



Working With a University

The Kids' Marathon partnership with Loughborough University

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KIDS' MARATHON



Talking about:

- * Our partnership
- * Why research
- * Choosing your partner
- * Research process
- * Challenges
- * How we benefit
- * Recommendations





Our Partnership with:

- * London Marathon

LONDON MARATHON
EVENTS

&

- * A University





Why Research?

- * We know physical activity is good for us
- * But...
 - Is our Kids' Marathon Programme working?
 - We wanted an unbiased, expert opinion
 - Accreditation
 - Funding



Choosing your Partner

- * Decision to do research
- * Aim
- * Several proposals
- * Decide fit



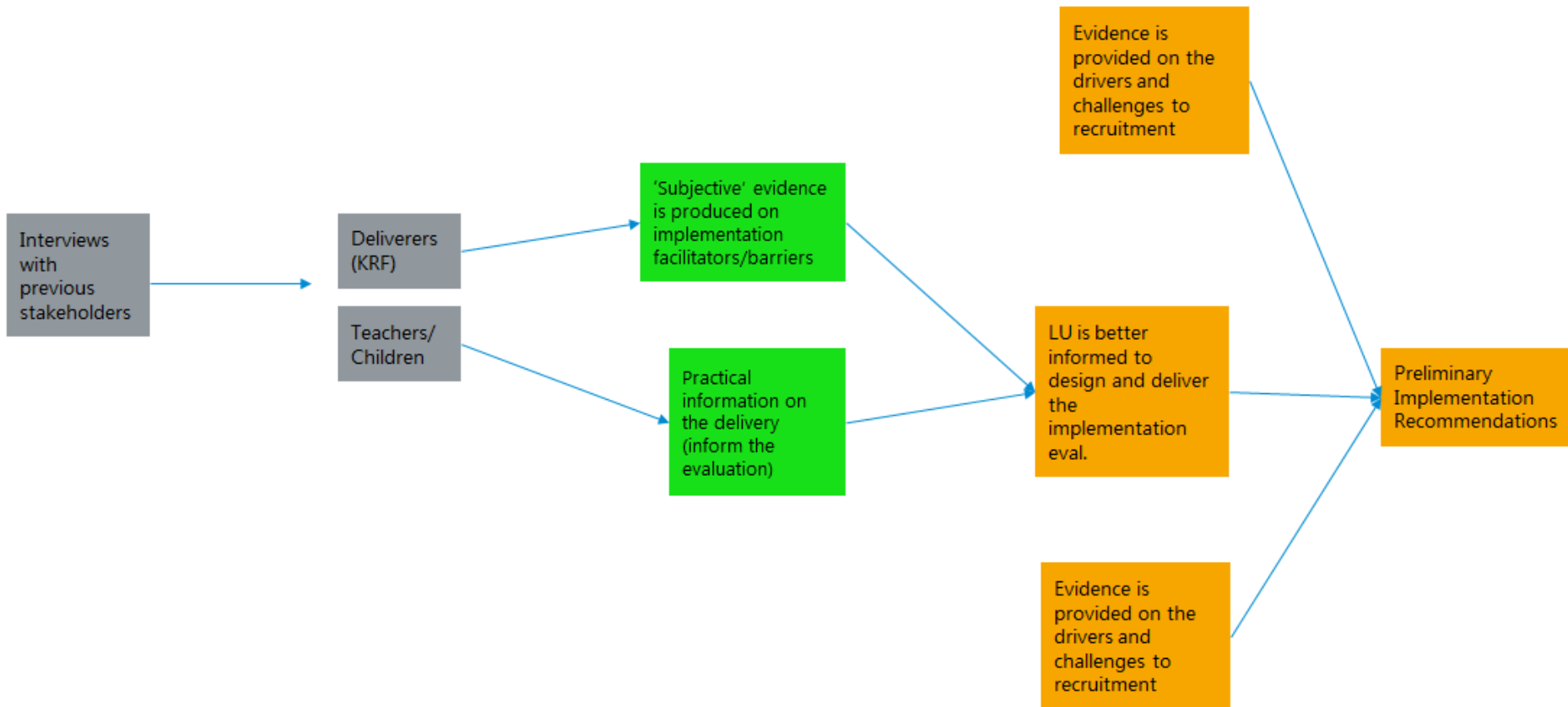


Conclusion

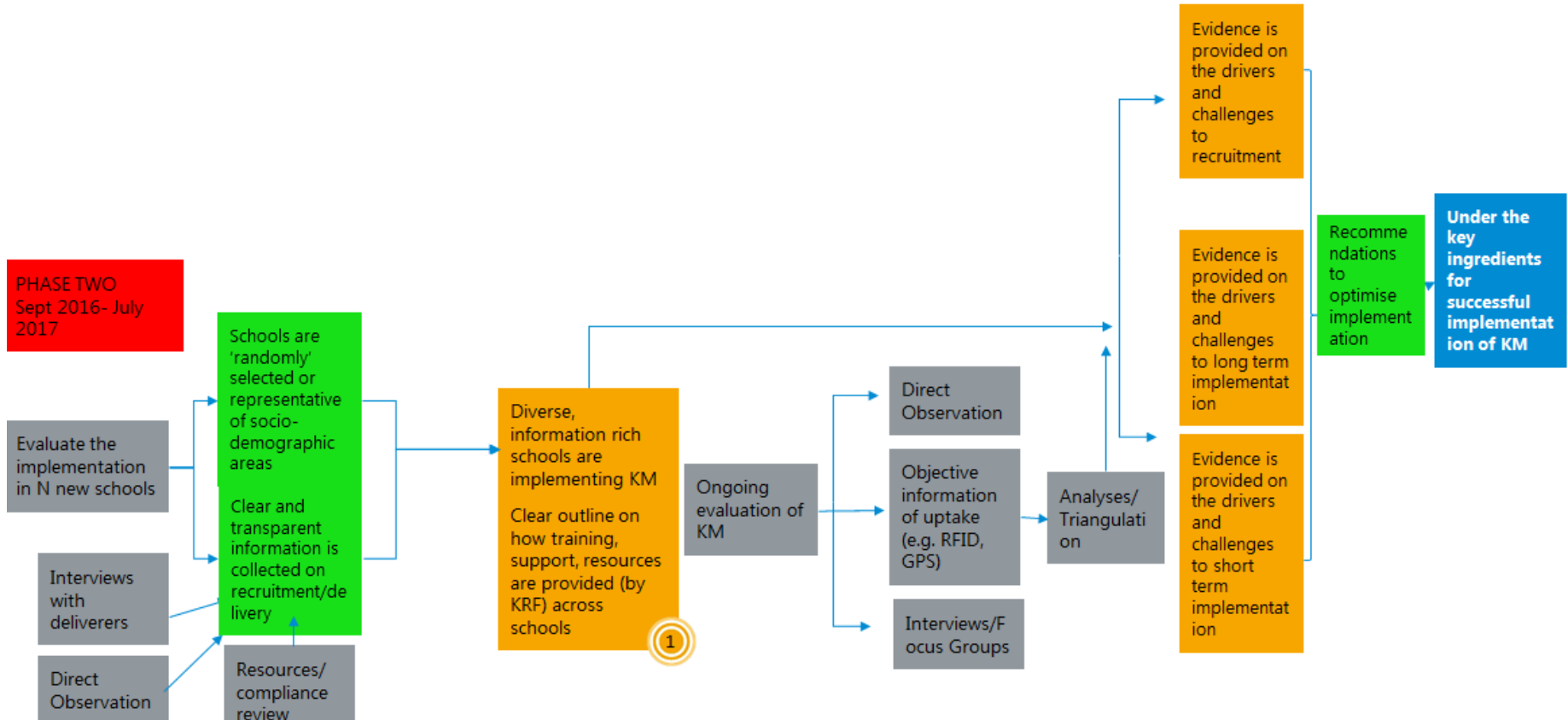
- * Lauren Sherar came back with a research proposal
- * They were accepted
- * The research is being conducted by Anna Chalkley, PhD student



What Are Loughborough Working On?



What Are Loughborough Working On?



Challenges & Risks

- Communication
- Staying on track
- The research may not turn out the way you hoped
- However, it's important to remember that all criticisms can be used constructively!



How We Benefit

- * In-depth
- * Unbiased
- * Clear
- * Tailored specifically to our Kids' Marathon programme
- * Tools to improve
- * PR including video promotion
- * Networking
- * Best practice sharing



What Would We Recommend?

- * Be clear what you want out of the partnership
- * Shop around
- * Be as involved as you can to get the most out of the partnership



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