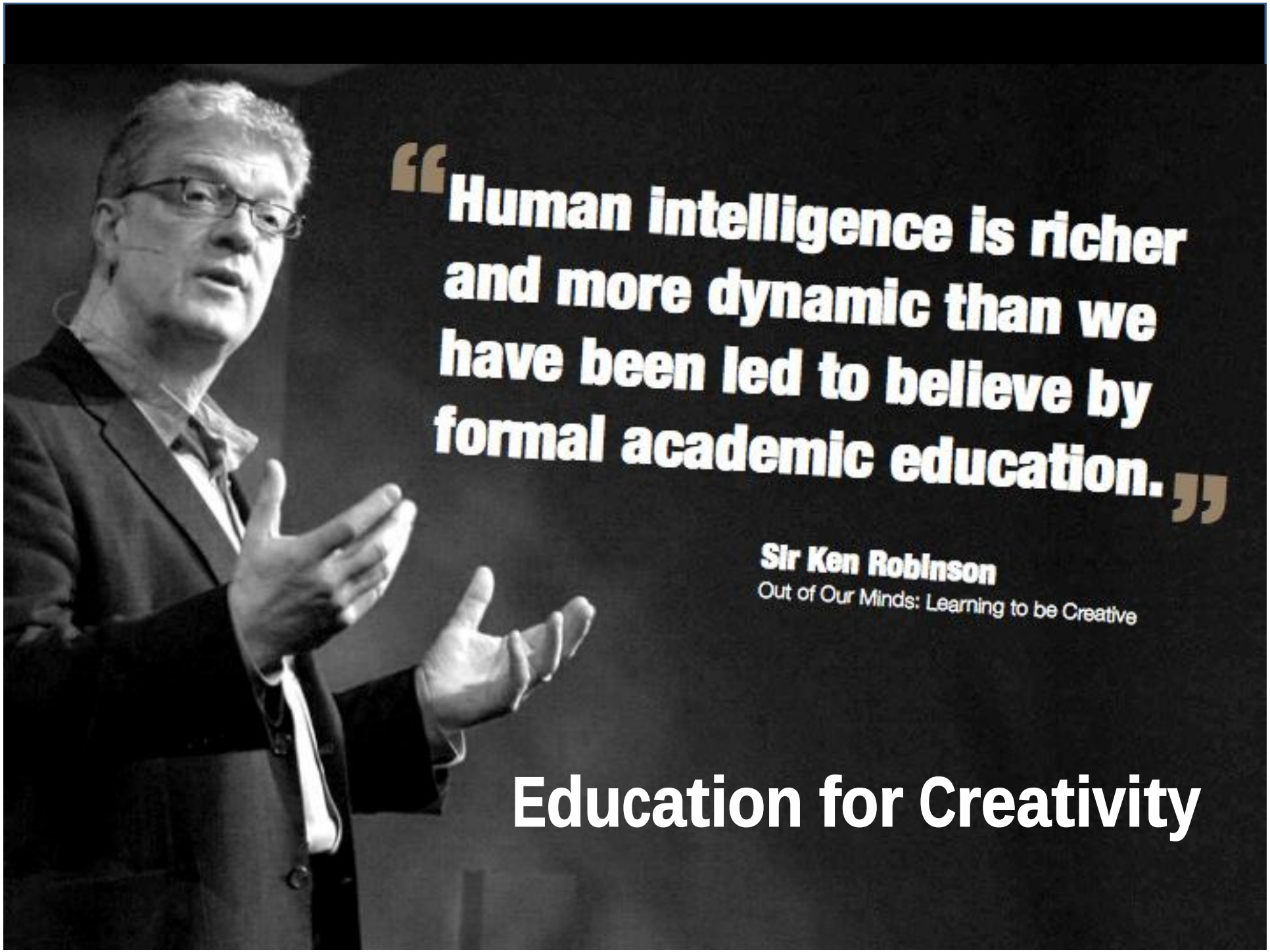
EDUCATION should show priorities

Education = Academic Qualifications for a job


"Human intelligence is richer and more dynamic than we have been led to believe by formal academic education."
Sir Ken Robinson
Out of Our Minds: Learning to be Creative
Education for Creativity

HOW we teach
is as important as
WHAT we teach.

Physicality can
benefit

Education,

Health and

Sport

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Physicality?

Physical Engagement

Active Learning

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EDUCATION approach

“I hear and I forget
I see and I remember
I do and I understand”
Confucius

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The HEALTH agenda

Sir Liam Donaldson
Chief Medical Officer
2009 Report

“By 2050,
90% of today's children
will be
overweight or obese”

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Damaged
lives

Inactivity amongst children

"Children's fitness
is declining by 9 per cent a decade and
carries a greater threat
to the health of future generations
than growing obesity"

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Evolution over last 60 years

Ancient physiology

Famine

Plenty

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Lack of exercise

"The costs to health and the economy from a lack of exercise are greater than those caused by alcohol abuse, smoking and obesity because of the number of people affected"

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“Inactivity pervades the country, being physically active is crucial to good health. If a medication existed that had a similar effect on preventing disease, it would be hailed as a miracle cure.”

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Relevant fact

- Government polic
- Sport Engl Clubs
- Nat
-
- E
- Ho d children themselves
- 2012 gacy

FAILED

purpose

A
question of
SPORT

PE and Sport in schools

- Much PR, Propaganda - not enough Participation
- No more “Insanity Planning” - we must stop clinging to what has failed in the past
- Support headteachers and schools more
- Listen to new ideas from new areas
- Adopt a pragmatic approach to content
- Partner with external specialist support

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New trade association

COMPASS

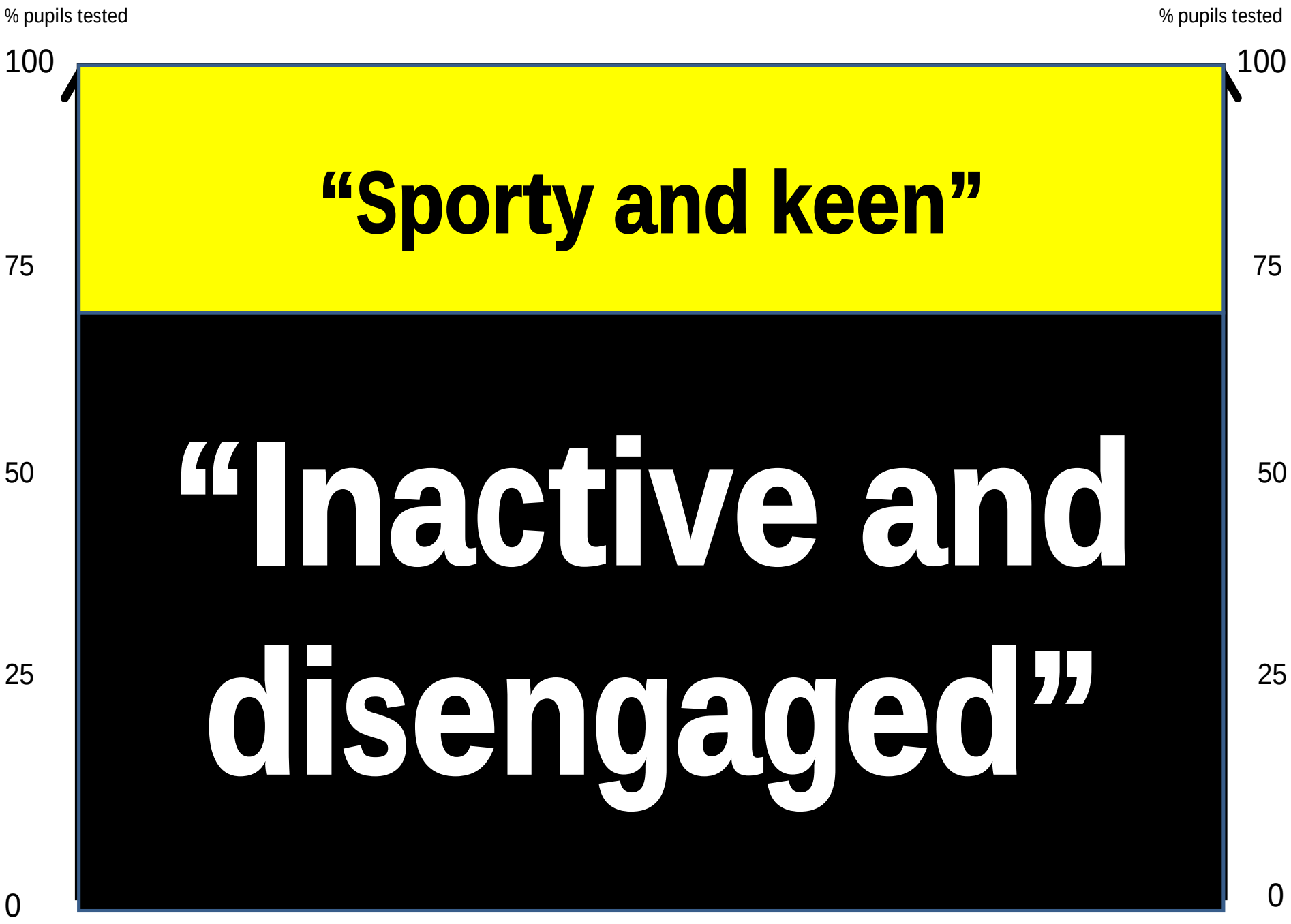
Community of Providers
of Physical Activity & Sports

Aim to set professional, fit for purpose standards and work with relevant stakeholders

DCMS: Getting a sporting habit for life

- Increase sporting competition in schools
- More school and sports club links
- Closer work with National Governing Bodies
- Better facilities
- Opening up of provision in the Community

The need for **CHANGE**


% pupils tested
% pupils tested
100
75
50
25
0
100
75
50
25
0
“Sporty and keen”
“Inactive and disengaged”

The inactive, disengaged children must become our top priority

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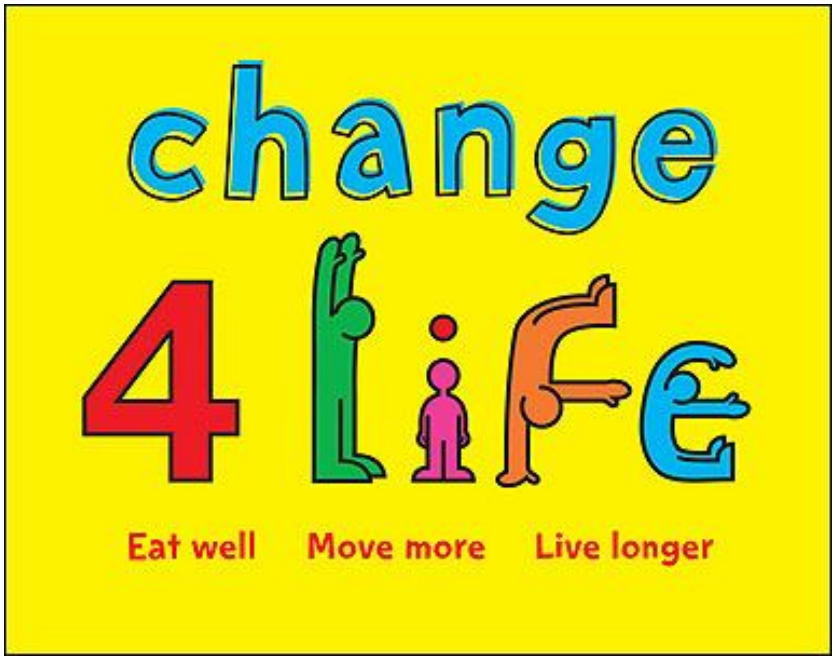
A NEW APPROACH



Developing active lifestyles must become a priority

Our Education system should be geared up for this outcome

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Primary schools are the coalface as behaviour patterns are established by the age of 11

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Priority for PE in primary schools

Physical Literacy

before

Sports participation

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What is needed

- Acceptance that we need a radical new approach
  - change in the power base
- Pragmatic PE to develop Physical Literacy
  - Impacting Education, Health and Sport
- Embrace partnerships with external providers
- More compelling, impactful inclusive delivery
  - Vocational training not just NGB coaching awards

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Pragmatic PE to make an impact

Develop and build Physical Literacy
Establish regular physical activity
Introduce and develop interest in sports

Active movement:
beating hearts,
working muscles,
sweating bodies
smiling faces

Develop attention,
balance, coordination.
Individuals: Gymnastics
and
Dance before sports

Progress Checks:

Fitness and Skills

Partnerships

- Change of Government
- YST have lost some of its support and funding
- Headteachers have more control and choice
- External providers are upping their game
- Long term partnerships needed to build positive ongoing relationships with schools
- Heads and partners to CO-SOURCE bespoke solutions for individual schools and their pupils

Compelling and inclusive methodology

- All children are more important than any sport
- As Educators we must look to develop children before we try to develop sport
- Activity Leadership, Physical Engagement and Active Learning are needed
- Specialist and relevant Vocational Training – not just NGB coaching awards

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A
Case Study

New paradigm for Physical Activity

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HEALTH ENGAGEMENT REAL OUTCOMES

"Health by Stealth"

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Project HERO

- Innovative preventative intervention
- To combat rising levels of inactivity and obesity amongst children
- Adopting Physical Engagement and Active learning
- Delivered by specially recruited and trained Health Mentors
- Working in close partnership with Headteachers for a bespoke delivery in their schools

Positive male role models needed

- Over 90% of primary school teachers are female
- Over 95% of assistant teaching staff in primary schools are female
- The majority of one parent families are mums
- Too many young children grow up with no positive role model in their lives – and those seen on TV from sport are often questionable

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Female headteacher's insight

"Who really expects me,

a middle aged woman in a cardigan,

to inspire and lead young children

into becoming active and sporty?

I can talk the talk

but I can hardly walk the walk."

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Health Mentors

A

totally

new dimension

to school staffing

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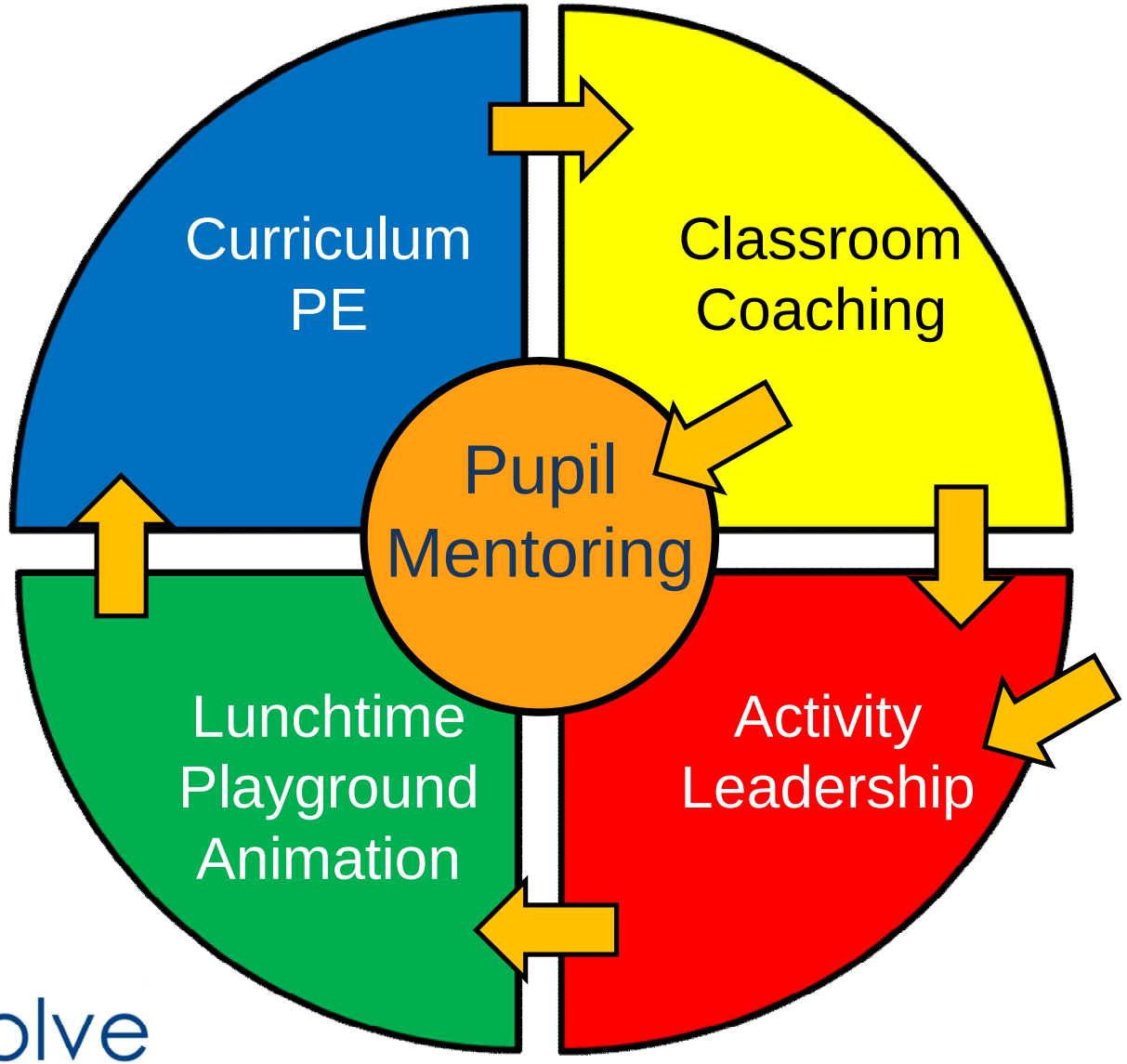
Primary School Health Mentor Role



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Lister Primary School, Bradford

[redacted]

June 2011

What have we learned?

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About Health Mentors

Headteachers' testimonials

"All evolve staff are enthusiastic, well trained and act as great role models for our pupils."

P. Hargrave, Head Teacher - Broughton Junior School

"I would recommend Health Mentors unreservedly to other schools"

R. Haselgrove, Head Teacher – Chad Vale Primary School

"It is early days but our Health Mentor has already created a great atmosphere with the groups he is working with – our children are positively engaged with his activities."

Stuart Plaskitt – Headteacher Woodseats Primary School

"Our Health Mentor is like a full time member of my staff without the financial restraints that it might put on me." **J. Edwards, Head Teacher –St. George's CE School**

More about Health Mentors

OFSTED FEEDBACK

"The Health Mentors are a key element in the school's provision, not only in providing a **high quality** of basic care for pupils whose circumstances make them **vulnerable**, but also in promoting basic **literacy** and **numeracy** skills through individual support and **providing positive role models in promoting a healthy lifestyle**.

As a result, **the pupils feel safe** and know that there is always someone who will listen."

OFSTED report on St George's CE Primary School, March 2011

Benefits to schools

Attendance

Attainment

Behaviour

Happier children

Healthier children

Confidence

Self esteem

Social cohesion

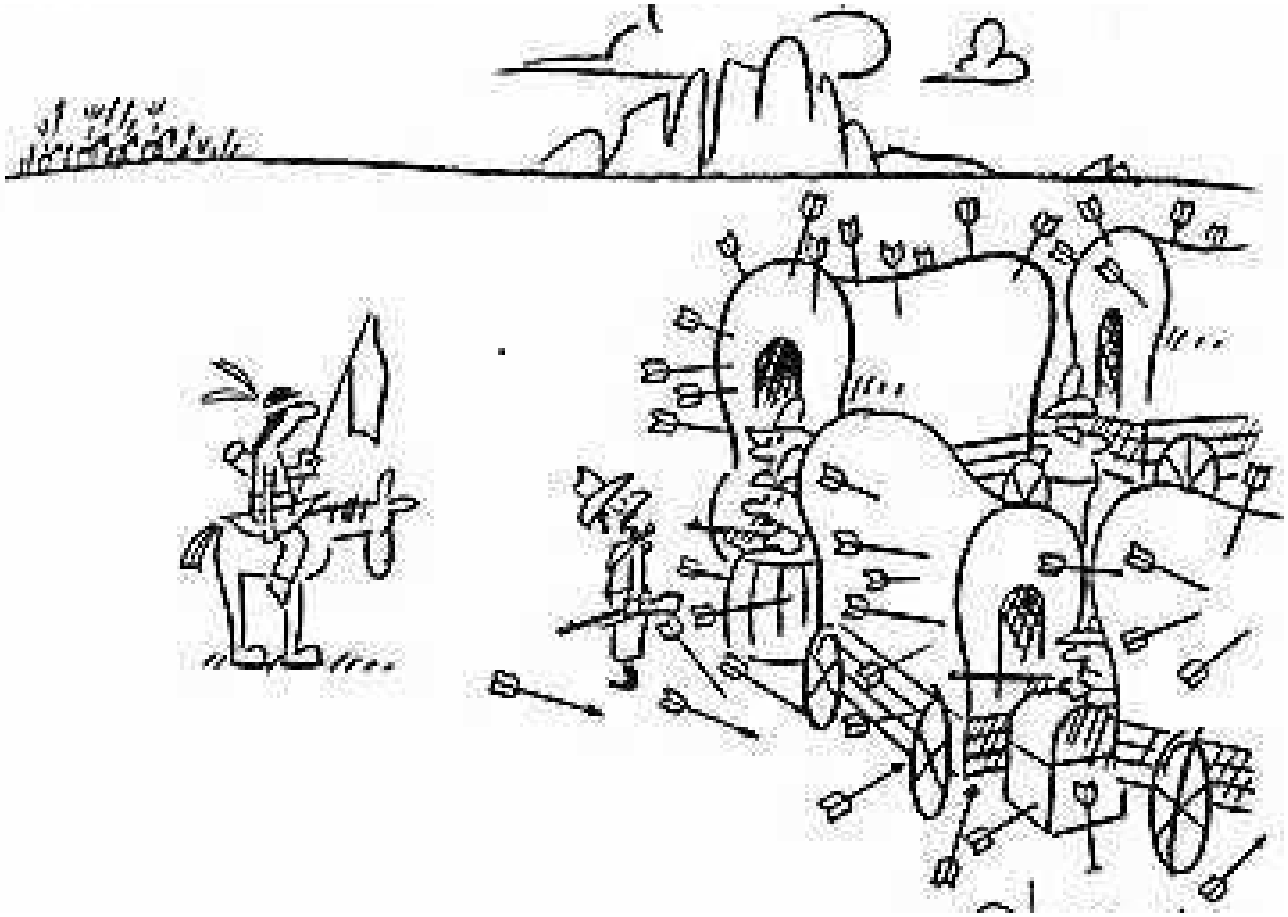
Interpersonal skills

Transition

Emotional intelligence

Physical literacy

Pioneers get the arrows...



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Pioneering start

- Project HERO pilot programmes
  - Urban and rural areas
  - West Midlands, Yorkshire, Lincolnshire, Wales
- Not perfect and HERO is work in progress
- We have learned along the way with feedback from headteachers, OFSTED etc
- We continue to welcome comments, feedback etc. from <u>everyone</u> who shares our concerns

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HEALTH ENGAGEMENT REAL OUTCOMES

Summary

- The world continues to change rapidly
- Education and PE badly need to catch up
- Radical change is needed to meet Health agenda
- Physical Literacy through Physical Engagement and Active Learning must be a priority for primary PE
- External providers can make a huge impact
- Vocational training not just NGB coaching
- Sport can then be positively introduced and adopted
- More active, healthier and happier children + NHS

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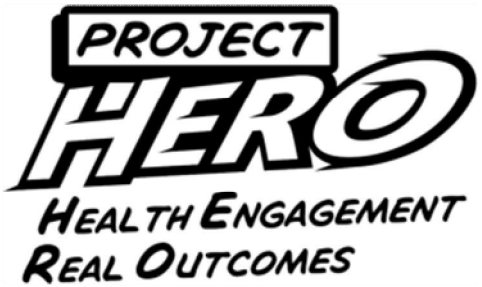
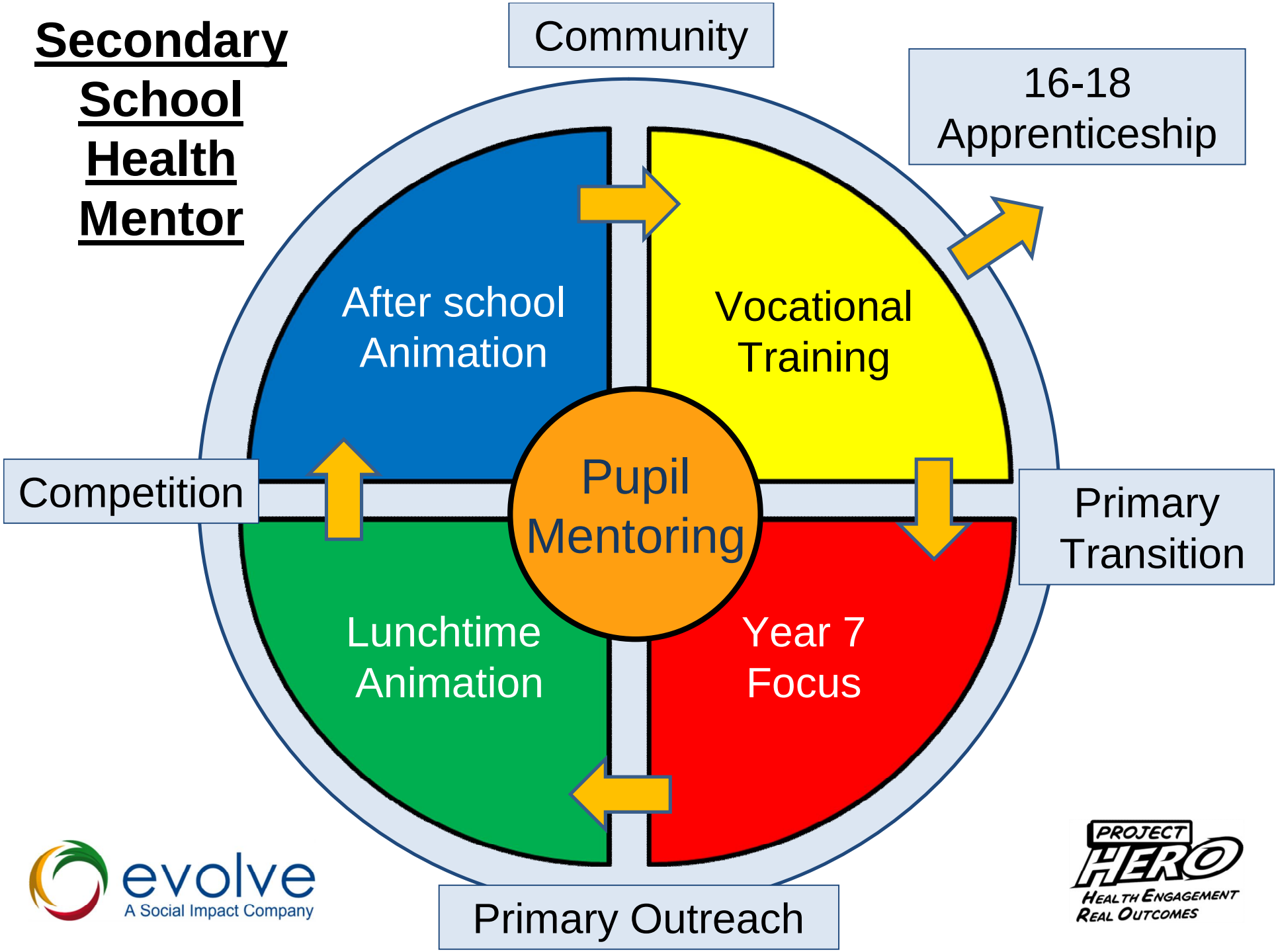
Thank you

www.evolvesi.com

www.projecthero.co.uk



Secondary School Health Mentor



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HEALTH ENGAGEMENT REAL OUTCOMES

Health Mentors

HM Training

- Industry leading training and CPD
- Continuous staged professional development. (In school experience)
- Ongoing evolve inset training to keep pace with best practice.
- Ongoing mentoring and assessment by Senior Line Managers.
- Cover staff available to avoid cancellations.

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REAL OUTCOMES

Health Mentors

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CREDENTIALS

- Level 2 Certificate in Activity Leadership - not relying solely on NGB qualifications alone

- Studying for Teaching and Learning Assistant qualifications.

- Quality assured by Training Development Agency and Skills Active.

- Robust safeguarding procedures.
  - CRB checks
  - Entitlement to work checks
  - References taken to ensure suitability

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