



# Advocating 60 active minutes

## Sustaining Change4Life Clubs towards an Active 60 Minutes - Hayley Pegg

### WHICH AREA OF THE SGO TASK LIST DOES THIS IMPACT?

1	Increasing engagement in School Games
2	Developing competitive opportunities
3	Increasing and sustaining participation
4	Workforce – Broadening the range of participation opportunities

### ABOUT HAYLEY

Southend West SGO Hayley Pegg works three days per week as an SGO and has further capacity to deliver on additional services two days per week for the County Sports Partnership. Hayley covers 32 schools in the county of Essex. Deprivation levels across the area are very high.

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### WHY

- The SGO believes that targeting inactive children is a vital part of her role and the Change4Life Sports Clubs is definitely part of this.
- The SGO promoted Change4Life in its wider sense, and not just the sports clubs.
- The SGO realised how excited the children were with the Disney Change4Life packs.
- Some of the Change4Life clubs had become a bit stale. The deliverers had run out of ideas and not many children were attending.
- Parents were concerned that Change4Life clubs were just for the obese or overweight children.



### ACTION

- The SGO decided to bring new life to some of the activities on offer linked to the great marketing strategy of the Disney Change4Life resources.
- The SGO developed 'Super Hero' days.
- Super Hero days were targeted at the least active children from each school.
- The first Super Hero day was a 'Hulk' dodgeball event. The SGO developed activities all linked to the Incredible Hulk.
- Further festivals and events had themes that were linked to Ben Ten, Paw Patrol, Marvel, Captain America, and Spiderman.
- The SGO comes up with a theme that is trending for young people. This way she knows it will be attractive to the young people she is targeting. The SGO speaks to the target audience to find out their thoughts on the themes before any planning takes place.
- The SGO comes up with fun ideas linked to the themes for the festivals and events.
- The SGO then passes these ideas onto the schools following the festivals/ events to use back at school.
- Each school has now changed their Change4Life Sports club into a Super Hero club. Schools have adopted the ideas from the Super Hero festivals and events and started to come up with their own.

# SCHOOL GAMES



## IMPACT

- Schools have reported a significant increase in the number of children attending their Super Hero clubs. Most schools have reported that their clubs are now full (25+ members).
- The children attending the clubs really enjoy the fun activities. These children do not see the activities as physical activity or sport.
- These children have also developed more confidence to attend inter-school festivals and events due to the new format of the Super Hero days.
- There has been a significant increase with parental engagement. Parents are starting to contact the SGO for ideas of where they can take their children to be more active.
- The SGO can visibly see the younger children are more able and can sustain their activity levels for longer following regular attendance at the Super Hero clubs.
- The festivals and events are much more fun.



## NEXT

- The SGO needs to keep up with what is trending that children are following or into, to make the festivals and events relevant.
- Next academic year the SGO would like to do a Super Hero day where all schools take part in intra-school competitions and activities all day linked to super heroes.
- The SGO has started to develop a sports leadership programme for PE. This leadership programme is linked to 'Mr Men'. For example, one child will become Mr Motivator for the lesson, another will become Mr Leader, etc.



## TIPS

- Ensure you ask the children what they like outside of school.
- Try to incorporate this into your work.
- Be a child for a day and see what they are into. This makes things more interesting for the children. What sounds better – a Multi Skills Festival or a Super Heroes day?

