



Media Release

Lynne Mee

Direct line 01423 556022

Communications and Media Manager Direct fax 01423 561154 not 24 hrs

24 hour fax “ 556010

Mobile 07884 226409

Email lynne.mee@harrogate.gov.uk

www.harrogate.gov.uk

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photo opportunity – see below

BOROUGH'S SCHOOLS GO BANANAS

BIG bananas are being used in a sports' development pilot to persuade pupils to exercise and eat healthily. Harrogate Borough Council's leisure department is funding this pilot in an attempt to address problems associated with poor diet and lack of exercise that have hit the national headlines and hope eventually to secure funding to run it later in the year as a full programme.

Currently, school years 5 and 6 in the Granby area are taking part in 'Go Bananas', which is a one hour classroom based session on healthy eating and nutrition followed by an active one-hour session, which includes playing relays with giant bananas.

Councillor Pat Jones, Cabinet Member for Leisure and Amenity Services, said: "We are focusing on children because Sport England research shows that children who are active or sporty in their youth are much more likely to be active as adults.

"Go Bananas gives important nutritional information for these youngsters as well as being a good chance for them to have some active fun in the classroom. We are grateful to the schools in the Granby area for helping us set up this pilot and we are working with partners to secure some funding to put on a full programme later in the year".

The government's policy document 'Game Plan' aims to get 70% of the population to be active at least for thirty minutes a day five days a week by 2020. This is a huge task because at the moment the figure is just 30%.

One in five children in the UK eats no fruit or vegetables in a typical week according to a National Diet and Nutrition survey.

In this country, child obesity has doubled amongst six-year-old children and trebled amongst those under 15. Regionally the picture in Yorkshire and the Humber is worse than the national average. 26% of men and 24% of women are obese; only 28% of adults do enough weekly exercise to feel any health benefit and only one other English region has a lower average adult weekly in-take of fruit and vegetables.

The council is grateful to Paul Barrett UK Brand Manager of Fyffes' Group Limited for providing the big bananas and other support for the pilot. ENDS

PHOTO OPPORTUNITY: Staff from the council's Sports' Development Team will be visiting Woodfield County Primary School, Woodfield Road, Harrogate on Wednesday, 23 February at 11.00 am for a 'Go Bananas' session.

FURTHER INFORMATION: Councillor Pat Jones is available for comment on 01423 872466. Further technical information is available from Mr Andrew Wilson, Sports Development Officer on 01423 556725.