



Inspiring Young People Through PE & Sport

Curricular & out of school activities for children aged 4 –11 years old.

For more information visit premiersport.org

Expression of interest to work collaboratively with **ActiveEssex**

Introduction

Premier Sport was established in 1999 and now operates in over 100 territories across the UK. We are the industry leading organisation with a strategic approach to improving PE and school sport in the schools in which we work.

In 2010 we became a founder member of the trade association COMPASS, demonstrating our desire to improve minimum operating standards for external providers of school sport, and in turn increasing the quality of provision.

COMPASS have been appointed to promote and shape the sports and physical activity landscape in the UK and they work in close collaboration with the key stakeholders who include the Department of Education, Sport England, Sport Wales, Sports Leaders UK, Sports Coach UK, Association for Physical Education, London Mayor's Office and the UK Commission for Employment and Skills (UKCES).

See more at: www.compassassociation.org.uk

Premier Sport work closely with our educational advisor and are a Vanguard member of UKactive, providing and delivering cutting edge products within the industry. A huge part of our strategic approach is to build cross sector relationships, working collaboratively to enhance the quality of provision for schools and young people in the biggest changing educational landscape of recent times, thus providing a long term, sustainable model.

Our commitment to quality is driven centrally via our technology and online management system. We are extremely excited about the prospect of working alongside ActiveEssex in this project, who share our vision for high quality PE and school sport.



Areas of interest: 1. Mini Games.

Deliver 6 Mini Games Activity Days per Year engaging 1000 young people on each occasion. 1 Day of Mini Games Activity delivered on the same day as the Summer School Games.

In 2013 we worked closely with Shadow Secretary for Health, Andy Burnham MP, in his local constituency to deliver an Olympic legacy event, engaging 2,000 primary and secondary school pupils over two days.

Suitable experience with schools events delivery.

Our 'Inspire to Compete' programme would be a perfect fit to deliver this part of the project. We devised the programme based on fifteen years experience of working within Primary schools, often seeing school children ill-prepared to enter cluster / inter school competitions.

On many occasions the event would have the opposite effect of that desired, demotivating children and creating nervousness going into an environment where they don't know the rules and haven't had adequate practice, sometimes resulting in heavy defeats and an overall negative experience. We have also taken into consideration the barriers that often face schools when it comes to competition – namely, space and transport costs.

Participation in 'Inspire to Compete', means children can access a structured competition programme, starting with 'familiarisation' sessions where they understand the rules, practice game play and gain skill acquisition. After the familiarisation sessions pupils take part in an 'Intra school' competition to put these skills into practice. Finally, pupils are then selected to take part in an 'inter' school competition with other local schools. Ideally this would link in to the School games programme (level 2 & 3), increasing participation levels and increasing quality.

Our Inspire to compete programme is tailored to engage all pupils, including target groups such as more sedentary pupils, allowing them to compete with peers on an even playing field.

This programme can be further enhanced by our Golden Mile programme, giving every school access to an online portal to record and measure data relating to distance walked / ran by pupils throughout the school year.

Pupils can challenge themselves, Schools can introduce internal competition (class v class) and even challenge other local schools to compete without ever leaving school site.

This is an ideal method for engaging the dis-engaged into competition, with all of the impact and improvement data measured accurately.

Track record of working with partners to ensure effective delivery.

We have a long track record of delivering such events and supporting schools and clusters with their own annual sports days. We have also worked with a variety of partners on a number of bespoke activation projects – **see appendix(i) for evidence.**

We are currently working with ukactive, the University of Greenwich and the University of Aberystwyth to deliver a joint, innovative, 12 month pilot scheme to measure the fitness levels of pupils as recommended by the Chief Medical Officer. The findings from this research will be presented in September 2015.

Capacity and provision to efficiently deliver major schools sporting events.

- We have over 700 qualified Activity professionals plus an infrastructure of management and senior leadership to support, plan and deliver these events.
- Our physical activity professionals are suitably qualified and Fit for Purpose to deliver a plethora of sports and activities (see minimum operating standards).
- We also have a team that can report on the IMPACT of these events and compile accurate data to assist future planning.

Believe, Achieve, Trust

Over 20,000 events delivered every month, delivering over 50 different sports and activities.

Areas of interest - 2. Teacher Training.

We are submitting tender for sections 1 & 3. We have however held initial conversation with Create Development who are also tendering and we would be happy to work in collaboration with them to provide a more comprehensive proposal if the panel deemed acceptable / necessary.

Areas of interest - 3. Curriculum support.

Engage 100 schools per year in being supplied with Curriculum support material .

- We currently work with more than 1,800 schools throughout the UK supporting the delivery of the curriculum and have over 700 qualified Activity professionals delivering our Inspire to Achieve programme.
- We could work with ActiveEssex to devise and deliver suitable support material to meet the outcomes and have a dedicated marketing department that sends out regular communications to all stakeholders including heads, teachers, parents and Activity Professionals. With the support of our partners ukactive we can also publicise the partnership at a national level.

Organise and provide in school training/support for curriculum packages to 50 schools per year.

- During our 'team teach' approach with primary school teachers, we have recently been working collaboratively to increase their delivery confidence and activity ideas on a national scale which have been recognised within various school OFSTED reports.

Suitable experience with schools curriculum support.

- Our curriculum programme was designed by our Educational Consultant, Yvonne Gandy. Yvonne has worked nationally with a number of agencies including The Youth Sport Trust; Association for PE; Sports Coach UK; Sport England; and a significant number of Local Authorities across England, the focus of which is linked to leadership and raising standards in Physical Education, ensuring the most effective teaching in schools.
- With Yvonne's support we have created a bespoke online planning framework for Ks 1 & 2, covering the full PE curriculum.

As part of our development of the curriculum programme, we invest more than £20,000 each year on current OFSTED qualified consultants to carry out external verification. The findings of each report help us to shape our programme, resources , CPD and assessment processes to improve our delivery standards.

Track record of working with partners to ensure effective delivery.

We work with schools to deliver agreed impact outcomes based upon completion of a thorough SLA. Access to their own online school portal enhances communication as each school have instant access to pupil progress.

We would welcome the opportunity to collaborate with ActiveEssex to support you achieve the aim of your vision by improving the quality of PE and participation in competitive sport and healthy activity. Our 'Inspire' programme has a variety of products to support this including 'PLAY Active' clubs which are designed to engage the disengaged and inspire pupils to be more physically active.

We are an approved learning destination for the Children's University and were the first organisation of our kind to achieve the QiSS kitemark for quality in study support. We believe the future of PE & school sport will rely on cross sector collaboration therefore we are excited about the prospect of teaming up with such a forward thinking CSP to deliver a shared goal of delivering high quality PE and school sport.

Capacity and provision to efficiently supply curriculum support materials and training.

We have 63 Activity professionals currently employed in the Essex area with 6 local managers. All have access to our online management system where they can complete short, medium and long term planning from our bespoke, online planning framework. All staff assigned to schools will have their profiles visible including, contact details, qualifications, and assessments. This project would have one central point of contact at Premier Sport.



109% increase in the number of curricular sessions delivered in 2014 compared to 2013.

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Evidence Appendix (i):

We have supported a number of partners including:

- **Lloyds Banking Group** - Employee Engagement Programme Winner of the European Sponsorship Awards.
- **Chewits** - Six year partnership delivering over 35,000 days of activity during school holiday periods.
- **Busy Bees Nursery** - National Early Years activation programme across all Busy Bee sites.
- **Blue Peter** - Delivery support on their Summer Olympic Tour.
- **Dame Kelly Holmes Legacy Trust** - Working collaboratively to train and engage 300+ young adults back into work through the Future Jobs Fund initiative, 52.3% were retained as Premier Sport coaches.
- **EDF Energy** - Employee activation programme, 500+ employees took part.
- **ASDA** - Supporting partner, delivering regional activities across the UK including NI.
- **Robinsons Fruit Shoot** - Get Good Sports Days 50 bespoke activity days delivered throughout the UK.
- **McDonalds** - Happy Meal promotional partner featuring across all Happy Meal packaging.
- **Kelloggs** - Feast of Football delivery partner, Premier Sport featured on 28 million Kelloggs packs.

Appendix (ii):

Minimum Operating Standards

For a person to operate as a Premier Sport Activity Professional it is compulsory for them to adhere to the our Minimum Operating Standards.

- Agreed minimum age for lead Activity Professional or independent deliverer: 18+years, Assistant Activity Professional: 16+ years. The reason for the age split is to ensure that a lead Activity Professional or independent deliverer is also an adult.
- Lead Activity Professional - Recognised National Governing Body (NGB) Level 2 Coaching Certificate.
- Enhanced DBS clearance processed by our organisation. A Current DBS from another organisation, regardless of the organisation CANNOT substitute this.
- Safeguarding and Protecting Children Certificate
- Emergency First aid Certification
- Suitably qualified in all sports being delivered, hold a certificate for the sport topic being delivered e.g. Athletics, Gymnastics, Tennis (Net & Wall). Suitably qualified means either NGB level 1 I.C.E qualification or an equivalent qualification deemed acceptable by PEG in every topic delivered (remember they must also have a recognised NGB Level 2 in at least one sport).
- 1st 4 Sport Multi skills Level 2 is desirable and may become mandatory in the future.
- Commitment to Premier Activity Professional Policies & Procedures and Code of Conduct and signed 'non-compete' document.
- A commitment to Continual Professional Development (CPD) via observations, assessments and training. It may become mandatory for Activity Professional to acquire a number of annual CPD points to ensure ourMOS are being reached.
- Adherence to PEG Policies & Procedures at all times.

All of the above is managed through a fully automated Management System that notifies staff, line managers and our HQ Compliance team when qualification are nearing expiry and CPD available to them. The system also has fail safes attached so that no unapproved Activity Professional can be attached to a school event, to ensure all standards are being complied with.

We also provide mandatory annual CORE training (CPD) modules and regional network meetings along with a national training event.



CAPRE

By August 2015, all Premier Activity Professionals will be required to join the register to comply with communication from Capre to your schools regarding 'recognised good practice.'

Insurance

All Franchisees/Licensees have to hold public liability and employer insurance. Bespoke packages have been agreed with reputable insurance companies, ensuring best quality product. Importantly regular reports are provided to HQ to ensure each territory remains compliant.

Assessment Process

All activity Professionals undergo a termly work based assessment, when delivering around the curriculum this is based along Ofsted guidelines and teacher standards.

Each assessment is given a % rating and is recorded on the staff members profile our Management System. This assessment includes highlighting strengths and targeting areas for improvement, including 3 priority areas to be addressed.

Assessments can be viewed by:

- The Activity Professional for comment and reference
- Local managers for appraisal and CPD requirements
- Schools to which the Activity Professional is assigned via the school portal

Assessments are delivered by personnel who have attended training in this area and form part of a wider annual moderation process, from which CPD can be offered.



Appendix (iii):

Testimonial from Parkhill Infants School, Essex

“We would like to commend the coaching we have ongoing for gymnastics at our school. We are extremely pleased with the progress our children are making and visitors to our school have praised our coach for his inclusion of special needs children within classes he takes.

“Jo Defrietas has been working with us for a year now and we wanted someone at your head office to know how pleased we are with his work. We also have an excellent relationship with our area coordinator Jo Moon who has gone out of his way to help and work with us.”

Helen Williams - PE coordinator - Parkhill Infants School, Essex



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