



## Southern Regional Network Meeting

### Public Health and Physical Activity

How to impact on wider health outcomes

16 May 2014

Crawley



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# Agenda

- 10:00**    **Welcome and Introductions**
- 10:05**    **Introducing the °CLOA Health & Wellbeing Guidance**
- 10:15**    **What does a Public Health Commissioner want?**  
Ruth Shaw (RB Greenwich)
- 11:00**    **Health and Wellbeing Interventions Case Study,**  
Paul Hogan & Andy Knight (LB Barking & Dagenham)
- 11:45**    **Innovative approaches to physical activity within the built environment**  
Tom Fairey (Alliance Leisure)
- 12:15**    **Buffet Lunch / Networking**
- 13:00**    **Round Table facilitated discussions**
- 14:30**    **Summary and Close**
- 14:40**    **Opportunity for Tour of K2**

# Welcome & Introductions

Emma Wiggins

Swale BC / <sup>c</sup>CLOA Exec Member



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# Introducing the cCLOA Health and Wellbeing Guidance

Duncan Wood-Allum

The Sport, Leisure and Culture Consultancy /  
cCLOA Exec Member



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# **What do Public Health Commissioners Want?**

**Ruth Shaw – Senior Health Improvement Specialist**

**Public Health and Wellbeing, Royal Borough of Greenwich**

# Aims of Session

- Outline the health priorities and needs of a local population
- Strategies/Opportunities to gain health outcomes from the leisure and culture industries
- Outline the role of Public Health in commissioning

# **Priorities**

## **(Joint Strategic Needs Assessment)**

1. Cardio-vascular disease (heart attacks, strokes, diabetes)
2. Cancers (particularly lung and bowel)
3. Poor mental health

and ...Respiratory disease (particularly chronic obstructive pulmonary disease), falls and fractures

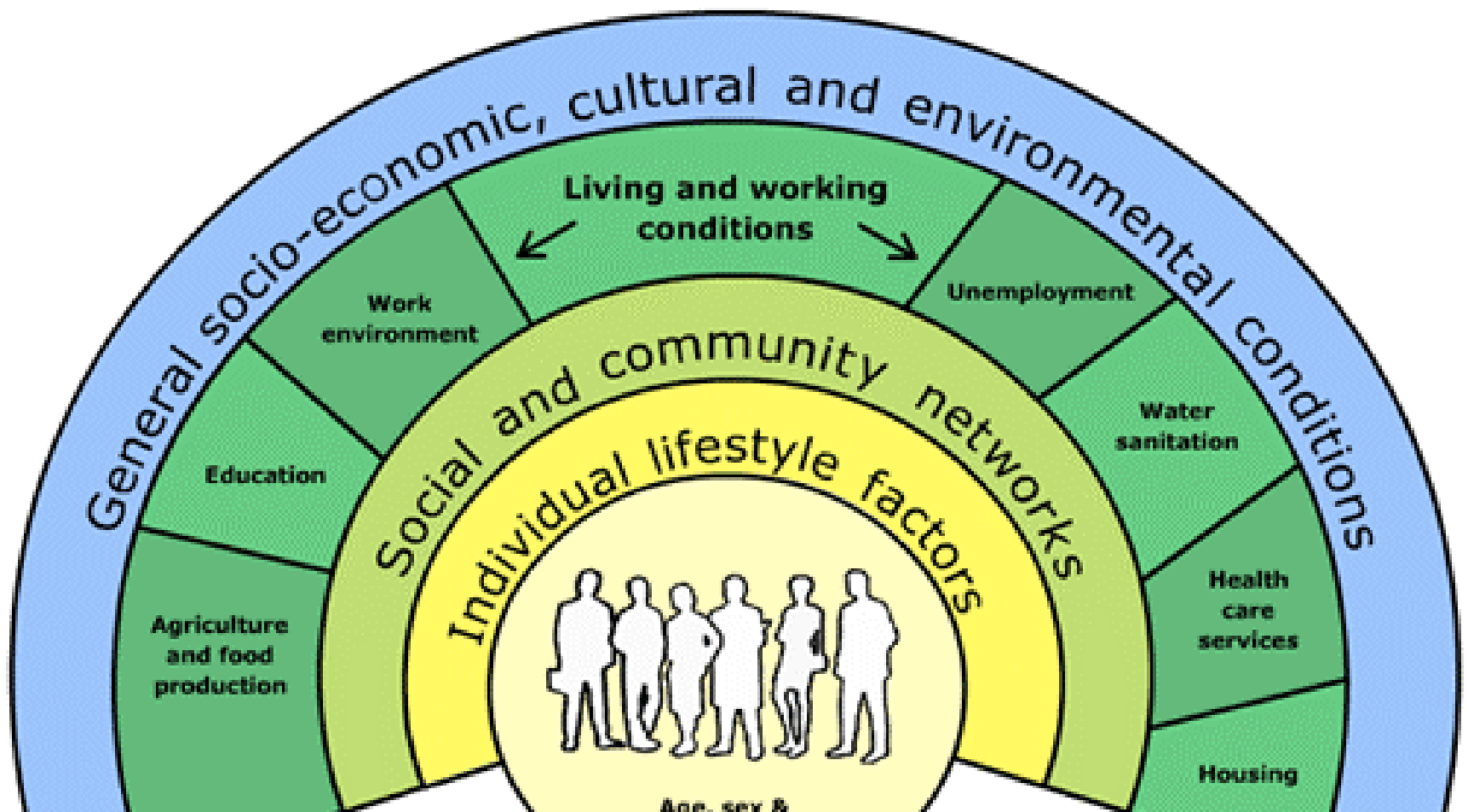
# Key priorities and underlying causes

Risk Factors:	Smoking	Diet	Physical activity & sedentary behaviour	Social networks and participation	Use of (primary care) health services
Health Priorities are:					
Cancers	✓	✓	✓		✓
CVD	✓	✓	✓	✓	✓
Respiratory Disease	✓		✓		✓
Poor mental Health		✓	✓	✓	✓

What other factors affect our health?



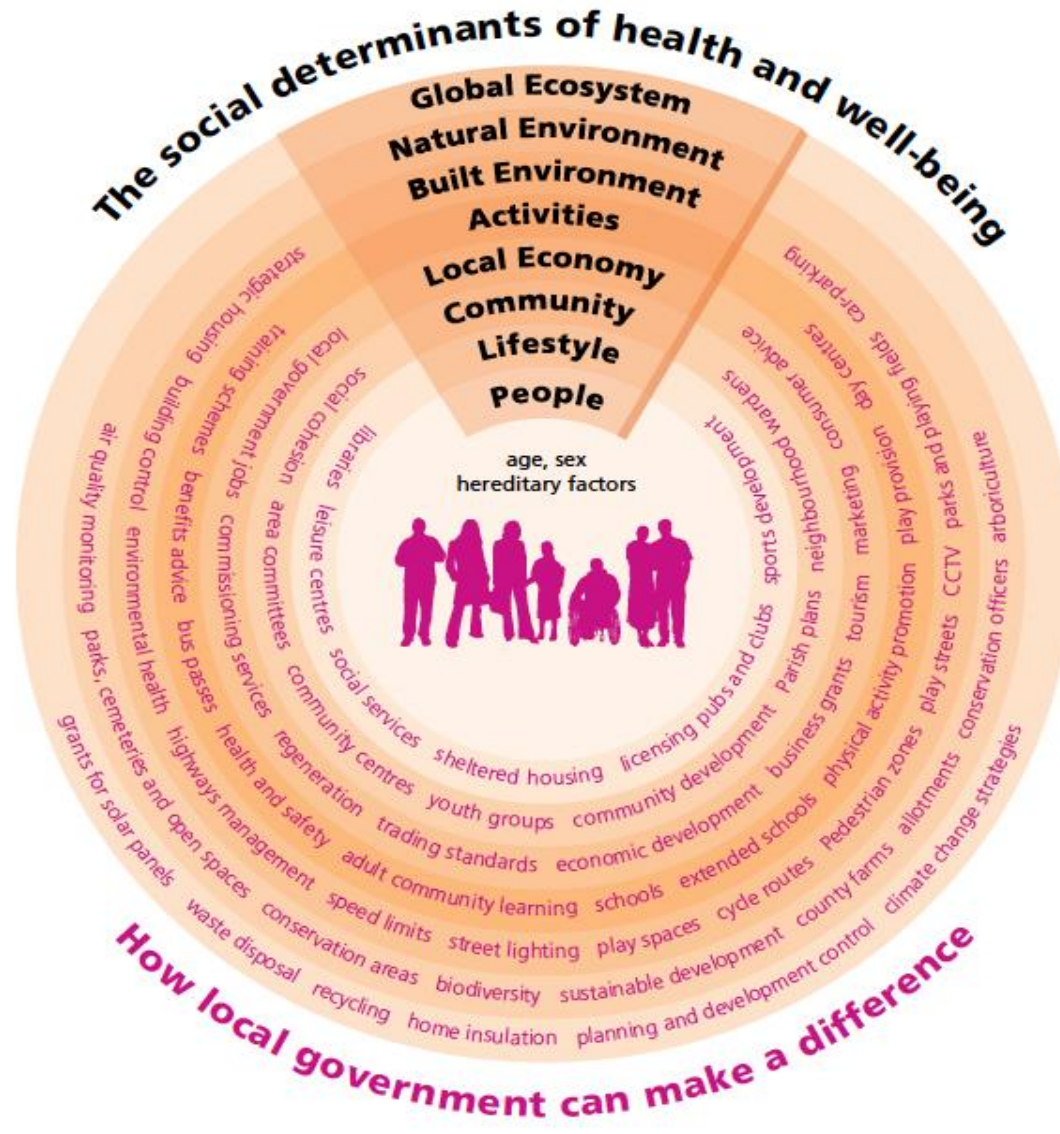
# The Main Determinants of Health



Dahlgren and Whitehead (1992)

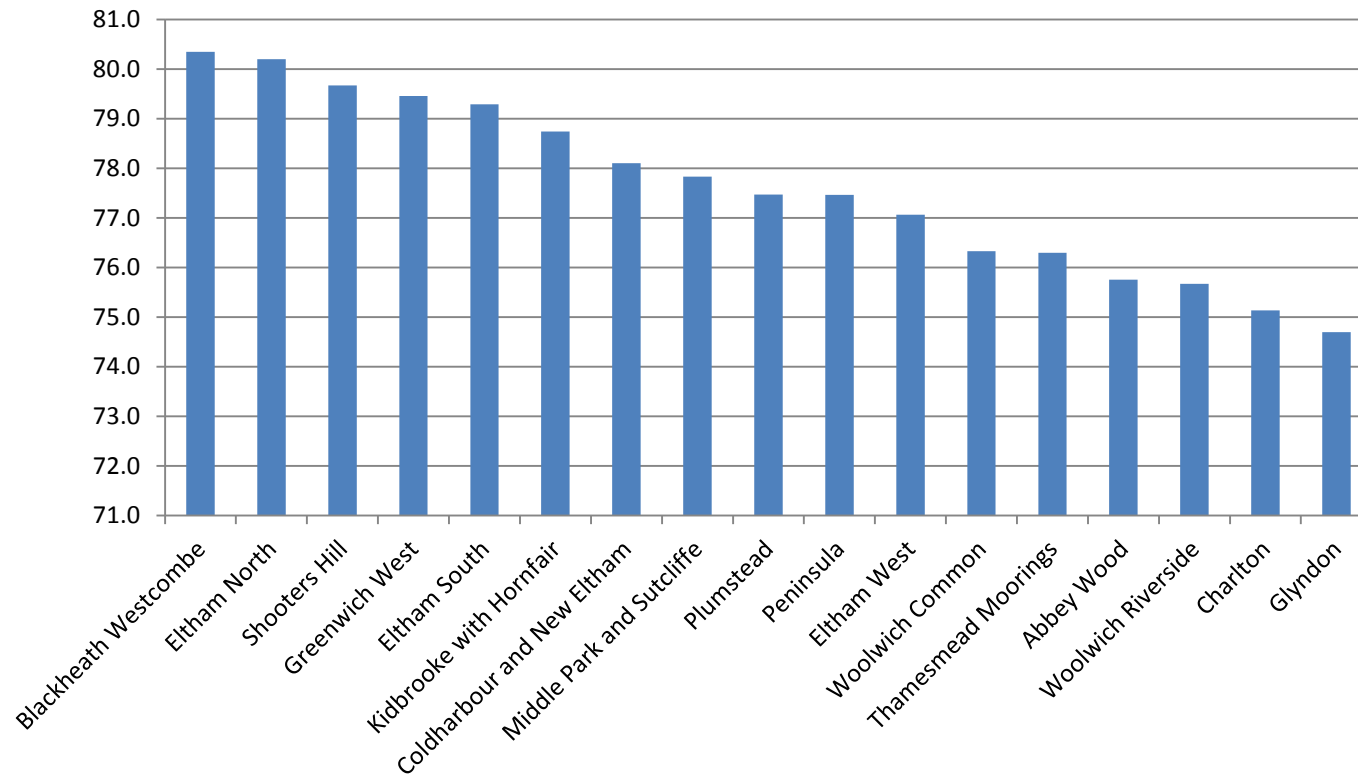
# The Social Model of Health

Work with a **social model** of health: act on the ‘causes of the causes’.



# Health Inequalities

Male LE at birth 2008-2012



# Tackling Health Inequalities

- Key drivers of poor health: the 'conditions in which people are born, grow, live, work, and age' (Marmot Review, 2010).
  - There is a significant gap in health outcomes between the most affluent and the least affluent
  - Poor health increases as we move down the social and economic gradient.
  - Need the health of the population as a whole to improve, but the health of the most disadvantaged to improve at a more rapid rate (Graham & Kelly, 2004).
- Different segments of the population respond in different ways to similar interventions.
- Need to identify and develop local assets to help address local needs
- The problems are complex, multi-causal and multidimensional and require action at all levels by numerous bodies and agencies.

# Public Health Outcomes Framework (PHOF)

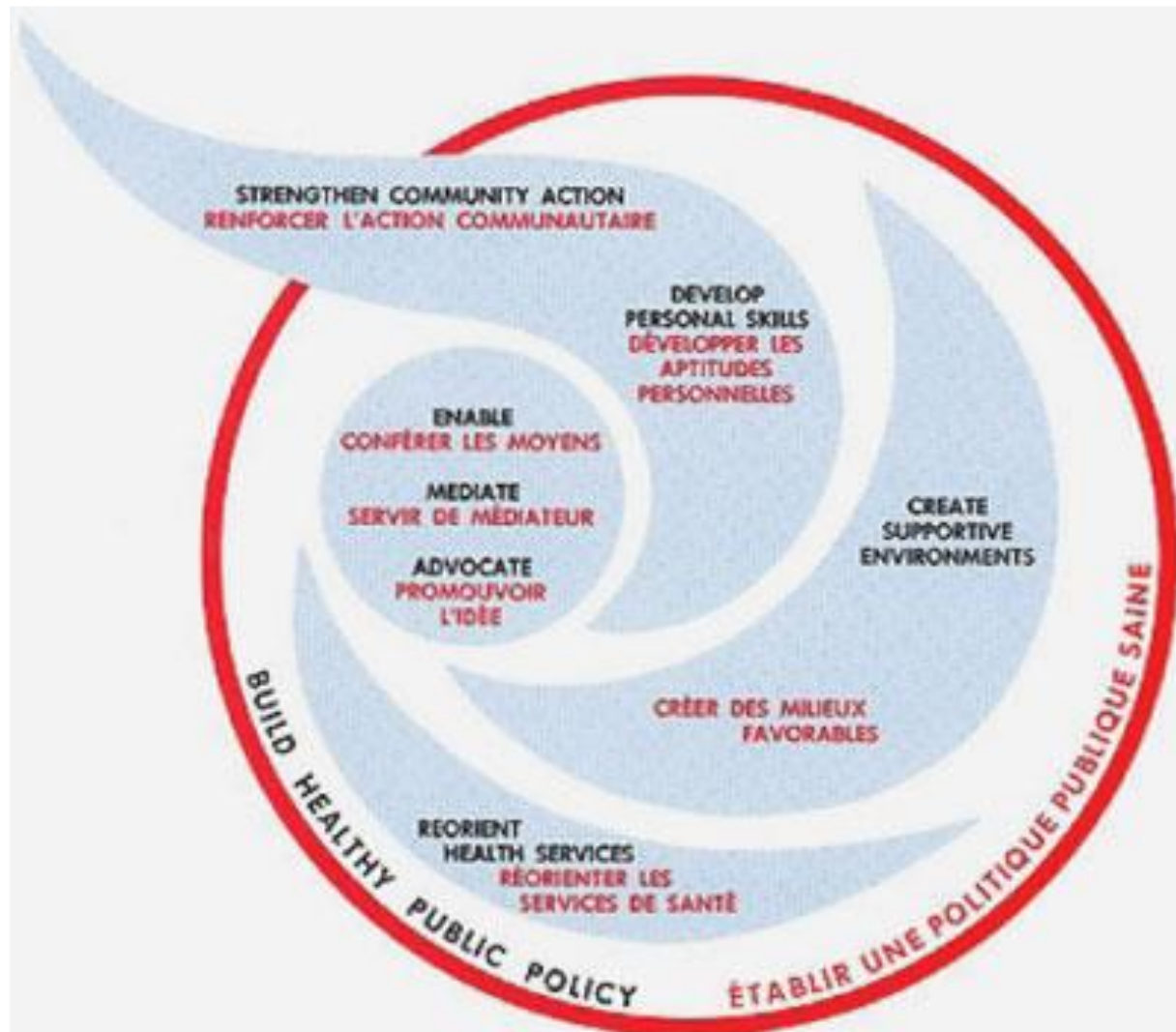
Two high level outcomes:

- increased healthy life expectancy
- reduced differences in life expectancy and healthy life expectancy between communities

Examples of Indicators

- % of respondents feeling their life is worthwhile
- % of adults classified as inactive
- Smoking prevalence in routine and manual workers
- Loneliness and isolation in adult social care users
- Excess weight in adults

# WHO – model for promoting health



# **Building healthy public policy**

- **Create Supportive Environments**
- **Strengthen Community Actions**
- **Develop Personal Skills**
- **Reorient Health Services**

# Health is everyone's business

WHOLE SYSTEM APPROACH? Health is your business too!

How can your facilities and services do more to help people address the risk factors:

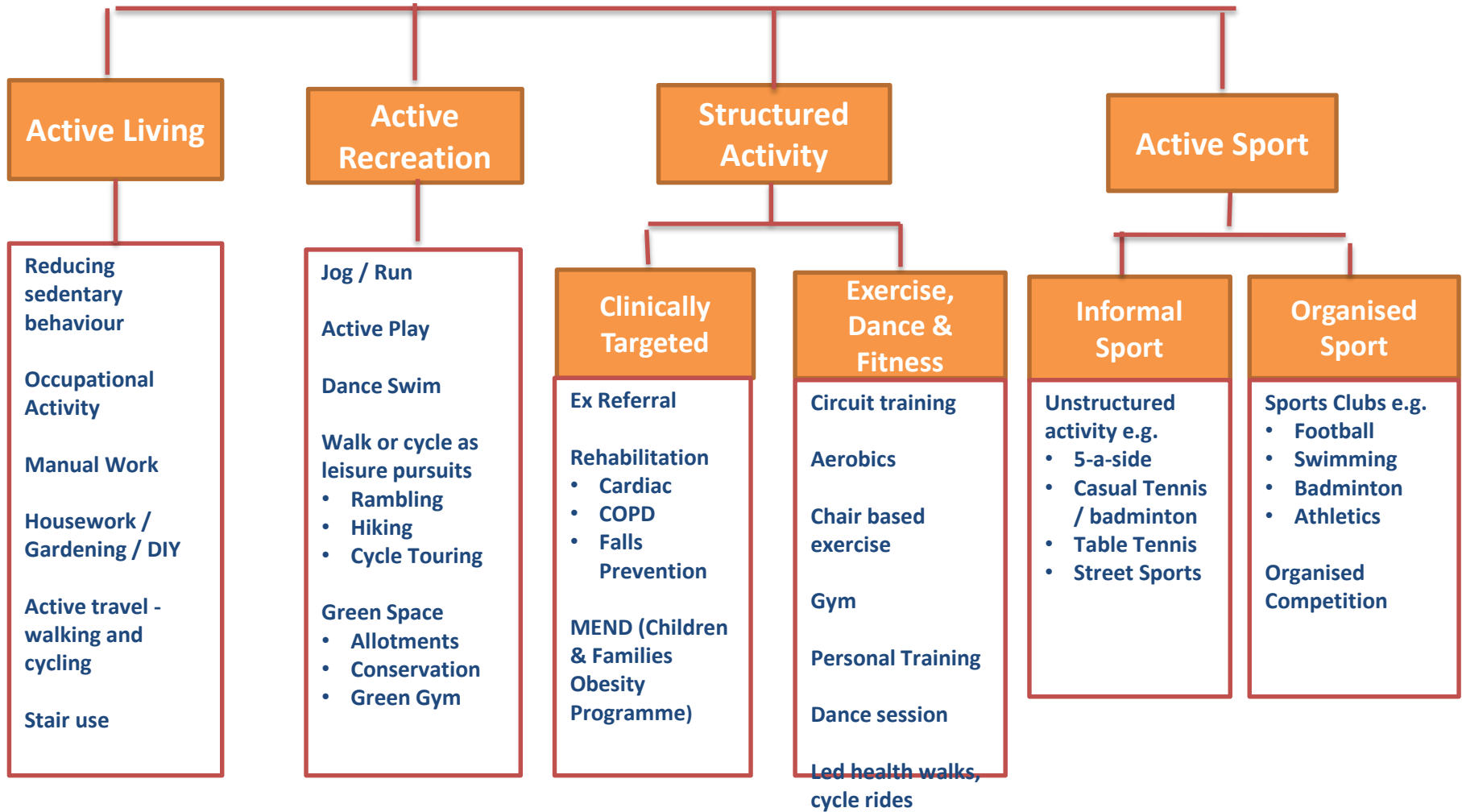
- Physical Inactivity
- Healthy Eating
- Stopping Smoking
- Mental Health
- Social Networks and Participation ?

Think in the context of:

- Libraries, Leisure Centres, Parks, Arts and Culture
- Making Every Contact Count



# Spectrum of Physical Activity



# Active Travel

- Wider determinants: the whole environment
- Partnership with Public Health, Sustainable Transport, Transport planning teams
- Walking and Cycling for health benefits, for the environment, reducing congestion
- Travelling from a to b.
- How do people travel to your leisure facilities?
- Can you make it easier for staff and public to walk/cycle? E.g. bike racks, incentives, salary sacrifice, cycle loan

# Healthy Eating/Stopping Smoking

- Whole system approach
- Cafes in parks, museums, leisure centres etc
- Healthy Catering Commitment (GLA and CIEH)
- Fats and Oils, Salts, Sugar, Carbohydrates, Fruit and Vegetables
- Think about vending machines, cafes
- Stop Smoking Legislation
- Outside doors to venues
- Supportive Marketing/Promotion

# Mental Health and Wellbeing

## ‘Five Ways to Wellbeing’

Five ways  
to wellbeing

### Be active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and one that suits your level of mobility and fitness.

Five ways  
to wellbeing

# Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

**Settings: open spaces, museums, art galleries, parks**

Five ways  
to wellbeing

# Connect...

Connect with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Five ways  
to wellbeing

# Keep learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

**Settings: Libraries, community education, community arts**

# Five ways to wellbeing

## Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.



# Libraries for Health Outcomes

- Vast resource and signposting to opportunities that can enhance health and wellbeing
- Health resources, CHTs, health checks
- **Keep Learning** - Lifelong learning, online, IT and computer access
- **Connect** - Social networks, signposting to opportunities – Reading groups, Knit and Knatter
- Social Prescribing, Self help books on prescription
- RBG Woolwich Library

# Parks for Health Outcomes

- Five Ways to Wellbeing: particularly Be Active, Connect, Take notice, Keep Learning
- RBG Public Health working closely with Parks team
- Love Parks & Park Fest – Events in Parks
- Change 4 Life Roadshow
- Families

# Maximising Usage

- Health Inequalities
- Attracting people who need it most
- Understanding your target audiences
- Addressing barriers
- Using Social Marketing:
- Key messages
- Branding
- Communication channels



# Don't forget the Workforce!

- Are your workforce being encouraged to adopt healthy lifestyles by addressing risk factors?
- Role models for the public
- Exemplar models of good practice
- Healthy Workplace Wellbeing Charter:
  - corporate support, health and safety, attendance management
  - physical activity, smoking cessation, healthy eating
  - substance use, and mental health and well-being (including stress).

# Commissioning and Value for Money

## **Legislation: Social Value Act (Jan 2013)**

- Under their duty to achieve best value local authorities must already consider social, economic and environmental value.
- LA's also now have a duty to improve the health of its population therefore must consider health in any procurement
- The Public Services (Social Value) Act sits alongside other procurement laws.
- The new legislation reinforces the best practice of what can already take place.
- Best value from investment and resources

## **Social Return on Investment**

- A framework for measuring the value

# What's Public Health Involvement?

- Consult Public Health specialists to seek advice and ensure maximum impact from a contract/service
- Measuring health and wellbeing outcomes
- Jointly commission maximising use of finite resources
- Invest ring fenced Public Health funding where there are gaps
- Size of contracts variable

# Challenges for Public Health Commissioning

- Members understand the role of Public Health
- Shrinking budgets across council
- Working with other directorates
- Use of Public Health money appropriate
- Director of Public Health accountable for ring fenced grant; Public Health England will hold to account
- Size of Public Health teams

- Thank you for listening
- [Ruth.shaw@royalgreenwich.gov.uk](mailto:Ruth.shaw@royalgreenwich.gov.uk)



# References

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- World Health Organisation (1986) Ottawa Charter for Health Promotion
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- Workplace Wellbeing Charter (London ) [www.london.gov.uk/priorities/health/focus-issues/health-work-and-wellbeing](http://www.london.gov.uk/priorities/health/focus-issues/health-work-and-wellbeing)
- Public Services (Social Value) Act 2012 [www.legislation.gov.uk/ukpga/2012/3/enacted](http://www.legislation.gov.uk/ukpga/2012/3/enacted)

# Public Health and Physical Activity – how to impact on wider health outcomes



Paul Hogan, Divisional Director of Culture & Sport  
Andy Knight, Group Manager – Community, Sport and Arts

# Financial Pressures

**Budget shortfall results from reduction in funding from central Government, with additional burdens:**



**Reform of welfare,  
benefits, business rates**



**Increasing demand from  
growing population**



**Reduction in the grant  
for freezing Council Tax**

# Demographic Challenges

**Population up by 22,000 in 10 years  
(2001 – 2011)**

**Population of 0-4yrs up ~50%;  
1 in 4 local people aged <15**

**Expected reduction in proportion of  
>65s in next 6yrs; >85s stable...  
then increases for the decade after**

**Increasing dependency of the older  
population predicted**



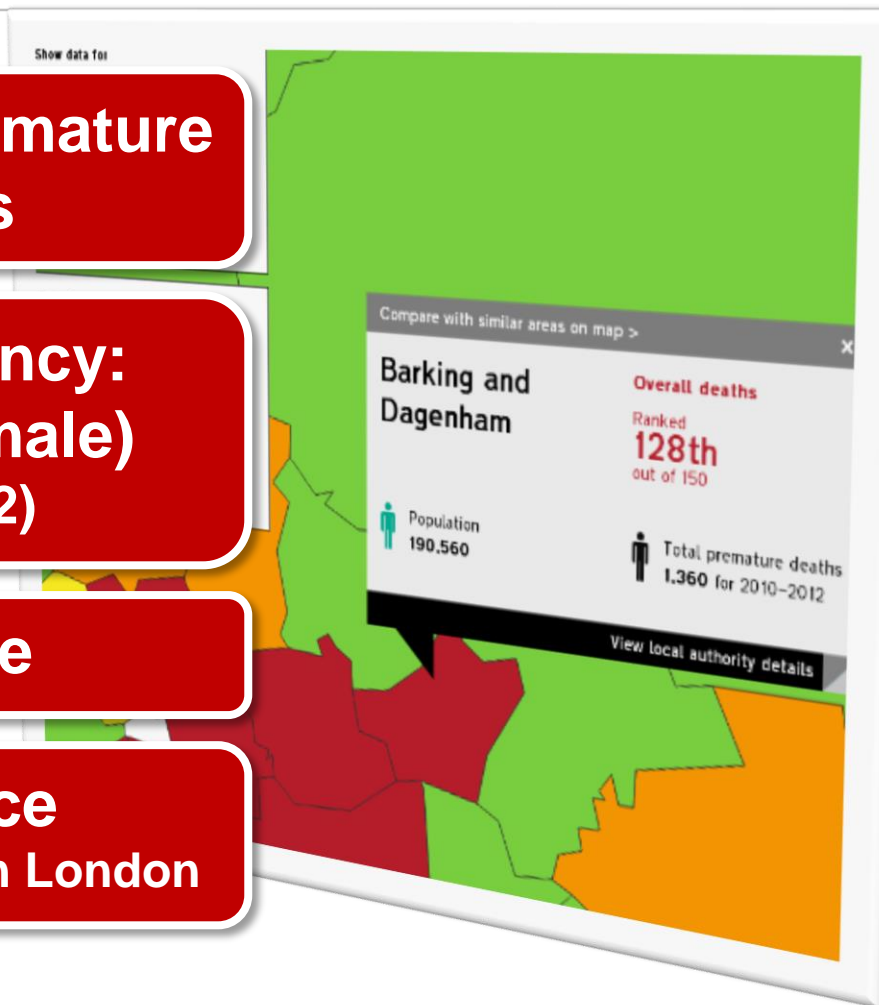
# Health Challenges

**128<sup>th</sup> out of 150 areas for premature deaths from all causes**

**Disability free life expectancy:  
58.7yrs (male) 60.7yrs (female)  
(London average: 61.9 / 64.2)**

**Major obesity challenge**

**High smoking prevalence  
Second highest attributable deaths in London**



# Proportion of residents participating in physical activity in B&D

Proportion of residents participating in 1 or more sessions of sport or active recreation per week (modelled), 2008-09

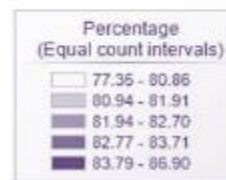
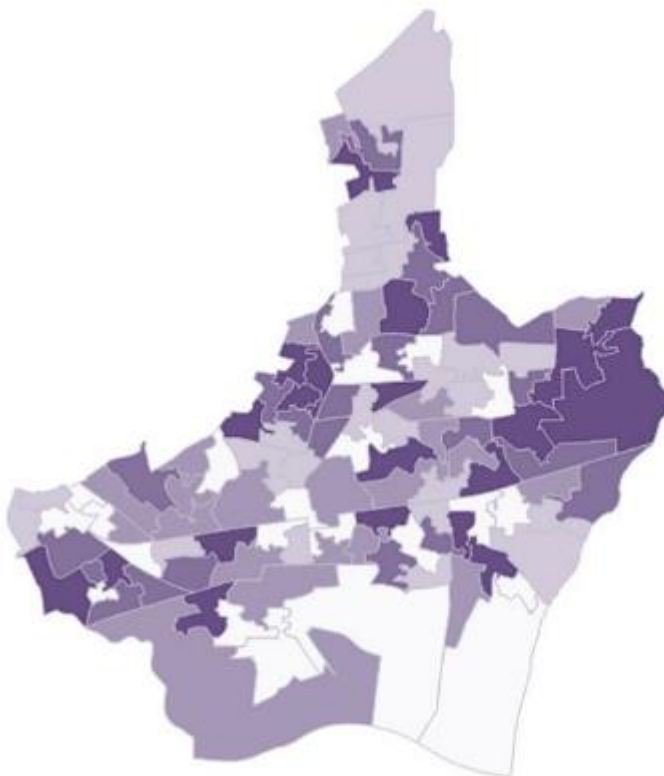
Local authority: Barking and Dagenham Period: 2008

**35%**  
of physically inactive adults

**138<sup>th</sup>** out of  
**150** Nationally

**33<sup>rd</sup>** out of  
**33** Regionally

**24<sup>th</sup>** out of  
**30** similar Local Authorities

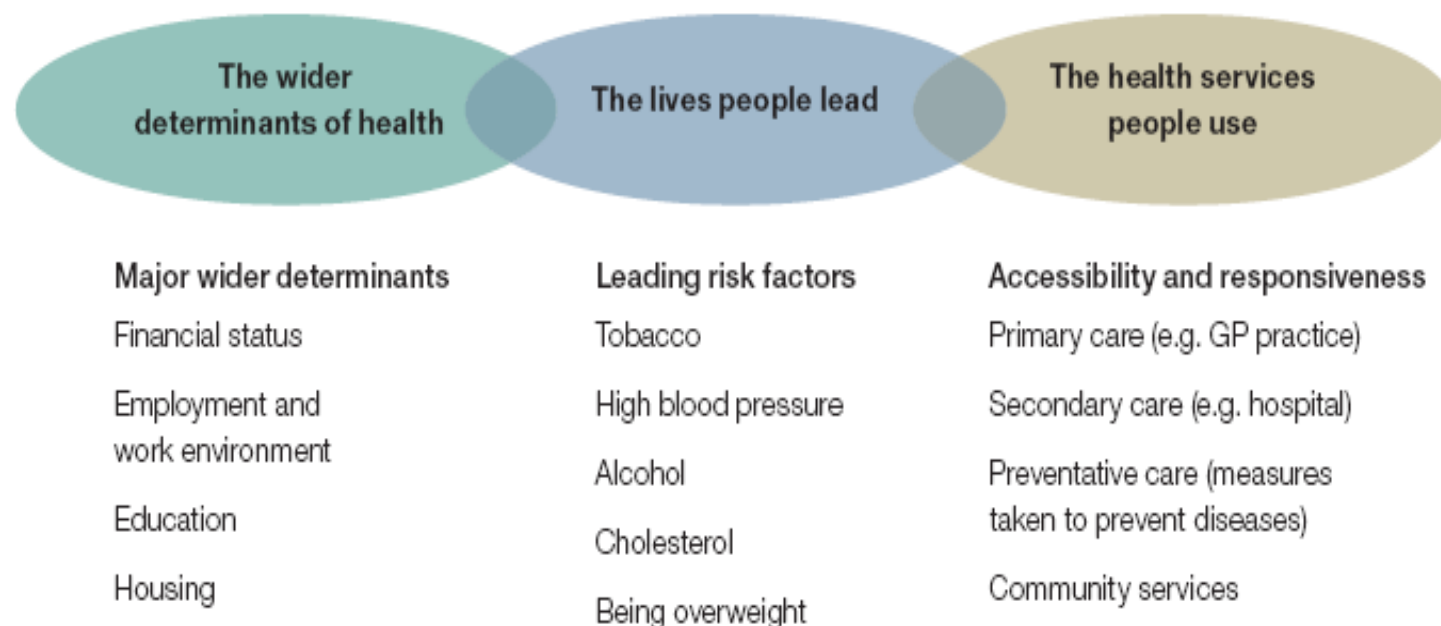


Source: 2001 Census, Output Area Boundaries. Crown copyright 2010.  
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# Causes of health inequalities

**Figure 1**

The causes of health inequalities



Source: National Audit Office literature review



# Top 3 areas to impact on early mortality for B&D

- **REDUCE SMOKING PREVALENCE**

- Reduce the numbers of people taking up smoking, increase the numbers of people quitting smoking, tobacco control.

- **REDUCE OBESITY AND INCREASE EXERCISE**

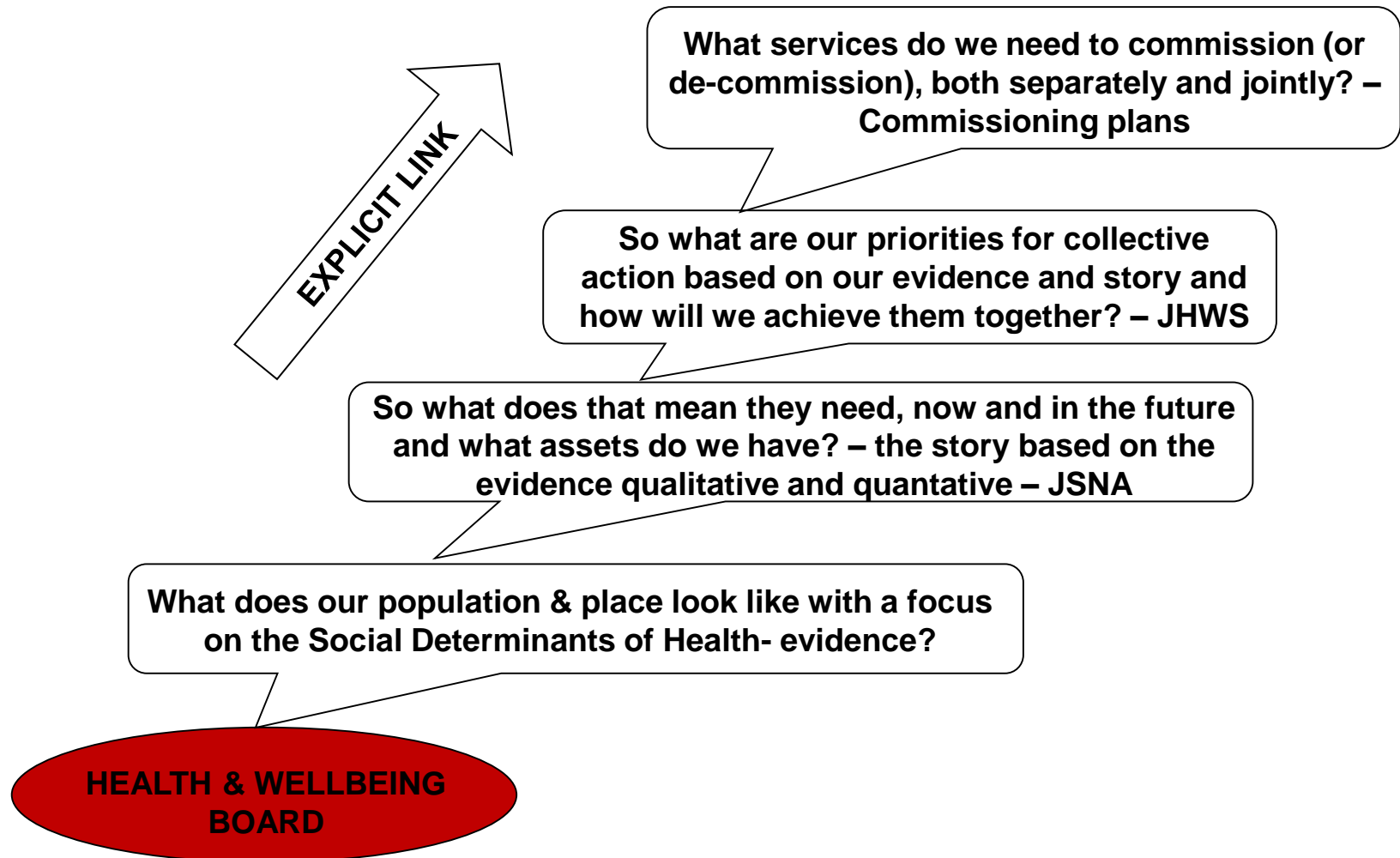
- Industrial scale across the life course.
- Breast feeding and good nutrition in early years.
- Physical activity, food environment, cooking skills.
- Tiered and targeted weight management programmes.

- **DIAGNOSE EARLY, TREAT EFFECTIVELY**

- Be clear on cancer campaign.
- Health checks in those aged over 40.
- Excellent integrated standards of care for those with one or more long term conditions (includes behaviour change as well as drug treatments).
- Breast, bowel and cervical screening.



# Within the context of HWBs: The aim for JSNA and Health and Wellbeing Strategies



# Our Response

Relationship building with Director of Public Health and commissioners

Evidence and outcome based solutions (logic model)

Visible presence at HWB, conferences and seminars

Contribute to and influence JSNA

Strategic frameworks adopted for: Sport and Physical Activity; Libraries; Heritage; and Arts

Current focus on prevention agenda: physical inactivity and obesity



# Current Commissions

	£'000s
Active for Life (EoR)	320
Free Leisure (over 60s)	130
Summer's Sorted	60
Change 4 Life (child weight management)	320
Active for Life (children's programme – year 8)	150
Inclusive 4 Life (disability sport programme)	47
Swimming	150
Active Age Centres (over 60s)	300
Community Health Champions	107
<b>Total</b>	<b>1,584</b>

# As well as the following....

	£'000s
Active Sport 4 Life	478
Active Women	26
Hearty Lives	44





# Case Studies

## Free Leisure (over 60s)



## Active for Life (Exercise on Referral)



[http://www.cloa.org.uk/images/stories/Print version - The role of culture and sport in improving health and well-being.pdf](http://www.cloa.org.uk/images/stories/Print%20version%20-%20The%20role%20of%20culture%20and%20sport%20in%20improving%20health%20and%20well-being.pdf)

# Lessons Learned

Be confident – we provide cost effective and innovative solutions

Service users want consistent branding and one entry point

Understand the money - full cost recovery, cost per intervention and payment by results

Public Health colleagues and GPs don't always get it – understand the policy context and make the case

Integrated lifestyle programmes not piecemeal projects

Pro-active marketing to GPs and a seamless referral route is essential (digital solution)

Staff need capacity and new skill sets to develop and deliver programmes

Understand local needs - Research and evidence base is key to convincing commissioners

Get monitoring and evaluation right from the outset

Get involved – position services so that they are ready to be commissioned

# Next Steps

Well Being Hubs to co-ordinate delivery at a local level

Re-align resources to provide a balanced and tiered approach to achieve better outcomes

Key delivery vehicle for Public Health prevention agenda incl. smoking cessation

Harness potential of Heritage, Libraries and Arts – Mental Health and Dementia

Benchmarking (standardised measures) – physical activity participation by children is a priority

Look for opportunities beyond LBBD

Active Work programmes to be developed

Lobby for a greater share of the funding pot

Community Health Champions to be recruited and trained to support signposting of services to target groups

Engage more effectively with colleagues in Environment and Regeneration

# Any Questions?



**Contact: Andy Knight, Group Manager, Community, Sport and Arts,  
[Andy.knight@lbbd.gov.uk](mailto:Andy.knight@lbbd.gov.uk), 020 8227 8522**



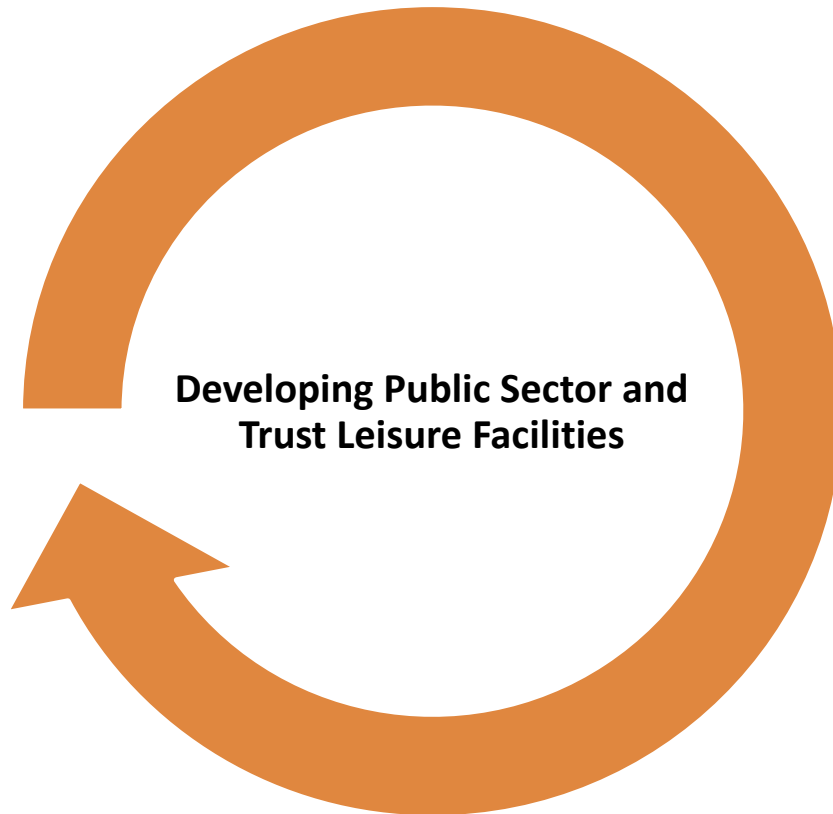




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# Innovative approaches to physical activity within the built environment

Tom Fairey



- **15 year** track record of success
- Invested over **£60m** into public leisure portfolio
- Without the need for capital outlay
- Affordable by new facility revenue
- Over **100 facilities** developed



**65% of facilities  
older than 20 years**

**Planned Lifecycle  
only 25 years**



## **The Facility Challenge**

- Ageing Facilities
- Inability to Refresh
- Inadequate Facility Mix
- Reduced Usage
- Cost to Maintain
- Budget Pressures

# Changing Customer Needs – The Past





# Changing Customer Needs – The Future



# The Alliance Approach

Innovation

Looking at  
Things  
Differently

Relevance

Engage  
Local  
Population

Sustainable

Self  
Sufficient  
and  
Commercial

Exciting

Challenge  
the Norm



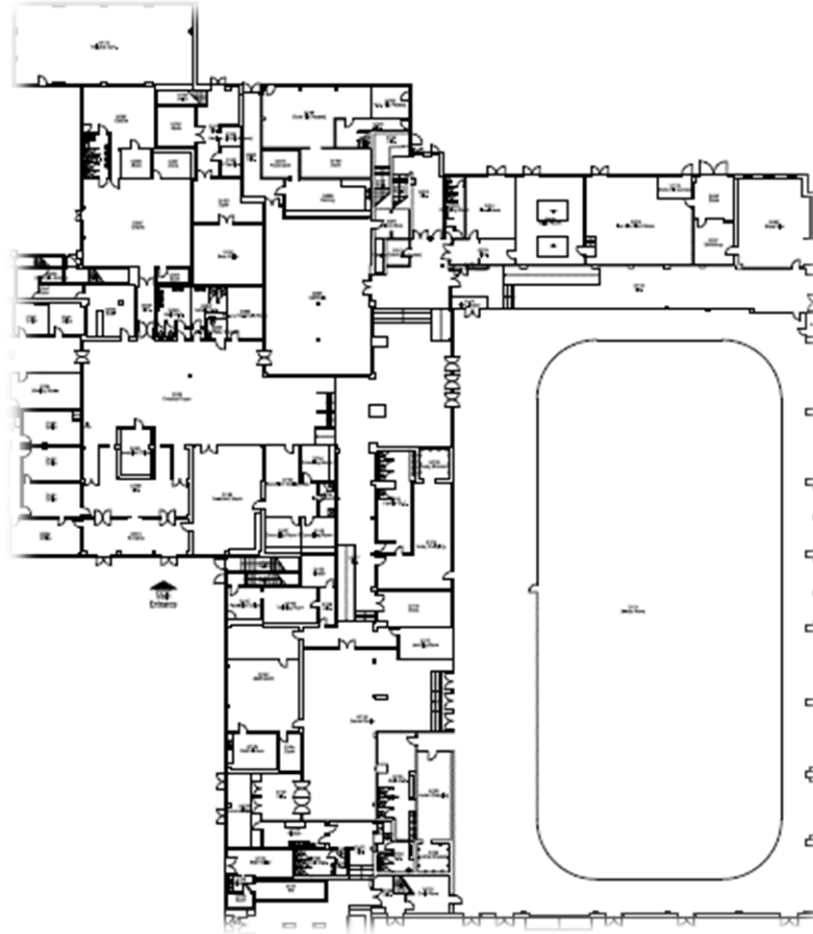
# Deeside LC – A Case Study for Innovative Thinking



**New build  
£18m**

**Renovation &  
Innovation £6m**

# The Alliance Approach – Ground Floor





# The Alliance Approach – Ground Floor Transformed

Soft Play / Crèche



Reception / Entrance



Bouldering



Cafe



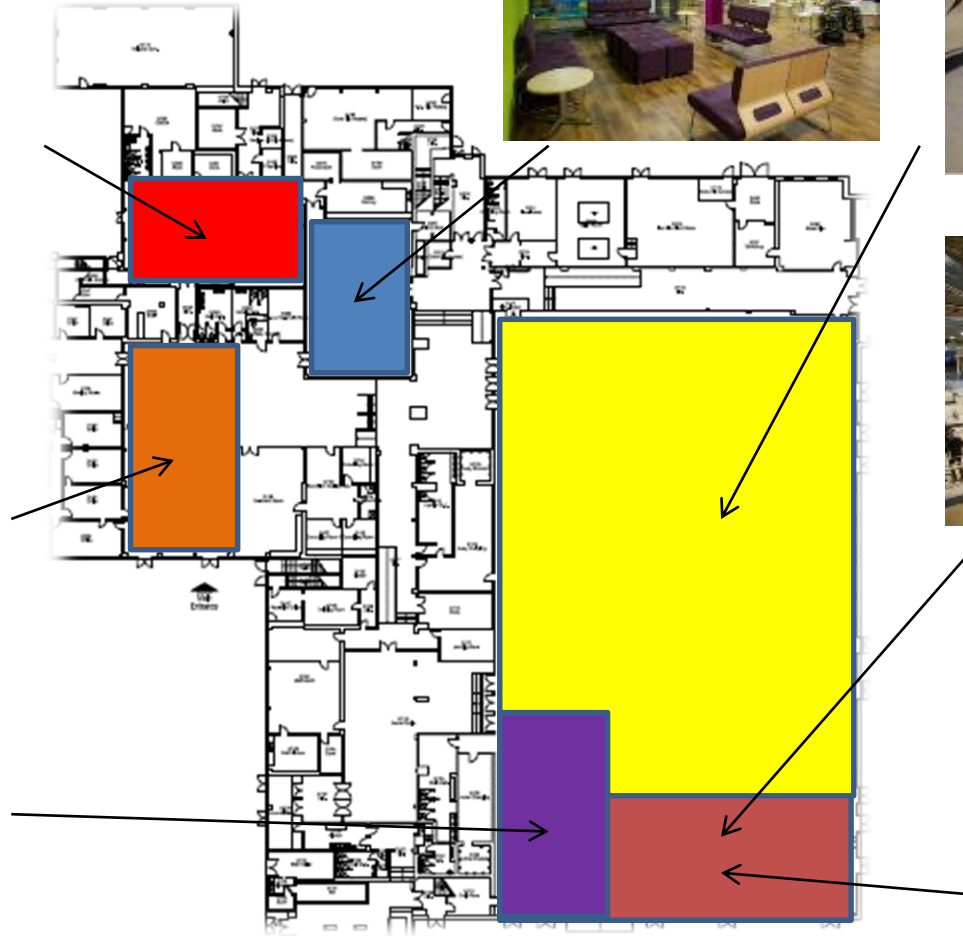
Skate Park



Indoor High Ropes



Climbing



# The Alliance Approach – First Floor Transformed

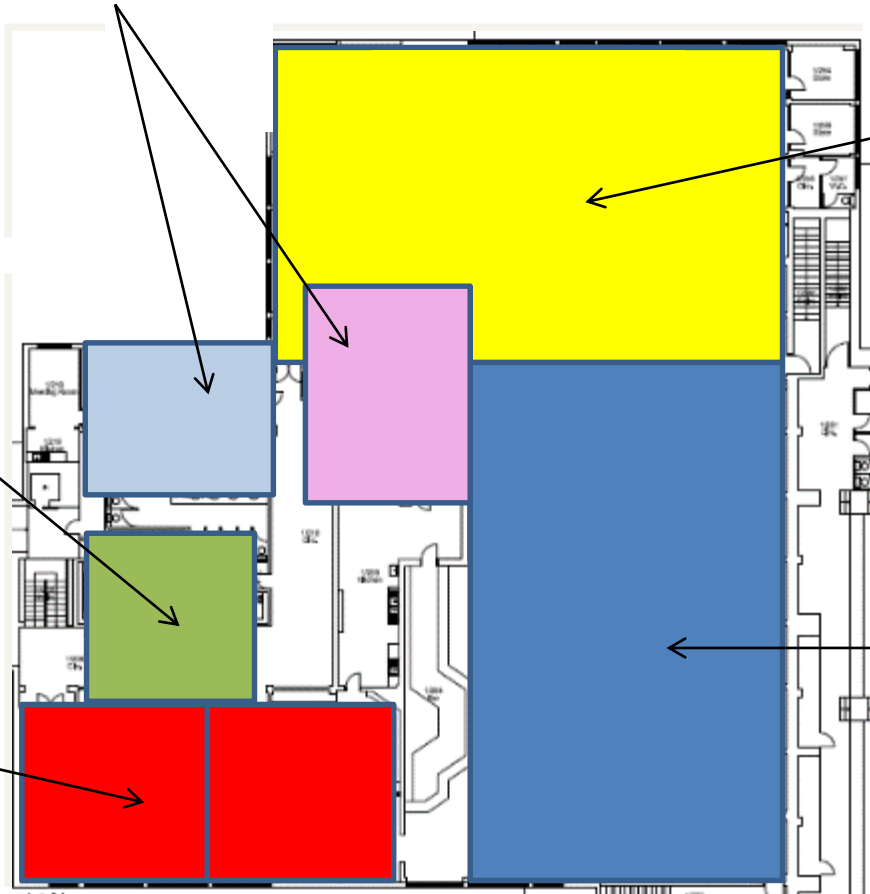


Changing – Men's & Women's

Day Spa



Feelgood Factory – Toning Suite



Studios – Spinning / Dance



Gym



# Transforming Space to Maximise Returns



£500k



£1m





# Transforming Space to Maximise Returns



→  
£1.2m



→  
£2m







# Transforming Space to Maximise Returns



**33%  
reduction  
in utility  
costs  
across the  
facility**

**Café  
income has  
increased  
by 68%**



allianceleisure

**Stimulating environments  
for all users groups**

# Sensory Rooms

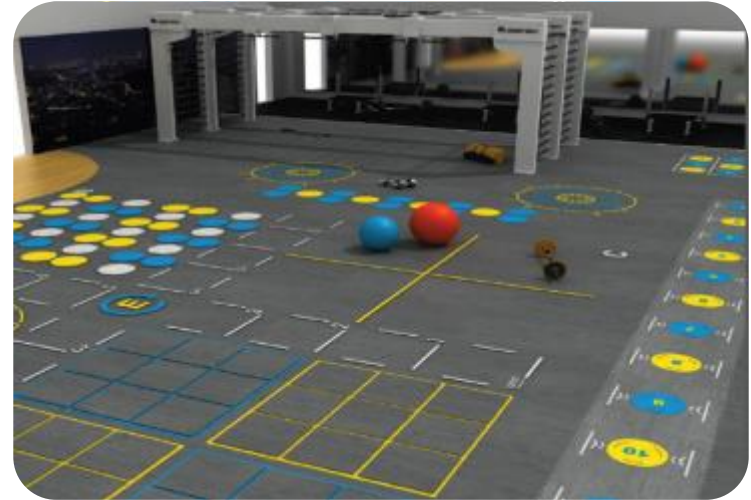


- Supports development of communication, social and emotional skills
- Enhances sensory skills, hand-eye co-ordination and cause & effect response
- Reduces tension, increases relaxation
- Provides fun & enjoyment

**“The overactive child can be calmed, the inactive become interested”**



# Reinventing Fitness and Studio Space



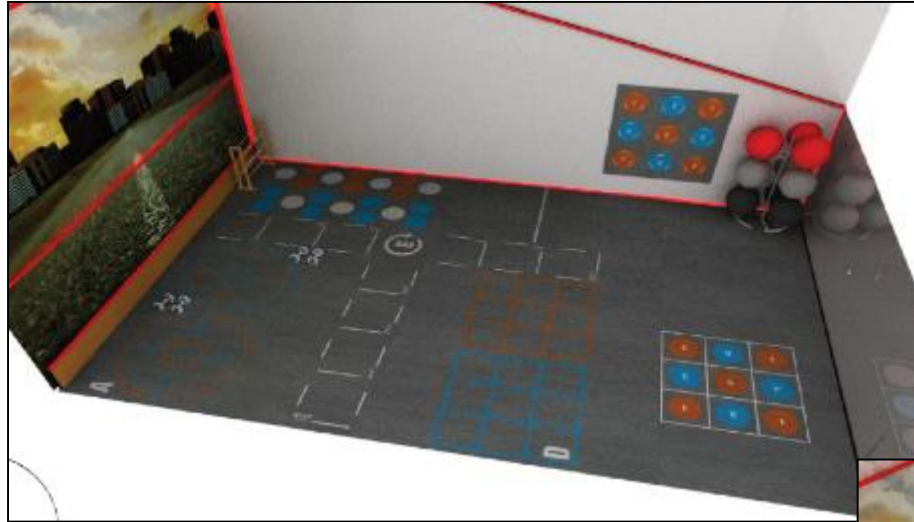
■ Looking at Space Differently meeting current trends matched with the most innovative Fitness Equipment

- Group Training surge
- More Member & Staff Interaction
- Small Group PT
- Digital Fitness growth

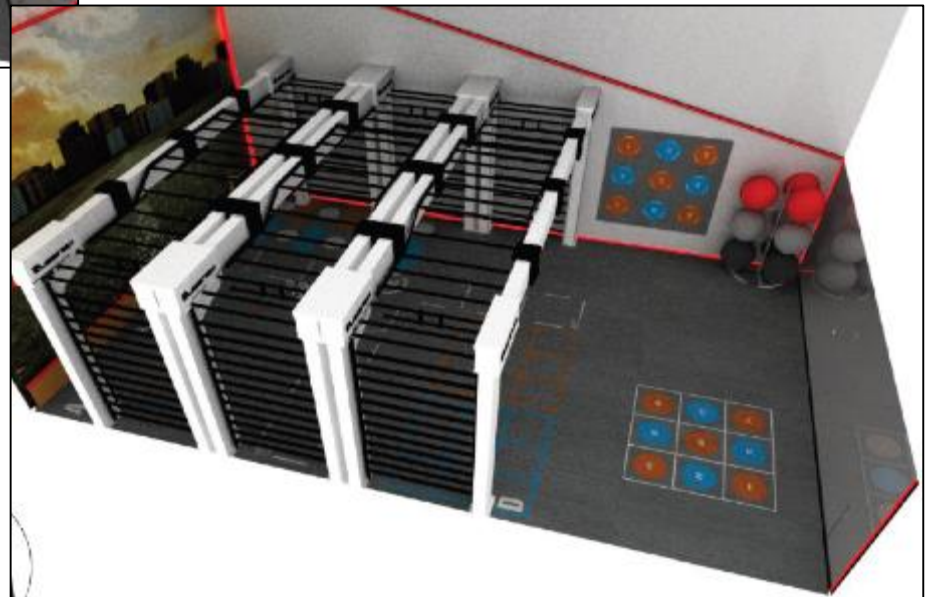




# Making The Most Of Existing Space



Single Squash Court  
into  
**Functional Fitness**  
Studio







 **200+ Annual Memberships**

-  Toning attracts the “deconditioned”, rehab and 50+ markets, including males
-  There are over 115 facilities in the UK attracting this market from the leading brand alone
-  Alliance Leisure have found that over 90% of members who join are new customers, with 60% paying an upfront fee for the year



# Day Spa – Health & Wellbeing for everyone

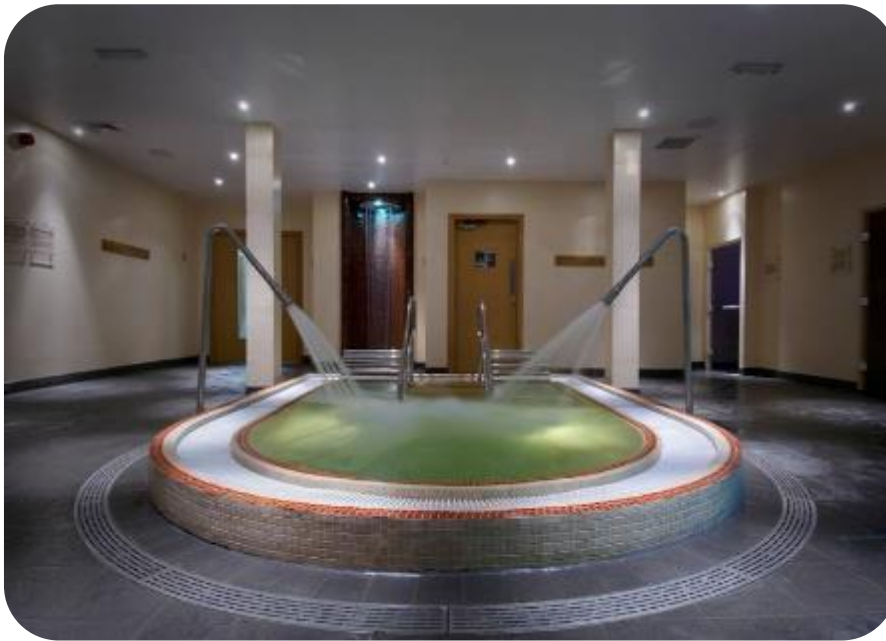
**70%** of ailments are stress related – Spa's help the 15 most common conditions

**Over 420 'Spas' in the UK** each offering 4 treatment rooms or more

**4%** of the population will visit a spa annually

Spa treatments purchased has increased to **£6.35 million per annum**

State of the UK Spa Industry















5 Star Quality, 3 Star Price @ Deeside Leisure centre



# Spa Express Concept



- Treatment rooms
- Spa Juice bar
- Express Treatment Concepts
- Nail Bar
- Pedicure
- Eyebrow Threading

■ Capitalising on the growing express appearance market already existing in shopping centres in a more targeted environment with cross product penetration





**No limits to Play and Adventure...!**



From 1,000 to 10,000 square feet

- Soft Play in Leisure and Retail is the biggest growth sector in the market
- Innovative Play Design catering for 8-15 years along with under 8's



# Indoor Laser Tag





# Combat Zone



# Indoor Kart Track





# Indoor Active Sports



# VerTgo – Climbing For Fun



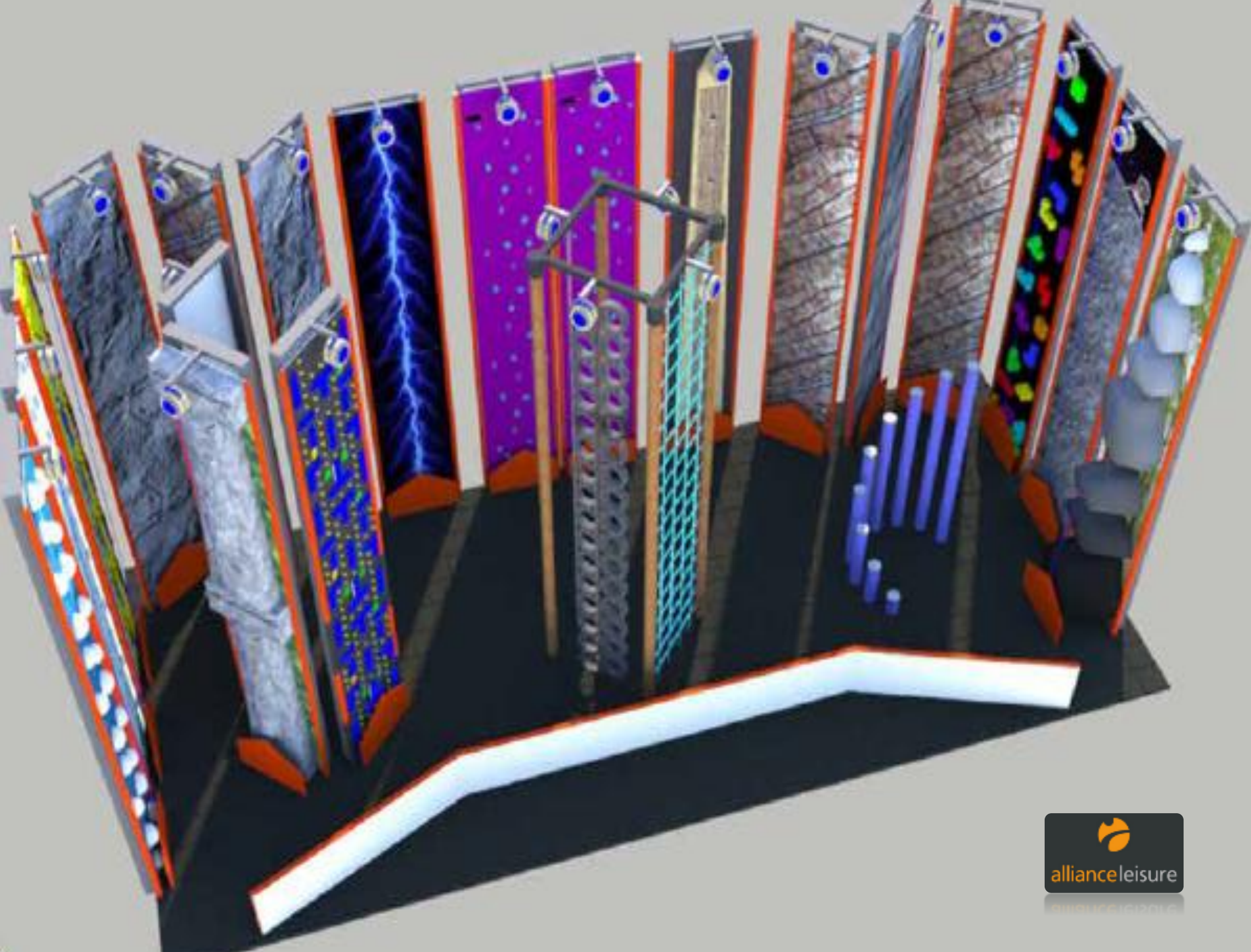
- Fun, Challenging and Appealing to all ages
- Automatic belay devices on every climb ...  
Climb, Hang, Slide, Jump it's that easy
- First UK dedicated site generates circa  
£400,000 p/a plus secondary spend











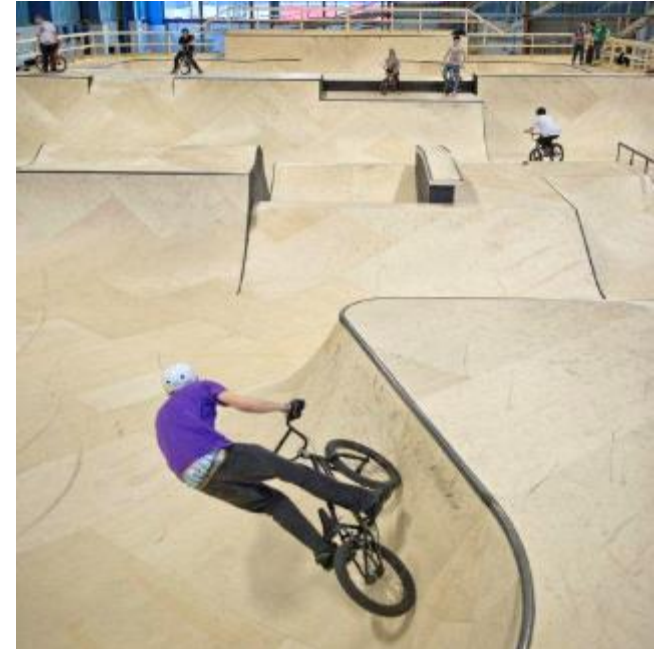


- Adrenalin Adventure Indoors
- Track and trolley system protects the participant for the duration of the activity with no need to remove themselves from the safety system.
- Can Incorporate:
  - Power Fan Descender
  - Climbing and Abseil walls or Abseil Platforms
  - Gorge Crossing / Tyrolean Traverse Exercise
  - Zip Wires



# Extreme Indoor Skate Park

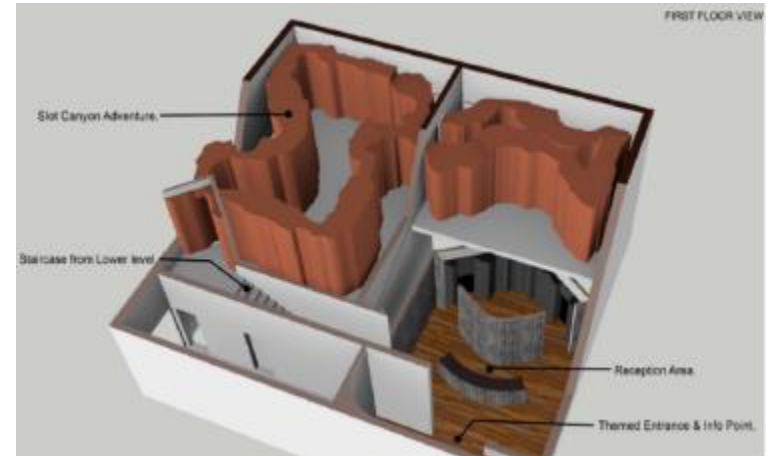
- Skateboarding, in-line skating & BMX are fastest growing sports in the world!
- Collectively involve more young people between 7–20 years than any other sport
- 25% of UK young people regularly participate in extreme sport
- 12% of adults would like to participate in extreme sports
- 53% of users will travel over 30 miles to go to an indoor facility
- **500 Memberships in First 3 weeks**



# Caving & Slot Canyon



- 75 metres Caving Experience
- 45 metres Slot Canyon Adventure
- Full LED Lighting system
- Vertical & horizontal squeezes, boulder climbs & descents, ball pool, balance beams, roped bridges, stepping stones





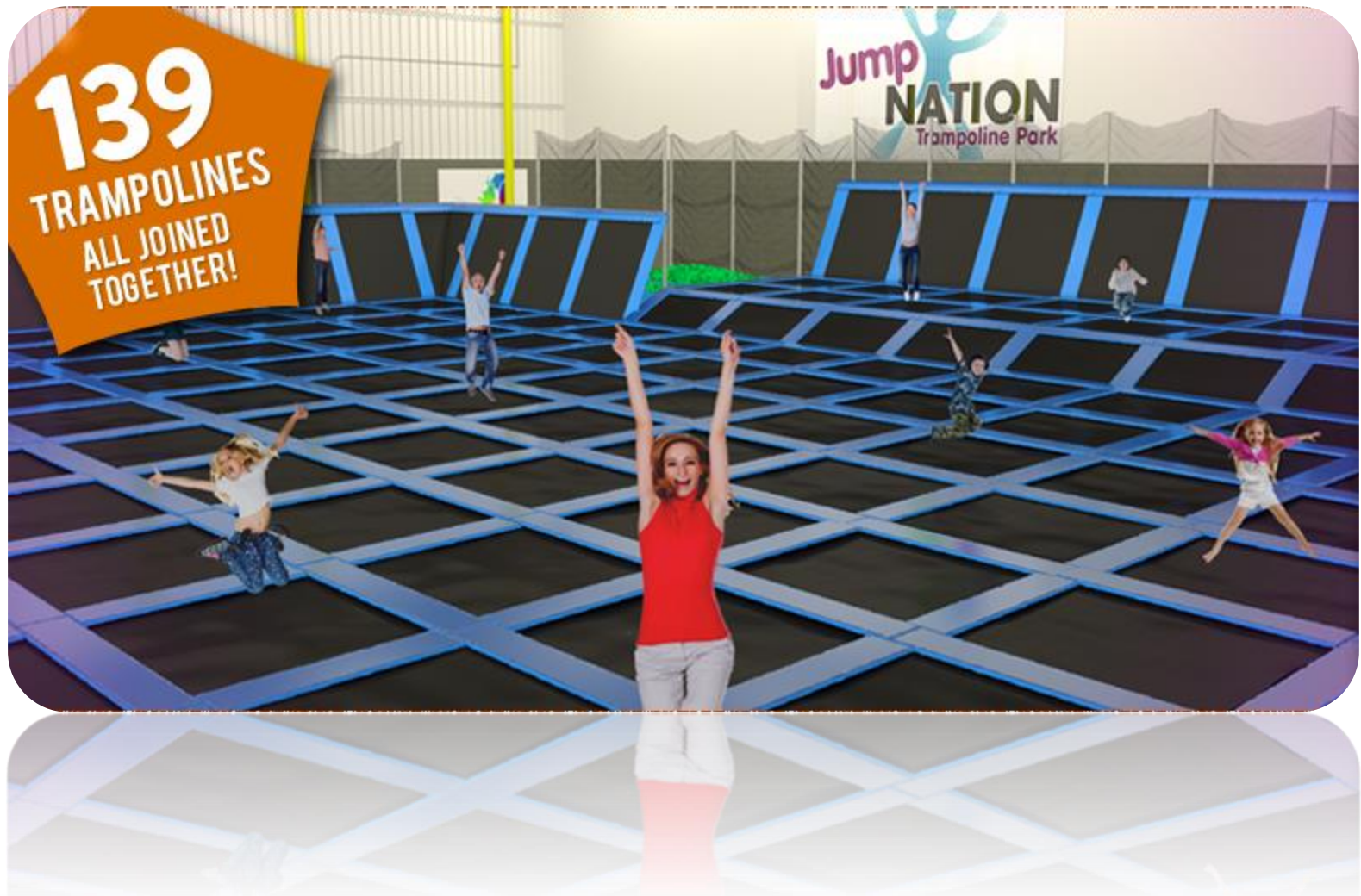
# I Ski Simulation



- No queues or lifts
- No standing around in the rain and snow
- A unique indoor snow experience
- 365 days a year experience



# Trampoline Parks – Bouncing off the walls!



# Trampoline Parks – Bouncing off the walls!





Programmed To Excite



**BIRTHDAYS**  
**HOLIDAYS**  
**GROUP EVENTS**



**SKYWALK**  
TRAMPOLINE ARENA

**PARTIES**

**ClubJam**

The Lights Go Off ... and the Lasers Come On!

**Friday-Saturday Nights**  
**9PM - 12AM**



**SkyFit**

AN INTENSE TRAMPOLINE WORKOUT

- Burn 1000 Calories/Session
- Certified Instructors
- Call For Reservations - 559.326.201



**AIRWALK**  
ULTIMATE TRAMPOLINE ARENA

**AIR DODGEBALL**

**TOURNAMENT SCHEDULE**  
**COMING SOON!**



**GRAVITYFIT**

MONDAY-THURSDAY 9:00 PM-10:00 PM  
SATURDAY 8:00 AM-9:00 AM



**kid jump!**

**Jump Time Just For Kids!**  
**MON-FRI 9AM-10AM**  
\$8 Per Child / Ages 6 & Under  
**Parent Jumps Free**



# Parkour / Free Running - Now Indoors too

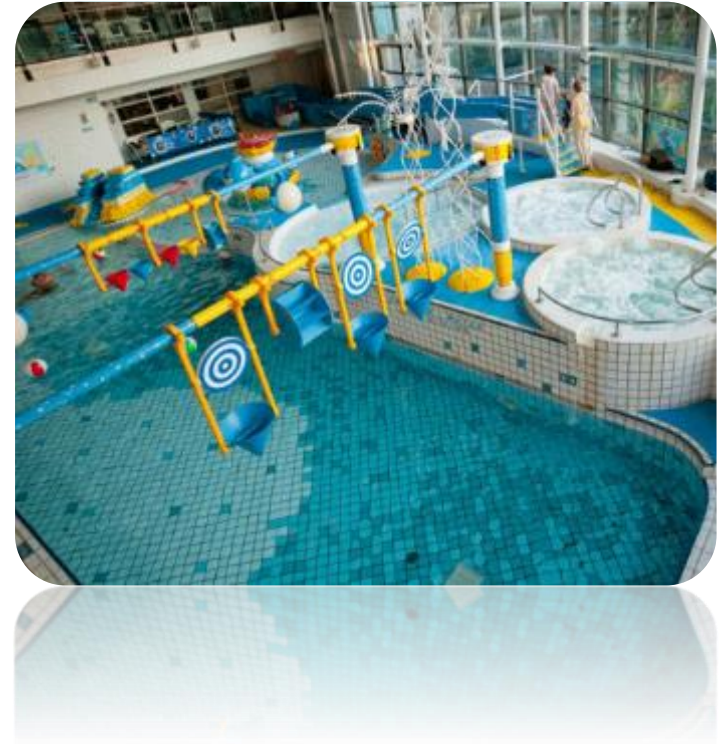


First UK dedicated centre:  
Membership £27 - £80 p/m

- Can help engage those not interested in mainstream sports
- Party, corporate and education market
- Link to Gymnastics



# Complementary Ideas to Traditional Water Space



- Traditional Swim Space is key to delivery of programmes and lessons
- Enhancement of Pool Environment complementing not competing
- Water Factory and Splash Zone Equipment



# Indoor Splash Zone

■ Wet Splash Zone

■ Cost Effective Staffing  
(not lifeguard intensive)



■ Growing Marketplace

■ The Fun of water without  
the Pool







# Ten Pin Bowling a £300 Million Industry




**2/3 of the Adult  
Population  
(circa 30m)  
have  
experienced Ten  
Pin Bowling**




35-44 age group more likely to bowl due to high economic status & dependents



Almost equal levels of participation between genders



Under 25s are more likely to choose ten pin bowling as part of a night out



Under 15s is a key target group for bowling facilities – birthday parties/ events

# Boutique Ten Pin Bowling



- Boutique Centres focus on high quality drop in proposition
- Food / Drink with Bowling as a secondary, but important element.







allianceleisure

**Active Outdoors**

# Sports Play A Big Part





# Taking You Outdoors with High Rope Adventure Courses

- Bringing Physical Activity Outdoors and In
- Educational, Corporate and Group Income
- Pay and Play 40% Income Generation





# Outdoor Adventure Play

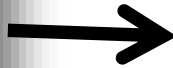




# Extreme Sports - Parkour and Free Running



# Extreme Sports - Outdoor BMX Track







# Buffet Lunch / Networking

Until 13:00



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WALKER  
MORRIS



# Facilitated Round Table Discussions

3 x 30 minute sessions

1. What does a Public Health Commissioner want from the market linked to physical activity interventions?- Hosted by Ruth
2. Health and Wellbeing Intervention Case Study- Hosted by Paul
3. Innovative approaches to physical activity within the built environment - Hosted by Tom

# Feedback from Group Sessions

1. What does a Public Health Commissioner want from the market linked to physical activity interventions?
2. Health and Wellbeing Intervention Case Study
3. Innovative approaches to physical activity within the built environment

# Review

1. Acknowledgements and thanks
2. Feedback Forms
3. Further Information on °CLOA
4. Opportunity for Tour of K2 14.40 onwards



Thanks to Freedom Leisure for  
hosting the event



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# Keeping in touch with cCLOA

- Join and benefit from information and networking
- Visit our website - [www.cloa.org.uk](http://www.cloa.org.uk)
- Follow us on Twitter @cCLOAssociation
- Join the debate on LinkedIn™
- Subscribe to the blog