

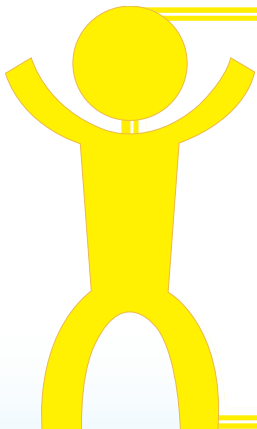


Fit For Sport, the UK'S Leading Healthy Lifestyle Activities Provider, have been delivering children's and family activities since 1991. They are committed to delivering their promise of 'keeping the future fit' while educating children and their families to live a healthy lifestyle. They offer:



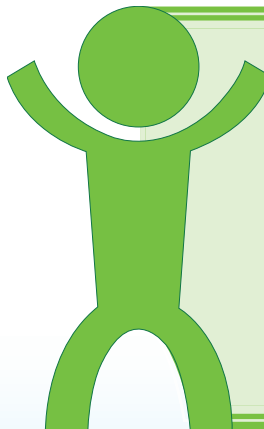
School Services

partnerships with over 45 London schools, including Curriculum PE, Extended Schools, PPA cover, Health Weeks/Assemblies, and After School Clubs. Fit For Sport is one of only a few providers to be recognised by the Association for Physical Education (afPE).



Kids Camp

OFSTED registered camps across the UK including partnerships with State/ Independent schools, Health Clubs and Councils, who are committed to operating every school holiday. During Summer, 20,000 children were booked into the Fit For Sport Kids Camp.



Accredited Training

deliver a range of bespoke training courses (level 1 to 3) to activity providers, schools, leisure trusts and health club partners, with an 89% candidate success rate. FFS are recognised through the National Skills Academy (NSA) for Sport & Active Leisure as an Academy Provider and Centre of Excellence.

Apprenticeships - across Fit For Sport's range of services, working towards an NVQ Activity Leadership Award Level 2 & 3 VRQ qualifications in working with children.

Fit For Sport Foundation

is a charity that is dedicated to offer children aged 4 to 18 years from all backgrounds the opportunity to participate in Fit For Sport programmes across the UK. "Our vision is that the Foundation will give children and their families the support, education and tools needed to lead a healthy lifestyle". Our programmes and activities will educate children and families and help prevent diseases associated with obesity, lack of exercise and poor understanding of healthy lifestyles.

The Charity supports the following initiatives:

- Fitter Kids & NEET Community Programmes working with school partnerships, boroughs and councils to re-engage children/young people with physical activity

- Fitter Schools UK Challenge, a FREE initiative for every school in the UK, supported by Olympic Silver Medallist Roger Black MBE. Since 2007, over 7,000 schools and 1.75m children have been engaged, improving their fitness on average by 12% each year

- Fitter Families, initiative is the national voice for educating families on how to incorporate lifestyle habit changes, through our unique SAS (Simple, Achievable and Sustainable) approach. In its inaugural year 2009, the campaign engaged 1m families & recorded a 90% retention rate within its Learning Programme.





FIT FOR SPORT MILESTONES

1. Founded

Fit For Sport was founded by Dean Horridge in 1991. Dean was then a Head of PE at a London school and found that there was a great demand for out-of-school activities from parents at his school, Dean took it upon himself to launch a Kids Camp during an Easter holiday and Fit For Sport was born!

2. Chanel 4 Documentary

Fit for Sport were selected as the Fitness Consultants for the Ian Wright's Unfit Kids documentary, which aired on Channel 4 In 2006. Eight overweight children were selected to take part in a 20 week activity programme. The activity programme was designed to decrease their obesity levels and increase their motivation for a fitter, healthier life.

3. Fitter Kids

Fit For Sport launched London's 1st Fitter Kids programme in 2006. The purpose of Fitter Kids is to re-engage and re-introduce kids to a variety of fitness activities and nutritional information in an environment of peers that will allow them to enhance their self-confidence, develop team-work skills, improve their fitness levels.

4. Fitter Schools

Fit For Sport launched the 1st annual Fitter Schools UK Challenge in Feb 2007. The Challenge was launched to help re-engage children of all fitness and activity levels into sport and exercise.

5. Fit For Sport Foundation

In 2007 The Fit For Sport Foundation charity was started. It is dedicated to offer children from all backgrounds the opportunity to participate in Fit For Sport programmes across the UK. Our charity number is 1118546.

6. Fitter Families

Fitter Families Book was written by Dean Horridge and Ian Wright, Ex-England International Footballer, published through A&C Black (Jan 2009). The book acts as a tool to help families lead a healthier lifestyle.

Fitter Families Challenge was launched in January 2009, dedicated to educates families on how to work together to make lifelong habit changes in a 'Simple, Achievable & Sustainable' way.

7. NSA Relationship

Fit For Sport Training is a recognised provider with the National Skills Academy (NSA) aimed at improving the quality of training within the sports and active leisure industry. Our Health and Fitness Centre of Excellence is aimed at providing a full range of products, support and training and qualifications.

8. Apprenticeships

The Fit For Sport Activity Leadership Apprenticeship programme combines an interactive and FUN learning environment with the individual's work duties to provide the skills, knowledge and confidence to deliver healthy lifestyle activities to children.

ACHIEVEMENTS

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| 1. IAN WRIGHT'S UNFIT KIDS CHANEL 4 DOCUMENTARY | 5. NATIONAL SKILLS ACADEMY (NSA) PARTNERSHIP |
| 2. FITTER SCHOOLS UK CHALLENGE ENGAGING 1.75 MILLION CHILDREN | 6. APPRENTICESHIPS |
| 3. UK-WIDE LAUNCH OF FIT FOR SPORT | 7. FIT FOR SPORT FOUNDATION |
| 4. IAN WRIGHT'S FITTER FAMILIES BOOK ENGAGING ALMOST 1 MILLION FAMILIES | |

For more information on Fit For Sport Services call **0845 456 3233** or go online at www.fitforsport.co.uk