



PROJECT OVERVIEW

Blue Peter's Big Olympic Tour will capitalise the nation's excitement about the Olympic Torch Relay and inspire an interest and enthusiasm for sport and the forthcoming Olympics Games among 6 to 12 year olds and their families.

Over a nine-week period, presented by Helen Skelton and Barney Harwood, Blue Peter will broadcast live between 9 and 9.30 every Saturday morning from small towns and cities on the Olympic Torch route across the UK. There will be thrilling challenges, special guests and fascinating features, as the nation's youngsters are enthused about the Games.

Following on from the live broadcast, BBC Learning will produce an exciting family event in the same location. The events will inspire an interest in and enthusiasm for sport and the Games and give those attending the chance to take part in a host of interactive learning activities relating to sports science, the history of the Olympic Games and sports broadcasting as well as the chance to try out a range of Olympic sports.

Blue Peter's Big Olympic Tour embodies BBC Learning's strategy to harness the power of major BBC brands to create powerful learning opportunities, and supports CBBC's ambition to get the channel out and about around the UK in direct contact with its audience.

LEARNING OBJECTIVES

Our ambition is for audiences to learn the following:

- **Learning to Know:** Acquiring knowledge and understanding; becoming inspired, discovering and exploring
- **Learning to Do:** Gaining skills, confidence, competence and practical abilities. Trying something new or different
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- **Learning to Develop:** Developing as individuals and as members of a community; becoming more interested, curious, open-minded, critical or discerning

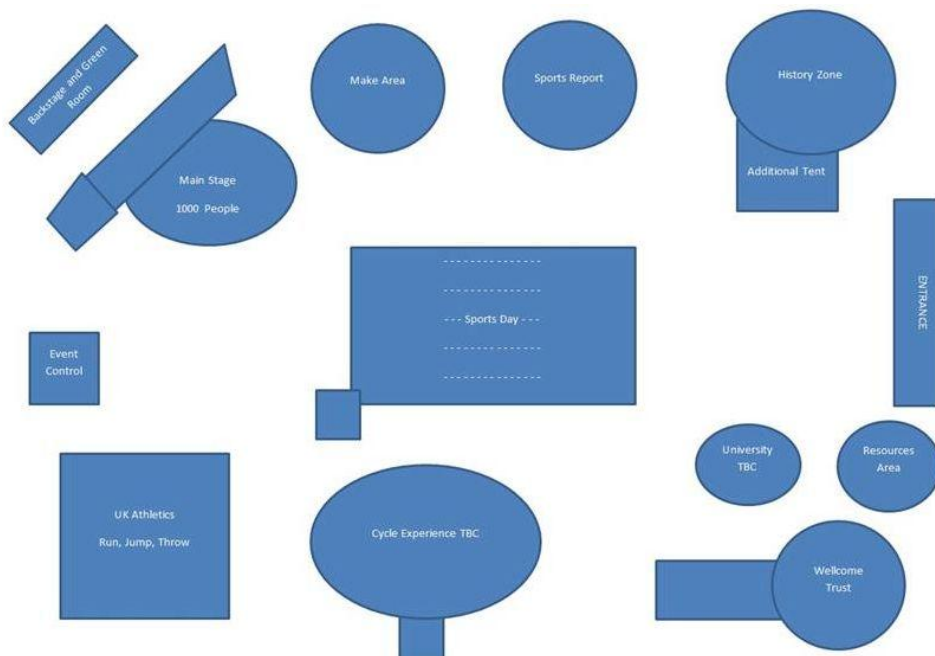
EACH EVENT WILL INCLUDE:

The Stage Show – 4x half hour stage show presented by Helen Skelton and Barney Harwood with back up from a compere. It will include the celebrity guest from the live BP OB, fun sports challenges and audience participation.

Horrible Histories Area – where families can watch and join in with an interactive performance, which will bring to life key moments from the Olympic past.

Sports Science Area – This includes either the large or smaller version of the Wellcome Trust’s touring exhibition called *In The Zone*. In addition there will be activities provided by Universities to offer hands on opportunities to learn what it takes to become an Olympic Athlete.

Sports Reporting Area – This area focuses on the fact that the BBC is the official Olympic broadcaster. Children can have a go at being an Olympic sports reporter and see the journalism and technical skills needed to be a sports reporter.



The Record Breaking Make Area – Capitalizing on Blue Peter’s make heritage, and history of breaking Guinness World Records this area gives families an opportunity to sit down and get crafty contributing to a world record attempt.

UK Athletics – They are offering an opportunity for children to be introduced to their National Athletics Awards Scheme. They’ll run an outdoor area with activities to test children’s running, jumping and throwing skills. Each child taking part will be awarded a UK Athletics certificate.

Sports Day – This offers a fun opportunity for families to get out of breath. Our ten-lane track will run a variety of races such as parent and child three-legged race, egg and spoon race, and bean-bag challenge.

Cycle Experience – The organisation plan to bring fifty bikes and will set up a cycle track where they will offer opportunities for people to try out different types of bikes, learn tips on bike maintenance and find out about cycle proficiency training in their area.