



// **Motive8 Schools Sports Sessions Provide 50% of Children's Recommended Daily Activity**

June 10th 2008 – **motive8** has been delivering curricular PE in local schools for over 5 years. During this time they have developed strong teaching goals and have recently put their schools coaching to the test.

It is recommended that children should be moderately to vigorously active for 60 minutes per day. **motive8** strives to ensure that during **motive8** PE lessons 50% of this target is achieved. Together with St Mary's and St Peters Primary School and the School of Sport & Health Sciences at the University of Exeter, **motive8** set out to prove how active children are in PE lessons when led by primary school teachers compared to **motive8** coaches.

Using accelerometers (sophisticated pedometers) to measure activity patterns, **motive8** compared activity levels of the children during **motive8** vs. normal lessons. **motive8** lessons provided children with 21 minutes of moderate activity and 8 minutes of vigorous, therefore nearly reaching our target of providing 50 % of daily activity. This is compared to 16 moderate minutes and 5 vigorous minutes during school PE lessons. Therefore it was concluded that **motive8** lessons keep the children more active for an average of 8 more minutes per session, a number which can accumulate over a terms sessions.

motive8 provides more active PE lessons while also meeting all National Curriculum guidelines and objectives. Seventy-five percent of children achieved 22 minutes of moderate to vigorous activity in **motive8** PE lessons, compared with the nine minutes of moderate to vigorous activity achieved by 75% of children in School PE classes. By increasing activity during lessons children contribute towards their 60 minute objective for physical activity while learning new skills. We strive to ensure

motive8 lessons are fun and dynamic and encourage all children lead an active lifestyle all of the time not just during PE.

These findings will be published in the June edition of the Journal of Exercise Science & Fitness, under the title: Activity Content of **motive8** vs. School PE Lessons.

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Note to Editors - **motive8** is a health and fitness solutions company based in Hampton Hill, specialising in residential and commercial gym design, personal training and school sports provision. Established in 1998, it has progressed to become one of the market's leading health and fitness providers. Call 0800 028 0198, visit www.m8group.net or email info@m8group.net for further details.

motive8 is working in partnership with the School of Sport & Health Sciences at the University of Exeter on specific research interventions that aim to validate and improve the quality of **motive8**'s Schools delivery.