



A measurable physical activity initiative for your school

Our aim

The Golden Mile aims to inspire and encourage school communities through physical activity with the focus on fun, rewarding personal achievement, pupil leadership, raising money and school competition.

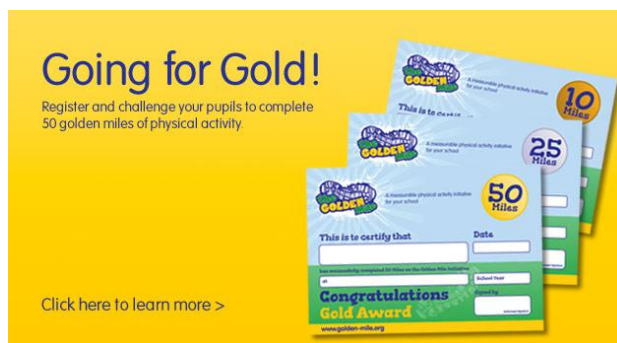
We reinforce the message from the Department of Health that children should engage in regular daily physical activity habits across the week, every week all year round.



Please [watch the demo](#) to see the Golden Mile in action.

How does Golden Mile work?

A Golden Mile course is simply measured using a trundle wheel and marked out with coloured cones, ANYWHERE within the safety of the school grounds



Each child attempts to complete 50 miles during their school year by walking, jogging, running or cycling around the 'GM course' of ANY SIZE that 'fits' the needs of the school. Dependant on the school, pupils can complete their Golden Miles before, at lunchtime, during or run as an after school club.

The Golden Mile is UNIQUE in that it is supported by an online system which is accessed by the school which records and compares all data.

Measurability

The Golden Mile is unique in the way that it is supported by an online system that is accessed by the school to record all data. The system is personal to the school and will provide you with measurable data through a pupils school career.





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Sustainability

The Golden Mile on average costs £2 per pupil per year (£60 per class). To ensure long term sustainability Schools can fundraise to pay for the initiative year after year by simply holding a fundraiser during the school year and asking each pupil to raise £2. All fundraising forms and guidance are downloadable from the schools homepage.

Below are a couple of quotes from Schools that have recently used the Golden Mile to raise funds.



"The Golden Mile has had a really positive impact on our school & pupils. We raised over £1500 last term as well as participating in regular physical activity to achieve Golden Mile certificates. The money has been put towards updating our computer equipment."



"All we did was arrange a fundraising day, printed off sponsor forms from the resources section and distribute these to the pupils along with a letter. Parents also attended the day. We're already planning our next Golden Mile fundraising day."
Jeremy Holman (deputy head teacher), Mary Exton School, Hitchin

"We're holding a sponsored Golden Mile day on Wednesday 14th November to raise money for Children in Need. The children will be sponsored per lap that they walk, jog or run on a Golden Mile course set out on our local cricket pitch. Parents, siblings and children from the local secondary school have also been invited."

Laura Jones (KS2 and PE Co-ordinator), Parwich Primary School, Derbyshire.



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All Inclusive

The Golden Mile is unique in the way that every pupil can take part regardless of sporting ability.

The initiative is ideal for pupils that are put off by team sports and lack sporting confidence. Pupils compete against themselves and can walk with their friends at their own pace. Pupils are not forced to jog or run and don't have to wear PE kit.

"We have a Golden Mile breakfast club, not only for the children but for their family too. Since we began this last year, we have noticed a dramatic increase in attendance. Our school is in a poor area, where not only was our pupil attendance low but academic achievement low too.

Since the introduction of the Golden Mile, not only has the attendance shot up, we have noticed an impressive improvement in the children's concentration level and through this, their academic level is rising too."

Head Teacher Glyn Turner - Leighton Primary School, Crewe

Impact Measurements

The Golden Mile will assist you in monitoring fitness levels at the start of the programme and then same measurements through the school year.

Provide a % improvement for –

- ❖ Each child
- ❖ Each class
- ❖ The whole School

Along with all the other measurable data provided for each child it will improve Physical Education reporting for schools.

Pupil leadership

The Golden Mile is great tool for empowering year 6 pupils to manage the initiative for the whole school.

A great way of appointing Golden Mile monitors is getting the pupils to apply for the position. Electing 1 responsible monitor from each year 6 class and empower them to manager 1 class each within the school.

The Golden Mile supports the Junior Play Leaders Award (JPLA) scheme that, 'responds to the needs of individual schools through a training programme that



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focuses on pupils and encourages them to take more responsibility for developing active, healthy playgrounds for all through collaborative play.'

The Golden Mile focuses on the development of the whole child, promoting integration and co-operation between children of all ages and their adult counterparts.

Rewarding

Everyone taking part will find the initiative rewarding. Physical activity brings all sorts of benefits, such as confidence and stronger self-esteem, more energy, better memory, and simply a good feeling about themselves—The Golden Mile will help achieve this.

Our Golden Mile schools had told us our reward structure motivates and encourages children to complete more Golden Miles. At the end of each term schools hold reward assemblies for those pupils achieving their milestones.

Reward Structure

Year 1

10 miles = Bronze Certificate

25 miles = Silver Certificate

50 miles = Gold Certificate

Year 2

75 miles = Emerald Certificate

100 miles = Ruby Certificate

Year 3

150 miles = Diamond certificate

Competition

Safe and simple fitness for schools

Tel: 01953 499048

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Pupils can compete against other pupils and every class can compete against other classes. We've also introduced the School vs. School challenge, whereby you can compete against other schools also participating in the Golden Mile, as well as inviting neighbouring schools to join the scheme and take up the challenge.



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Simplicity

The Golden Mile needs no specialist equipment and it is not impeded by the size of the school. Time and workload can be managed through simple implementation and our Customer Relationship Coordinator's are available to assist in setting your school. Setup takes minutes with measurable data that can last throughout the pupil's entire school career.

Following initial data supplied and uploaded to your online system by an adult representative in the school, The Golden Mile monitors can manage each class throughout the school year.

Parental engagement

Parents can also get involved with schools. Parent email addresses can be associated to each pupil and as soon as their child reaches a certificate milestone they will receive an email. Parents are also invited to take part in the Golden Mile before and after school with their child, invited to fundraising days and attend reward assemblies.

'There is evidence of a substantial positive association between parental and social support and physical activity in young people. For girls in particular, the main facilitators to being physically active are likely to be social and family influences (for example, having a peer group who approve of activity or having active siblings and supportive parents).'

Source: Department of Health (2011). Start Active, Stay Active: A report on physical activity for health from the four home countries' Chief Medical Officers.





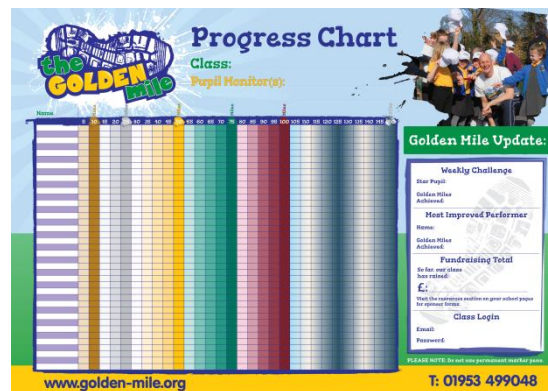
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Resources

Every school receives a large A1 laminated wall chart for every class. This is a great visual tool for the classroom allowing pupils to track their Golden Miles visually online and offline.

Every school will also have access to a number of downloadable resources via their personalised school pages. These include –

- ❖ Setup guide
- ❖ Create and managing challenges
- ❖ Fundraising forms
- ❖ Merchandise
- ❖ Cross curricular lesson plans
- ❖ Golden Mile monitors – electing and training monitors



Endorsements

“Children no longer fall out of bed - fall into the car - fall into the classroom and fall asleep! The Golden Mile puts oxygen into their muscles and into their brains. We used to see nothing but tonsils 'til 10am, now we see energised and enthusiastic learners, thanks to the Golden Mile”.

Christine Norman, Head Teacher, Winnington Park Community Primary School and Nursery, Cheshire

“We have a Golden Mile breakfast club, not only for the children but for their family too. Since we began this last year, we have noticed a dramatic increase in attendance. Our school is in a poor area, where not only was our pupil attendance low but academic achievement low too. Since the introduction of the Golden Mile, not only has the attendance shot up, we have noticed an impressive improvement in the children’s concentration level and through this, their academic level is rising too.”

Head Teacher Glyn Turner - Leighton Primary School, Crewe

“We are delighted to have partnered with Golden Mile for what we feel is a significant Olympic Legacy project for 2012-13 and beyond. Over 4000 pupils in the area I cover will be able to take advantage of the project, which will raise health awareness and improve activity levels, not only of pupils, but of staff, family and friends.



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The project represents significant investment into School Physical activity at a difficult financial period for schools. One of the extended aims of the project is to raise funds for future PE and Sport Investment, to provide an extended legacy for all the schools/pupils involved - if this happens the impact of the project will be incredible for all involved"

Rob McCombe, Partnership Development Manager - West Norwich & Dereham SSP



"Pupils of all abilities take part, monitor their own individual achievements and gradually increase their motivation to achieve certificate milestones! Many primary schools have witnessed pupils self esteem and general health and fitness improve, especially amongst those pupils that are not usually engaged in normal PE and School Sport."

Niall McGregor - Partnership Development Manager, Crewe and Nantwich (Ruskin) School Sports Partnership