



**Sporta**Purple

# **SPORTA'S OFFER FOR PUBLIC HEALTH**

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**Sporta**Purple - A comprehensive insight into what Sporta members do to contribute to the public's health. This document is the first in a series of themed reports designed to distinguish the areas in which Sporta members work.

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## Foreword by the Sporta Executive

### Message from the Sporta Chairman

Sporta is an association of members, representing leisure and cultural trusts right across the UK, from Cornwall to the Shetland Islands, and from Swansea to Great Yarmouth. It has been growing from strength to strength, and now has a total membership of over 100 trusts. To illustrate the extent of the Sporta network, our members operate in excess of 1600 facilities, employ over 53,000 members of staff, have over 238 million visits per year, and have a combined turnover of approximately £1.048 billion. These statistics demonstrate the scale, scope and reach of the trusts, highlighting their role as a major player in the context of national sport and leisure.

Sporta members are ideally placed to engage with their communities, offering projects and programmes designed to benefit local residents and businesses. Public health is one of the key areas in which our members operate, and an issue which has recently come to be of national importance especially off the back of the 2012 Olympic Games. It is estimated that sickness absence costs the UK economy a total of £17 billion a year and, in an increasingly difficult economic climate, there is an excellent opportunity to maximise the resources of our trusts, and to realise their potential in this field through a collaborative approach which really engages with local communities.

One of the most prevalent opportunities provided by Sporta members' is the ability to address the problem of physical inactivity, which has been linked to a vast array of problems including depression/anxiety, cancers, cardiovascular problems, diabetes, and dementia along with many others. In this regard, there is no doubt that the work of our members is pivotal, delivering some incredibly positive results through their passion, commitment and engagement. The Make Your Move programme, something Sporta is currently running in collaboration with Sport

England, aims to support innovative projects specifically designed to tackle physical inactivity in England, whilst achieving sustainable results.

This report highlights a small selection of the impressive, and often unnoticed, work undertaken by our members in regard to public health. Their work extends far beyond the realm of physical activity to areas such as; exercise referrals, children's health, cancer detection awareness, walking, employee well-being and rehabilitation programmes. Sporta members often work in partnership and collaboration with other organisations in order to deliver a quality service, which has been seen in the recent collaboration and discussions with local housing associations to devise a joint strategy to improve local community health.

From my perspective, this report offers a glimpse of the work undertaken by many of our members. Sporta trusts can be regarded as leaders in terms of innovation, dynamism and creativity in their approaches for dealing with issues which affect the whole of the UK. The public health work of our members represents an outstanding contribution to society which should be built upon for further success in future, working in harmony with both the NHS and other relevant bodies to encourage healthier living for all generations.

**Peter Gunn, Sporta Chairman**

### Message from the Sporta Scotland Chairman

Sporta Scotland is a vibrant division of the national Sporta network, with a total membership encompassing over 80% of all publicly funded leisure and culture facilities. Our members cover a wide geographical area from Orkney and Shetland right down to the Borders. Each of our members is unique, both in terms of the trust model and their priorities which reflect their local communities, but all share a real commitment and drive to serve their local communities.

With regard to public health, there is no doubt that this is a critical issue in Scotland, with physical activity alone estimated to cost the NHS in Scotland in excess of £90 million per year, accounting for the second biggest cause of mortality. Collaboration among relevant organisations is essential in order to achieve a broad and sustainable approach to improve public health in communities. Moreover, as a result of the current economic climate, there is increased emphasis on the importance of investing in effective projects which deliver positive outcomes.

Public health is a key focus for many Scottish members, and there are numerous examples of wonderful innovation in this area, producing some incredibly positive and encouraging results. Our members currently run programmes tackling a vast array of public health problems, a few of which are highlighted in this report. In many ways this is at the forefront of addressing many specific public health issues, from GP referrals, to projects addressing mental health issues, projects targeting children and the elderly, among many, many others. Many of these projects are run in collaboration with the local NHS trusts, demonstrating the recognised value of the role of our members and their range of capabilities to deliver outcomes in a wide and varied landscape.

There is no doubt that our members can play a central role in addressing public health issues as they are firmly rooted within their local communities and are ideally positioned in order to engage with local residents, local NHS trusts and other organisations sharing the same aims. All our members are not-for-profit organisations, driven by their desire to best serve local communities and improving the health and wellbeing, both physical and mental, of communities is a priority which is shared by all our members, and at the core of our agenda.

I believe that this report is an important tool in highlighting the capabilities, innovation and commitment to public health demonstrated across the country by our members. It demonstrates that Sporta Scotland members have recognised the need to improve public health, even before it became a major political topic. I hope that this document will raise greater awareness of some of the fantastic work which goes on in leisure trusts across the country, and will serve to ensure that Sporta members continue to participate, collaborate and lead the way in this field.

**Andrew Bain, Sporta Scotland Chairman**



### The Offer

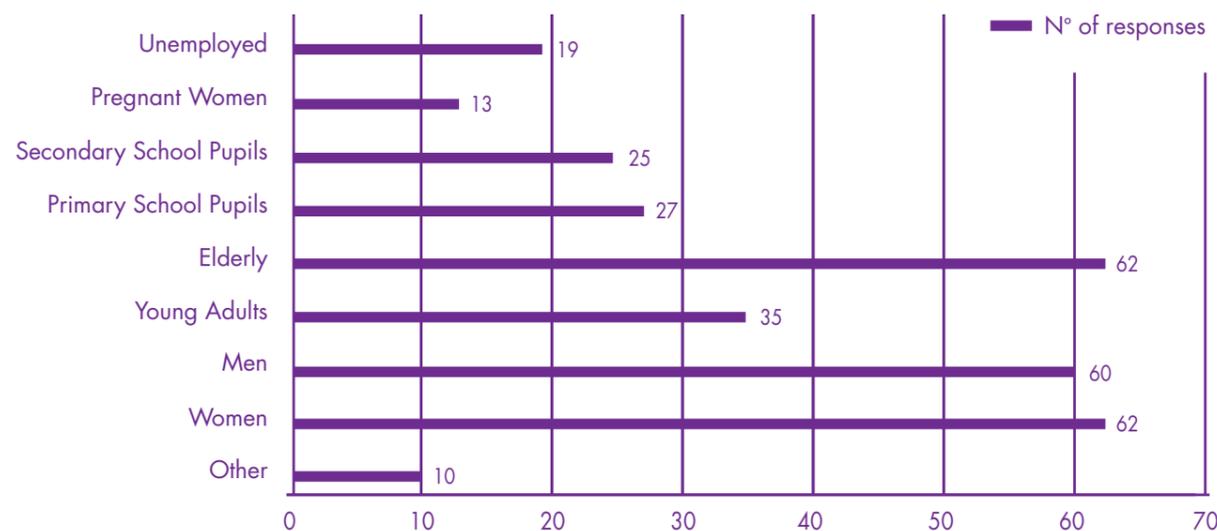
Public health is at the centre of public policy outcomes which Sporta trusts aim to achieve:

- Sporta facilities are at the centre of many communities and their affordability, coupled with the wide range of activities which many offer and long opening hours, means they are accessible to all socio-economic groups and individual needs. So, for example, people can begin by participating in a way they feel comfortable with, and from that move on with more confidence to do activities which they would otherwise not have considered previously.

- Many Sporta members run outreach programmes aimed at producing multiple public health benefits, especially targeting young people, the elderly, persons with disabilities and those with specific health conditions – obesity, cancer, Parkinson’s etc. The benefits from these activities are for both physical and mental health.

- Sporta offers a national network of centres, right across the UK from the Shetland Islands to Kent. Members can spread good practice and ideas through a responsive and interactive learning network. This network also covers the whole of Scotland, where members operate over 80% of all local public health facilities.

### Main target groups of Trust health related activities



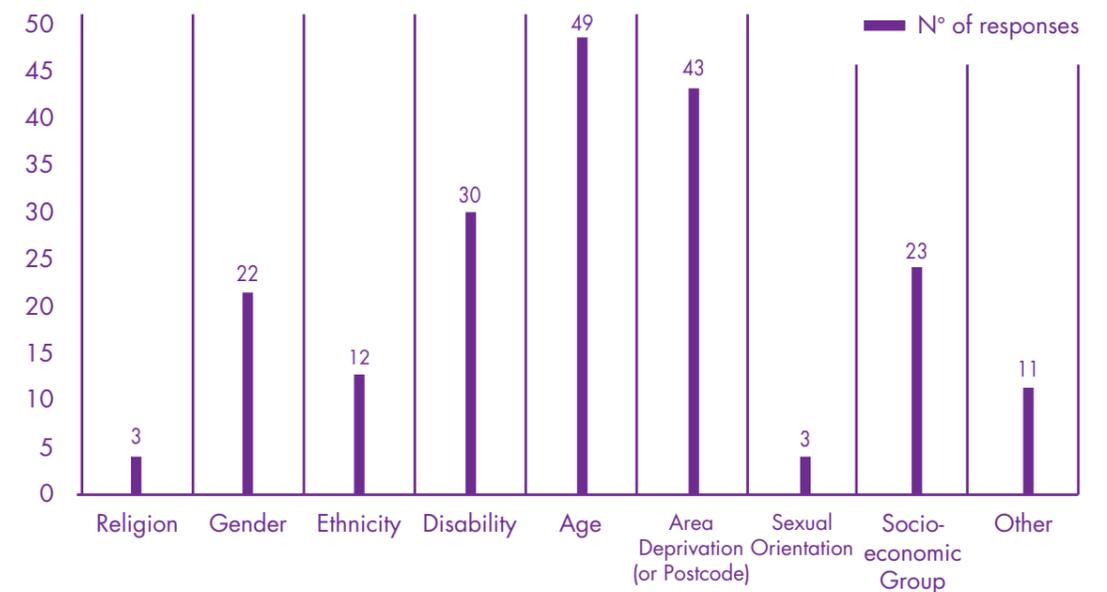
### A Map of Trust HQ's Across the UK



### Sporta Trusts In Numbers:

- More than 100 Sporta trusts across the UK.
- 238 million customer visits per year.
- £118 million of external investment.
- Collectively operating over 1600 facilities.
- A combined turnover of £1.048 billion.
- Employing more than 53,000 staff.

### Main demographic groups that Trusts focus public health programmes on





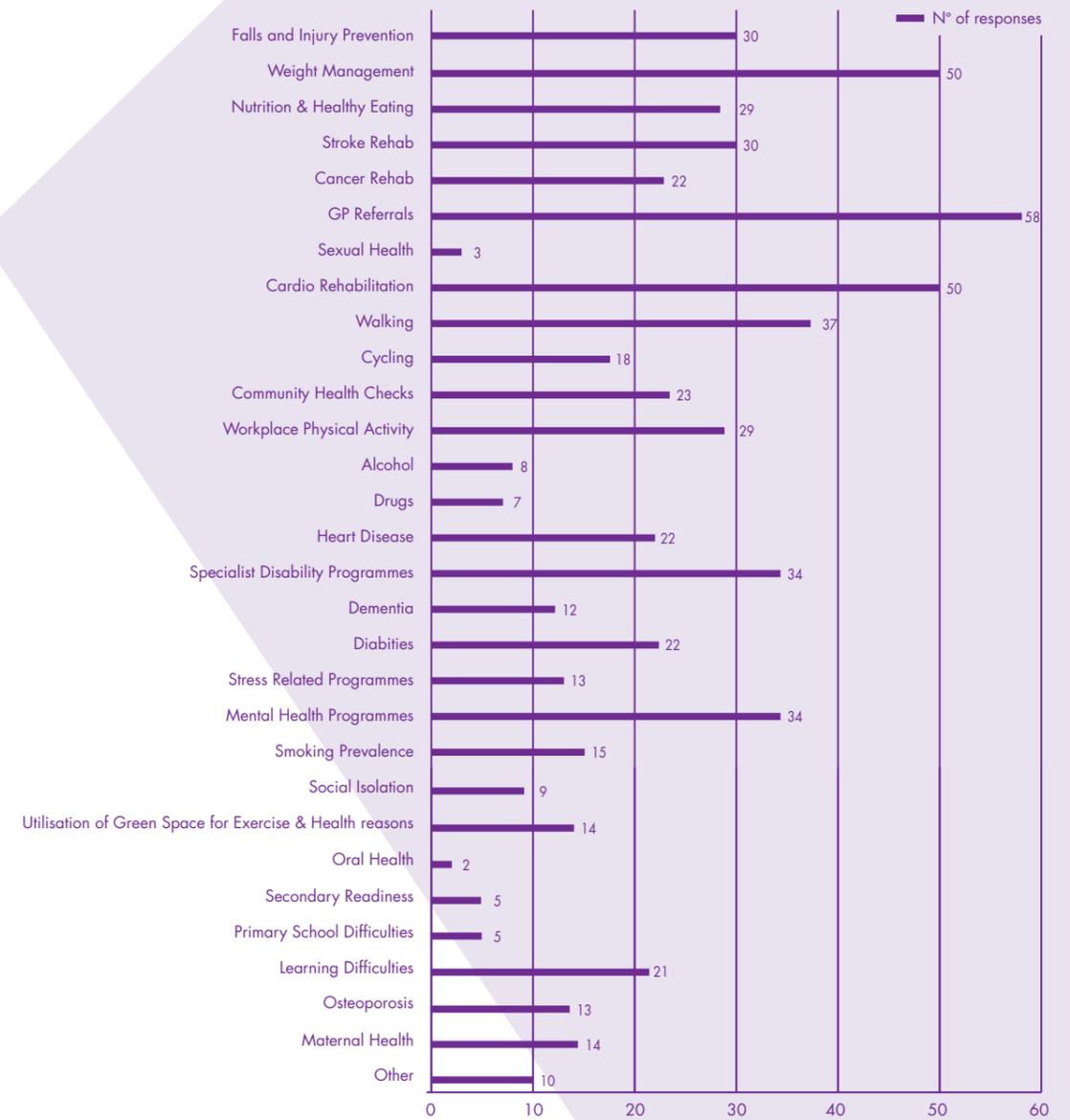
### The Issues We Face

Cuts in the local and central budgets pose risks to the reach and affordability of general programmes and the capacity to deliver a more intensive and imaginative health offering. There are further potential risks, resulting from the localisation of business rates and an accumulation of other policy changes, such as the new CRC scheme, which, while not targeted at the sector, could damage our ability to operate successfully for the widest possible public benefit.

### Positive Measures

Sporta is working to provide innovative responses to these challenges. Historically, our members have benefited from good relationships with the PCTs, and from working closely alongside local authority teams. New relationships will need to be developed, which include Directors of Health and the emerging GP consortia, to ensure the preventative physical and cultural activity opportunities continue to be promoted and developed.

Sporta Public Health Programmes



The various bodies such as the Department of Health, Public Health England, Public Health Wales and the Health Boards in Scotland can help with this through:

- (i) Establishing 'maps and menus' of good practice for commissioning the role of physical activity and leisure services in the Public Health agendas and budgets.

Sporta can do this among its members, but there can be great variation in the understanding and experience at local authority level, which needs encouragement to improve. Sporta can help with this by using its network as a test bed.

- (ii) Recognition of the wide delivery capabilities of Sporta social enterprises.

The following section - What do Sporta Members do? - gives examples of specific activities already being carried out by Sporta members which are of benefit to public health.

The bedrock is of course straightforward in the community provision of facilities for cultural, sporting and leisure activities, and fitness, focused on social needs. However, the full use of the facilities (many of which are open for 7 days a week and for long hours) and the potential of the committed staff of Sporta members can be of relevance to the commissioning and delivery of many outcomes for the new Public Health policy, with a range including:

- Physical Activity
- Sexual Health (excluding contraception)
- Accidental Injury Prevention (Falls)
- Nutrition
- Obesity Programmes
- Drug Misuse
- Alcohol Misuse
- NHS Health Check Programme
- Health at Work
- Social Exclusion

(iii) Inclusion of physical activity in the outcome indicators.

Sporta supports the inclusion of the Chief Medical Officer's guidelines of 150min + 2 sessions of strength conditioning exercises per week as an indicator for adults and also the latest guidelines for children too.

Consistent with the breadth of the role which many Sporta members can play, it is also clear that they, and to some extent other leisure providers, can contribute to several of the indicators which is shown in the bar chart of Sporta public health programmes.



### Conclusion

Our principal message is that Sporta members already deliver public health outcomes and have the capability to do much more using their facilities and staff as an important part of the social infrastructure at the centre of many of our towns and cities. In addition, Sporta's capacity as a national network of social enterprises provides an unrivalled means to test ideas and promote initiatives.

Public Health  
**WhatDoSportaMembersDo?**

There are a wide range of activities which Sporta members carry out in order to achieve a local impact upon public health. The following examples, which are by no means comprehensive in their scope, provide an illustration of this range, the fullness of which is sometimes not fully appreciated.

## Tempus Leisure

### The 'Keep It' Programme

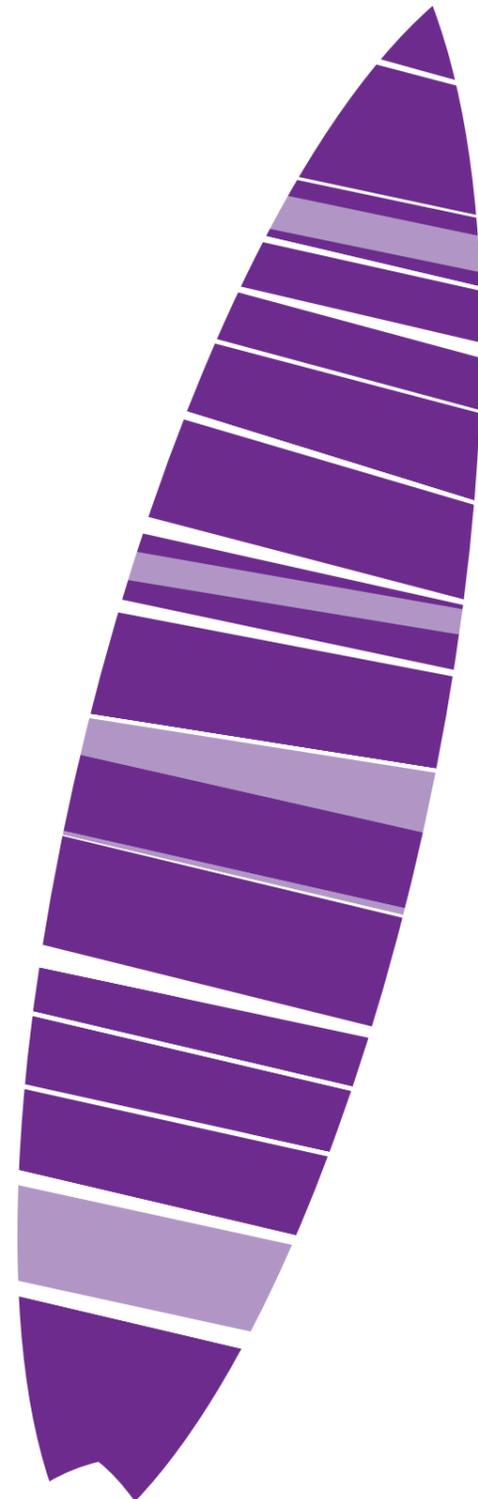
The 'Keep It' programme is designed to make best use of the natural environment as a setting for healthy family-based activities. In the rural context of Cornwall, this means encouraging families to make use of the extensive 'Blue Gym' coastal environment including the coast path, beach activities, surfing and sea swimming. There is emerging evidence to suggest that coastal environments confer unique health and wellbeing benefits. Such initiatives encourage the use of the coastline and inland waterways to promote the mental and physical health benefits of exercise in these environments. Previous research has shown that regular contact with the natural environment results in benefits including reduction in stress, increased physical activity, stronger communities and an increased awareness of the value of the natural environment.

**Participants:** 84 children participated in a conventional 10 week MEND Programme in Cornwall by completing the 12 week 'Keep It' Programme using the coastal environment as a 'Blue Gym' which focuses on developing family based activities. Weekly sessions were offered including surfing, body boarding, sea swimming and coasteering.

**Materials:** Standardised assessments of activity (hours per week of sedentary and physical activity), physiological status (waist circumference and post-exercise heart rate) and psychological functioning (psychological problems, self-esteem and body image) were recorded before and after the MEND Programme and after the 'Keep It' Programme.

**Results:** There were statistically significant reductions in mean waist circumference, post-exercise heart rate and sedentary activity between both programmes. Conversely, there were significant increases in positive body image, self-esteem and physical activity.

## Members



## Members

### Active Life

#### Active Life Exercise Referral

Exercise referral was established in South East Kent in 1998 and was known as South East Kent Integrated Physical Activity Scheme (SKIPS); it was co-ordinated by the NHS Primary Care Trust, who worked in collaboration with local leisure providers to deliver the scheme. The PCT worked directly with the Sport and Leisure Department of Canterbury City Council to offer a range of activities under the SKIPS programme. This consisted of gym inductions, gym programmes, aqua based activities and phase IV cardiac rehab classes to those who were referred onto the scheme. Three part-time instructors were allocated to take responsibility for the delivery, and to enhance this provision.

Kent Community Health NHS Trust and Active Life have benefited tremendously from a partnership that has been nurtured and developed over the years to create a productive health improvement service for the Canterbury district. In 2010, both sides of the partnership were invited by the Department of Health South East to take part in the first exercise referral accreditation pilot. The partnership was awarded a 'Silver Status' and the whole experience provided a framework on which to base current work practices, a development framework for future initiatives, a sense of professional achievement for those involved and, importantly, reassurance to health professionals and their patients being referred into the scheme.

The Active Life Exercise Referral scheme currently has a full-time Manager, part-time Administrator and 7 Instructors providing a mix of full-time and part-time hours. Each Instructor is registered on the Register of Exercise Professionals at Level 3 or above with either an exercise referral or cardiac rehabilitation qualification as the minimum requirements to be involved in the delivery of the Active Life programme. Around 35 classes were provided each week across 5 sites which was geared towards high risk members; in 2003 there were just 14 classes.

Each individual referred onto the scheme undergoes a consultation which provides a mini-health check and covers not just the physical aspect of their health, but also motivation levels, fitness and health goals, and personal thoughts and feelings. An evaluation is completed in weeks 1, 6 and 12 before being returned to the NHS team who then reported back to their commissioners on a quarterly basis.

Since 2012, Active Life have improved the way it monitors and evaluates data captured from the exercise referral scheme and is now in a position to be able to report on outcomes more accurately. These outcomes will be available for reporting to a range of organisations in order to support the scheme and to help secure future funding.

*"When I came to Canterbury the nerve damage to my leg meant I was in constant discomfort, particularly during lectures, and my blood sugar levels were all over the place. My GP prescribed Metformin to control my blood sugar and Pregabalin for the leg pain but neither of them were very effective. I felt dosed up to my eyeballs and not any better. After a conversation with my dad I went back to my GP who recommended the Exercise Referral Scheme from Kent Community Health NHS Trust. [After being referred] I met Karen, my personal exercise assistant, at Kingsmead Leisure Centre in Canterbury and she took all my information down and then got me using the gym equipment. Having someone there to help and support you to get yourself moving really helps. I started exercising three times a week for around an hour each time and the results have been dramatic; I saw some good results almost immediately so that really spurred me on. After just a few weeks I was able to come off the medication for both my leg pain and my diabetes. My energy levels have increased and I feel brilliant – no more afternoon naps for me! My body used to control me but thanks to the exercise referral scheme I am back in control of my own body."*

## Impulse Leisure

### Short Breaks for Disabled Children

**Participant:** Joseph

**Condition:** Classic Autism, Sensory Processing Disorder, Hyper Mobility, Chronic Bowel Disorder

**Background Information:** Provided by Joseph's Mum

10-year old Joseph is just one child who benefitted from Impulse Leisure's Short Breaks initiative, which has been running across its three West Sussex sites for the last three years. Joseph, who has Classic Autism, Sensory Processing Disorder, Hyper Mobility and Chronic Bowel Disorder, has been attending sessions, including football, gymnastics, tennis, cricket, basketball, running and dance, for a number of years.

Multi-Sport has made Joseph aware that others may not play the same as him, he gradually learnt to accept rules and the reasons why they were put in place. His social skills have improved, along with his listening and turn-taking skills, running ability and his hand-eye coordination. He is more confident, more body aware and more aware of other people. Joseph is now learning to tap dance, which is having a positive effect on his Hyper-Mobility Disorder.

In the past, Joseph could become extremely angry over something that had happened, but this has become less so as his verbal skills have developed and he is more confident that the staff, who tailor sessions around his interests, are there to help him.

West Sussex has around 4,000 eligible disabled children, young people and their families. Many live in areas where little provision exists and/or are excluded due to lack of appropriate transport or costs. Short Breaks funding, part of the Government's Aiming High for Disabled Children programme has been designed to help transform services for children and young people with disabilities and their families. The programme has

enabled Impulse Leisure to increase levels of participation by offering a number of low-cost activities.

Impulse Leisure received the first batch of funding in 2011, which financed two Fun Days at its Lancing Manor and Southwick sites along with a Fun Day and After School Clubs at Chanctonbury Sport & Leisure, giving the trust valuable insight into what children and young people with disabilities wanted.

From this came further funding, which enabled Impulse Leisure to host at each centre:

- 40 weeks of after school activities
- 10 weeks of holiday activities
- One weekend open day each year for three years

*"You can see the excitement on the children's faces when they come through the door, when they stand at reception to sign-in and you can see them jittering on the spot waiting to get in to the hall to have fun"*

said Elizabeth Clements, receptionist at Impulse Leisure.

Results from the 2012/2013 programme, which supported 70 local families show that 65% of the children felt they had improved skills in some areas, 80% said that engagement in Short Breaks had been fun and enjoyable, and over the year, 75% of the children stated they were more confident when taking part in activities.

*"We aim to be a beacon centre for families to have fun taking part in well-structured activities tailored to their particular needs, and research shows the children love the staff and the activities on offer," said Mike Baden, CEO of Impulse Leisure. "85% of children give the coaches a minimum 7/10 rating and the parents also rated the welcoming atmosphere of the centres, which tells us they feel secure enough to visit."*

### Employee Wellbeing Programme 2013-2014

The aim of the Thurrock Council Employee Wellbeing Programme is to help to reduce an individual's weight, as measured by their BMI, which will therefore have a positive impact on wellbeing and general health.

148 people were offered a 12 week programme of weight management with dietary advice and an Impulse Leisure Platinum membership. Each individual received support and education from a specialist Fitness Advisor at regular intervals throughout the programme to increase motivation and adherence.

Out of the 148 employees, 134 participated in the programme leaving 14 people not wanting to participate. Due to various medical reasons and commitments, 19 people dropped out of the programme before the 12 week end date, leaving 115 people completing it. All data supplied in this document is based on the 115 people who completed the 12 week programme.

The Thurrock Council employees worked hard to achieve their personal goals and collectively lost a significant amount of weight which will benefit their day-to-day life, outlook on life and the work/life balance for the employees. The BMI results improved in almost every individual who completed the programme, which was the main aim of the participants' journey. The benefits of maintaining a healthy

weight and BMI go far beyond improved energy and smaller clothing sizes. By losing weight and maintaining a healthy lifestyle you are more likely to enjoy these other quality-of-life factors too:

- Fewer joint and muscle pains
- Greater ability to join in desired activities
- Better regulation of bodily fluids and blood pressure
- Reduced burden on your heart and circulatory system
- Better sleep patterns
- More effective metabolism of sugars and carbohydrates
- Reduced stress levels
- Reduced risk for heart disease and certain cancers

Fantastic results were achieved by the Thurrock Council employees on the programme!

### Testimonials from Thurrock Council Employees who completed the 12 week programme

*"Since completing the 12 week wellbeing programme I have lost 11kg and now weigh 85.2kgs. Without this programme I would not have achieved these results and feel that it has now improved my quality of life greatly. I have recently completed a 5k charity run which was a big achievement for me. This programme is very worthwhile and I feel that as long as someone is willing to work with the trainers and follow the programmes set that it is achievable"*

Tracy

## Tone Leisure

### Spring Sisters Running Project

The project was set up as a six week project, starting at Wellsprings Leisure Centre, in North Taunton, and was organised by a volunteer run leader working with Tone, funded with the aid of Sportivate funding, and the support of Tone Leisure's Health Development Officer.

As a requirement of the funding, there was a focus on ladies aged 18 – 25 years, who were semi sporty and participating once a week in a sporting activity but, who were new to running, with the aim of increasing physical activity. Tone Leisure identified that there were no informal running groups in North Taunton for females aged 18-25.

The sessions started at a beginner level and the structure of the 6 sessions helped to increase the fitness of the participants, enabling all females who took part to gain success in this group. The meeting place for the group, is Wellsprings Leisure Centre with a secondary meeting point, Priorswood Community Centre. The leader planned routes in the local area in particularly using the many community green spaces that are available within North Taunton, to enable local ladies to access the group easily. By running locally, participants can add their local knowledge to contribute to the planning of new routes, and also use these routes when running outside of the sessions.

The project helped participants to start running on a regular basis and, with the support of the leader, encouraged them to work towards doing the 5k Race for Life as a goal. As an incentive the Sportivate funding paid the entrance fee for individuals to enter the 'Race for Life' in Taunton on 14th July 2013, if they attended 5 out of the 6 weekly sessions.

North Taunton includes wards of higher deprivation so a volunteer led, free of charge running group enabled people to take part without a barrier of cost or need to travel. The feedback received showed that a female only group helped to make the ladies feel more comfortable in taking part.



The long term aim is for the sessions to continue beyond the 6 week pilot with the recruitment of two volunteers to train as running leaders, through Run England's 'Leadership in Running Fitness' course. This course was paid for using Sportivate funding.

Running sessions during and beyond the pilot project will be free to participants.

### The outcomes

The study shows that Spring Sisters project has given rise to a number of important positive outcomes:

#### Run Leader

- Improved health and wellbeing through regular participation in physical activity
- Personal achievements project managing and running a successful course

#### Young women aged 18 – 25 years that participated have shown that:

- Improved health and wellbeing through participating in regular physical activity
- Increased community cohesion by participating in local activities
- Participants take greater notice of their health and reduce harmful behaviours (e.g. drinking, poor diet)
- They have made personal achievements, either through a Run England qualification, participation in a Race for Life, or an improved level of fitness
- They have increased personal and social activities through making new friends.

#### Tone Leisure

- Increased participation through community activity
- Increased volunteering base

#### SASP

- Increase in the number of volunteers able to support activities due to new skills in physical activity

## Pendle Leisure Trust

The Pendle Healthy Lifestyles Team provide a range of specialist physical activity and weight management services for adults. The team are responsible for encouraging people to become more physically active, especially after a medical condition or treatment, with the aim of improving general health, well-being and quality of life.

The team provides a wide range of sessions and activities to suit everyone, wherever they are in the Pendle area. All of the sessions are run by specialist instructors who help and guide participation through a course of physical activity and education, enabling them to understand individuals' specific conditions, set realistic goals and work towards a healthier lifestyle.

A booklet was produced to help people find all the necessary contacts and details from some of the activities and health programmes Pendle currently offer and how they can be accessed.

## Community Allotment

Pendle Leisure Trust's Live Well, Eat Well project is a funded scheme that runs a community allotment for the people of Pendle. The project is aimed at residents of all ages and abilities, regardless of if they are a complete novice or an accomplished gardener.

Activities take place in a quiet and peaceful setting on the Hodge House Allotments in Nelson and include activities such as greenwood working, art activities related to growing and gardening courses. Pendle also has a pond, bird hide, cob oven, blooming backyard and a recycled pot area. Here's a selection of the different activities that are offered by the trust throughout the year:

- Basic Gardening Courses
- Environmental Art Activities
- Fruit and Vegetable Tasting Sessions
- Basic Cooking Skills
- Holiday Clubs for Kids
- School Visits

## Members



## Members

### Fusion Lifestyle

Fusion Lifestyle work in partnership with 18 local authorities to manage 80 sport and leisure centres and the delivery of numerous Sports Development Programmes. We work closely with our local public health teams to deliver over 30 health programmes including GP exercise referral schemes, cardiac rehabilitation, weight management, health checks, health walks, care after cancer, stroke rehabilitation, and the MEND programme.

Our Sports and Community Development Team work with a range of local stakeholders such as GPs, public health teams and clinical commissioning groups to design, develop, promote and continuously improve our locally tailored health initiatives. For example, in Charnwood this approach has been used to run the Heartsmart Cardiac Rehabilitation Scheme.

### Heartsmart Cardiac Rehabilitation Scheme

Heartsmart is delivered and managed by Fusion Lifestyle in partnership with the following organisations:

- Charnwood Borough Council
- NHS Leicestershire County and Rutland
- University Hospitals of Leicester
- Selected G.P Practices

Heartsmart targets people who are recovering from heart problems or heart surgery. The aim is to promote gentle exercise as a means of enabling individuals to achieve and maintain better health. Individuals are encouraged to do independent exercises so that they can learn the benefits of leading an active lifestyle.

Participants are offered safe and effective exercise:

- Under the guidance of qualified B.A.C.R. Exercise Professional (British Association of Cardiac Rehabilitation)
- At a convenient venue in the Charnwood area
- At a special reduced rate



A variety of activity programmes are available including gym sessions in a fitness suite, a gentle circuits class in the dance studio, walking, diet and nutrition advice, and stress management sessions. The sessions also provide a regular support and social group for participants.

Over 200 people are currently participating in the Heartsmart Scheme in Charnwood, totalling over 7,200 attendances per year.

There is a great deal of evidence to support the key role that physical activity plays in improving the quality of life and the health and well-being of people who have been diagnosed with Coronary Heart Disease (CHD).

## Vision Redbridge Culture and Leisure MEND Programme

### Aim of the MEND Programme

The MEND programme is a multi-component healthy lifestyle programme targeted at children that are above a healthy weight. The programme aims to reduce participants' Body Mass Index (BMI) classification\* through healthy behaviour changes that lead to weight maintenance whilst children are still growing.

\* BMI classifications below that of the healthy range are not encouraged.

### Programme Objectives

- Reduce BMI
- Reduce Waist Circumference
- Increase frequency and duration of physical activity
- Reduce time spent being sedentary
- Increase participants nutrition score (i.e. improvement in dietary intake)

### Programme outline

MEND 5-7 (aimed at 5-7 year olds) and MEND 7-13 (aimed at 7-13 year olds) are 10-week healthy lifestyle programmes that are designed to help manage issues of weight and obesity in children between 5-13 years old. The programmes are made up of workshops which cover age appropriate healthy eating, increasing physical activity and reducing sedentary behaviour, and behavioural change strategies. Each week parents, carers and children get the opportunity to take part in interactive healthy eating workshops and receive support to make healthy and sustainable behaviour changes. The children also take part in 1-2 hours of physical activity each week, which is tailored to their ages and abilities.

The MEND programmes make up the tier two weight management interventions for the Redbridge obesity strategy and are jointly managed by the Redbridge Healthy Weight team (North East London NHS Foundation Trust) and Vision Redbridge Leisure and Culture's Sport and Health team.

In order to take part in the programme a referral can be made to the MEND team by a health and/or social care professional, such as GP, paediatrician, school nurse or social worker on behalf of a family. Alternatively, families can contact the provider directly to book a place on the programme.

### Programme Details

For the children, each session is split into a physical activity element and a nutrition element. The physical activity element uses trained coaches or deliverers to engage the children in multi-sport games and activities designed to raise their heart rate and get them moving. These sessions take place both indoors and outdoors and try and instil in the participants a sense of enjoyment and mastery of physical activity, with hints and tips which they can take away to use in their everyday lives. The nutrition element aims to educate in a fun way, with certain aspects focusing on trying new fruits and vegetables, swapping crisps and chocolate for healthy snacks, and drinking water.

Whilst the children are doing their physical activity session, the nutritionist works with the parents to look at ways of changing behaviour towards food. Key elements include learning to make healthy choices and education about choosing foods. In addition, there are interactive sessions around learning to read labels, portion size and a supermarket trip. The sessions use games and challenges to engage the adults and involve them as much as possible.

### MEND 7-13: Summary of Outcomes for all Redbridge MEND 7-13 programmes

MEND 7-13 has been running in Redbridge since September 2008. Over the 31 month period, between September 2008 and September 2011, the local team delivered seven programmes. The total number of participants in these programmes was 78 (46 % boys), and the average age was 10.7 years.



Average programme attendance and drop-out rate were similar to the national average (78% and 9% respectively). On the whole, most of the results are similar to the MEND 7-13 national roll-out results.

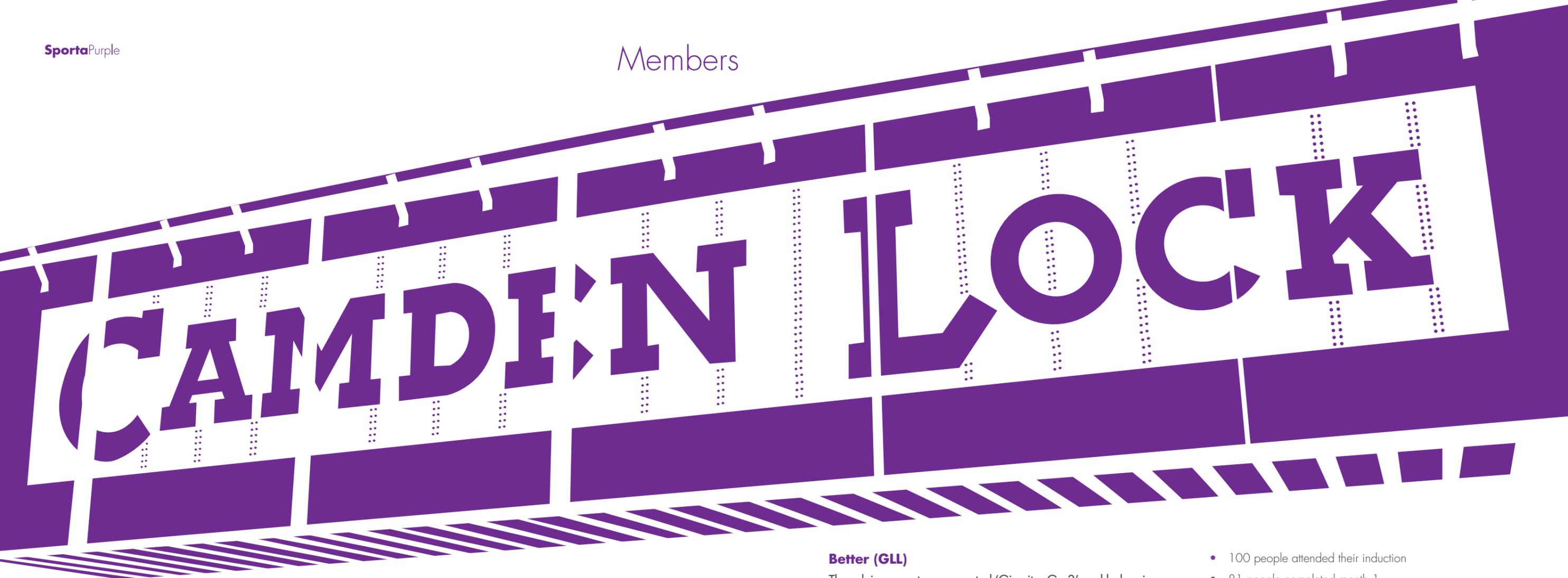
Overall, these programmes demonstrated significant clinical results with BMI decreasing from 27.6 kg/m<sup>2</sup> pre-MEND 7-13 to 27.1 kg/m<sup>2</sup> post-MEND 7-13, leading to a mean 0.5 BMI unit reduction. Also, waist circumference, an indicator of abdominal fat, was decreased by 2.0 cm post-programme for the Portfolio.

Post-programme levels of physical activity rose and children were doing moderate to vigorous activity for 1.4 additional days per week, whilst a 6.1-hour decrease in sedentary activities per week was also observed post-MEND 7-13, as television viewing and computer usage were reduced from 13.9 to 7.8 hours per week.

These programmes not only demonstrated "clinical attributes" that participants became healthier, but MEND 7-13 Participants were also "fitter" by the end of the programme, as indicated by the 11.2 beats per minute decrease in recovery heart rate following the 3-minute step test.

Finally, the MEND 7-13 Programme had a positive impact on the mental wellbeing of the participants. The SDQ is a parent-rated measure of common psychological symptoms in childhood. The mean score on the SDQ was within the low needs range and it is encouraging to note that post-programme the average SDQ score was even lower. This suggests that participating in the MEND 7-13 Programme is associated with improved psychological functioning.

Taken together, the results of this report indicate that the MEND 7-13 Programme is having a positive healthy outcome for the families participating in those programmes.



### 'Give It A Go' - 2013

This is a product of positive collaboration via the Proactive Camden partnership between London Borough Camden, NHS, Better (GLL), YMCA and Jubilee Hall Trust.

The aim of 'Give It a Go 3' was to tackle inactivity within the London Borough of Camden. This was done by targeting inactivity or moderately inactive individuals attending the NHS Health Checks programme and people in receipt of benefits.

'Give It a Go 3' was a culmination of the lessons learnt from the previous two GIAG schemes with the programme refined to maximise both uptake and retention. One of the key alterations was to incentivise behaviour change with participants having to attend a minimum of five times a month in order to qualify for the next month.

*"I am very grateful to Camden for this 'Give it a Go' programme as it has really helped me at all levels, not just physical activity, but also mental and emotional. Using the gym has made me physically stronger which is helpful when carrying heavy shopping bags now, and running up the escalators in the tube. I am also more flexible and healthy. I'm sure it has increased my confidence too. Physical exercise is powerful stuff! Also my stress levels have lowered thanks to both the gym and the yoga classes I attended, where you also learn to relax. Focusing on the physical exercises forces you to switch off all of the stressful thoughts/ worries that race through your mind normally. I didn't know the 'Give It a Go' would have such an impact on my wellbeing. Being strong in your body also makes you strong in your mind. Great stuff! Thank you Camden!"*

(44 year old female, participating in fitness and yoga at Oasis Sports Centre)

#### Better (GLL)

Three leisure centres supported 'Give it a Go 3' and below is a summary of site activity throughout the duration of the project:

- 790 people registered across three sites – Swiss Cottage, Kentish Town and Oasis Sports Centre.
- 288 people registered to be on the waiting list (146 people registered for Kentish Town were offered an induction)
- 547 people were inducted onto the programme
- 283 people completed month 1
- 86 people completed month 4 (10% based upon number registered)
- The best performing site was Kentish Town with a completion rate of 12%
- The overall completion rates at every stage of the programme were elevated when compared to 'Give it a Go 2'

#### YMCA Club

Below is a site summary of activity throughout the duration of the project:

- 128 people registered with the leisure centre
- 19 people registered to be on the waiting list (all of whom were offered an induction)

- 100 people attended their induction
- 81 people completed month 1
- 28 people completed month 4 (30% based upon the number registered)
- 37% of those completing the programme joined the leisure centre (n=14)

#### Jubilee Hall Trust

Below is a site summary of activity throughout the duration of the project:

- 107 people registered with the leisure centre
- 15 people registered to be on the waiting list (all of which were offered an induction)
- 78 people attended their induction
- 58 people completed month 1
- 35 people completed month 4 (33% based upon number registered)
- 31% of those completing the programme joined the leisure centre (n=11)
- Overall completion rates at every stage of the programme were elevated when compared to 'Give it a Go 2'

## Life Leisure

In November 2011, Life Leisure made the decision to redevelop an existing leisure facility into a 'Health Hub'. The 'Health Hub' and the health related programmes it delivers have been specifically created to focus on those who normally would not feel confident or comfortable entering a mainstream gym facility, including those with a medical condition.

After a £250k investment by Life Leisure, the facility is now a central 'hub' for many of the health initiatives in Stockport delivered by both the NHS and Life Leisure. The facility provides the following unique features/equipment that enables it to operate as a Health Hub:

- Bariatric scales
- Bariatric chairs
- 2x Private consultation rooms
- Studio space for group activities and no mirrors in the gym
- Dance mats, Shokk Reaction Walls and Trixster bikes for the children's programs
- Partitioned gym space which can be closed off for group sessions for those who feel less comfortable in the main gym area
- Staff trained to REPS Level 4
- £40k investment by Life Leisure purchasing Alter G Anti-Gravity treadmill revolutionary medical treadmill which enables users to reduce their bodyweight and thus impact on their joints.

## PARiS

Commissioned by Healthy Stockport, Life Leisure deliver PARiS, Stockport's GP Exercise Referral programme, seeing approximately 1,550 patients a year. Clients, who are inactive & have a chronic medical condition, are referred via their health professional. As part of PARiS, the team have been innovative in the creation of new medical programmes and courses which improve and better manage many medical conditions. The programmes listed below are delivered at the Health Hub and at other locations across Stockport.

### Lower Back Exercise Rehabilitation Program

6 week course combining education and specific core strengthening classes to improve the management of lower back pain. Outcomes are measured via Roland Morris and fear avoidance questionnaires.

### Weight Loss Guru

8 week weight management programme focusing on behavior change and exercise. Created by behavior change expert Pete Cohen and delivered by Life Leisure for clients with a BMI > 30. Average weight loss is 7lbs, with an average inch loss of 5.2. After completion of the program, 73% of participants have either continued to lose more weight or maintain their loss 12 months later.

### STAR Team – Neurological Physiotherapists, NHS Foundation Trust

Life Leisure and physiotherapists deliver, in partnership, a 6 week course for those with MS, Fibromyalgia or people who have had a stroke or brain trauma. Starting with exercise in the studio, they can then move on to gym-based exercise, with many continuing to exercise at the facility after the course has been completed.

## Tameside Sports Trust - My Active Life

### Background

Tameside Sports Trust was commissioned by Tameside & Glossop PCT to deliver a programme of physical activity for adults aged 40 – 74. This was so participants could be referred into following an NHS health check, which could take place at a GP's surgery or within the community. The team was also commissioned to support the delivery of a community health check programme which engaged over 4000 local residents.

### Project Overview

My Active Life is a physical activity lifestyle programme delivered by Tameside Sports Trust which offers high quality health and fitness advice to support individuals to lead a more active life.

The programme was established to provide a positive physical activity intervention for Tameside residents aged 40 – 74 who have completed an NHS Health Check at their GP surgery or in a community setting/workplace, and who have been identified as participating in less than 3 x 30 minutes of moderate activity per week.

My Active Life is a 12 week programme and participants pay a one off fee of £10. During the 12 week programme participants can access; 6 swimming pools, 6 gyms, over 200 workout classes per week, 3 thermal suites, adult sport sessions and adult swimming lessons.

This intervention proved to be extremely popular with the general public and has significantly increased the volume of people attending community health checks. So much so, that the facility teams hosting the health checks at libraries had to start ticketing health check events to ensure that they did not exceed facility opening times!

### Project Outcomes & Success

My Active Life engaged over 2000 local people aged 40-74 years of age in a 3 month programme of physical activity. Post project feedback from participants identified that:

57% reported improved physical activity behaviour.

100% enjoyed the programme.

91% reported that they felt healthier.

85% reported that they felt like they had more energy.

32% reported that they lost weight.

46% reported an improvement in body shape.

33% of participants have also gone on to become monthly or pay as you go members at our facilities, participating in a healthier, more positive lifestyle.

*"To date I have lost 2 and a half stone. I feel fitter, more confident and have more self-esteem."*

(My Active Life participant)

*"The staff have shown me the benefits of healthy eating and exercise and have made it fun."*

(My Active Life participant)



### Addressing the Wider Determination of Poor Health

My Active Life also addressed the wider determinants of poor health through:

- Engaging hard to reach groups in physical activity programmes to achieve better health outcomes. Community health checks have taken place in a range of settings including: libraries, mosques, workplaces and market places.
- Promoting social interaction and integration to support positive mental wellbeing and emotional resilience. Many individuals have identified friends/family to co-participate in this programme. Others have positively engaged with staff and customers. This programme also encourages participants to plan their own programme of activity, encouraging independence.
- Encouraging people living in deprivation and in lower income groups to access an affordable programme that is easily accessible locally. During and post programme, individuals are notified of lower/no cost exercise sessions and activities. All My Active Life users are signed up to Active and Active+ pay as you go memberships, which entitle them to up to 50% of a range of activities within Tameside Sports Trust facilities. They are also made aware of cost effective pay as you go 'top up' options and monthly membership packages, which start from as little as £14.99 per month.
- Using local resources that can ensure long term sustainability. All Tameside Sports Trust activities can be accessed on a pay as you go basis, therefore providing people with the opportunity to build a regular physical activity programme which suits their lifestyle. Concession prices are also available to adults age 60+ and people in receipt of benefits.
- Promoting a healthier lifestyle that can lead to prevention of long term conditions such as diabetes, cardiovascular disease and obesity. Our health and fitness staff are trained to develop exercise programmes which support participants to increase their physical health and reduce the risk of developing long term conditions.
- Providing better access to health services through strong joint working with Public Health, local GPs, Health Improvement and Tameside MBC. The Trust also promotes other health improvement services including: smoking cessation and weight matters.
- Promoting community engagement that can lead to positive experiences for the community as a whole. A number of our participants have gone on to encourage other local people to engage in more physical activity. One of our local elected members was also inspired by his participation in MAL and as a result has sponsored 4 local people to take part in a 6 month health and fitness programme.

### Active Nation

#### The Exercise Referral Scheme

The Exercise Referral scheme opened its doors to referrals in May 2012 to adults who, due to a variety of chronic medical conditions, needed an intensive, safe and structured programme of support in order to help them become habitually more physically active at levels that would be beneficial to their health.

The programme itself involves ten weeks of support from the Exercise Referral scheme team at Active Nation. The ten weeks start when the patient attends their first face-to-face appointment (held at one of the following: Bitterne Leisure Centre, Chamberlayne Leisure Centre or the Quays Swimming and Diving Complex). It consists of an assessment, looking at their health issues that may limit their ability to do exercise as well as barriers to being active e.g. shift work, lack of confidence, previous exercise experience, lack of time, family pressures etc. Time is spent with each individual at the start to understand where they are coming from and to agree a plan that helps them get to where they want to in terms of physical activity levels.

A big part of this involves combining what they can do with what they would like to do within the context of their lives. The scheme actively promotes free/low cost options such as walking, cycling, gardening, playing with the kids etc.

There is also signposting to a variety of other clubs/groups across the city including Sustrans who offer guided walks and cycling activities. In addition, those referred are also offered one of Active Nation's memberships which has been designed specifically for these patients and allows them access to all of Active Nation's leisure venues for a variety of activities (e.g. swimming, gym, aqua, low intensity circuit training, flex and tone or Tai-chi).

Over the following ten weeks, patients are contacted on a regular basis to monitor how they are progressing and keep them motivated. This is done via phone, text or e-mail or indeed face-to-face if the team feel it is necessary





and/or they see them around the venues in the supervised activities.

At the end of the ten weeks, patients are then invited back in to one of the leisure venues to do a final assessment which looks at what the patient has achieved to date, repeat key health related measures where applicable e.g. self-efficacy, BMI, blood pressure etc. and to agree how they will continue with their plan. Feedback on the patient's journey and progress is provided to the referrer so they can be monitored or followed up as necessary, by the practice.

#### Who have we seen?

Between May 2012 and April 2013 a total of 649 were referred and of those 605 (93%) were accepted onto the Exercise Referral scheme.

#### What is being achieved?

We are pleased to be able to report that for those individuals who engage with the programme and complete their goals as part of the 10 week support programme in the Scheme, 69% of patients were active in 3x30 minutes or more physical activity a week. This is particularly pleasing to see

considering the vast majority of patients have come from doing very little or no activity.

In addition, Active Nation also contacts patients 6 months after they have completed the programme to find out how they are doing and as part of our overall evaluation of the service.

- Active Nation intends to work closely with those who are based in areas of deprivation, to try and understand what can be done better to support patients and keep them motivated and engaged.
- The activities on offer to patients to help them achieve their goals have developed over the year to include more walks/cycle rides led by Sustrans and other groups/organisations, as well as, what we have been able to provide such as supervised gym sessions, a flex and tone class and a Tai-chi class. We have also tried to help patients using the Quays Leisure Centre by introducing a car park permit to help break down the barrier of parking costs.
- Remember, we are also here to help you support your patients as well as providing a service and so if there is any-thing we can do to help, please contact us.

### Falkirk Community Trust Buggy Walking, Step Forth

Step Forth and a Health Visitor from Bonnybridge set up a pilot Buggy Walking group from the practice. This initiative won an NHS Health Scotland Physical Activity and Health Alliance award, and has been cited as good practice by organisations such as Outside The Box, Paths For All, the World Health Organisation and the British Heart Foundation. A research study is being conducted at the University of Stirling with health visitors and local mums. Step Forth will be running a workshop at the next 'Paths for All' regional conference to encourage other walking groups to start delivering their own sessions.

#### Social Referral Group

Following the publication of 'Towards a Mentally Flourishing Scotland', a group was set up in Falkirk to look at the delivery and promotion of social referral. This group, chaired by NHS Forth Valley's Health Promotion team, encompassed General Practice, NHS Mental Health staff, Falkirk Council Community Learning and Development, third sector organisations like Falkirk & District Association for Mental Health and Falkirk Community Trust.

Partnership projects delivered in the past have included a pilot 'Green Prescription' to increase GP's knowledge about local services, and the feedback from this has inspired two further projects, currently in the development phase. Another area has looked at the delivery of Stress Control courses and Scottish Mental Health First Aid across the region, and how to better use existing resources.

This group are feeding into the Falkirk Mental Health Partnership Group to identify good practice and any gaps in provision.

### South Lanarkshire Leisure & Culture Child Healthy Lifestyle: Fit for School

Fit for School is a programme which is part of the wider NHS Lanarkshire, Child Healthy Lifestyle agenda which delivers on the Scottish Governments Heat3 targets. The Fit for School programme has both classroom based and physical activity sessions, which run over a 10 week period with follow up sessions at 6 and 12 months to assess the impact of the programme. Since January 2012, over 1,500 South Lanarkshire pupils from 64 schools have participated in the programme.

### Detecting Cancer Early

SLLC in partnership with NHS Lanarkshire are actively raising awareness and supporting the national Detecting Cancer Early campaign.

Approximately, 25 SLLC members of staff have attended breast and bowel cancer awareness training where they gained the knowledge and skills to be able to deliver the key messages to both customers and colleagues around detecting these cancers early.

Classes are targeted on a monthly basis within leisure centres for flyers to be distributed as well as the topic being raised when people participate in their initial gym induction. SLLC have also hosted 'hot desks' within reception areas of facilities at peak times and did targeted promotion of the campaign at Hamilton Palace Sports Grounds to specifically raise awareness within the male population. To date, awareness of this campaign has been raised with approximately 8000 members of the public.

### Diversionsary

SLLC in partnership with Police Scotland, NHS Lanarkshire, The Alcohol and drug partnership and other local diversionary projects, have been running several programmes to target people aged 10-25 to be more active in sport and reduce anti-social behaviour in their local area.

SLLC currently offers two different types of diversionary programmes, The Friday Night Programme and Sport Scene programme, which are run throughout the 4 geographical areas of South Lanarkshire.

The Friday Night Programmes are currently run in the Forth Community and Sport centre and the Jock Stein Sport centre. The main aim of the programme is to run throughout the entire year offering a range of sports and up-skilling members of the local community to create a sustainable programme for the future.

The Sport Scene programmes are designed to run in areas with high anti-social issues to help engage with the local community of a period of 12-16 weeks to help reduce the issues in the area. The programme aims to help divert local youths to sport rather than anti-social behaviour in their local community. As with the FNP's sports scenes aim to work with local community groups and residents to help provide a sustainable outcome for the participants to engage with when the programme leaves their area.

### Connections

South Lanarkshire Leisure & Culture's Sport & Physical Activity Department has established strong partnerships over the years with South Lanarkshire Council - Education Resource; NHS Lanarkshire; and, more recently, The University of West of Scotland and The University of Glasgow.

The project aims to address the issue of low levels of teachers' confidence and competence in the delivery of 2 hours' worth of quality physical education. This will be addressed principally through the development of resource materials for pupils aged 4-6 years. Nine South Lanarkshire primary schools will participate in the project, seven as intervention schools and two as control schools. The resource comprises fifty resource cards and an overview manual.

The project will also seek to establish, through the introduction of the resource, that pupils participating will improve their sensory motor and fundamental movement skills. In addition to this, the project will gather and monitor data to assess the general health and wellbeing of the children, in particular children's height and weight, along with blood samples which will also be collected and analysed to examine if any children are displaying any early signs of type 2 diabetes.

Finally, the project will also examine if children participating in the pilot programme engage in additional physical activity programmes out of school hours, for example at local sports clubs.

## Wigan Leisure

### Outdoor Physical Activity Programme

These programmes are aimed at developing a public health infrastructure to anchor and sustain effective physical activity promotion in relation to walking, cycling and running within the Wigan Borough. The service has a particular emphasis on increasing uptake from key target adult groups (and their families) and individuals who are not achieving the recommended level of physical activity.

The service is focused on building capacity within service delivery through the development of a sustainable volunteer led walking, cycling and running programs, as well as, maximizing upon Wigan Borough's assets of green-space, parks and other outdoor recreational resources.

### Active@Work (Healthy Workplaces Programme)

This service is aimed at developing a public health to sustain an effective, evidence based healthy workplace programme within the Wigan Borough. The service applies a settings based approach to promote health using published guidance, as part of an industrial scale, fully integrated health improvement programme.

### Access Hub

The aim of this service is to provide a central point of access telephone service for an industrial scale fully integrated care pathway for managing excess weight in adults (Lose Weight Feel Great).

The service is provided as one element within a suite of services that has been commissioned to support the prevention and management of overweight and obese adults within the Commissioners population. The service also provides support for adults who fall within the catchment area and fall within the service eligibility criteria.



## Wave Leisure

### Stop Smoking Service (Stoptober + Smokefree Campaign) – East Sussex Tobacco Partnership

Wave Leisure Trust have always supported the Stoptober campaign every year since inception, and also support National No Smoking Day in March, through marketing communications both in centre and digitally. Wave Leisure have a representative on the East Sussex Tobacco Partnership, and have recently supported the smokefree campaign (July 2013) through marketing materials and engagement tools within the leisure centres.

### Making Every Contact Count 2011/2012 – NHS Behaviour Change Training

Wave Leisure Trust was invited to send appropriate personnel to undertake the NHS Making Every Contact Count training based on and around the behaviour change model. Ten fitness instructors attended this training and have subsequently utilised these skills within the gym environment. This training included the awareness of other NHS services and pathways available and gave them the skills needed to be able to pick up on behavioural concerns allowing an effective intervention with the individual thus allowing them to make an appropriate recommendation.

A really beneficial aspect was learning the “typical day” method of being able to get the individual to communicate their day to day behaviour and habits.

### In Body Analyser PLC, DLC and LLC, November 2011

In November 2011, Wave Leisure were approached by the health promotion team at East Sussex Healthcare NHS Trust to host sessions offering members of the public advice on alcohol consumption, along with an opportunity to analyse their body composition including body fat and its position, muscle density, hydration levels. The report was printed off, given to the individual and they were then taken through their report by a staff member of the NHS Trust and given appropriate lifestyle advice regarding food, physical activity and alcohol consumption.

### Outdoor Gym Initiative for Over 50's

Working with Peacehaven Town Council and with Public Health's Health Improvement Partnership funding, Wave Leisure developed a six week programme to encourage usage of the outdoor (green) gym in a local park. The programme was targeted at residents aged 56 years and above within a 1km radius of the park. The programme sought to understand the apparent lack of use of a free outdoor facility, by asking residents if they had previously used and if not, why. Research demonstrated that older people were concerned with not knowing how to use the equipment, doing something on their own but overwhelmingly that they may hurt themselves and therefore impede their day to day quality of living. The six week programme gave them an instructor twice a week for induction, supervision and advice.

Each participant was also issued with a booklet that showed how to use the equipment, allowed them to set targets and goals, allowed them to track their progress and signposted them to websites that would supplement and support their activity.

30 participants engaged overall (even through the snow), and six months later there is still a core group of 8-12 regularly using the outdoor gym on a day and time mutually agreed by them. Each participant was also incentivised to visit their local leisure facility by being issued with a complimentary Activate Card (£10 per year with a 10% discount on activities).

## Tees Active

### Disability Training Modules

Following an idea from a patient at the Medical Rehabilitation Day Unit, the University Hospital of North Tees (HNT) began a discussion with Billingham Forum Management about providing a dedicated session for people with neurological conditions. Research highlighted a lack of services in the community to support people into exercise and that other existing services were often intimidating resulting in individuals being unable to continue exercising in the community on a longer term basis. For persons with disabilities personal participation in leisure based programmes is often limited by a non-supportive environment albeit, a lack of knowledge in how to modify programmes to meet specific needs.

A bid for funding was successful, resulting in a circuit like session which was introduced at The Forum, beginning with a chair based warm up and then followed by different sessions that range in difficulty to suit the participant. Specialist equipment is used so wheelchair users and people with limited mobility can take part. This includes the MotoMed bike, a passive, assisted or fully active exercise system used worldwide. TeesActive is the first Leisure company in the North East to offer specialist sessions on the MotoMed bike and this is pioneering for the health and wellbeing of people with neurological conditions including multiple sclerosis, stroke, paraplegia, tetraplegia, spasticity, Parkinson's disease and other neurological conditions as well as any kind of mobility impairment.

The benefits to the participants range from:

- Improved physical fitness – circulation, cardiovascular, muscle strength and endurance, joint mobility and strength, flexibility and muscle tone
- Reduced water accumulations in the legs (oedemas)
- Improved mental wellbeing
- Social interaction
- Promotion of everyday living activities

- Improved health
- Improved quality of life
- The opportunity to maximise their potential and therefore be able to live as independently as possible
- Prevention of secondary complications due to lack of exercise and reconditioning
- The opportunity to manage their own condition

The scheme was highlighted by Customer Service Excellence Standard (CSES) for a 'compliance plus' award which is their recognition of outstanding service. In providing this service Tees Active have facilitated a controlled and safe exercising environment for the customer – to empower them to confidently take the lead on their own health/fitness and medical condition.

The service is delivered in partnership between Tees Active staff and HNS physiotherapists and core HNS funding is now being sought to make this a permanently available service in a specialised unit to be set up in Billingham Forum Leisure Centre.

### Participant Feedback

*"I have been attending the class and find that it is really beneficial as it takes into account bad days as well as good and I am able to participate according to how I feel on the day. The fact that there is a neuro-physiotherapist present gives me more confidence in what I do will only be beneficial to my very specific needs and that I will not be tempting things that will be detrimental to my condition"*  
(Disability Training Module participant 1)

*"I feel my ability and mobility has improved. Benefit of social aspect"*  
(Disability Training Module participant 2)

*"Keeping fit improves my quality of life by keeping me as healthy as I can be and consequently I will call less on the Health and Social Care Services."*  
(Disability Training Module participant 3)

## Halo Leisure

### Healthy Lifestyles Case Study

Before I started the Healthy Lifestyles programme at Halo, I spent time gardening and playing with my grandchildren so was fairly active. I certainly never entered the gym or did too much walking. I was referred because of my weight; before the programme started I was eating approximately 2 pieces of fruit or veg a day and didn't pay much attention to what else I was having.

I really enjoyed the sessions, it was nice to be able to use the gym when it suited me, but it was also nice to see the same friendly people each week and hear how their week had gone and what they had been up to. Having the use of the gym and swim facilities has encouraged me to be more active and use Halo as much as I can; both swimming and using the gym have been the highlights of the programme.

I am pleased to say that the programme has had a positive impact on what I eat and how much exercise I do. I knew what to do before I started the programme, but actually doing it is different and the support has really helped me through to a healthier lifestyle. I would say I took part in activity at least 3 times a week and now I eat 3-4 fruit or veg daily.

I haven't really decided whether I will keep the Halo membership up, but it has helped me significantly throughout the programme as has Lorraine and the rest of the staff.

- 102 participants completed one of the 12 week health intervention programmes.
- 80% achieved or part achieved their goals
- 80% reported increased physical activity.
- 90% whose goals was to lose weight did.
- 70% are meeting the 5 day recommendation.
- Self-efficacy increased by an average of 60%.
- There is capacity for 1,110 people to attend any one of our three courses per year.



## BVAL (Blyth Valley Arts and Leisure)

### Exercise on Referral in Northumberland

The 2006 NICE guidance 'Four commonly used methods to increase physical activity' stated that exercise on referral should only be commissioned as part of a research study. Following this, NHS commissioners in Northumberland challenged providers to provide robust evaluation for exercise on referral. BVAL responded by sponsoring a member of staff to undertake a PhD at the University of Northumbria. This has led to a research publication in BMJ Open and a developing relationship between the trust and university in being able to provide robust evidence about leisure delivered health related programmes.

### What does the exercise on referral scheme offer?

The scheme is a 24 week programme and includes three motivational consultations (pre-scheme, after 12 weeks and after 24 weeks). Participants are referred from primary and secondary care for a range of medical conditions including those with cardiovascular risk factors, established cardiovascular disease, diabetes, mental health issues and those who are overweight / obese. They are asked to attend the programme twice a week and can take part in a range of activities (gym, specialist fitness classes, racquet sports and swimming).

### What has the research looked at?

Routinely collected information from 2233 referrals made between July 2009 and September 2010. It analysed uptake, 12-week and 24-week adherence (measured by attendance at the three consultations), attendance at activity sessions and changes in self-reported physical activity. Demographic and other personal details were analysed to better understand who the scheme was most likely to be successful for.



### What did we find?

- 81% of patients referred took part.
- 53.5% completed 12 weeks.
- 42.9% completed the full 24 weeks.
- Participants who completed the full scheme significantly increased their self-reported levels of exercise after 24 weeks.
- Those who completed the full programme attended an average of 23 out of 48 target supervised sessions.
- Those over 55 years were more likely to complete than those would were younger.
- Those with a BMI of more than 30kg/m<sup>2</sup> were more likely to drop out.
- Leisure site was also a significant predictor of completion, meaning that some sites were potential examples of good practice.

### What difference has it made?

The research has helped us to better understand who the scheme is most likely to be successful for. Northumberland GP Dr. David Shovlin said the findings should help reduce the waste that results from unused appointments and tailor schemes to give better results for patients:

*"This research shows that people who complete the Exercise on Referral programme are more likely to engage in physical activity in the medium term. Additionally, getting a better understanding of which patients are more likely to drop out will make it possible to identify reasons for non-completion and explore alternative ways of helping those individuals to increase their activity levels."*

The research has received considerable media coverage and has allowed us to have a constructive dialogue with health partners about delivery. We now have a developing relationship with a local university, which we hope will lead to future research studies and potentially unlock funding.

The full paper can be found here:

[www.bmj.com/content/3/8/e002849.full](http://www.bmj.com/content/3/8/e002849.full)



## Active Stirling

'Active Living for Life' is an Exercise Referral Scheme run by Active Stirling. It is designed to help individuals with specific health conditions that are currently living an inactive lifestyle to become more active.

As well as being the first positive step to increasing participants' physical activity levels, joining 'Active Living for Life' will provide:

- Twelve weeks of professional, individualised support, advice, instruction, guidance and encouragement to become more active
- A personalised activity programme designed to suit participants' needs and ability
- Regular contact with a qualified fitness instructor with a minimum of 4 appointments throughout the programme to discuss individual programmes and goals
- Discounted access to Active Stirling leisure facilities
- The use of new, state of the art MYZONE physical activity monitoring technology to help monitor your achievements (where appropriate)
- Information and advice on how to increase physical activity levels within a daily routine
- Coaching, advice and direction on how to maintain physical activity as an essential part of participants' lifestyle and what opportunities are available within the local community, to ensure that the changes last beyond the twelve week programme.



## On-Going Projects

This section outlines projects that Trusts currently have planned. As these projects develop the results will be monitored and categorised for a future document as a follow up to this one.

## BH Live

### CHAIN (Cycling Against Hip Pain)

A pioneering study to assess the link between regular cycling activity and reduced hip pain or the need for hip surgery began in October and local residents are being invited to sign up and get involved.

CHAIN is a concept proposed by Mr Robert Middleton, Consultant Orthopaedic Surgeon and hip specialist at the Royal Bournemouth Hospital, which is a leading centre in hip replacement surgery. The study is based on evidence that indicates that regular cycling activity and education could reduce symptoms for people with hip pain, stiffness, arthritis and reduce the need for surgical intervention.

Mr Middleton said: "As a surgeon, I have limited options for treating hip pain that don't involve injections or operations. This specialised exercise and educational programme offers the hope that hip pain can be improved or relieved without medical intervention."

A collaboration of healthcare and activity providers; BH Live, The Royal Bournemouth and Christchurch Hospitals NHS Foundation Trust, Dorset Clinical Commissioning Group, Active Dorset, Bournemouth University, Bournemouth Borough Council and Christchurch Borough Council have worked together to launch the study in the local area. The trial is being funded by the providers at no cost to participants.

Dr Adam Sawyer, Lead GP with Dorset CCG, said: "The CHAIN initiative is an excellent example of partnership working across the area which remains vital when it comes to helping improve the health of local people. We are delighted to be involved in the project and are confident that it will be of great benefit to those who take part."

The CHAIN study is calling for 120 local people who have been diagnosed with osteoarthritis of the hip to participate in the study. Participants have to be aged 45-65, and registered with a GP in Bournemouth or Christchurch. The first group of 15 participants started the programme in early October, with further groups starting at regular intervals over the following months.

People who meet the criteria can ask their GP to be recommended to take part in the free eight week programme at the Littledown Centre and Pelhams Park Leisure Centre, Bournemouth. Anybody interested in taking part can find further information and a GP referral form online at [www.livingwellchoices.co.uk/chain](http://www.livingwellchoices.co.uk/chain) or they can call to talk with a member of the CHAIN team.

Mike Lyons, BH Live Director of Leisure Facilities said: "BH Live is pleased to be part of the CHAIN study to further explore the correlation between physical activity and health benefits for patients who are living with osteoarthritis and hip pain."

After the initial eight week programme, participants will be encouraged to continue cycling, with follow-ups at six and twelve months to monitor their level of hip pain. Participants will also be offered mentoring support and training with a view for them to encourage other people to participate in the scheme.

The study will be completed by autumn 2014, and if the results are positive the intention would be to roll out the pro-programme nationally to benefit the thousands of people suffering from hip pain and osteoarthritis.

## Active Life

Modern technology can form an integral part of successful physical activity prevention. It is widely reported that only 12% of the population are currently accessing a gym facility as a means of staying active. In addition, many people are not participating in enough moderate intensity exercise to benefit their health. Therefore, a new approach needs to be developed to encourage both an increase in activity levels and an increase in gym facility access.

In January 2013, Life Leisure developed and designed an innovative, 3month program which specifically aims to engage with the "non 12%" of regular gym users.

Through a combination of accelerometer technology, a web based application and behaviour was born, the pilot intervention attracted 250, mostly sedentary individuals following an 8 week promotion.

## Results

- 86 participants recorded a decrease in weight following the intervention with the greatest weight loss recorded being 27lbs
- 69 participants recorded a lowering in blood pressure
- 33% of participants surveyed reported a reduction in both blood pressure and weight
- 75% of participants surveyed reported an increase in activity levels
- 90% of participants would recommend the actiLife intervention to a friend
- The most surprising feedback was regarding what participants found to be the most motivating part of the program – being able to track their own progress and the technology used provided the biggest motivation
- Common feedback was that the intervention raised an individual's awareness of how much activity they really achieved each day. Evidence regarding people's misconceptions between perceived moderate intensity activity and leanness, supports the need for better knowledge and clarity around what counts as true beneficial exercise levels.

During 2013, the actiLife demonstrated great potential in attracting the "non 12%" to become users of a gym based facility. During 2014, the actiLife program will be further developed and will be made available to Leisure Trusts and Public Health organisations across the UK.

## Tees Valley Leisure

### The Golden Mile

British long jump record-holder Chris Tomlinson is encouraging kids in his Middlesbrough hometown to take a leap into regular activity by supporting Tees Valley Leisure's launch of The Golden Mile.

More than 3,000 children from 10 Middlesbrough primary schools have already signed up to take part in Tees Valley Leisure's year-long physical activity programme.

London 2012 Olympian Tomlinson is visiting the town's Park End Primary School, one of those on their marks for the free activity programme, to join pupils in encouraging more to go the Golden Mile.

Wholly funded by Tees Valley Leisure, the Golden Mile sees all young participants encouraged to walk, jog, run or cycle a mile a week, covering 50 miles by the end of 2014.

With the support of Middlesbrough Council, the ground-breaking social enterprise will launch the Golden Mile programme in January to coincide with National Obesity Awareness Week.

And with a maximum of 4,000 children able to take part in the free activity programme, Tees Valley Leisure managing director Ian Donley hopes more schools will quickly snap up the remaining places.

The programme is designed to encourage physical activity with a focus on fun, reward personal achievement and to develop pupil leadership.

## Members

Participating schools are marking out courses in playgrounds and sports halls for pupils, with activities set to take place before and after school, during lunchtimes and PE lessons.

Distances covered by each child will be recorded and displayed on wall charts in school classrooms, while certificates will be presented on a monthly basis during school assemblies, with pupils able to achieve bronze, silver and gold awards for their achievements.

And parents are encouraged to take part too by joining their children before and after the school day.

The starting gun for Middlesbrough's Golden Mile will fire on Monday January 13, the start of National Obesity Awareness Week, with achievement statistics set to be announced at the halfway stage in July to mark National Childhood Obesity Week.

Middlesbrough schools joining Park End Primary on the starting blocks for the Golden Mile are St Edward's, Breckon Hill, St Thomas More, Abingdon Road, St Clare's, Beech Grove, Caldicotes, Ayresome and St Bernadette's.

Part of a national programme backed by Olympic gold medallists Dame Kelly Holmes and Duncan Goodhew plus former England rugby captain Lawrence Dallaglio, the Middlesbrough version is already the UK's biggest Golden Mile initiative.

## Members



Ian Donley, managing director at Tees Valley Leisure, said:

*"The Golden Mile will help to tackle the problem of childhood obesity, a national issue that is prevalent on Teesside. Tees Valley Leisure is funding the programme 100% so there is no cost to the schools, parents or pupils."*

*"The Golden Mile is all-inclusive in that it's for all the children, not only those who are good at sport. Many kids don't have the confidence or sporting ability and can therefore feel ostracised and step away from getting involved in physical activity."*

*"The whole idea is to get children in the habit of walking, running and cycling, to pull them away from the internet and games consoles, and to see physical activity as enjoyable and fun."*

The Golden Mile is endorsed by Middlesbrough Council's health and wellbeing team.

Middlesbrough Council's Director of Public Health Edward Kunonga said:

*"Middlesbrough Council is wholeheartedly backing the Golden Mile programme as it is a great chance to get children more physically active and will contribute to our efforts to reduce the childhood obesity in our area."*

*"Whether walking or running, 50 miles a year is a great achievement and this will encourage continued and sustained activity beyond the programme."*

A not-for-profit social enterprise focused on health intervention, Tees Valley Leisure is also funding a 12-month football programme for recovering drugs addicts and alcoholics across Middlesbrough and Stockton.



**Sporta**Purple

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Alive Leisure  
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Belper Leisure Centre Ltd  
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Sporta is the national association of leisure and cultural trusts. Sporta members operate a wide range of leisure and cultural services in communities across the UK - from the Shetland Isles to Cornwall and from the Western Highlands to Kent. Together they provide 30% of public leisure centres in the UK – with over 1 600 facilities, they have a combined turnover of more than £1 billion and they employ around 50,000 staff.

## **Sporta**

CAN Mezzanine  
49-51 East Road  
London, N1 6AH  
United Kingdom  
Telephone Number:  
020 7250 8263

The Melting Pot  
5 Rose Street  
Edinburgh, EH2 2PR  
United Kingdom  
Telephone Number:  
07825 599499