

# **Fit for the Future:** the role of district councils in improving health and wellbeing:

A supplement to the report - The Health  
Value of Wellbeing & Leisure Services

## Foreword

District councils have often been overlooked when it comes to diagnosing and prescribing how to tackle the nation's health inequalities. But the work district councils do to improve health should be a secret to no one. Most of the wider determinants of public health are not dictated by the NHS or local health bodies, but by the factors of everyday life that district-level services help to shape. We've previously worked with the King's Fund to underline how district services such as housing, environmental health and economic development teams influence the health of our residents. This is more true now than ever. We need a shift in the way we think about health interventions to make the most of the pivotal role district councils play in prevention and tackling problems before they take root.

In recent policy proposals, the Government has recognised the need for a wider definition of health and an emphasis on early intervention. The DCN welcomes this. But this approach needs to fully embrace the important role that local government should play. We're now calling for the services our members provide to be truly integrated into the health system, in line with the Government's recent Integration White Paper. Much more needs to be done to ensure that the contribution DCN councils make in our places is acknowledged by health bodies and Integrated Care Systems. Our leisure and wellbeing services in particular can form the backbone of a comprehensive and effective social prescription programme as proposed in the Levelling Up White Paper. The research report which we are publishing alongside this paper - *The Health Value of Wellbeing and Leisure Services* -, lays out the evidence for the benefits this approach could have. These benefits encompass significant improvements to quality of life and many instances of disease avoided, as well as the associated savings to the NHS and the country.

Over a ten-year period, the estimates of these benefits stand at over 70,000 Quality-Adjusted Life Years gained, worth £4.2billion to the economy; almost 45,000 diseases avoided; and a saving to the NHS of over £300million.

It's sadly the case, though, that the number of inactive people across the country is rising. It's currently estimated to stand at a staggering 27.5% of the population. <sup>1</sup>The question of how we get and keep people active is a challenging one. Bringing about lasting behaviour change in groups traditionally hard-to-reach when it comes to physical activity is a persistent problem. Many of our members are pioneering

<sup>1</sup>Active Lives Adult Survey May 2020/21 Report; [https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2021-10/Active Lives Adult Survey May 2020-21 Report.pdf](https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2021-10/Active%20Lives%20Adult%20Survey%20May%2020-21%20Report.pdf)

## **Fit for the Future:** the role of district councils in improving health and wellbeing

best practice to address this very issue. Great examples of this work are included in case studies from district councils which can be found at the end of this document.

These case studies, and further examples in the report, explore the breadth of activity that can be utilised to engage less active people – and keep them engaged. Hinckley & Bosworth Borough Council is making use of health ambassadors - local residents inspiring activity in the heart of their own communities. Many councils employ physical activity managers, outreach officers and ambassadors who understand the groups they're trying to engage to foster lasting change to activity levels.

Councils in Oxfordshire are expanding the already successful FAST (Families Active Sporting Together) programme, partnering with schools, community groups, and faith organisations to offer accessible and inclusive activities to families.

Harrogate Borough Council's leisure provider has developed a range of activities tailored to specific inactive groups and has ensured pathways for these groups are maintained through relationships with their local hospital, surgeries and community groups. Participants are catered for in a welcoming setting which encourages them to return.

These are just a handful of examples featured in this report. Many other councils are doing similar great work, and many more can be supported to increase this kind of activity, with fantastic results.

Council wellbeing and leisure services are uniquely suited to engaging inactive residents; being accessible, affordable, and increasingly targeted to address health inequalities. The pandemic has also focussed collective minds, and there's now a clear opportunity to utilise the knowledge gained by DCN councils on their most vulnerable residents over the last two years. Working in partnership with colleagues across other council teams and organisations, wellbeing officers can take a truly targeted approach to engagement. I hope you'll support us on that journey.



**Cllr Angie Dale**  
DCN spokesperson for  
Healthy Communities and  
Leader of Richmondshire  
District Council



**Cllr Sam Chapman-Allen**  
Chairman of the District  
Councils' Network and Leader  
of Breckland District Council

## Realising the aims of Levelling Up

Wellbeing and leisure services can help to meet the aims of the Levelling Up White Paper. They can address two of the twelve White Paper missions in particular:

**Mission 7 - Health:** By 2030, the gap in Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed, and by 2035 HLE will rise by 5 years.

**Mission 8 - Wellbeing:** By 2030, well-being will have improved in every area of the UK, with the gap between top performing and other areas closing.

- ◆ The Fit for the Future report shows how involving inactive populations in physical activity offered by our services can reduce the healthy life expectancy gap by 3.7 years.
- ◆ Our services can form the backbone of the national social prescribing programme that the Government wishes to see, and facilitate referral of the 900,000 people which the Government is targeting.
- ◆ Our leisure and wellbeing services can deliver the pilot programmes and fuller rollout of the Holiday Activities schemes and food programmes outlined as part of the National Food Strategy.
- ◆ These services are uniquely suited to tackle health disparities, as demonstrated in the case studies included below. The accessible and holistic nature of services means that they not only improve physical health but also the wellbeing of communities.
- ◆ The recommendations included below would work to integrate these services further into our health system to the benefit of communities

### A summary of our Key Recommendations

The Office for Health Improvement and Disparities (OHID) should spearhead a new nationwide approach to the role of the leisure and wellbeing sector in tackling health inequalities; investing now in these services to avert bigger costs in health and care further down the line.

Healthcare services should work with local councils as part of emerging 'place' work within Integrated Care Systems, to develop, enhance and maintain prescription pathways to leisure and wellbeing services.

In return, DCN councils will put in place the best practice needed to drive forward a comprehensive strategy of tackling health inequalities.

# The role of DCN councils in influencing the wider determinants of public health

District council services influence many aspects of our communities' lives, across a range of functions that really matter in local places. The section below summarises the previous work carried out for us by [The King's Fund](#), along with some additional evidence, which underlines the key role we play in determining public health.

## **Access to good quality housing**

Poor housing is estimated to cost the NHS £2bn every year and cost the wider economy even more. District councils are the custodians of high standards in the quality of housing. Districts are also responsible for preventing homelessness, help to provide social and supported housing, offer Housing Benefit and Council Tax support, and distribute the Disabled Facilities Grant: all vital services that ease the NHS burden.

## **Environmental health**

District councils are responsible for services dealing with air and noise pollution, alongside hygiene standards. The UK-wide impact of noise pollution alone on health is estimated to be in the region of £2bn to £3bn per year. Food-borne disease causes around 20,000 hospital episodes a year.

## **Local economic growth**

District councils are stimulators of our local economies, knowing and working with our local businesses to make our places thrive, and attract further inward investment. Unemployment can double the risk of premature death and one in seven men develop clinical depression within six months of losing their job. In addition, many DCN councils work with local partners to improve employee health directly, through innovative workplace health initiatives.

## **Engagement of residents**

Our members are the level of local government closest to our residents. Our teams across services regularly interact and support our communities to reduce inequalities and hardship, providing local welfare assistance, and create more cohesive communities.

### **The value of greenspace**

The charity Fields in Trust produced **research** showing that frequent usage of green spaces alone could save the NHS £111m per year in reduced GP visits. Our member councils own, manage, and improve most of the accessible green spaces in shire counties, including parks, playing fields, playgrounds, conservation areas, and local nature reserves.

### **The contribution of leisure services**

Up to £23 in value is created for every £1 invested in these services. Our Fit for the Future report, summarised below, provides further evidence as to why this is the case. It's also the case that leisure services and centres are an accessible and effective way of engaging inactive community members and tackling health inequalities.

We have also previously **surveyed** our members, finding that:

- ◆ 94% of leisure centres have been utilised in schemes to tackle health inequalities
- ◆ 79% have been used specifically in social prescribing programmes
- ◆ 88% have been utilised in projects to improve mental health
- ◆ 84% have been utilised in projects aimed at 'hard to reach' community members.

# Summary - Fit for the Future: The Health Value of Wellbeing and Leisure Services

## The method:

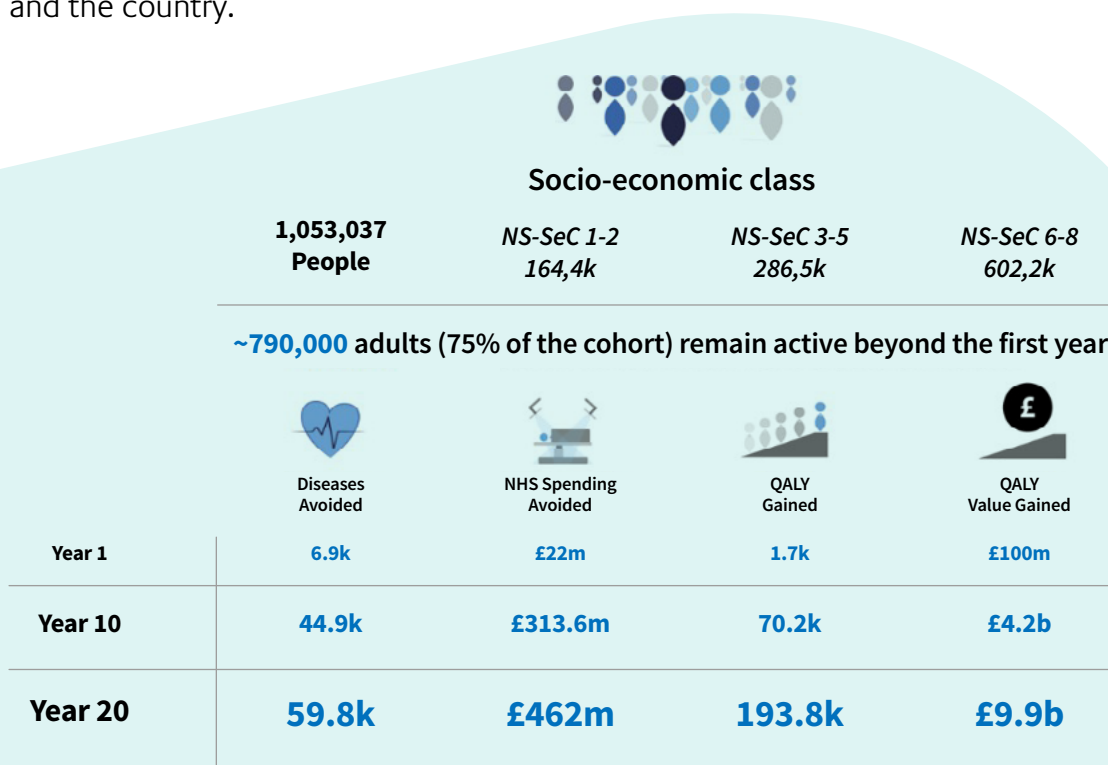
Our report demonstrates the potential benefits that accumulate from introducing a programme of physical activity for a group of otherwise inactive adults. The analysis was completed using a Sport England approved Model for estimating the Outcomes and Values in the Economics of Sport (MOVES).

The report looks at the impacts of raising activity levels in a cohort of just over 1 million of the inactive population, representing engagement of 1%, 2.5% and 5% of inactive people in upper, middle, and lower socio-economic groups respectively.

This equates to 154 inactive individuals being referred for exercise by each GP in the country.

## The results:

The model showed that engaging this group in activity via leisure and wellbeing services could have significant long-term results. The benefits are in terms of healthy life years gained, diseases avoided, and the associated savings to the NHS and the country.



*Figures at current prices undiscounted*

By Year 20, there could be a reduction in the gap in life expectancy between least and most deprived from **12 to 8.8 years** (approx)

Please access the report [here](#) to see full results.

## Fit for the Future: How to proliferate these benefits across the nation

To see these results comprehensively across the country action must be taken by central government, local health bodies, as well as local authorities to truly integrate relevant district-level services within care systems. Further work can also be done to effectively purpose these services to tackle health inequalities.

Below we layout our recommendations in full for Government and health stakeholders, as well as commitments on behalf of DCN councils, to help deliver the step change our communities need.

### Our Recommendations for Government:

The Office for Health Improvement and Disparities (OHID) should spearhead a new nationwide approach to the role of the leisure and wellbeing sector in tackling health inequalities; investing now in these services to avert bigger costs in health and care further down the line-

This should be part of wider efforts with DHSC to integrate relevant and complementary district-level services within Integrated Care Systems-

#### Integration

- ◆ The OHID should coordinate work with representatives across departments, councils, healthcare commissioners, and sector bodies, to integrate leisure and wellbeing services comprehensively into primary care networks.
- ◆ Provide the thought leadership to encourage long-term strategic partnership creation at place-level, between a range of statutory and non-statutory partners within Integrated Care Systems.
- ◆ Work with Sport England and DCMS to set clear national targets for the engagement of inactive individuals in wellbeing and leisure services, and Integrated Care Systems.
- ◆ Acknowledge and formalise the important role leisure centres and wellbeing services already play in assisting health services, such as cancer pre- and rehab, and falls prevention, and ensure they are appropriately funded.
- ◆ Encourage the identification of additional areas in which these prevention-focussed services can ease the strain on our health and care systems.
- ◆ These measures should be acknowledged as being part of a single, holistic, and long-term strategy from Government to deal with the long-term effects of Covid and increasing inactivity.



## Education

- ◆ Work to bring together NHS bodies across the country, with a new communications approach on the benefits of leisure services prescription, and the wider role of district services in Integrated Care Systems.
- ◆ Work with Sport England to provide the resources and guidance to facilitate the training, organisation and communications required to mainstream social prescribing and exercise referral across councils, communities, and care networks throughout the country. This would include areas such as use of marketing, digital data, and working with hard-to-reach communities.
- ◆ Public health agencies should also be encouraged to provide practical support to the public on improving their activity levels and utilising their local wellbeing and leisure services.
- ◆ Government partners and sport governing bodies should look to fund further Holiday Activities and out of school family-focussed engagement.
- ◆ Support the development of a standardised approach to measure the impact of social prescription services, and the subsequent sharing and communication of this data.

## Investment

- ◆ Hand in hand with this approach investment in facilities is essential, to make them fit for purpose, welcoming, accessible, and low carbon.
- ◆ Largescale funding, of at least £1 billion, should be provided to retrofit the nation's leisure facilities, reducing carbon emissions, making them more efficient as well as fit for modern purpose which will increase usage.
- ◆ Provide funding for health and/or sport initiatives that is clearly targeted at tackling health inequalities and aimed at specific inactive or unequal demographics.

## Our Recommendations for healthcare commissioners and local health partners:

Work with your local councils as part of emerging 'place' work within Integrated Care Systems, to develop, enhance and maintain prescription pathways to leisure and wellbeing services-

- ◆ Help councils and leisure operators to develop comprehensive preventative programmes across your places that cater for inactive individuals to begin, maintain and enhance physical activity.
- ◆ Prioritise increasing health professionals' awareness of local social prescription programmes and making exercise referral a routine practice.
- ◆ Work with link workers in primary care networks and individual surgeries to foster partnership between community organisations and leisure services.

## Fit for the Future: the role of district councils in improving health and wellbeing

- ◆ Help to identify specific medical pathways for which leisure and wellbeing services can offer assistance, as they already do in cancer pre/rehab and falls prevention.
- ◆ All primary care networks should consider forming formal partnerships with relevant district/unitary council teams to make referrals as fast and efficient as possible and maximise the benefits these services offer to patients.
- ◆ Target exercise referral for those individuals identified in our report as receiving most benefit from these programmes.
- ◆ Allocate resources to preventive delivery, accepting the return on investment will be long term yet hugely impactful.
- ◆ Recognise the challenge the country faces and have the confidence and assurance as evidenced within our report that this forms part of the solution.

### DCN commits to work with our member councils to:

Take steps to evidence the impact our services can have in improving public health, and put in place the best practice needed to drive forward a comprehensive strategy of tackling health inequalities-

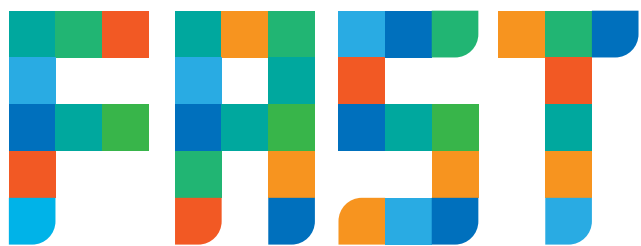
- ◆ Proactively work with our Primary Care Networks, the aligned surgeries and healthcare settings in our neighbourhoods to develop and enhance referral pathways.
- ◆ Work towards provision of professional development and training for staff and volunteers on how to shape activity for inactive groups, in a way that gives the best chances of participants staying active long-term.
- ◆ Explore options with leisure facility operators on how engagement of hard-to-reach community members could be targeted within agreements.
- ◆ Work with our Active Partnerships, local grassroots organisations, and community gatekeepers to open pathways for hard-to-reach residents to access physical activity.
- ◆ Ensure preventive delivery is captured, and then effectively communicated and celebrated locally and nationally.

**Fit for the Future:** the role of district councils in improving health and wellbeing

## Fit for the Future

Case studies from our member councils

- ◆ **Cherwell District Council:** **12**  
An Introduction to FAST
- ◆ **Harrogate Borough Council:** **21**  
An Active Health Scheme
- ◆ **Hinckley & Bosworth Borough Council:** **27**  
Health and Wellbeing Ambassadors



Families Active, Sporting Together

# An introduction to **FAST**



## What is the **FAST** programme?

The **FAST** programme (Families Active Sporting Together) is an exciting programme funded by and working in partnership with Sport England. It was initially based in targeted wards of Banbury but due to its success, has been expanded to targeted wards of Bicester and Kidlington. It is aimed at making it easier for families to access and enjoy physical activity and sport together.

**FAST** works with local schools to provide families with school-based physical activity sessions delivered in 12-week blocks by our Youth Activators, who are highly trained and create a friendly environment in which parents and children of all ages can come together and enjoy moving.

“ It works really well with the adults and kids, the games and everything we did was sort of simple enough for the kids to understand and also there was enough variety to make it really interesting. My son absolutely loved it and looked forward to it every week... And also, just giving me ideas of simple games, I can play with my own children, sort of outside of those sessions as well... ”

Parent feedback March 2020

“ My little girl especially, she is only 5 but she enjoys exercising a lot more now where she didn't really before. She sees it more like playing. Harry and Hayley (Youth Activators) they made it fun. I think she sees it more as a positive fun activity rather than working out. ”

Parent feedback March 2020



## FAST card

Families on the programme receive a **FAST card** which gives access to discounted sessions at partner leisure centres and clubs.

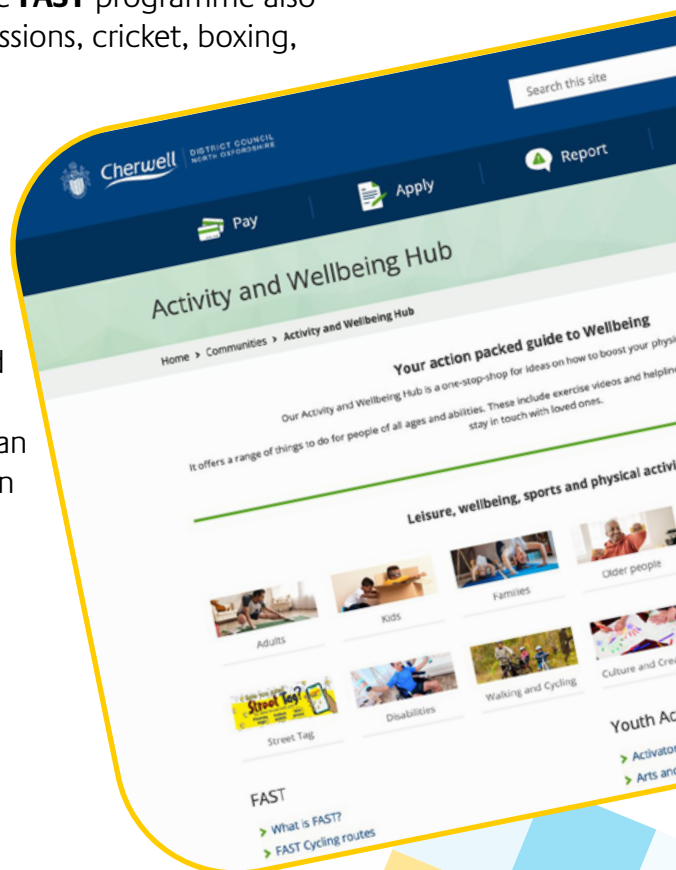
Examples: Family swimming sessions cost £3 with the **FAST card** instead of £13, boxing is £1 per person instead of £5, table tennis is £1.50 a game instead of £6.80.

## Inclusive communities

**FAST** also creates inclusive communities around sport and physical activity and has worked closely with local community centres and places of worship to successfully engage families from all backgrounds. In addition, in partnership with the local Mosque, **FAST** has delivered female-only private swimming sessions for mothers and children, equipped with female lifeguards and privacy screens. The **FAST** programme also provides mosque families with access to Les Mills gym sessions, cricket, boxing, football, fencing, archery and more in their community.

Over lockdown, the **FAST** programme continued to work with local families to help encourage new physical activity behaviours and to help already active families sustain their progress.

We implemented innovative approaches and sessions. Our Youth Activators delivered socially distanced fun and engaging sessions at local parks, with many sessions also engaging underprivileged families. **FAST** also developed an Activity Hub that gave families a place to find information and videos from the Activators on how to keep active.





## Adapting provision through feedback

These offers, and many others, have been introduced in response to participant feedback. The programme has adapted quickly – shaping our in-person and online offers. This means that throughout the pandemic, we've been able to continue to support families and communities in being active together.

**Pick n Mix**, is a service we introduced where families provide us (by phone or email) with a list of equipment or household items and details of the space they have available to them. Our Youth Activators then send back suggestions of adapted active games they can try. We also provide equipment where needed.

We rolled out offers such as **Street Tag**, an app which allows families to earn points from physical activities indoors and outdoors (including walking, running, and cycling) by scanning virtual tags and converting their steps into Street Tag Points which can be used for rewards.



I've been using Street Tag for a few months now and I am really enjoying it. It really gets us out more because I feel like we are competition with other schools. My daughter holds my phone and likes when it beeps as we are collecting the tags and walking around... When things have been shut, Street Tag is an activity to do and kept us positive...



Parent feedback March 2021



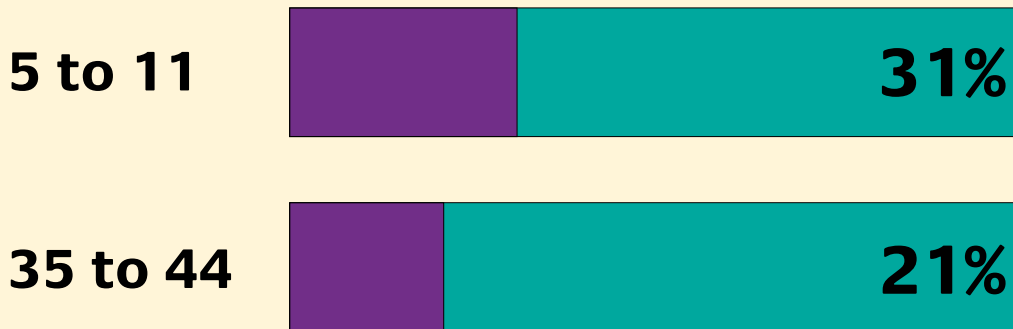


## Who is a part of FAST?

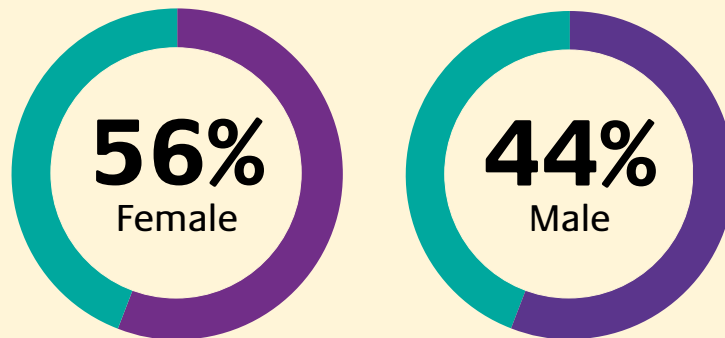
Currently, **7,098 individuals** (2,117 families) are part of the FAST programme.

## Participants grouped

### by age



### by gender





## Making a difference for communities

- **28% of participants** on the **FAST** live in the **30% most deprived wards** of Cherwell. The programme is highly targeted and is reaching those families that need a bit more support to become and sustain being active.
- **14% of participants** are from an **ethnically diverse background**, higher than the 7% across Cherwell who are ethnically diverse. This emphasises the impact **FAST** is having on communities across Cherwell.
- **18% of participants** on the **FAST** programme have reported a **physical or mental health condition**. **FAST** adapted what was available, and has been able to offer mental health support alongside other services.

## How is the FAST programme making a difference for families?

To date, 7,000 individuals have taken part in the **FAST** programme. Participants have been able to access a number of physical activity opportunities.

- **6,271** individuals attended Free Youth Activator classes face-to-face in school and community settings
- **14,617** individuals attended discounted family swim sessions  
**1,737** attended Clip n Climb and **1,423** attended boxing sessions.

Feedback from families has helped our team understand how transformational **FAST** has been in the creation of better physical activity habits. The major discounts offered by the **FAST** programme help to remove any financial barriers to accessing activities at leisure centres and clubs. In fact, many **FAST** families have reported that their previous inability to afford these activities was the biggest obstacle preventing them from trying or continuously engaging with sessions as a family.





“ The card has made a huge difference. We’ve gone swimming and to Clip n Climb. In all fairness, for example, Clip n Climb we wouldn’t have been able to do because of the cost... I hear it every week, when can we go again daddy? ”

Parent feedback March 2020

“ The **FAST** programme has made us do more activity and enjoy it more because the kids love to go swimming, and we love to take them. It enabled us to do family swim sessions for a better offer and that enabled us to go more frequently with them... ”

Parent feedback March 2020

Access to sessions is also providing **FAST** families with an opportunity for confidence building around sport and physical activity, an aspect of the project which is contributing to the development of better behaviours.

“ I decided to come to family swim classes because they are for females only, I’m more comfortable to attend no matter what I wear or what I’m doing, and my children really enjoy it too... I’ve improved my swim skills because I didn’t swim that much but I’ve learnt here and I’m getting better. I’m also enjoying the family time... we want it to keep going. ”

Feedback from mother attending mosque swim sessions, August 2021





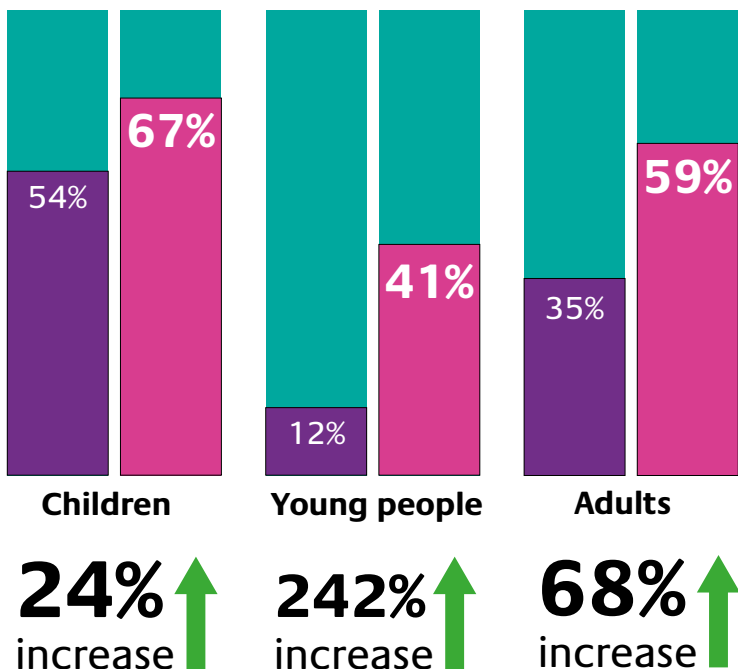
## Are families in the FAST programme becoming more active?

At baseline, **54% of children** in the **FAST** programme reported being active on a daily basis, doing at least 60 minutes of moderate to intensive physical activity. After three months in the programme, this number **increased to 67%** (based on the 30 children who've completed a follow up 1 survey).

Among young people, at baseline, **12% were active** daily doing at least 60 minutes of moderate to intensive physical activity compared to **41% after three months** (based on 41 young people who've completed a follow up 1 survey).

Similarly, a positive trend is seen among adults participating in the **FAST** programme. At baseline, **35% of adults were considered 'active'** (doing an average of 150+ minutes of physical activity on a weekly basis) **compared to 67% of adults in the follow up survey** (based on 122 adults who've completed a follow up 1 survey).

## Changes in children, young people and adult physical activity levels after 3 months in the FAST programme



Prior to starting the programme, only **15% of families** reported being active together five or more times a month **compared to 52% of families** at the time of our follow up survey.



Families in the programme have also demonstrated the development of positive relationships with sport and physical activity. Among children, 97% reported either liking or loving **FAST** sessions and **97% would like to continue** to be active with their families. Adults also reported positive outcomes, **92% said they had enjoyed participating** in project activities, **68% said the project has helped them** in knowing how to include physical activity as part of their families' routines and **93% reported that they intend to continue** to be physically active as a family moving forward.

- At baseline, **42% of young people** either **agreed or strongly agreed** they know how to get involved and **improved their skills** in different sport and physical activity compared to 69% at follow up 1.
- After participating in sessions, **87% of adults** reported that **FAST** has **helped their family** be more physically active together.

## Upscaling due to impact

The positive, preventative, impact of **FAST** on families now means the **FAST** concept is being upscaled across all districts across Oxfordshire with support from Public Health.

**FAST** is seen as having a real positive impact on physical and mental wellbeing and a programme taking the elements of **FAST** is planned with a focus on families eligible for (benefit related) free school meals.

This will amplify the excellent work by **FAST** and the positive provision that HAF provided to over 8,000 children in Cherwell over the holidays.



From reducing cardiovascular disease, improving sleep to improving mental wellbeing, we know that being physically active is one of the most important things we can do for our health. We also know that access to and the cost of physical activity opportunities can make it difficult for some people to be as active as they would like. **FAST** has been shown to increase activity amongst groups who can be the least active and by offering funding we hope that some of the positive elements of **FAST** can be extended to families Countywide.

**Ansaf Azhar — Director of Public Health Oxfordshire**



# Harrogate Borough Council & Brimhams Active An Active Health Scheme



## Harrogate Borough Council & Brimhams Active An Active Health Scheme

Brimhams Active is a health and wellbeing company based in Harrogate, North Yorkshire, wholly owned by Harrogate Borough Council.

Brimhams Active operates the borough's gyms, leisure centres, swimming pools, Turkish baths, community centres a children's nursery, and a team of development officers focused on inclusion, active health and the physical and mental wellbeing of our communities.



**Our vision, and our shared sense of purpose is**

**“a healthier more active population living longer more independent and happier lives”**

## Active health targeted programmes

In addition to the ‘universal’ offer typically associated with the industry, we focus on the people who aren’t your average gym users, with a holistic approach to make a difference to body and the mind.

Using public health local data, health profiles and links with the hospital and other health care providers we established a targeted programme focused on using physical activity and social connections to help people get stronger physically and mentally. The results are astonishing, from coming off medication and losing weight, to becoming stronger and more independent and making social connections.

## Our current targeted programme includes

- **Fit 4 Future** – An exercise programme for those rehabilitating after cancer treatment
- **Fit 4 Life** – An adult weight management
- **Fit 4 Function** – Exercise to develop strength and balance (functional fitness)
- Exercise for those after suffering strokes
- Exercise for those suffering neurological conditions (including, Parkinson’s)
- Cardiac rehabilitation sessions

## Harrogate Borough Council & Brimhams Active An Active Health Scheme

- **Strong and steady** – A falls prevention programme
- Exercise programme for lower limb osteoarthritis
- **Tea and Talk** – for carers to meet and support each other
- **Connect to Wellbeing** – our team will find the right activity to match the needs of the individual, from lunch clubs, to tea dances and bingo. It's all about social connection
- **General exercise sessions on referral** – from health care provider partners
- Swim for health
- **Cook and eat** – using food destined for landfill from supermarkets, coupled with grow your own produce at our community centres, we provide community cooking sessions, including the opportunity to sit and eat together in a social setting
- **Walkies for wellbeing** – facilitated 'meet up' to walk dogs and talk with like-minded people

Working closely with colleagues in health and social care via a referral process, we can provide opportunities for clients to move along the treatment pathway, ensuring their needs are met in the most appropriate way.

We're able to move people around our own service, particularly if needs are identified during a gym induction session. We also cross refer to other agencies/ deliverers, ensuring that the client is at the heart of what we do and they are given the opportunity to participate in an activity that best suits their needs.

## Harrogate Borough Council & Brimhams Active An Active Health Scheme

We are in continued discussions with our health and social care partners, when they identify an issue or lack of provision, we're able to meet that need fairly easily with our pool of highly skilled specialist instructors and our commitment to continued professional development, ensuring we are always up to date with the most current research.



### The process



1

Referral into service



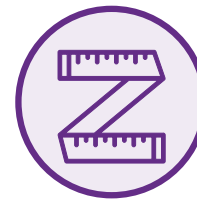
2

Team call client to triage



3

Health assessment booked with relevant coach or service



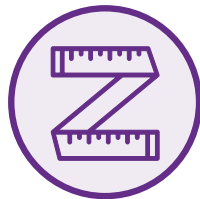
4

Health assessment – base line measurements taken



5

Begin programme



6

Measurements taken at wk. 6 & 12



7

Individual continues on programme long term, moving through pathway if and when appropriate



8

Referrer kept informed of progress if requested



## Data collection

We collect base line data at the initial assessment and then at weeks 6 and 12. Following that we will collect data at regular intervals during 1-2-1 sessions. The data is used as a measure of our impact and the progress made by the participants. We use the data to inform what we do, make changes and to link with other professionals- i.e. relevant data can lead to referrals to mental health support and alcohol addiction support.

## What our participants say

### John and Karen's story

#### Fit4life adult weight management programme

“ Both being very overweight, we spent a year walking every day, up to seven miles, and controlling what we were eating. There was no weight loss which resulted in us giving up. After speaking to the doctor, it was suggested that we join Fit4life, on the understanding that we would commit to losing a pound in weight a week. This resulted in an interesting phone call with Matt. We downloaded the nutrition booklet which is full of useful information, advice and recipes.

We tuned in to the exercise classes (delivered online due to Covid lockdown) with all three leaders which kept us motivated and improved our expectations. We made notes on all our measurements and keep a weekly weight chart. We averaged one pound a week loss, which gave us much encouragement. After 12 weeks Matt informed us that because we've lost five per cent of our weight we could attend the gym free for 12 weeks. This offered us a great incentive to try even harder.

We alternate the gym and swimming every day and cannot express how grateful we are to have this opportunity. Having lost my parents within weeks of each other two years ago I have been feeling very low. However, exercising with Matt, and the daily gym and swimming, has helped my mood enormously. I had almost forgotten how to laugh. We have every intention to join the gym permanently, we still have weight to lose but believe we're on the right path for the first time in a long time. ”



## Andrea's story

### Fit4future exercise after cancer

“ Stage four lung cancer spread to liver and lymph nodes. I had no surgery, just chemotherapy and radiotherapy. The treatment made me feel very tired, and I actually couldn't do any exercise at all. I found everyday activities a real struggle, due to lack of energy, motivation and just feeling weak all the time.

The exercise sessions have helped me enormously. My fitness levels and muscle strength have increased. I feel stronger and more confident to do everyday things. I've made lots of new friends through the exercise classes, and believe the social aspect of the sessions are just as important as the exercise itself.

I find the sessions fun and enjoyable, and this motivates me to keep attending. It's good to be around others who have gone through similar things to me, and I don't feel silly if I can't do something in the session. Although I won't recover fully from my cancer, I can cope better with it, and I'm sure the exercise plays a big part in this. ”

## Working in partnership

We enjoy a close working relationship with a wide range of local partners, we are able to evidence the impact we make and partners have seen first our programmes in action. This trusted relationship has resulted in a perfect breeding ground for new ideas and fresh thinking. We have moved more NHS services into our community settings which is well received by participants as they are in a non-clinical setting with plenty of parking and the opportunity for a cup of tea and a chat with fellow participants at the end of the session. The power of social connection should never be underestimated.

# Hinckley & Bosworth Borough Council Health & Wellbeing Ambassadors



## The role of Health & Wellbeing Ambassadors

### **The local need**

The Covid-19 pandemic has highlighted the impact of inactivity and the importance of health and wellbeing. Unfortunately, less people are now active as a consequence of the pandemic, and we're aware that local residents' mental health has suffered.

In a climate where funding for the delivery of sport and physical activity is reducing, and the need to get people more active more often is growing, having people on the ground to promote the benefits of physical activity, health & wellbeing is key to truly supporting people towards active and healthy lifestyles.

### **The solution**

Having people on the ground to promote the benefits of physical activity, health & wellbeing is key to supporting more people to be more active more often. Our Health & Wellbeing Ambassadors live, work and are active in their communities; they are perfectly placed to engage and inspire local residents to start and support their journey to better health and wellbeing.

We have recently recruited a number of new volunteer Health & Wellbeing Ambassadors to help us to support our goal in increasing our physical activity levels and to make our residents aware of the importance and need for good health and wellbeing.

Ambassadors have a job description, are provided with a uniform, they receive training, and each is provided with a brief which is pertinent to their experience and capabilities.

## The impact

To date we have recruited 15 volunteer Health & Wellbeing Ambassadors. The aim during 2022 is to double this number to create an 'Army of Volunteers' who can extol the virtues of leading a physical active lifestyle.

The pictures below show a New Age Kurling session and Walking Rugby.



Our Ambassadors have had a positive impact- supporting participants who access us via a GP Exercise Referral Scheme ,and have contributed to our residents mental and physical wellbeing in the context of Covid- providing one to one support in taking them for short walks during the pandemic.

Each of our Ambassadors have their own unique skill set: some excel at talking to local groups, some at supporting individuals and some have the personality and knowledge to inspire Health Boards. Our team having the capacity and knowledge to get to know each individual Ambassador is vital to ensure they are happy in what they are being asked to do.

We must always remind ourselves that volunteers do not come without cost implications. It takes time and energy to nurture them, to ‘manage’ them and to ensure what they achieve in their role is mutually beneficial. The impact that they can have though is astounding. Our council is proud of its Health & Wellbeing Ambassadors and look forward to developing this concept further as we move into 2022.

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For me, being active is of the utmost importance, not only for my physical wellbeing but for my mental wellbeing as well. After experiencing three strokes, I decided that I would do all I could to find way, both our in the community and at home, to stay active as I can within my capabilities. I’m very proud to be a Health & Wellbeing Ambassador.

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**Paul Herbert, Health & Wellbeing Ambassador**

