



the GOLDEN mile

www.golden-mile.org

Safe, simple and measurable health & physical activity initiative accessible to all age groups regardless of ability.



Schools



Corporates



Charities



Nurseries



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

We're fortunate to have the backing and support of a number of sporting ambassadors including Lawrence Dallaglio OBE, Dame Kelly Holmes and Duncan Goodhew MBE.

Primary Schools

Our pledge is to 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.

The Golden Mile is an ALL YEAR ROUND initiative whereby pupils, staff and parents can get involved. Simply walk, jog or run around a Golden Mile track within the safety of the school grounds and then use our downloadable resources to help upload the number of laps completed.

Take a **free website tour** by going to www.golden-mile.org and login using the following details:

Email: test@tests.org
Password: September

Corporates

After delivering a ground breaking employee engagement programme to thousands of participants for one of the largest UK employers, our aim is to deliver a health and wellbeing programme to all employers - large or small - by inspiring, encouraging and facilitating a positive step change in workplace behaviour.

A healthy, active population is good for business and the economy as a whole. Promoting physical activity as part of a wider health and wellbeing programme for employees has proven to reduce absenteeism, keeping people economically active for longer and increasing productivity and prosperity.

Charities

Use the Golden Mile to build a successful and sustainable relationship with corporate partners, by engaging staff in a health and wellbeing programme which raises substantial funds for charity.

The corporate receives a ground breaking employee engagement scheme. The participants are supported to become fit & healthy and the charity receives donations from participants.

Simple!

There are millions of people who are not interested in running a marathon, swimming the channel or spending all their time finding sponsors, but do wish to be healthy and do their bit to help. Recording regular physical activity like walking to work, popping out for lunch or climbing the stairs instead of taking the lift, all count towards Golden Miles travelled and funds raised.

Nurseries

The Golden Mile worked in partnership with the UK's largest nursery chain delivering a physical activity initiative to over 12,000 children.

The children clocked up over 22,000 miles of physical activity and raised a whopping £44,000 for the Dame Kelly Holmes Legacy Trust. The initiative has received an unprecedented amount of press exposure involving over 50 sports personalities and 30 mayors!





Primary Schools

Why schools use The Golden Mile.

- **Gets EVERY pupil active** – pupils can walk, jog or run a personalised Golden Mile track within the safety of the school grounds
- **Simplicity is the key** – schools choose when they want to participate in The Golden Mile. Some schools allow pupils to come in before the day begins and clock up some miles with parents, others use it as structured play during break/lunch time and some even use it as a regular PE lesson or after school club.
- **In any weather** - flexibility is what schools love about The Golden Mile. Schools choose to run The Golden Mile in the sports hall, on the playground or on the school field.
- **Measures every child's fitness levels** – schools gain access to an online Golden Mile portal. This is personal to the school and contains all the information including pupil and class comparisons, challenging other schools, uploading Golden Mile laps, historical data, access to certificates, class registers and much more...
- **Inclusive for all** – The Golden Mile isn't about who crosses the line first, it's about encouraging all pupils, sporty or not to lead a healthy active lifestyle. We hear some heart-warming stories of disengaged, sedentary pupils completing milestones.
- **Recordable and measurable data** – the personal online school portal keeps track of all pupils' physical activity data. Take a free website tour for a closer look.
- **Rewards pupils** – children are challenged to achieve varying certificate millstones with the aim to complete 50 miles in one year and 150 miles over 3 years. We encourage schools to hold regular certificate ceremonies to congratulate pupils completing a milestone.
- **A pupil-led initiative** – The Golden Mile is proven to work most effectively in schools that empower selected year 6 pupils to run the initiative. We call these 'Golden Mile Monitors' and there are resources available on the website to help elect these monitors.
- **Enhance pupil's physical activity reports** – The Golden Mile allows schools to produce personal physical activity reports for every pupil. This level of measurability assists with new Ofsted requirements and also supplies parents with detailed reports at parents evening.
- **Encourage parents and pupils to walk to school** – we know schools have limited parking spaces outside the gates, that's why we encourage parents to drop the car keys, pick up their trainers and walk to school.

Sustainability

The investment required to implement the Golden Mile in schools is on average £2 per pupil per year. 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.





Testimonials

"The Golden Mile represents an excellent opportunity for children of all abilities to get fit and be active. The project is simple, effective and accessible to all schools, children and parents. It really is an innovative and interesting project that will be embraced by both children and schools."

Olympic Gold Medallist Duncan Goodhew MBE

"The future health and happiness of our children couldn't be more important, and the Golden Mile has already proved itself as the sort of vital fitness initiative which could make all the difference. The most simple initiatives are often the best, and I urge all children to get involved and get fit while they have fun with the Golden Mile."

England Rugby World Cup winner, Lawrence Dallaglio

"The children, staff, parents and past pupils of Parwich Primary School gathered at their local Cricket pitch to take part in a Spotty Sponsored Golden Mile to raise money for Children In Need 2012. Everyone who took part were proud of their achievements. Some donated £2 each to take part, others filled sponsorship forms. We have estimated that this event will have raised an outstanding amount of £450."

Laura Jones, KS2 and PE Co-ordinator, Parwich Primary School

"Implementing The Golden Mile was so easy and the pupil monitors have reported their enjoyment in leading the lunchtime sessions. The staff have been supportive and can see the benefits to all the children in terms of fitness, fun and challenge. Our monitors have often volunteered for extra sessions and asked teachers to allow their classes time in PE lessons to complete a few more laps. Whilst this is a new initiative at our school I can foresee it continuing for a long time."

Neil Trusler, PE Coordinator, Crowlands Primary School, Essex

We have now been running The Golden Mile challenge across our school since the new year. The pupil monitors have successfully set the course out on a daily basis during our lunchtime periods, and have been able to input the data for each child online. The pupil's Golden Mile certificates will be handed out during our celebration assembly before the end of term."

Debbie Savage, Head teacher, Great Witchingham CofE Primary School

Contact us today...

Email us at info@golden-mile.org or by calling 01953 499048 (during term time and school time, 9am-3pm)

