

The Pennine Way School Running Challenge for Sport Relief



In 2013 Andy Mouncey took part in Britain's most brutal ultra marathon The Spine Race www.thespinerace.com 268 winter miles south to north on foot along the full length of The Pennine Way (TPW) as continuously as possible. Andy pulled out 105 miles into the race.

In early 2014 Andy was back on the start line aiming to finish the job this time with considerably more leverage: He had challenged schools along the route to run the same distance he would attempt, raise money for Sport Relief and keep a training diary of their experiences.

In return Andy was visiting the schools and teaching the pupils and staff some of the key skills and mindset of an endurance athlete so that they could, for example, persevere through setbacks and make big scary challenges appear simple and straightforward.

By the time the race began in January 13 schools and 1600 pupils were part of Andy's *Cracking The Spine* pilot project. Most had started chipping away at their 268 mile cumulative total by running regularly during the school week, and all were looking forward to following the race and Andy's progress in real time via the internet and completing the race-week themed lessons Andy had set.

Once again the challenge proved too great for Andy and he pulled out of the race at 160 miles suffering from hypothermia – his post-race visits back to the schools were interesting to say the least!

All the schools completed the final mile of their run on Sport Relief Day in March and Andy was on hand in The Peak District as five schools from one cluster came together for a big finish.

KEY OUTCOMES

Big Numbers

- Pupils Running: 1600
- Miles Run: 4562
- Money Raised £7,200



Other Stuff

- Three after-school running clubs were set up
- One secondary school pupil ran the whole 268 miles
- One primary school pupil ran 100 miles and raised £1000
- Four families from one primary school each ran over 300 miles per family
- One group of secondary school girls ran every Sunday and made a film about it

What They Said

'It's inspiring, engaging and motivating. It's captured their imagination and made it real for the pupils. Meeting Andy brings it to life for the pupils and the goal-setting tools are used in all aspects of the classroom. It's also given us a common language and a process from a shared experience. We get along better and the pupils learn faster.'

Jackie Scarf, Year 6 & PE teacher, Riverside Junior School, Calderdale

'It was a whole school initiative that tied perfectly with our school values. The context was important. Andy made it fun: It inspired everyone and it was very powerful for the pupils to see parents and teachers joining in. The pupils owned the target and could build to it at their own pace. We linked it to so many aspects of learning and the pupils were and are more active – and that's just good.'

Sue Marshall, Headteacher, Cowling primary school, Keighley

'We linked it to our five values so that it was a whole-school program that parents were involved in. It made us think about new ways to deliver our PE and healthy lifestyle so that we changed these from isolated lessons to a 'way of life' approach for teachers, pupils and parents.'

'It gave us a huge amount of material for themed lessons and cross-curricular learning: We adopted Andy as a 'Learning Hero' and he brought the learning to life for our pupils.'

Jo Hughes-Hutchins, Deputy Head Caton Primary School

2014-15 Linking School & Business



This Is For You If You Want To Make It Matter

Corporate & Social Responsibility: Changing Lives & Leaving A Legacy

The Charity Challenge: More Than Just Raising Money

Education To Employment: Plant The Seeds You Need

Andy will be back on the start line in January 2015 for the third time.

Cracking The Spine will run again with one key difference:

School and business have the chance to work together for a common cause and mutual benefit

Run-Raise Money-Record

- Pupils and people from the partnering business will both take the 268 mile running challenge
- They will both raise money for the school or another mutually agreed cause
- They will both record and share their experiences, breakthroughs and achievements

Mentoring

People from the partner business will give their time and share their experiences mentoring the pupils as they all take on the same running, learning and fundraising challenge.

Doing Big & Scary

Andy will deliver his unique and proven learning program in parallel to the school and the business. Key business measures and applications:

- Inspirational leadership and Corporate & Social Responsibility
- Workplace health, wellbeing and productivity
- Personal and team effectiveness

Funding

Funding for schools is available from Big Lottery Awards For All scheme.

Other sources: Dept of Education Pupil Premium, Primary School PE fund and Comic Relief

Timeline

June-Sept: Sign up, outcomes & measures, program design, meet key people, submit grant bid

Sept-Dec: Start challenge

Jan: The Spine Race

Jan-Mar: End challenge

Take The Next Step

Contact Andy and express interest to be part of this unique program

BUSINESS: If you want to partner a particular school Contact Andy

SCHOOL: If you want to partner a particular business Contact Andy

Andy Mouncey

www.bigandscaryrunning.com

andy@bigandscaryrunning.com

07799 063 115

