

Case Study

Eureka

Equity focused
- under 16s

What were our objectives?

To use the Eureka! children's mobile museum to spread the health and physical activity message.



To get active visit
www.eureka.org.uk
www.activefuture.org.uk
For more information:
T 08458 508 508
www.sportengland.org

Project description

Sport England awarded £662,000 Active England funding to Eureka! children's museum in Halifax. The capital funding, £493,000, went towards a trailer with interactive physical activity stations and the remaining £139,000 revenue funding paid for a project co-ordinator and coach. The project cost a total of £724,500.

Project aims

Eureka! is a centre of excellence in play based learning in Halifax in the North of England. The idea was to take this hands-on exhibition, Mission Active Future, on the road, providing a play based way of getting children active. The project started in October 2004 and funding from Active England finished in October 2007.

Project delivery

The package was based on:

- A trailer and rig with low-level interactives that follow the general Eureka! ethos of immersion in the experience;
- Experiential learning that makes education fun by combining messages about healthy living and the way the body works; and
- Fifteen physically interactive features for 6-11 years olds that explain items such as the heart, hydration, how an arm works and reaction to changing lights.

Mission Active Future used eight animated characters, Twist; Spark; Rapid; Rev; Xcel; Quest; Jet; and Flex. Each character sets the children a physical activity challenge. Each activity is fun, because it is more of a challenge rather than a fitness regime.

The cartoon animations enable children to identify with particular characters, and the

teacher materials and children's logbooks ensure that activities continue way beyond the visit by the truck. The idea was that it takes seven weeks to establish a habit, and the materials are designed to get children into an activity habit. After the first day each pupil receives an eight-week log of activity linked to an awards system.

The trailer stays in one place for a week to a fortnight, at schools and in rural or disadvantaged communities that might otherwise miss this form of learning.

Project performance

- A throughput of 12,300 6 to 11 year old pupils, resulting in an increase in awareness of healthy living and physical activity amongst this group.
- Out of the 12,300 pupils, 50% have remained physically active.
- An increase in physical activity in deprived wards with 40% of the project activity delivered in deprived wards across Yorkshire and Humberside.

Partnership working

The project worked with school sport partnership development managers who promoted Mission Active Future to their cluster of schools. The trailer was based on a selected site for one or two weeks with pupils from the local school cluster travelling to the site.

What next

Eureka! is negotiating further funding with other organisations such as the Regional Development Agency. They are also looking at a new exhibition on health and possibly an outreach programme in communities.