

The Daily Mile™ Northern Coordinator

LAUREN WHALEY



LOTTERY FUNDED

Lauren@greatersport.co.uk



LaurenWhaley19

MEET THE TEAM

Thanks to National Lottery funding, from Sport England, across England we have a team of Coordinators who are here to help support your school's Daily Mile implementation.

[Read on below](#) 😊



“Your health is not
important to you...
until you no longer
have it!”

8393

Schools and nurseries
now taking part!

65 countries

Wales
428 Schools

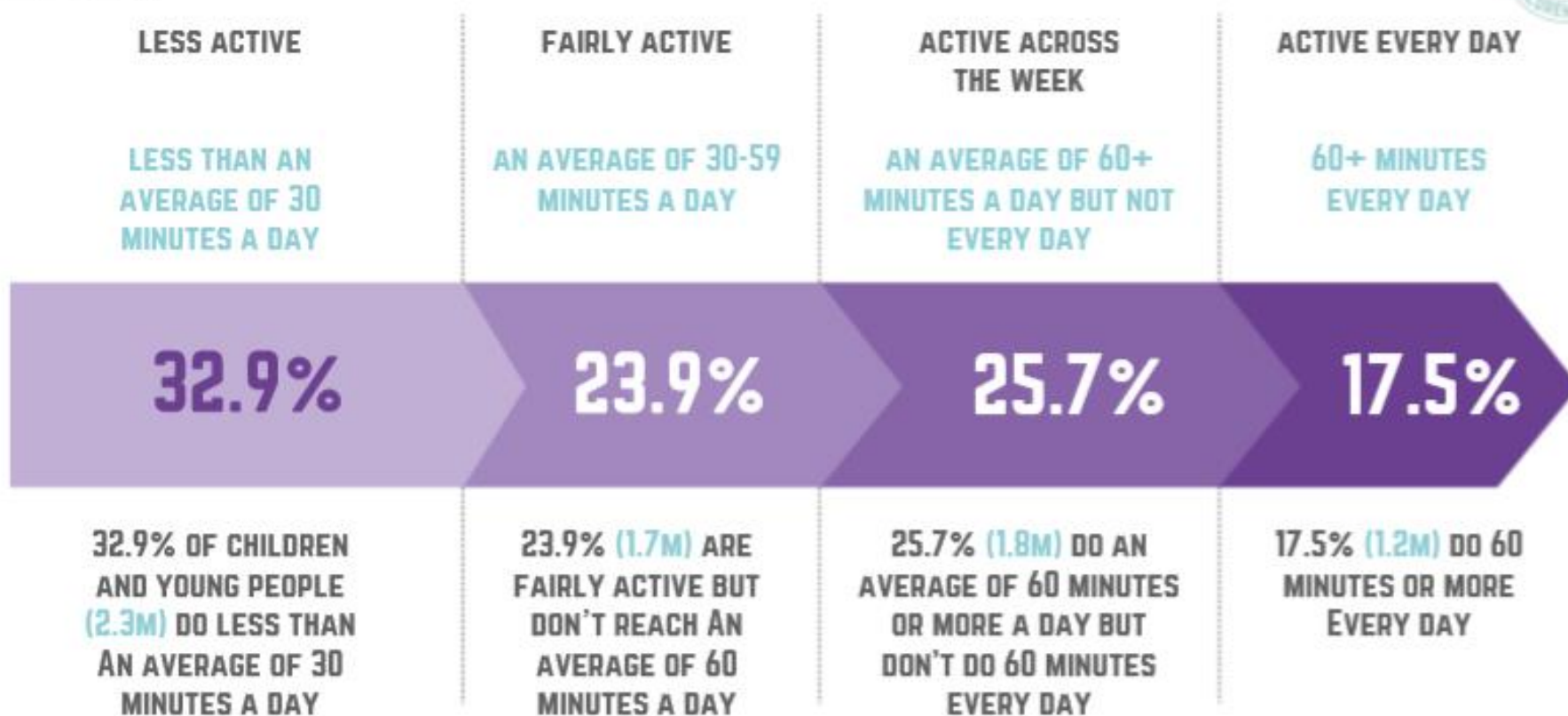


LEVELS OF ACTIVITY



HEADLINES

Our data shows that 17.5% of children and young people (1.2m) are meeting the current Chief Medical Officer guidelines of taking part in sport and physical activity for at least 60 minutes every day. A further 25.7% (1.8m) sit just below this threshold, taking part **on average** for 60+ minutes a day across the week, whilst 32.9% (2.3m) do less than an average of 30 minutes a day.



Children and young people's attitudes to sport and physical activity are key to understanding their levels of activity, mental wellbeing, resilience and social trust.

THE REPORT HAS FIVE KEY FINDINGS:

1

Physically literate children and young people are more likely to be active

Physical literacy has five elements – enjoyment, confidence, competence, understanding and knowledge. The more elements present, the more active a child or young person is likely to be.

2

Enjoyment is the biggest driver of activity

While all of the reported attitudes make a difference, enjoying sport and physical activity makes the biggest difference.

3

Physically literate children and young people are happier, more resilient and more trusting of other children and young people

The more elements of physical literacy present, the higher the levels of happiness, resilience and social trust.

4

Physical literacy declines with age

As children and young people grow older, they report lower levels of enjoyment, confidence, competence and understanding.

5

There are important inequalities that must be tackled

Girls and those from less affluent families are less likely to enjoy being active.

These findings will be used to inform a new attitudes-led market segmentation of children and young people. More details on our next steps can be found on [page 26](#).

Less of this...



More of this...



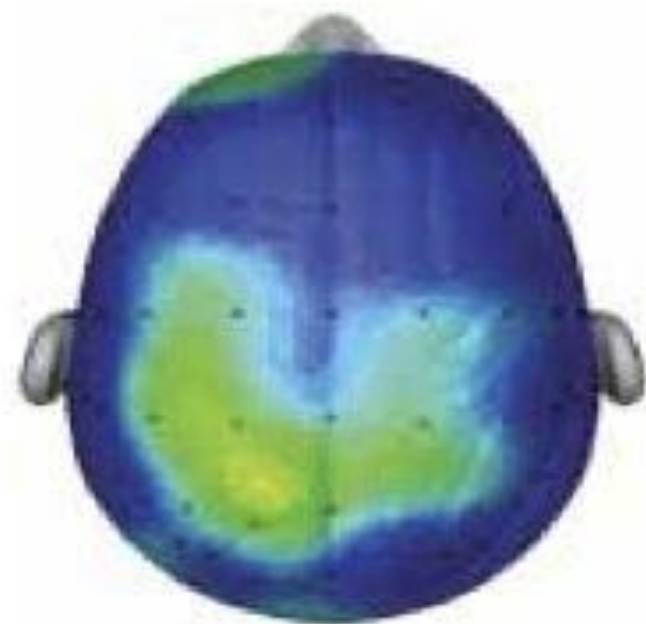


6 hours school day
30 hours a week
60 minutes PA per day
30 minutes PA in school day
15 minutes of the Daily Mile
=1.45 hours a week

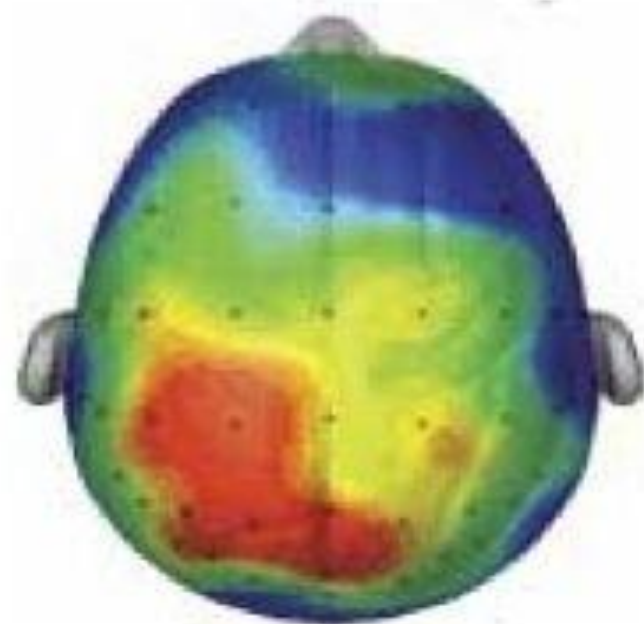


Cognitive Effects of Exercise in Preadolescent Children

Average composite of 20 students' brains taking the same test after sitting quietly or taking 20 minute walk



Brain after sitting quietly

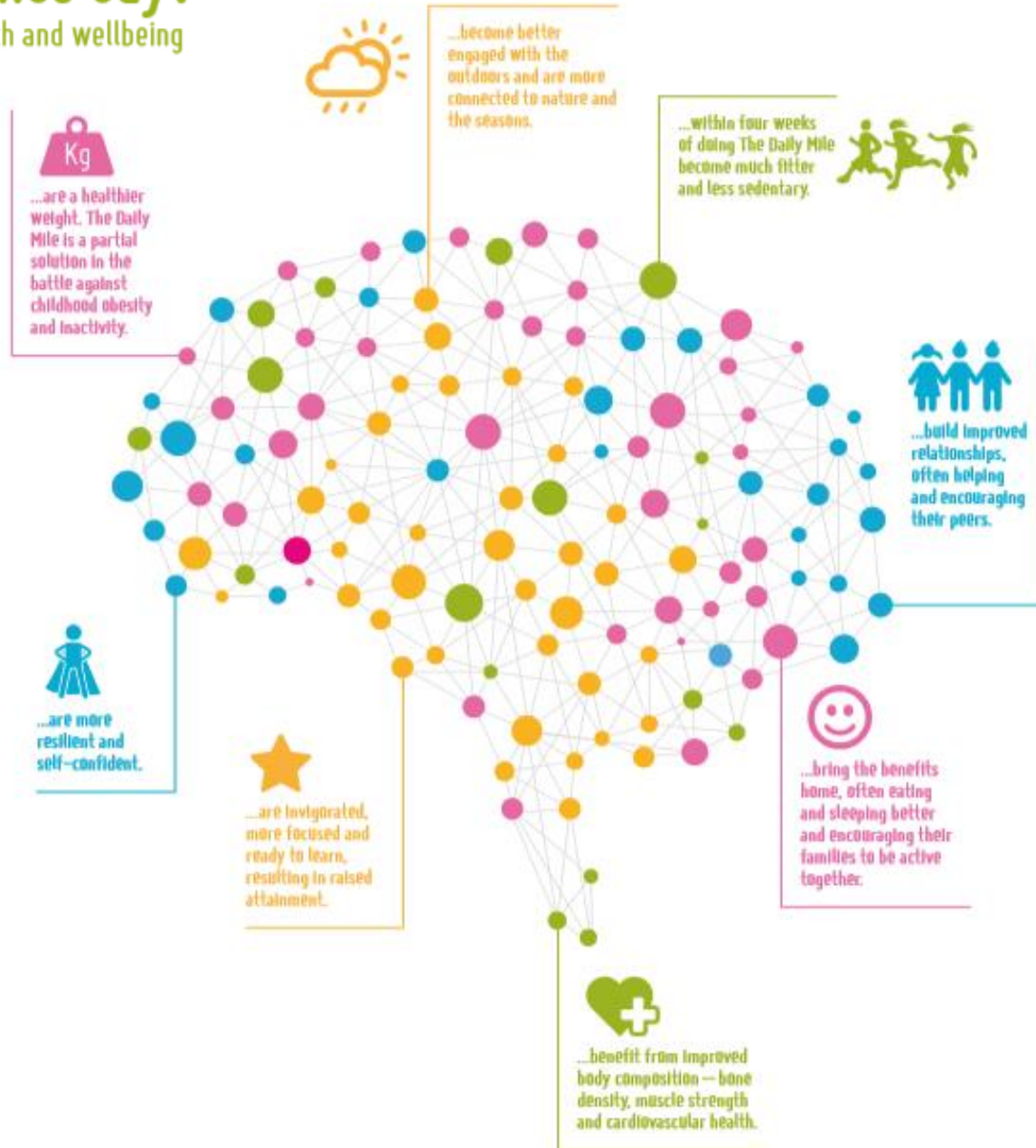


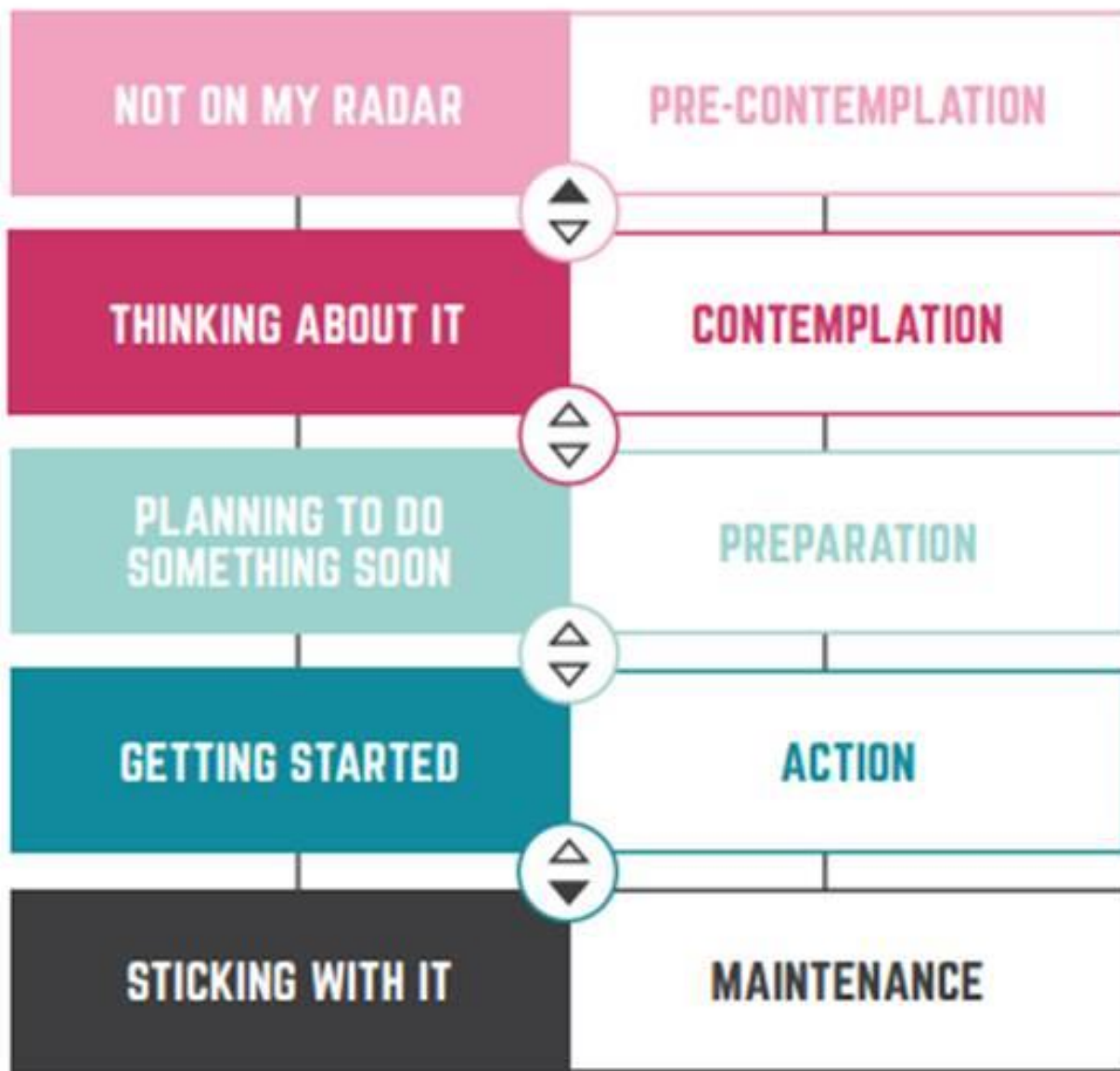
Brain after 20 minute walk

Source: Derived from research by Dr. C.H. Hillman, University of Illinois at Urbana, Champaign, Urbana, IL (2009).

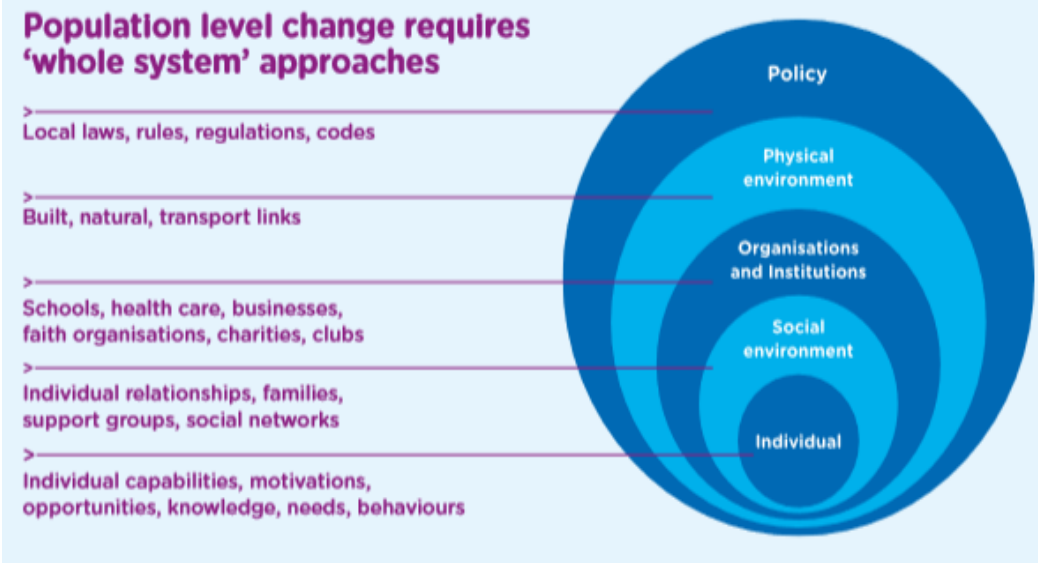
What does the science say?

How being more active improves health and wellbeing















People can move back and forth through these stages



THE 10 CORE PRINCIPLES

-  QUICK - takes just 15 minutes
-  FUN - done in a social setting
-  100% - fully inclusive, including children with mobility difficulties
-  WEATHER - a benefit, not a barrier
-  ROUTE - use a firm and mud-free surface
-  RISK - assess the route to ensure safety
-  WHEN TO GO - during curricular time, at least three times a week
-  CLOTHES - run in school clothes
-  OWN PACE - children run or jog at their own pace, walking intermittently to catch their breath
-  SIMPLE - keep it simple





Our Community

[+ View map](#)



Sign Up for The Daily Mile

and receive your FREE Welcome Pack*

[Sign Up Now!](#) 

**“Your health
is not
important to
you until you
no longer
have it!”**



Who can you inspire?

Thanks for listening – Any questions?



Lauren@greatersport.co.uk



LaurenWhaley19

www.thedailymile.co.uk



Contact Information

	Area	Name	Contact
The Daily Mile Northern Coordinator	North	Lauren Whaley	lauren@greatersport.co.uk
The Daily Mile National Coordinator	South	Molly Adkin	Molly.adkin@ondonsport.org
The Daily Mile Local Coordinator	Greater Sport	Matthew Domville	Mattd@greatersport.co.uk
The Daily Mile Local Coordinator	Merseyside	TBC	TBC
The Daily Mile Local Coordinator	Tyne and Wear	Gary Young	gary.young@tynewearsport.org
The Daily Mile Local Coordinator	Yorkshire	Shania Boom	Shania.boom@yorkshiresport.org