A Sport-centric School

In recent years the world of sport has hardly covered itself in glory. With umpteen footballers', and a fairly well known golfer's, extra-marital indiscretions, the Harlequins' "Bloodgate" scandal, and the Pakistan Cricket Team spot betting scandal, it is no surprise that many parents would wish for their children to turn their eyes away from what may have been a sporting hero.

At The Streetly Academy, we are more interested in the deeper values of sporting participation, leadership, and the values of sport to help drive our young people forward. With this in mind, in 2011 we set upon a journey to highlight all that is great and good in sport, harnessing the power and inspiration of the Olympic Values and the Olympic movement.

Personal Excellence, Respect and Friendship, Inspiration, Determination and Courage, Equality. (PRIDE). If we want our young people to do well in any walk of life, we believe you need not look beyond these values to enable success.

These 7 values, drawn from the 3 Olympic values, and 4 Paralympic values now sit at the centre of our school's drive to further improve outcomes for our students. Our reward system, encouraging the very best attitudes to learning and behaviour is now aligned with our 5 values of PRIDE. Equally, we have mapped all Personal Learning and Thinking Skills to the values, creating a common framework and language for our students and staff within which to operate.

This work has not gone without national recognition. In 2012, The Streetly Academy successfully became an Official London 2012 Education partner as a member of the "Get Set" network. This accolade, supported by Lord Sebatian Coe, Chairman of the London 2012 Committee, and Patron of The Streetly School, allows access to numerous Olympic related resources, and the legal rights to use the Official London 2012 logo on our school signs and letterheads. In the same year Streetly gained an Outstanding OFSTED report which highlighted our sporting values as a key factor in our success. In February 2013, Streetly then went on to win the prestigious title of Sports College of the Year in the Youth Sport Trust innovation awards.

Lord Coe said: "When London won the right to host the Olympic Games and Paralympic Games, we made a clear promise to use the power of the 2012 Games to inspire young people.

I am proud to welcome The Streetly School in to the Get Set network for their exciting work around the Olympic Values of friendship, excellence and respect and the Paralympic Values of inspiration, courage, determination and equality." Quite rightly our community of learners at Streetly is equally proud of our achievements.

Perhaps the next time our young people want to talk of sporting heroes, we may want to draw from recent history for athletes who really do epitomise the Olympic Values. Sir Bobby Moore, Mohammed Ali, Pele, Michael Johnson, Sir Steve Redgrave, Sir Chris Hoy, Dame Kelly Holmes, (Have a good think and add your own) - all legends in their own right, not only for their achievements, but for the manner and integrity with which they achieved them.

Billy Downie

Head Teacher, The Streetly School

[We make no apologies for including this as well as the 'Lack of Physical Activity' article – Billy is totally passionate in his belief that sport can provide the qualities that are needed today and he can (but has not done so in his article here) refer to the considerable academic improvement that has taken place at The Streetly School in Walsall since they aligned their values with those of the Olympic and Paralympic movement. It does demonstrate that it is possible to do this without cutting back on the time needed for Ofsted-directed features. – Ed]