

## **Loughborough Flames: Lighting the Way to London and Beyond**

The BHF National Centre for Physical Activity and Health recently joined together with Loughborough College to pilot a unique and innovative sport leadership project across the local area. Inspired and driven by 2012, the project aimed to educate young people about the history and culture of the Olympic Games, whilst motivating them to be more physically active.

On the 16<sup>th</sup>- 17<sup>th</sup> March, over 100 Loughborough College Sports Leaders, who have completed the Community Sports Leadership Award as part of their National Diploma in Sport, received the British Heart Foundation's Active Club Pack and associated training to provide them with a range of fun and energetic activities for children. The leaders then planned and delivered an enjoyable Olympic themed sport and health programme in local primary schools over a six week period.

To educate the children about the history and culture of the Games, each session focussed on an activity directly related to the Olympics and leaders combined the use of discussions and questioning and answering to reinforce the key Olympic values.

To encourage the children to be more physically active, leaders monitored and acknowledged levels of activity through the use of the British Heart Foundation 'Physical Activity Pocket Planners'. Children also receive a 'Get Kids on the Go' booklet to take home to their parents with tips on how they can support their children to be more active.

On Wednesday 20<sup>th</sup> May, participating schools attended a mini Olympic festival to celebrate the success of the project. Like the Olympic Games, this included an Opening and Closing ceremony together with a whole range of Olympic sports and a torch relay using the College's 1948 Olympic Torch.

Ex Olympian Steve Cram and the BHF's very own 'Hearty' mascot also attended the event to provide their support to the children and give out certificates rewarding them for their regular participation in physical activity over the past six weeks.

Over 100 young leaders and 200 children have been involved in the pilot, and the resounding success of the project means that it will continue to be delivered until 2012 and beyond involving many more young leaders and children.

If you would like more information about this project or the Active Clubs Training, then please contact the Active Club Project Manager, Anna Chalkley on 01509 228263. Email: [A.E.Chalkley@lboro.ac.uk](mailto:A.E.Chalkley@lboro.ac.uk)