



AFYA
SCHOOLS
DEVELOPMENT
PROGRAMME
(SDP)



AFYASPORTSTRG.COM



WHO ARE WE AND WHAT MAKES US DIFFERENT FROM THE REST?

AFYA was founded with the sole aim of providing children and young adults with the opportunity to develop themselves using physical activity. Our programmes are designed to coach and educate children and young adults from age six upwards.

AFYA means “health and well-being” and our tribal sign stands for “the measure of quality in human endeavour”. These two core principles underpin our company and our culture. Our aim is to promote health and well-being in children and young adults using sport and physical activity. We do this by providing coaching and learning programmes using multiple sports for:



Schools and Learning Institutions who want to either supplement their physical education programme or redefine it

Individuals or Teams with core coaching and training programmes in a sports specific environment

Our team is comprised of professional coaches, educators and teachers who by definition are DBS checked. They have attained the necessary coaching qualifications and passed the British Red Cross 3 day Health & Safety First Aider at Work course. They are all fully insured.

We won't all become professional athletes but that doesn't mean we can't enjoy physical activity and sport and develop ourselves as young people. For those young people who want to focus on developing themselves further, we have the ability to help them realise their goals. Our learning programmes will help build a person's speed, agility, quickness, co-ordination and evasion skills which are game-breaking performance skills.

AFYA works with Winston's Wish, the child bereavement charity in providing short and long term support for bereaved children and their families using sport as a means to heal and progress. We run sports programmes and events as well as contributing a percentage of the profits from our sports clothing direct to the charity.

We look forward to hearing from you.

**Ben Wood,
Managing Director**



Ben Wood

Ben founded AFYA with the aim of giving children and young adults an opportunity to express and develop themselves in sport both as individuals and members of a team.

Before founding AFYA he worked as an executive coach and corporate recruiter in the life sciences sector where he helped multinationals identify, recruit and nurture high-performing individuals for their respective companies. Ben has always been passionate about sport and its potential and ability to unlock and develop talent – both sporting and personal.

Prior to working in industry Ben was an Army Officer and HALO Trust Country Representative in Angola where he recruited, trained and led ex-UNITA guerrillas to work in support of numerous charities including Save The Children, Oxfam, Concern and ICRC. Ben is an RFU coach and has over 25 years of coaching and training experience in a variety of settings.

He was educated at the University of Leicester, Royal Military Academy Sandhurst and The College of Law Chester and is a proud father of three children.



James Wade

James joined the AFYA team in November 2014 and brings an invaluable amount of rugby knowledge and expertise.

James has over a decade of experience in the Premiership, working for Sale Sharks and London Wasps during periods of great success for both clubs. He is also head coach for Oxford University Rugby Club.

His role at Wasps involves co-ordinating conditioning and medical departments in order to produce elite athletes and also co-ordinate appropriate playing programmes for players.

In his first year, eight of the senior Academy players played for the 1st XV, four played England Under-20s in the World Cup and one was named IRB Player of the Tournament.

His strengths are delivering outstanding coaching processes supported by years of technical experience built up in the top flight of English rugby – which all helps to produce elite performers.

HEALTHY DEVELOPMENT OF CHILDREN AND YOUNG PEOPLE THROUGH SPORT

Physical education and sport have an educational impact. Changes can be seen in (i) motor skills development and performance and (ii) educational potential. This shows the positive relationship between being involved in physical activities and psycho-social development.

Sport and physical education is fundamental to the early development of children and youth and the skills learned during play, physical education and sport contribute to the holistic development of young people. Through participation in sport and physical education, young people learn about the importance of key values such as:

- **honesty,**
- **teamwork,**
- **fair play,**
- **respect for themselves and others, and**
- **adherence to rules.**

It also provides a forum for young people to learn how to deal with competition and how to cope with both winning and losing. These learning aspects highlight the impact of physical education and sport on a child's social and moral development in addition to physical skills and abilities.

In terms of physical and health aspects of child and youth development, there is an overwhelming amount of evidence that focuses on the (mostly positive) effects of sport and exercise on physical health, growth and development.

Long-term involvement in physical activity

Physical education and sport also build health activity habits that encourage life-long participation in physical activity. This extends the impact of physical education beyond the schoolyard and highlights the potential impact of physical education on public health.

To achieve broader goals in education and development, sports programmes must focus on the development of the individual and not only on the development of technical sports skills.

While the physical benefits of participation in sport are well known and supported by large volumes of empirical evidence, sport and physical activity can also have positive benefits on education.

Available
to Reception
through to
Year 11

Our
courses
fit within
term
time



SCHOOLS DEVELOPMENT PROGRAMME

The specially developed programme has been designed to work with children of all abilities studying in **Reception through to Year 11**. SDP focuses on building core stability, speed, agility and reaction time as well as eye, foot and hand co-ordination. All the key components you need to develop children/young adults both as individuals and budding athletes.

A GREAT INTRODUCTION TO AFYA AND IDEAL FOR SCHOOLS WHO WANT TO BROADEN AND REFRESH THEIR PHYSICAL EDUCATION PROGRAMME

Using a variety of activities and sports our aim is to promote basic physical literacy in a fun and enjoyable environment. We use multiple sports and activities to achieve this, ranging from Tag Rugby, athletics, netball and core skills exercises including running, jumping and evasion. **Courses fit within term time** and can be run either on an individual basis or group level and normally run from 8-12 weeks (2 lessons of one hour duration per week).

The AFYA team are flexible and always aim to work within the school schedule

The benefits of the courses are that they can provide the first stepping stones for a child's long term athletic development in a fun and, where appropriate, challenging environment. It can also give young adults an opportunity to discover the fun of sport and give them the potential to do and achieve something they didn't know they could do.

AFYA is uniquely placed to provide schools and learning institutions with the opportunity to educate in line with National Curriculum requirements and give the children and young adults the programme to build up their own individual and collective sporting Record of Achievement.

Within all three programmes we can provide your school with...

**PPA COVER • LUNCH TIME ACTIVITIES • AFTER SCHOOL CLUBS
INSET DAYS • LONG TERM INDIVIDUAL AND TEAM DEVELOPMENT**

SCHOOLS DEVELOPMENT PROGRAMME

WHAT TO DO NEXT IF YOU DECIDE AFYA IS THE RIGHT PROGRAMME FOR YOUR PUPILS?

Email over this form to kirtsy.dunlap@afyasportstrg.com and we will be in touch within 24 hours to discuss your schools requirements and get your schools PE programme 2015 designed and ready to go.

SCHOOL NAME : _____

SCHOOL ADDRESS : _____

SPORTS OF CHOICE (circle as appropriate):

TENNIS	NETBALL	HOCKEY	TAG RUGBY	HANDBALL
DODGEBALL	FOOTBALL	CRICKET	ROUNDERS	BASKETBALL
DANCE	SWIMMING			

PLEASE CIRCLE IF INTERESTED:

PPA KS1	PPA KS2	LUNCH TIME SPORTS
AFTER SCHOOL ACTIVITIES		

PERSON OF CONTACT: _____

TELEPHONE NUMBER: _____

EMAIL ADDRESS: _____



AFYA IS PROUD TO SUPPORT THE INCREDIBLE WORK DONE BY WINSTON'S WISH

Winston's Wish is the leading childhood bereavement charity in the UK. It offers the widest range of practical support and guidance on bereavement to children, their families and professionals.

Professional, therapeutic help is provided in individual, group and residential settings, and via a national Helpline (08452 030405), interactive website (www.winstonswish.org.uk) and publications.

Winston's Wish depends almost entirely on voluntary donations for its income and is the only specialist provider of support for children bereaved through murder, manslaughter, suicide or the military.

Independent research and the charity's 21 years' experience shows that:

- The death of a parent or sibling is one of the most fundamental losses a child will ever face.
- If childhood grief is not dealt with appropriately it can have a lasting effect on a child's emotional well-being and lead to a variety of short and long term problems.
- The right support at the right time can enable bereaved young people to live with their grief and build positive futures.

AFYA is working with the charity to provide children with the opportunity to experience sport and develop themselves as individuals in the light of their bereavement.

Winston's Wish
the charity for bereaved children



AFYA

SPORTS TRAINING

AFYA IS THE HOME OF EXPERT SPORTS COACHING.
WE CAN MAKE YOU OR YOUR TEAM FASTER, STRONGER AND FITTER.

The AFYA leadership team is made up of experienced coaches, trainers and teachers who have a background in a variety of sports including Rugby Union, Netball, Athletics and Tennis.

For more information on future events please see the website.



AFYASPORTSTRG.COM



Winston's Wish
The charity for the hearing impaired

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