



## Media information

# BRITAIN'S BIGGEST SCHOOL SPORT EVENT SEES RISE IN SPORT PARTICIPATION

*New research from Lloyds TSB highlights the positive impact of National School Sport Week, as registration opens for 2011*

**LONDON 3 November 2010: Research released today from Lloyds TSB, reveals that participation in Lloyds TSB National School Sport Week and anticipation about the London 2012 Olympic and Paralympic Games has encouraged schoolchildren across Britain to take part in a lot more sport.**

With registrations now open for the week, which takes place from 27 June to the 1 July 2011, schools are being encouraged to sign up early to build on the success of the programme in primary and secondary schools across England and Wales. 2010 saw over 14,000 schools and nearly five million pupils try their hand at taster sessions of new Olympic and Paralympic sports and take part in inter and intra-school competitions and Opening and Closing Ceremonies.

### **Positive impact of participation**

Of the five million young people who participated in National School Sport Week in 2010, an event run in partnership with the Youth Sport Trust, nearly three quarters (71%) of primary school and over a third (35%) of secondary school pupils have been inspired to take part in more sport. This positive impact has continued long after the end of the week with 45% of primary school and 26% of secondary school pupils joining a club either inside or outside of school in the weeks that followed.

Overall, regular participation in sport has increased from 76% to 82%, with a noticeable impact on participation levels in lesser known sports. Boccia and goalball reported a 200% increase in the two months between May and July 2010 with handball (129%) and canoeing (35%) demonstrating significant increases during the same period.

Olympic Gold Medallist, Jonathan Edwards, comments: "It was great to see first-hand the excitement that British schoolchildren have for trying new Olympic and Paralympic sports. Seeing them put that excitement to the test during this year's Lloyds TSB National School Sport Week was a real positive for me. By giving more children the opportunity to try a wider variety of sports, we hope to increase participation levels and help young people be more active."

### **Excitement about the Games and impact on behaviour**

Schoolchildren are feeling increasingly proud and excited about the Games, despite the fact that it is still 21 months away. Of the pupils who participated in National School Sport Week the interest levels in London 2012 are much higher – with a noticeable increase in young people who are proud that the Games are being hosted in the UK (50% uplift) and desire to get involved (56% uplift). Teachers also reported the positive impact the week had on pupil's behaviour, with three quarters stating that the week had a good or very good impact on behaviour.

Sebastian Coe, Chair of the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) said: "The fact that nearly 14,000 schools took part in National School Sport Week in 2010 confirms what we witness every time we travel around the UK – that children are excited about trying new sports. The enthusiasm up and down the country and overall support for the London 2012 Games is clear, and it is great to see the impact it is already having on school children."

- Schools can register for Lloyds TSB National School Sport Week, 27 June – 1 July 2011 at [www.schoolsportsweek.org](http://www.schoolsportsweek.org)
- Registered schools will receive a free teacher planning and activity pack, full of ideas to help plan their week and ensure the whole school can get involved

## **ENDS**

### **For media enquiries:**

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**Notes to Editors:** Lloyds TSB National School Sport Week Survey, conducted by ICM Research in July and August 2010. Sample size: 1475 children aged 8-18 years old  
Evaluation research conducted by the Centre for Sport, Physical Education & Activity Research (SPEAR) at Canterbury Christ Church University in 566 schools between June and September 2010.

### **Lloyds TSB and London 2012:**

Lloyds TSB is the exclusive Banking & Insurance Partner of the London 2012 Olympic and Paralympic Games and partner of the London 2012 ticketing programme and the Olympic Torch Relay. The Bank is committed to inspire and support young people, businesses and communities across Britain in the lead up to London 2012. [www.lloydstsb.com/london2012](http://www.lloydstsb.com/london2012)

### **The Youth Sport Trust:**

The Youth Sport Trust is a registered charity with a simple mission: To build a brighter future for all young people through physical education (PE) and school sport. Its main objective is to increase young people's participation and enjoyment of PE and school sport and, through this, improve their life chances. The Youth Sport Trust plays a central role in the development and support of more than 450 sports colleges across the country. For more information visit [www.youthsporttrust.org](http://www.youthsporttrust.org)

**Lloyds TSB National School Sport Week:**

National School Sport Week has run since 2008 and consists of a nationwide programme of activities across the UK including festivals of sport, opening and closing ceremonies, intra and inter-school competitions and other local activity to promote and celebrate PE and sport in school. In 2010, more than 14,000 schools and five million children took part in Lloyds TSB National School Sport Week, this equates to over 45% of the schools in England and Wales. 2010 saw Bank of Scotland National School Sport Week take place for the first time with over 700 schools participating, in partnership with SportScotland. [www.schoolsportsweek.org](http://www.schoolsportsweek.org)

**Lloyds TSB Local Heroes:**

Lloyds TSB is also supporting promising and emerging British sporting talent on their journey to London 2012 and beyond through Lloyds TSB Local Heroes in partnership with SportsAid. The Lloyds TSB Local Heroes programme has a national reach with local impact, supporting over 250 athletes per year from across Britain with awards of £1,000 to help with the costs of training and competing at national and international level. [www.lloydstsb.com/localheroes](http://www.lloydstsb.com/localheroes)

**London 2012 Get Set:**

Get Set is the official London 2012 education programme for schools and colleges across the UK. It provides free learning resources for 3-19 year olds to find out more about the Games and explore the Olympic Values of excellence, friendship and respect, and the Paralympic Values of determination, inspiration, courage and equality. It also offers access to exciting prizes and opportunities through participation in competitions and partner programmes. There are currently over 15,000 schools and colleges registered with Get Set

Lloyds TSB National School Sport Week is part of Get Set + and is featured within PE and School Sport theme.

All schools that are participating in Lloyds TSB National School Sport Week can access exclusive rewards and recognition from London 2012 by joining the Get Set network.

Members of the network will be first in line to take advantage of the London 2012 Ticketshare initiative which will see children and young people across the UK receive tickets to the London 2012 Olympic and Paralympic Games. There are lots of other benefits to joining the network too, including tours of the Olympic Park, visits from athletes, as well as a plaque and certificate and use of the London 2012 education logo.

**Supporting quotes:****Richard Hayward, Partnership Development Manager, Merton School Sport Partnership, London, said:**

“Lloyds TSB National School Sport Week was a fantastic opportunity to get our young people excited about the London 2012 Olympic and Paralympic Games and to encourage them to take part in a range of different sports. The week was a real sporting celebration and I'd encourage all schools to take part in 2011.”

**Neil Macintosh, Partnership Development Manager for Lordwood Boys School Sport Partnership, Birmingham, said:**

“Lloyds TSB National School Sport Week was a fantastic opportunity to get our young people excited about the London 2012 Olympic and Paralympic Games and to encourage them to take part in a range of different sports. Not only did the young people taking part benefit but the week also gave pupils the chance to plan and deliver their own events for local primary schools as young leaders, helping them gain invaluable skills and experience. The week was a real sporting celebration for all and I'd encourage all schools to take part in 2011.”