



Brief Summary

UpStarts Building a Healthy Lifestyle Legacy from the 2012 Games

The project UpStarts (Building a Healthy Lifestyle Legacy from the 2012 Games) is a fully funded 'Olympic style' food and fitness programme, in the Mid Essex area. The project is funded by NHS Mid Essex and managed by Healthy Living Solutions Community Interest Company (HLS CIC).

The project aims to give young people who would not normally have this opportunity, the experience of that of an elite athlete in terms of support to become active, reaching their potential, developing their confidence and self esteem and improving their health and well being through cooking and healthy eating. The programme is a year long and is split into a number of elements.

UpStarts programme includes:

- 1 **An Olympic style roadshow.**
- 2 **A full assessment pre and post programme completed by the University of Essex.**
- 3 **Weekly activity sessions on the school site.**
- 4 **Weekly cooking club on the school site – trained and developed by Jamie Oliver's Chef.**
- 5 **Activities during holidays and weekends where appropriate linked to local sports clubs.**
- 6 **A film - produced to document the entire programme and the outcomes of the project.**

UpStarts is being evaluated by the University of Essex.

UpStarts helps young people and their families to reach their optimum health and potential.

UpStarts will leave a legacy of Cascade Cooking Clubs in each of the schools.

UpStarts is unique in its holistic approach to activity, nutrition and wellbeing.

UpStarts addresses health inequalities and will leave a legacy of sports and activity opportunities for children and young people in their communities.

To give you a little more detail on each area

1. Olympic Road show – an elite athlete, 2012 Essex Ambassador and Olympian Steve Cram MBE, University of Essex, Ashlyn's Organics and Colchester United sports coaches deliver a unique Olympic roadshow at the school site to launch the programme. Children will have the opportunity to take part in fun activities and quizzes, try and taste foods and learn what it takes to become an Olympian/ Para Olympian.
 2. The young people involved will visit the University of Essex Sports Science department and take part in a full assessment pre and post the programme – to assess improvements in health, wellbeing, self esteem and activity levels.
 3. The activity sessions are led by qualified coaches and differ from mainstream programmes as they link to local sports clubs and activities. The approach is focused upon a longer term aim to support young people and their families engage in activities outside the school environment. Each week children will experience different activities and will be rewarded for their efforts during the sessions with a reward scheme designed by the University of Essex Psychology department to boost confidence and self-esteem. Coaches will be appropriately trained and experienced to support children taking part in the programme. NACRO staff and other highly trained and enthusiastic coaches will be appointed to schools.
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4. The cooking club will be fully equipped by the project and staff trained by Jamie Oliver's chef to deliver 10 week cooking clubs on the school site. All ingredients will also be paid for by the project to support the clubs. Recipes booklets and information will also be provided for families taking part in the project to take home. The training for a member of school staff will be held at the Ashlyn's Organics cookery school. The Institute of Optimum Nutrition will also be contributing to this project with tips and advice on the recipe cards.
5. The programme aims to encourage children to take part in activities outside of the school environment to increase the likelihood of participation in sport post school. This will involve activities at local sports clubs. Links will be made throughout the project inline with the interests and abilities of the children taking part.
6. A film will be produced documenting the experience. This will be used to promote the outcomes of the project and to secure future funding for this project and similar projects.

Design, development and delivery

The project programme has been developed through a steering group involving the three local authority Sports Development Officers and the Essex County 2012 Legacy Team, the Project Manager leading on the delivery is Natalie Blyde, Loughborough graduate and athlete, with 12 years experience in sports and health development.

NHS Mid Essex want to ensure that healthy lifestyle is a key legacy to the 2012 Games. They have funded this project which is entirely in line with new Government directive **Be Active Be Healthy**:

"Be active, be healthy establishes a new framework for the delivery of physical activity alongside sport for the period leading up to the London 2012 Olympic Games, Paralympic Games and beyond. Programmes outlined in the plan will contribute to Government's ambition of getting 2 million more people active by 2012 and have been designed to leave a lasting legacy from the Games."

"Be active, be healthy also sets out new ideas for Local Authorities and Primary Care Trusts to help determine and respond to the needs of their local populations, providing and encouraging more physical activity, which will benefit individuals and communities, as well as delivering overall cost savings. To achieve our ambitions for a healthier, fitter nation we will need a world-class delivery infrastructure for physical activity."

UpStarts is an excellent example of Local Authorities, County Council and the Primary Care Trust working together. We are inviting Government and 2012 Legacy Team to replicate this project across the country leading to 2012.

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