

change  
**4 life**  
Let's! Move! Live longer!

**tween(ager)**

Together we experience exercise and nutrition

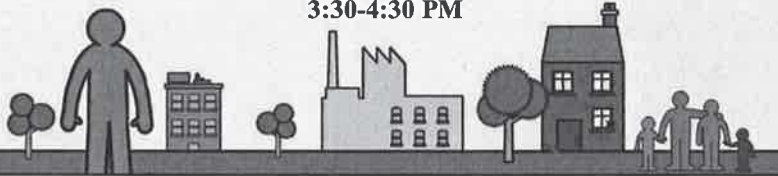
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Stakeholder meeting 21th March 2011  
Blackbird Leys Leisure Centre  
3:30-4:30 PM



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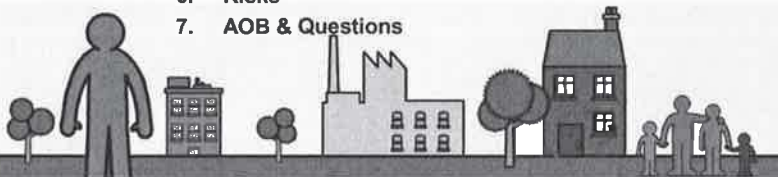
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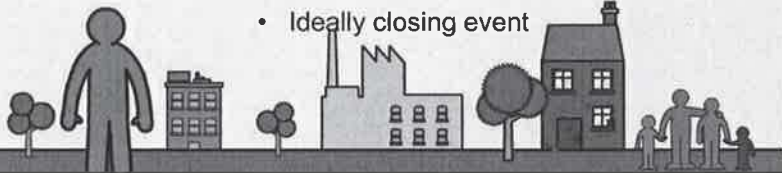
1. Time planning & Organisation
2. Information (private diary & media support)
  1. Parent letter
  2. Application form
  3. Private diary
  4. Media support
  5. Reward scheme
3. Quality & Evaluation
4. Facilities
5. Financial planning
6. Risks
7. AOB & Questions

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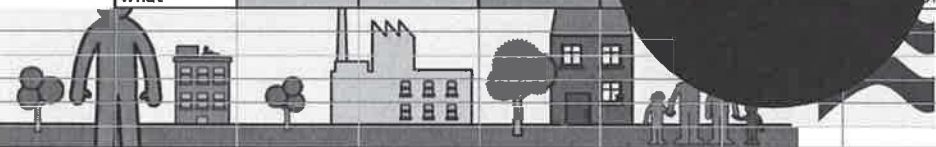
## 1. Time planning & organisation


- 2 workshops a week- every Tuesday and Thursday/ Friday
  - Duration of 10 weeks
  - Tuesdays physical exercise
  - Thursdays (or Fridays) interactive fun programme, focussed on nutrition
- Additional parent information and evaluation sessions
  - Ideally closing event




		Workshop 1	Workshop 2	Additional appointments
-1	when			25/04/2011- 29/04/2011
	where			BLLC
	who			Parents, Teacher, YL ,ML ,
	what			Parent information and
1	when	03.05.2011	05.05.2011	
	where	BLLC	BLLC	
	who			
	what	Introduction	Introduction Nutrition	
2	when	10.05.2011	12.05.2011	
	where	BLLC	BLLC Comm. Room	
	who			
	what	PE	Preparing/ Nutrition	
3	when	17.05.2011	19.05.2011	
	where	BLLC	(Tesco)	
	who			
	what	PE	Food Shopping	
4	when	24.05.2011	27.05.2011	
	where	BLLC		
	who		Karen	
	what	PE	Cooking 1	
5	when	07.06.2011	09.06.2011	
	where	BLLC		
	who			
	what	PE	Streetsports 1	

6	when	14.06.2011	17.06.2011		
	where	BLLC			
	who		Karen		
7	when	21.06.2011	23.06.2011		
	where	BLLC	BLLC Comm. Room		
	what	PE	Evaluation/ Poster/ Booklet		
8	when	28.06.2011	30.06.2011		
	where	BLLC	BLLC Comm. Room		
	what	PE	Designing perfect picnic		
9	when	05.07.2011	07.07.2011		
	where	BLLC	BLLC Comm. Room		
	what	PE	Preparing event		
10	when	12.07.2011	14.07.2011		
	where	BLLC	BLLC Comm. Room		
	what	PE	Evaluation/ Final		
11	when				
	where				
	who				
	what				






Let's eat. Move more. Live longer.



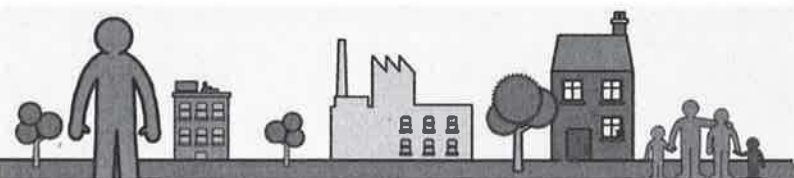
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## 2. Information

- 2.1 parent letter
- 2.2 Application form
- 2.3 private diary
- 2.4 media support
- 2.5 reward scheme





tween(ager)

March 2011



Dear Parents or Guardian,
Would you like your child to learn more about healthy food, nutrition and an active lifestyle- and would you like your whole family to benefit, feel better and have fun together?

'tween(ager)' (Together We Experience Exercise and Nutrition) is a new project initiated by Oxford City Council in your school!

Tween(ager) offers:

- 10 weeks of workshops, starting Tuesday, 3rd of May 2011
2 workshops a week after school (Tuesdays and Thursdays 3.30 - 4.30) held in Blackbird Leys Leisure Centre
Activities including cooking, healthy food shopping and several more fun activities
Free healthy snacks and beverages during the workshops
qualified instructors
just £ 1.20 per workshop with rewards for regular attending participants
You are invited to join in

Interested? Please give your contact details below and we will get in touch with you soon. You will also have the opportunity to meet us personally to sign an application form at your school if you wish.

Response section:

Interested YES [ ] NO [ ]
Name of the child:
Contact details: phone: E-mail:

Please return this form unopened to Mr Cobb (John Henry Newman) or Ms Hopkins (Pegasus)



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Registration Form

5-17 year olds - to be completed and signed by parent/carer

ACTIVITY:
Q1. Child's young person's name: Surname, Forename
Q2. Address: Postcode
Q3. Contact name and number
Q4. Name of parent/carer
Q5. Email address of parent/carer
Q6. Please give details of any medical conditions, asthma or allergies
Q7. Is the child/young person eligible to:
Q8. What school/s will the child/young person attend?
Q9. How much sport/fitness activity does the child/young person take part in?
Q10. Does the child/young person have any long term illness, health problem or disability that limits their ability to take part?
Q11. Does the child/young person have any religious background/religious food and beverage restrictions?

PHOTOGRAPHY/FILMING: Please note that to help promote and evaluate Sport Unlimited activities, there may be video filming and photography at some sessions which may be used in publicity materials e.g. leaflets, newsletters or on official websites.

CONSENT: I give permission for my child to be filmed or photographed during Sport Unlimited activities as described above.

CONSENT: I give consent for the young person named above to take part in this 'Sport Unlimited' Activity.

SUPERVISION: The group will be picked up from school and walked to Blackbird Leys Leisure Centre from their school. However, you are the responsible supervisor.

DATA COLLECTION: as this is a health and well being pilot project, it is important to measure the success of the project. Your signature allows professional blood pressure measurement, BMI calculation and monitoring. If you decide not to allow this, please state this here.

Signature of parent/carer
Relationship to child/young person

Thank you for signing up for this activity. Your answers are confidential. Oxford City Council will find this personal data useful for monitoring the success of our programmes, to help in planning future sports activities for children and young people, and we would like to be able to send you details of any further sports opportunities that may be of interest.

For more information and advice on Safeguarding and Child Protection please visit www.cswsport.org.uk/safe

If you do not want to take part in any future survey, please tick here [ ]
If you do not want to receive information about other sports opportunities, please tick here [ ]



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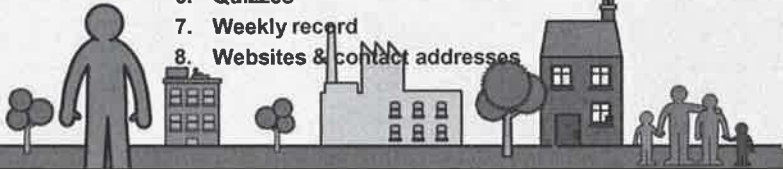
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### 2.3 Private diary

#### Proposed set up:

1. Introduction
2. Time planning (When? Where? What? Who?)
3. Information "Healthy Lifestyle" (→ change4life) & reasons for physical activity
4. Personal profile
  1. BMI calculation
  2. How to record changes of body shape change
  3. Setting personal targets
5. Change4life poster + sticker
6. Quizzes
7. Weekly record
8. Websites & contact addresses



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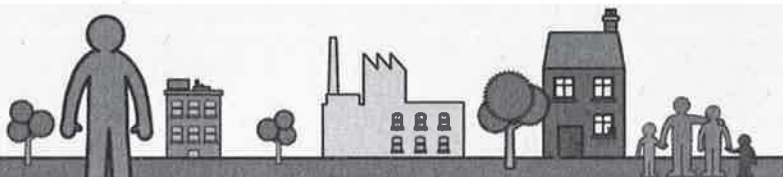


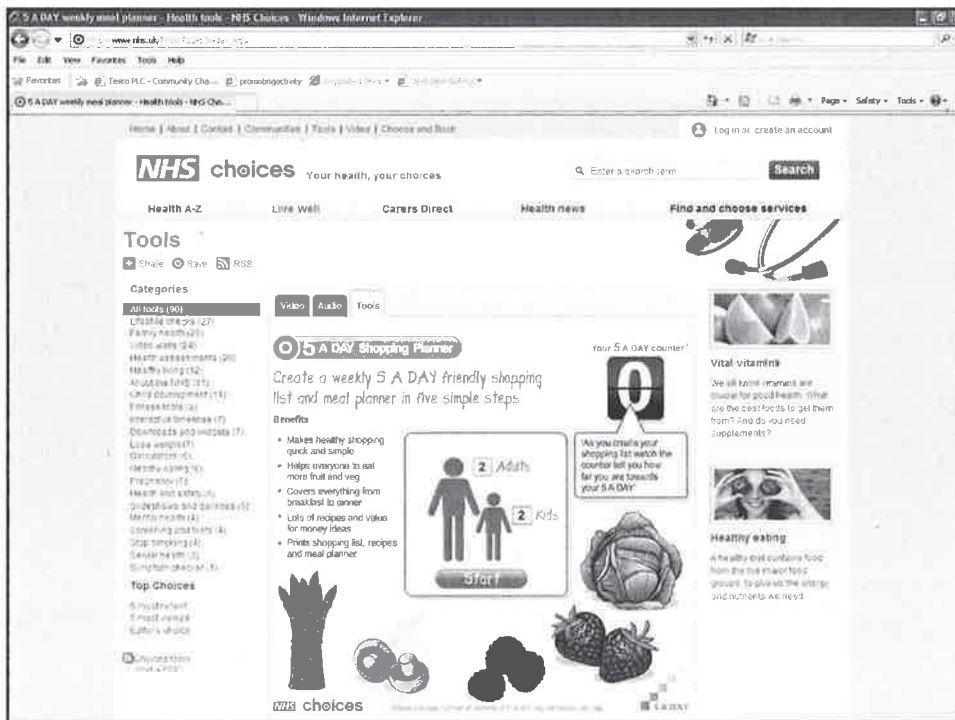
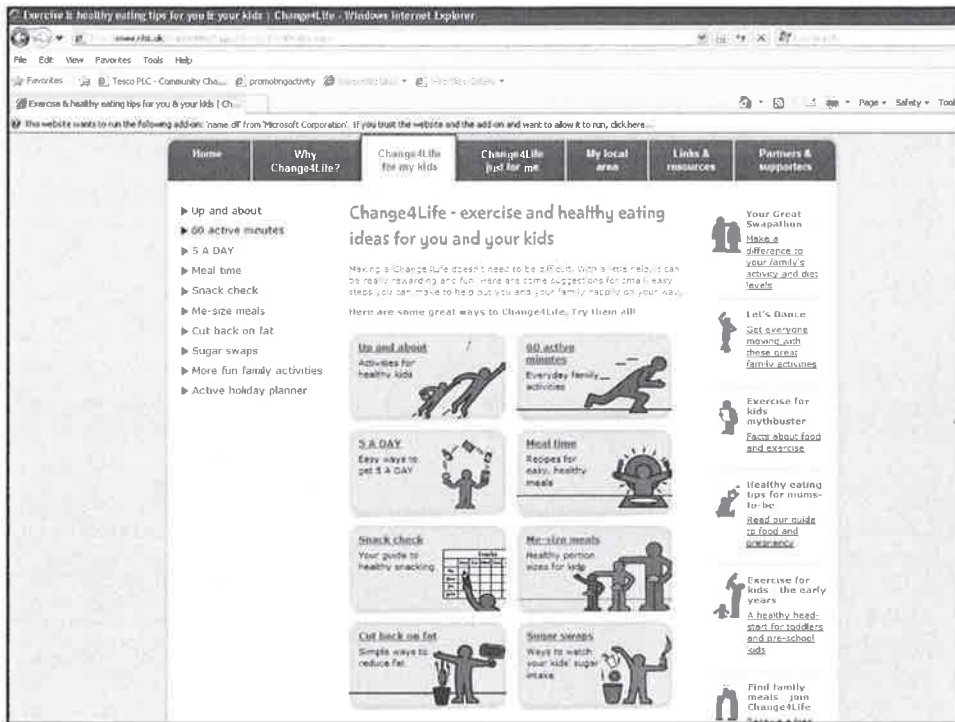
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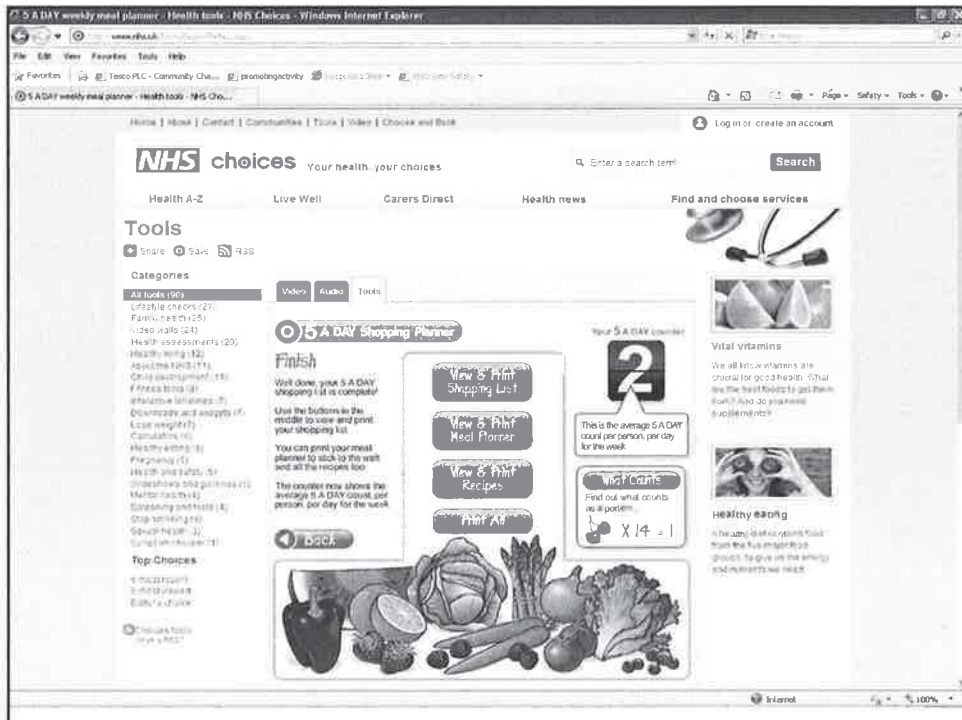


### 2.4 Media support

1. Change4Life Website
2. NHS website







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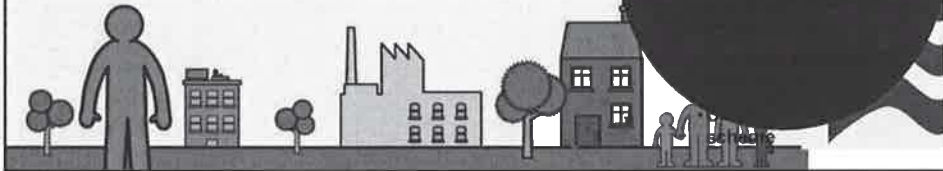


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### 2.5 Reward scheme

- Children get a reward for regular attending
- After every 5 workshops (max of 4 rewards?)
- Children get a stamp for every attended workshop on a tween(ager) card, which also shows the project time planning



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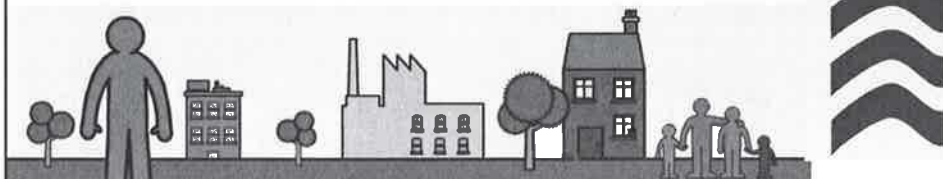


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### 3. Quality & Evaluation

- Participant satisfaction and observation as primary measurement tool ( BMI secondary tool)
- Participant Satisfaction
- Test/ Quiz implemented in questionnaire?
- Weight Loss
- BMI
- Parent questionnaire







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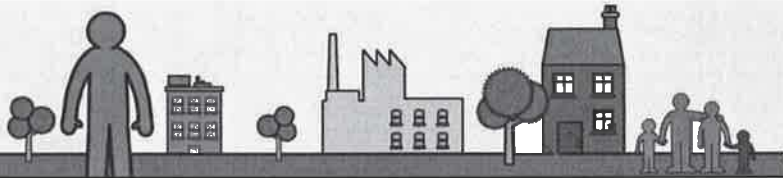


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#### 4. Facilities

- Blackbird Leys Leisure Centre
- Outdoor opportunities (Street sports)
- School facilities, if needed (Websites?)
- Local supermarkets
- Kitchen ( Leys Young People's Centre?)



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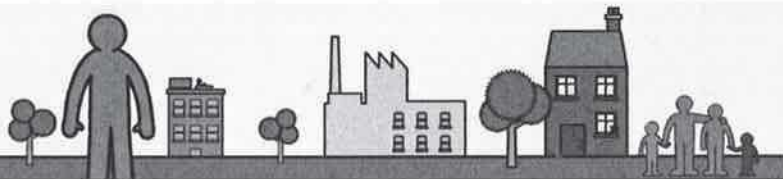
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#### 5. Financial planning

Microsoft Excel - Project Management tween(ager)

	A	B	C	D	E
1	<b>Expenditures</b>				
2		<b>per unit/ session amount</b>	<b>total</b>	<b>comments:</b>	
3	<b>Food and beverages</b>	£15.00	20	£300.00	20 workshops 1.00£ per child
4	<b>Excursion</b>	£4.00	17	£68.00	15 children + 2 supervisors
5	<b>Marketing &amp; Materials</b>	£100.00	1	£50.00	poster, parent letters, leaflets, child diaries
6	<b>kitchen rent</b>	£35.00	2	£70.00	not sure about expenses yet, waiting for response
7	<b>Streetsports</b>	£8.00	4	£32.00	2 trainer to deliver
8	<b>accommodation rent</b>	in kind		in kind	
9	<b>subsidize for childrens contribution</b>	£1.20*15participa	20	£360	
10	<b>TOTAL</b>			<b>£880.00</b>	



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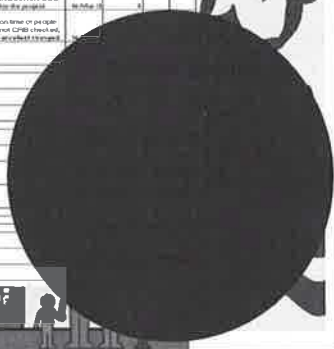
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Microsoft Excel - Project Risk Register

Category	Risk ID	Risk Title	Opposition / Interest	Risk Description	Risk Class	Owner	Start Date	End Date	Impact	Priority
1	100001	...	...	...	...	...	...	...	...	...
2	100002	Funding	F	Funding applications sent to Parish Council, waiting for response	Funding in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
3	100003	Partnership	...	Working with other partners like the Oxford Academy, School Sports Partnership, the Long Children Centre and Future could have a positive influence in partnership and sponsorship	Partnership in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
4	100004	Financial Planning	F	Financial checks have to be done for every expenditure, which could be a time consuming exercise	Financial checks in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
5	100005	Data Protection	F	Personal data not being correctly held in a secure way or not being held securely	Data protection in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
6	100006	Communication	F	Information not being correctly held in a secure way or not being held securely	Communication in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
7	100007	Marketing	F	Marketing is not being done in a secure way or not being done securely	Marketing in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
8	100008	Operational	F	Operational issues not being correctly held in a secure way or not being held securely	Operational in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
9	100009	Customer Engagement	F	Customer engagement not being correctly held in a secure way or not being held securely	Customer engagement in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
10	100010	Community Engagement	F	Community engagement not being correctly held in a secure way or not being held securely	Community engagement in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
11	100011	Sustainability	F	Sustainability issues not being correctly held in a secure way or not being held securely	Sustainability in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
12	100012	Economic Development	F	Economic development issues not being correctly held in a secure way or not being held securely	Economic development in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
13	100013	Competition	F	Competition issues not being correctly held in a secure way or not being held securely	Competition in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
14	100014	Partnership	F	Partnership issues not being correctly held in a secure way or not being held securely	Partnership in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
15	100015	Marketing	F	Marketing issues not being correctly held in a secure way or not being held securely	Marketing in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
16	100016	Operational	F	Operational issues not being correctly held in a secure way or not being held securely	Operational in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
17	100017	Customer Engagement	F	Customer engagement issues not being correctly held in a secure way or not being held securely	Customer engagement in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
18	100018	Community Engagement	F	Community engagement issues not being correctly held in a secure way or not being held securely	Community engagement in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
19	100019	Sustainability	F	Sustainability issues not being correctly held in a secure way or not being held securely	Sustainability in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
20	100020	Economic Development	F	Economic development issues not being correctly held in a secure way or not being held securely	Economic development in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
21	100021	Competition	F	Competition issues not being correctly held in a secure way or not being held securely	Competition in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
22	100022	Partnership	F	Partnership issues not being correctly held in a secure way or not being held securely	Partnership in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
23	100023	Marketing	F	Marketing issues not being correctly held in a secure way or not being held securely	Marketing in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
24	100024	Operational	F	Operational issues not being correctly held in a secure way or not being held securely	Operational in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
25	100025	Customer Engagement	F	Customer engagement issues not being correctly held in a secure way or not being held securely	Customer engagement in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
26	100026	Community Engagement	F	Community engagement issues not being correctly held in a secure way or not being held securely	Community engagement in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
27	100027	Sustainability	F	Sustainability issues not being correctly held in a secure way or not being held securely	Sustainability in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
28	100028	Economic Development	F	Economic development issues not being correctly held in a secure way or not being held securely	Economic development in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
29	100029	Competition	F	Competition issues not being correctly held in a secure way or not being held securely	Competition in general to amount concerned	Behaviour on financial planning	10 May 11		High	1
30	100030	Partnership	F	Partnership issues not being correctly held in a secure way or not being held securely	Partnership in general to amount concerned	Behaviour on financial planning	10 May 11		High	1



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Ed ed Resources Unleash

7. AOB & Questions



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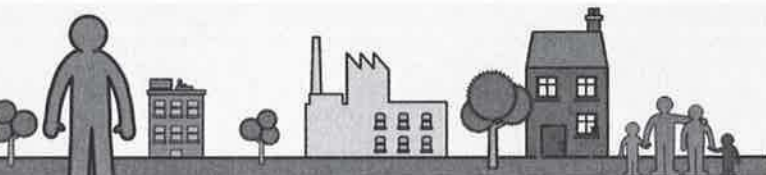
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Oxfordshire NHS  
Primary Care Trust





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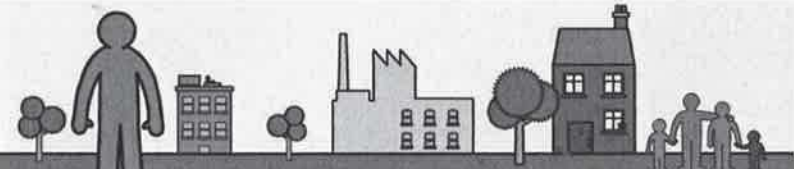
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**CONCEPT**

- **Health and well-being project for 9-11 year old children**
- **Duration of 10 weeks, with follow up opportunities**
  - 1. Workshop per week: theory implemented in physical exercise (1hour) (parents every second week invited)
  - 2. Workshop per week: several flexible activities, like food shopping or cooking (1-2 hours will be announced in the beginning)



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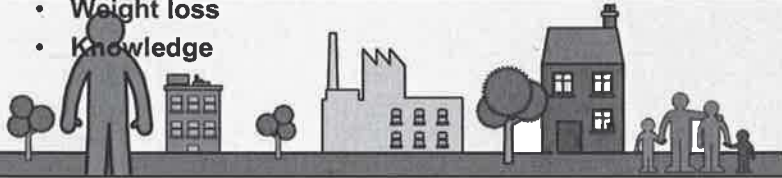


**CONTENT:**

- Healthy Lifestyle benefits
- Healthy food/ nutrition
- Cooking skills
- Parent activities
- Physical exercise

**TARGET:**

- Improvement in physical, mental and social well-being
- Healthier lifestyle
- Weight loss
- Knowledge



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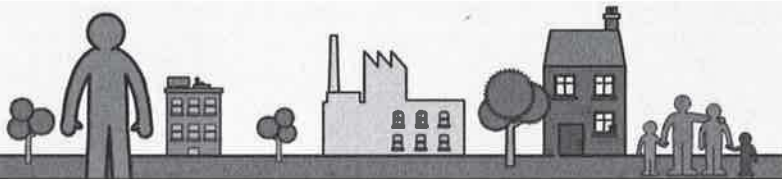


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**PARTICIPANTS**

- "Individuals in need"
- 10-15 participants
- Teacher hand out Parent letters (priority participants)
- "Rest spaces" can be filled with interested children
- FREE of charge
- Reward scheme to keep children motivated



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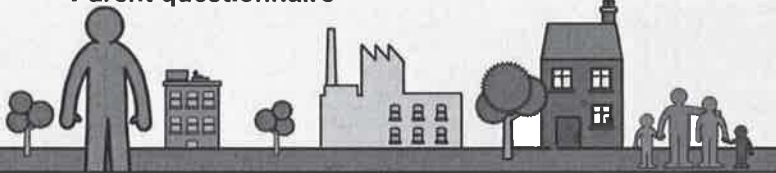


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**APPROACH & EVALUATION**

- Promote a healthier lifestyle instead of telling children they have to lose weight
- Interactive, fun way of **LEARNING**
- Participant satisfaction and professional observation as primary measurement tool ( BMI secondary tool)
- Weight Loss
- Expert observation
- Test/ Quiz implemented in questionnaire
- Parent questionnaire



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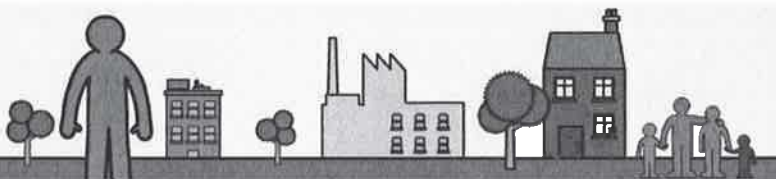


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**TOOLS**

- Private diary (including contact addresses)
- Closing Event: Family-Picnic Day BBL
- Reward Scheme





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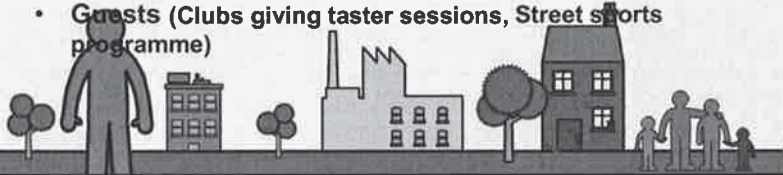


## LOCATIONS

- BBL Leisure Centre
- Outdoor opportunities
- School facilities, if needed
- Local supermarkets
- Kitchen ( The Leys Children Centre)

## STAFFING

- Oxford Academy
- Volunteering Teacher
- Guests (Clubs giving taster sessions, Street sports programme)



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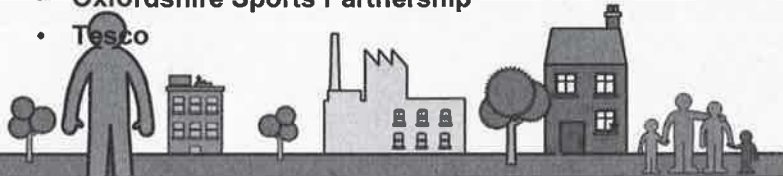


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## STAKEHOLDER

- Councillor Mark Lygo (Oxford City Council member for Sport, Play and School Liaison)
- Fusion Lifestyle (a social enterprise managing the City's seven Leisure centres on behalf of the Council)
- School Sports Partnership
- Oxford Academy
- Go active
- Primary Care Trust
- Oxfordshire Sports Partnership
- Tesco



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## Tween(ager) Future Directions



Pegasus



TESCO

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Iffley Road Sports Centre  
Wednesday, 15<sup>th</sup> of June 2011 3.30-5.00pm

## Agenda

1. Introduction
2. Where are we now?
  1. Achievements to date
  2. Good practises
  3. Lessons learnt
3. Where would we like to be?
  1. Vision of the tween(ager) project
  2. Oxford City Council's future commitment
4. How are we going to get where we would like to be?
  1. Suggestions/ Options
5. Open discussion
  1. Partner/ Stakeholder future commitment

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## 1. Where are we now?

- Achievements to date
- Good practises
- Lessons learnt

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## Achievements to date



*"Mummy I love strawberries, why do we never have some?"*

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## Achievements to date

- **Project management level**

- Effective partnership working
- Financially healthy
- Very positive external feedback
- In kind contributions
- Materials and rewards
- Picnic Day at the end will be part of the Olympic weekend, the 23<sup>rd</sup> of July 2011 at Blackbird Leys Leisure Centre

- **Participant/ Delivery level**

- Positive group atmosphere
- Motivated participation
- "testing" knowledge through interacting
- SL get an insight into families lives
- → reached the targeted families
- Challenge: to communicate healthy living message to participants' homes



Although participation is slightly below target, the project has potential to grow

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## Good practises

What went good?
• All children came back to the second workshop
• Participants enjoyed the cooking workshop
• Children are enjoying fruit kebabs
• Children are enjoying taster sessions
• Children are enjoying "standard" workshops
• Children enjoy and appreciate rewards
• Some children are actively working with the diary

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What should be improved the next time?
Children/ School classes should be directly approached by OCC by taster session or presentation
Clear definition of commitment, means and frequency of communication and partnership agreements for each partner/stakeholder
Clarify CRB issues early- monitored in a spreadsheet including copy of CRB for records
More time for food shopping workshop
Communication with sports leader should be improved by doing an induction based on a (volunteer) agreement
Photographer took a fair time of the workshop, so that it was hard for the cooking workshop leader to deliver the workshop as planned. She still managed to do an excellent job, but arrangements could be better planned and communicated to the group in advance
the reward scheme could link in better with the diary, more stakeholder communication and contribution
more parent involvement- go active/ active women
partnership agreements and reflection questionnaires
Involve the diaries more in workshops
order food for fruit kebabs ready to use

## 2. Were would we like to be?

- Vision of the tween(ager) project
- Oxford City Council's future commitment

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## Vision of the tween(ager) project

- *To make the tween(ager) project known in whole Oxford and by maintaining and expanding effective partnership working resulting in unique but low cost programming, encouraging families to adopt a healthier lifestyle and decrease (childhood) obesity levels.*
- *First step: a second project in the Blackbird Leys area & another one in another area of Oxford*

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## Oxford City Council's future commitment

- **Handing over a complete project plan including templates, contacts, materials ...**
- **Being involved in future meetings and coordination of the project**
- **Support funding applications (Evidence documents are available and being updated throughout the pilot project)**
- **No capacity to be involved in the delivery of tween(ager)**

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## How are we going to get where we would like to be?

- **Marketing Promotion:** Olympic weekend and several July summer events are a brilliant opportunity to start promoting
- **Suggestions/ Options**
  - Brookes/ CLEAR
  - School Sports Partnership
  - Fusion Lifestyle
  - Oxford Academy
  - Schools directly
  - Community Centres/ After School Clubs
  - Tesco

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## Open discussion

- Partner Stakeholder future commitment



Pegasus



TESCO

change  
4 life

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