



The Daily Mile

Local learning

Helping children and young people
in your local area to be more active



How promoting The Daily Mile could help to get children and young people in your local area to be more active.

This document outlines what we've learned from working with primary schools on The Daily Mile over the last two years.

These transferrable learnings can be applied to many elements of broader work with children and young people (CYP).

"I love the Daily Mile because I have fun and it helps my brain grow."

(Year 3 pupil, Northumberland)



The Daily Mile

is a free social form of physical activity

The Daily Mile is a free, inclusive and social form of physical activity, and isn't a replacement for curriculum PE or play/lunchtime.

Children of all abilities and backgrounds run or jog at their own pace, for 15 minutes, in the fresh air with their friends at primary or junior school. It's designed to improve their physical, social, emotional and mental health in a non-competitive and fun setting.

The Daily Mile can be the first step on a child's journey to leading an active lifestyle, throughout their younger years and beyond, achieving the Chief Medical Officer's guideline of an average of 60 minutes of activity a day across the week, for example, joining in with the School Games, active travel and other activities which encourage movement.



Case Study:

Year 4 pupil, Kent



Sport England investment

Local coordination

Eleven local coordinators based in Active Partnerships were funded.

A national coordinator worked between these Active Partnerships, Sport England and The Daily Mile Foundation. This cross-partnership network was designed to facilitate sharing and learning.

The aim of the investment was to increase the number of schools signing up to, and delivering, The Daily Mile.

We measured delivery of The Daily Mile within schools across the following areas:

1. How many times per week?
2. What time of day?
3. How many year groups take part?

Coordinators encouraged schools to:

1. Deliver The Daily Mile 3+ times per week
2. Deliver the activity within lesson time
3. Have all year groups participating

We captured the above data three, six and 12 months after the school signed up to The Daily Mile, to track delivery over time.





Sport England data

April 2019–January 2021

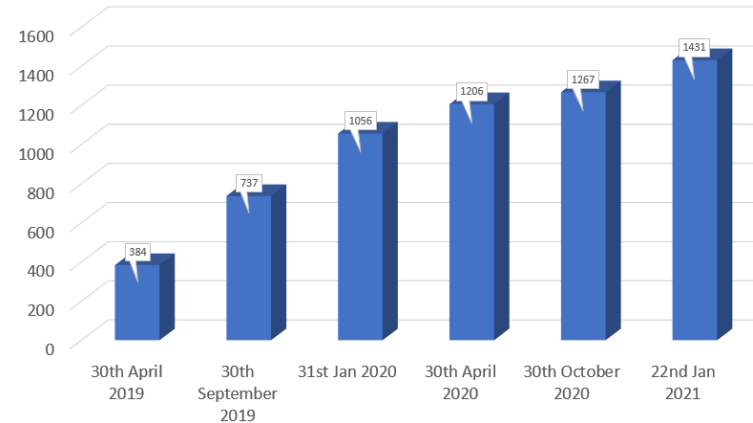
The data has helped us to paint a picture of what delivery of The Daily Mile looks like in schools.

The year one data (Jan 2019–Dec 2019) suggests the longer a local coordinator supports the schools, the better their delivery becomes.

The number of schools doing the Daily Mile 'every day' doubled from 18% (after three months) to 36% (12 months). The figure for taking part 'during lesson time' increased from 50% of schools (after three months) to 86% of schools (after 12 months). More than half of schools (52%) reported 'all year groups' participating, which was almost twice the number at three months (27%).

We know there have been challenges and obstacles as a direct consequence of the Covid-19 pandemic. This has meant the coordinators have had limited contact with schools with regards to collecting year two data.

Sign-ups - the number of schools registered through the Daily Mile website





Learnings

Becoming a more active school

We've learnt that having someone working with local schools on The Daily Mile has benefitted Active Partnerships more broadly, with a focus on creating more active schools.

Local coordinators communicated a wider CYP offer, or menu of activities, to schools. This included work such as the Active Lives Survey and School Games, as well as The Daily Mile and other CYP projects. This role could be absorbed by the work of the wider team.

The Daily Mile can help address specific place-based issues that your organisation is working to solve. It too, works best when it's driven by local need.

Experience of using The Daily Mile as a tool within broader CYP work has shown it can support schools that are normally less engaged. It can work as the 'hook' to starting their journey to becoming an active school, because it is:

- **Free**
- **Non-competitive**
- **Low on staff administration**
- **Resource and campaign based**

Case Study:

Herts Sport Partnership





Learnings

The benefits to an Active Partnership

- Leading conversations with The Daily Mile first, can be a way through the door into schools, but also with partners such as public health and School Games organisers. Often, The Daily Mile will align with their physical activity strategies.
- Pin-pointing the best ways to work with your local schools, and networks such as headteacher forums, to have the most impact.

“The most influential key learning in allowing schools to successfully establish The Daily Mile within their school setting would be to firstly establish the relationships for your area. Whether this be key contacts, headteacher/PLT forums, SGO’s or other means that allow you to have the best route in within the school.”

(Active Essex)

“Another way of engaging schools was engaging with Multi Academy Trusts (MAT), which meant we would link into the central school, and most information got fed quickly to all the schools. ELAN were the first recorded Daily Mile MAT and all seven schools within the trust run The Daily Mile and are signed up.”

(Wesport, Bristol)





Learnings

The benefits to an Active Partnership

- Building stronger relationships with local schools to form a better understanding of their individual needs.

“GreaterSport and the children and young people team have benefited greatly from the knowledge and relationships created by their Daily Mile coordinators. The coordinators have a direct and personable relationship with schools and understand to a greater degree the needs of schools working alongside pupils and teachers, increasing local CYP knowledge, to direct time and attention to appropriate intervention at a CYP level.”

(GreaterSport, Manchester)

- Becoming part of a joined-up local approach to increasing activity in schools, with other organisations – such as [Greater Manchester Moving](#) and [We Can Move](#) in Gloucestershire.

“The Daily Mile has allowed schools to adopt a whole-system approach by encouraging ALL children, no matter age or ability, to take part in The Daily Mile and other forms of physical activity. Having a strong relationship with schools, stakeholders and multiple organisations with links to schools (Healthy Schools, Essex Family and Wellbeing Service, North East London NHS Foundation Trust etc.) pushes the message of physical activity from not only me, but others. Each sharing the same values that The Daily Mile adheres to.” (Active Essex)

Case Study:

ELAN Trust, Bristol





What could this work look like within your organisation?

Fostering relationships in schools

Understanding the challenges faced by schools can help inform your strategic direction and the local offer.

- Your organisation becomes more trusted by schools
- Schools are more likely to listen to you about other projects
- It enables you to collect data more easily and effectively
- Your organisation can get to know the schools better and use this intelligence to improve other projects
- Your organisation can get to know and identify the children and families who need help the most, allowing you to target more specific areas

“The relationship and networks that have been built as a result of The Daily Mile project have opened up doors to the CYP team to work alongside schools and partners and create a connection, whereby schools in need of support can approach our team – and have the confidence that we have the knowledge, capacity and resources to assist them.”

(MSP, Merseyside)



What could this work look like within your organisation?

Fostering relationships in schools

“The Daily Mile can often be a ‘foot in the door’ into schools, which can then open up discussions around wider CYP offers. It also allows the active partnership an insight into good practice taking place in schools across our region, which has led to using case studies and PE leads to present at PE conferences and other events to support other schools across the county.”

(Yorkshire Sport, Yorkshire)



Case Study:

Living Sport



What could this work look like within your organisation?

Encouraging and influencing schools

- Celebrating teacher 'champions' and active schools, to recognise best practice locally and encourage other schools.

“A phrase we often hear in schools that have embedded physical activity into their daily routine is, ‘It is a part of our school’s culture’. This speaks volumes about the attitude towards physical activity and the importance that is placed on it and reflects a very positive shift within parts of the education sector.”

(Active Gloucestershire, Gloucestershire)

- Influencing senior leaders, within schools and beyond, with insight tailored to the school's agenda that supports your CYP offer.

“Headteacher engagement is crucial to whole school adoption of The Daily Mile (or any other school-based programmes). Our programme evaluation with the University of Birmingham found that 64% of class teachers felt that SLT at their school believed The Daily Mile to be either ‘entirely effective’ or ‘mostly effective’. We also found a correlation between senior leadership team support and participation.”

(Sport Birmingham, Birmingham)



What could this work look like within your organisation?

Resources, campaigns & communication

- Creating localised resources and campaigns that appeal to your schools and fit with local and cultural celebrations – such as Laps to Lapland, [Climbing Mount Mile](#) (Living Sport) and the [Commonwealth Challenge](#) (Sport Birmingham).
- Streamlining the CYP communications from your organisation with local schools and teachers.
- Using The Daily Mile at key times in the calendar year, to maximise your support to schools:
 - Introducing The Daily Mile a few weeks into the September term for maximum engagement and sustainability
 - Using creative resources in January to re-engage schools over the winter months.
 - Avoiding pressured term times, i.e., SATs.

“The Daily Mile Destinations... has helped PE teachers to promote the importance of physical activity across their school, alongside some friendly competition between classes. Whilst the partnership invested in hard copies of the resources for destinations, other materials have been sent electronically. This is an effective way of keeping the communication going with schools as it is low cost, encourages them to have ownership and still means you can interact with them.”

(Herts Sport Partnership, Hertfordshire)

Daily Mile Destinations

Aiming to achieve 100 days of The Daily Mile, classes strive to complete 3-5 days of The Daily Mile a week with each Daily Mile day moving you closer towards achieving a new destination sticker.



What could this work look like within your organisation?

The Daily Mile outside of school

As there's no single solution to getting children and young people active, a combined and localised approach offers schools and young people the best support to suit their needs, and those of their local communities.

“Outside of the school environment, we are linking with the Essex Country Parks to implement The Daily Mile into existing walking trails for families and communities, to use during school and term times. Using stickers, maps and signage around the trail; we are looking at this for around Spring 21.”

(Active Essex)

'I am going to start running at home on a Saturday and Sunday'

(Year 2 pupil, Northumberland)





Summary

Whilst the eleven Active Partnerships involved have been different, it is clear an initiative like The Daily Mile can be universally used to create a better connection with schools that are less engaged, build better relationships, and support their physical activity offer.

It has enabled organisations such as Active Partnerships to foster better relationships with their local schools and gain an increased understanding of their needs, to better shape their broader CYP work.

These schools often start with something like The Daily Mile and with support from a trusted organisation, like an Active Partnership, can sow the seeds for their pupils to live well-rounded, active lifestyles.

In line with our new 10-year strategy, 'Uniting the Movement,' Active Partnerships can target our funding towards locally-determined priorities, considering what tools and resources can be used to tackle the inequalities faced by children and young people in their area, for example, The Daily Mile.

Discover more:

For further information about The Daily Mile:
thedailymile.co.uk

For more evidence from The Daily Mile:
thedailymile.co.uk/research

For resources to help you run your Daily Mile:
thedailymile.co.uk/resources



"An initiative like The Daily Mile that is, free, engaging and has potential wider impacts, is a great 'foot in the door'. Going in with an offering that is more than just The Daily Mile (i.e. Sports Premium, health and well-being, School Games) will also make schools feel their time has been well spent. As part of our ongoing work around the Creating Active Schools Framework, we are supporting schools to see how physical activity is aligned to whole school priorities. The Daily Mile can play an important part in this and is more effective if it is aligned to these and completely embedded across the school system."

(Active Gloucestershire)

"It is great to see the children challenging themselves and pushing themselves beyond their comfort zones. Even for the less physically active children it's great to get out and active in some way each day."

(Teacher, Cambridgeshire)

"Doing The Daily Mile makes me encourage myself and it also increases my stamina, and it also makes me fit."

(Year 6, Cambridgeshire)



Case Studies

Year 4 pupil, Kent

Improving pupils' health, a first step towards an active lifestyle

Herts Sport Partnership

Engaging and supporting more active schools

ELAN Trust, Bristol

The first Daily Mile Multi-Academy Trust

Living Sport

Collaborative approach in Peterborough and Cambridgeshire





Case Study

Year 4 pupil, Greenfields Community Primary School, Kent

The Daily Mile improves pupil health, specifically a Year 4 pupil whose asthma has dramatically improved since Greenfields Community Primary School introduced the Daily Mile to their school day.

Doing The Daily Mile has transformed their health – they hardly use their inhaler now, and during a recent medical visit, their respiratory specialist said this is likely due to the regular exercise which has helped to improve their lung and muscular function.

We asked them what they liked about The Daily Mile, and they said: "I enjoy it because it makes me fitter and faster and now I am in the football squad. I also like it because it helps me concentrate and gives me a break"





Case Study

Herts Sport Partnership, Hertfordshire

Through the support, campaigns, and resources we have been able to offer through The Daily Mile initiative, we have had increased engagement with schools across the county.

Our role enabled us to work with schools on a one-to-one basis, as well as through our School Games organisers, and help them to develop and embed The Daily Mile across their school community.

We communicated with PE Leads, but also experienced engagement from non-PE staff who wanted to learn more about how they could link physical activity into the timetable to encourage the young people to be more active during the school day.





Case Study

ELAN Multi-Academy Trust, Bristol

At Wesport (The West of England Sport Trust), we have worked collaboratively with ELAN (Extend Learning Academies Network) and specifically with their sport premium manager, who works across all eight of their primary schools.

This relationship was developed through Lee's ambition to becoming the first Daily Mile Multi-Academy Trust, which in December 2019 they achieved. We supported all schools within ELAN to embed The Daily Mile into their day.

Following this we have continued to have a strong working relationship, impacting our wider work within Wesport. Our youth sport lead has further supported Lee and all eight primary schools with Primary PE & Sport Premium, CPD, School Games engagement and Active Lives CYP participation.





Case Study

Living Sport, Peterborough & Cambridgeshire

Through our position hosting two part-time local Daily Mile coordinators, we have been able to create a more collaborative approach to our CYP offer.

Having joined up communications with our SGOs and local partners, such as [Healthy You](#) and [Peterborough Environment City Trust](#), we have strengthened everyone's relationship with schools which has resulted in more trust in the local 'offer'.

We can come together (as partners) and engage with schools in a wider conversation, which may not have happened if each of us had gone to them with just one talking point. Another example is how our 'athlete champion' now supports all our CYP work, after a successful relationship developed through his specific work on The Daily Mile.

