

# End Pilot Project Report

Project Title: tween (ager,) 'Together We Enjoy Exercise'

Date: 30<sup>th</sup> August 2011

Council Stakeholders: Councilor Mark Lygo  
Leisure Manager  
Leisure Intern Officer.

Links to OCC Priority: Strong, Active Communities.

Project Administrator: Leisure Intern Officer

Distribution:

1. Councillor Mark Lygo
2. Blackbird Leys Parish Council
3. Oxford Academy
4. Thame and Oxfordshire School Sports partnership
5. Tesco Community Champion (Pat Green)
6. Clear project, Oxford Brookes University
7. Fusion Sports and Community Development Manager

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# End Project Report

## 1 Background to the Project

The tween (ager) pilot project aims were to teach a healthier lifestyle amongst 9-11 year old school children in Oxford City supported by the Change4Life movement. The project intension was to meet the Council Objective for Strong and Active Communities on its way to providing “a world class city for everyone”.

Studies have proven how healthy eating and physical activities affect achievement and behaviour in a positive way in primary schools. This project proposed to not just address physical benefits but also support improvement in performance and social life.

The concept of the project included theoretical as well as practical and interactive sessions. The theory element of the project included “Healthy Lifestyle and its benefits” & “Healthy food/ Nutrition”. More practical, interactive items were covered through physical exercise (fun sports, team sports) and cooking workshops.

There was no charge for children to join the tween (ager) project as funding was received from Blackbird Leys Parish Council. Participants were required to complete an application form and were asked to attend regularly. In order to motivate children, a reward scheme was developed with thanks to active contribution and commitment of all stakeholders.

Another motivational factor was the Leys Live Well Day held in Blackbird Leys. tween (ager) participants were asked to design the “perfect picnic basket”. Free Picnic baskets were provided to tween (ager) families who then attended the Live Well Day event.

## 2 Achievement of Project Objectives and Deliverables

The 10 week pilot project tween (ager) aimed to teach participants and their families a healthier lifestyle by encouraging a broad range of physical activities and teaching contents around healthy living. With the help of effective partnership working future opportunities to participate in various sports for participants and their families were given in order to reduce (childhood) obesity levels in long term.

Engagement by key stakeholders was essential to the delivery of this pilot project. Key stakeholders who supported the pilot project were:

**Blackbird leys parish Council** - £880 project funding;

**Tesco** - £200 healthy food and refreshment vouchers;

**Fusion Lifestyle** - In kind activity venue hire;

**Clear Unit, Oxford Brookes University** - Workshop and volunteer contribution;

**Thame & Oxfordshire Schools Sports Partnership** - Workshop and volunteer contribution;

**The Oxford Academy** - Volunteer student.

Additionally ‘In Kind’ contributions were provided by:

- Pegasus Theatre

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- Pegasus School
  - Cuddesdon Corner
  - Leopard press Print.

Project Deliverables included a Project Plan including Marketing, Finance and Delivery Plan, a risk register and Project Brief.

Two workshops took place every Tuesday and Thursday for a duration of 10 weeks. Each workshop was led by a student volunteer from Oxford Academy and supported by the Thame and Oxfordshire School Sports partnership.

Uptake by participants was initially challenging. Following a strong recruitment drive ten participants up for the pilot project. Workshop registers demonstrate attendance across the twenty workshops as 122 individual visits.

The pilot project performed well against quality, time and cost.

- Quality: The level of instruction and volunteer support was high (coaching and first aid qualifications, accredited industry related knowledge and experience). Workshop materials were colourful, well presented and professionally produced. Activity venues supported the purpose of each workshop (cooking workshops, sporting activities, availability of equipment, cleanliness and safety).
- Time: Supported through the leisure Intern Officer placement and engagement of stakeholders with common objectives.
- Cost: The pilot project started with zero budget allocation. Through funding and 'In Kind' contributions a professional and rewarding pilot project was implemented. Additionally a reward scheme for participants was implemented through 'In Kind' contribution.

The pilot project was successful in that it delivered:

- Twenty workshops over a ten week programme.
- Signposted participants to other well-being activities and knowledge opportunities.
- Reached the participation target group.
- Low cost provision through sourced funding and In Kind' contributions.
- Engaged key stakeholders with common objectives for improving health and well-being.
- Ten participants registered for the pilot project, with 122 individual visits recorded over the project period

### **3 Conclusions/recommendations**

The success of the pilot project demonstrated a need for this type of programme across the City to support obesity and health and well-being in young people.

The recommendation is for the project and project materials to be taken across the wider communities in the City in partnership with key stakeholders.