

The Role of Physical Activity in Improving Health and Well Being & Potential Links Between Your Leisure and SKC HWBB

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“creating opportunities to enjoy life and have fun”

To improve health, wellbeing and lifestyles of our local communities

Work together to continually improve services and facilities so we become the first choice to enjoy life and have fun





SWIMMING



THEATRES



HEALTH & FITNESS



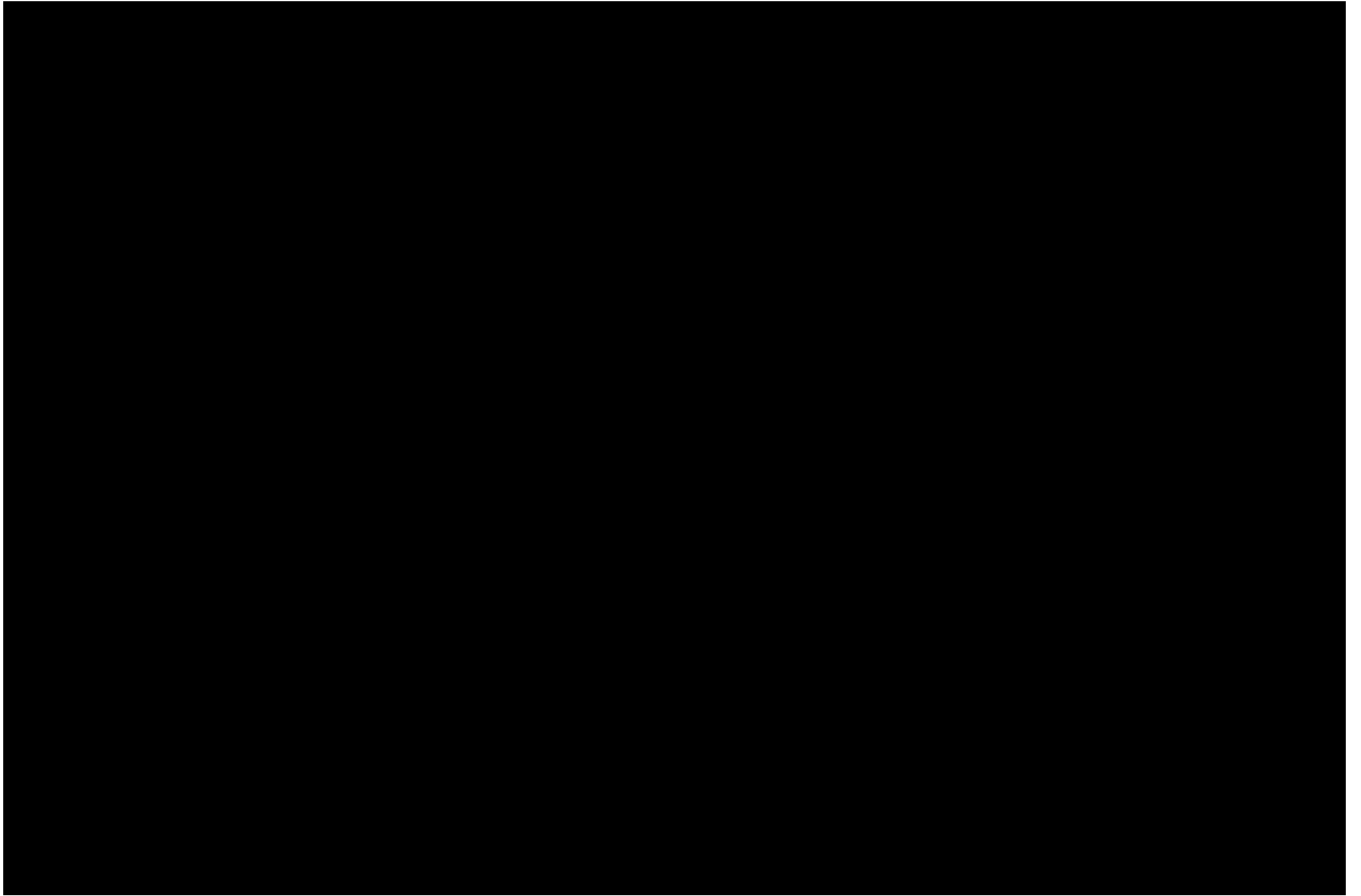
OUR FEELGOOD FACTORY



CATERING & HOSPITALITY



YOUR SPA



Active People Survey

30 mins of sport at moderate intensity at least once P.W
(approx. 500 respondents 14+ per district)

	Oct 12 – Oct 13	April 13 – April 14
Kent	35.7%	36.8%
Dover	33.5%	34.2%
<i>Shepway</i>		32.4%
<i>Thanet</i>		27.1%
<i>Tunbridge Wells</i>		46.3%

Top five sports

Number of adults taking part at least once a week by sport



Source: Active People Survey 7 Q3 to 8 Q2 (Sport England 2013-14)



More people
More active
More often

Turning the Tide of Inactivity

- Physical inactivity ? less than 30 mins of moderate intensity physical activity p.w (Chief Medical Officer/ Active People Survey) – 29% of adults do not
- 150 mins of physical activity p.w - 44% of adults do not
- 37,000 needless deaths in UK from inactivity
- Reduce inactivity levels by 1% year on year over five-year period would save local taxpayers £44 per household
- Average L.A spend: 2.4% of health budgets on tackling

Health costs of disease

Estimates of the cost of the main disease categories related to physical inactivity



Source: National Programme Budget Project / Cost of physical inactivity data (Sport England, 2009-10)

Way Forward

L.A's

- Prioritise and resource physical inactivity programmes to the same level as other top tier public health risks
- Partner with local activity and sports providers to deliver a local ambition of a 1% reduction in inactivity year on year for the next 5 years

Providers

- Focus on engaging and supporting inactive people
- Deliver evidence-based programmes tailored towards inactive groups
- Better record, analyse and evaluate the users of facilities and effectiveness of programmes to improve the evidence base

What is Your
Leisure doing ?



Exercise Referral Scheme

Referral from health professional to registered provider

Dover or Tides Leisure Centre (287 referrals in 13/14)

12 week trial period on a programme

Data analysis and review to improve outcomes



- Kent Healthy Business Award
- Corporate Memberships
- Sport Premium Delivery in Schools
- Play Tennis for Free
- Kent FA Just Play





How can we work together ?



HAFOS (Health and Fitness Omnibus Survey)

- Only regular industry barometer of UK consumers' attitudes and perceptions towards, health, activity and the active leisure sector
- Street based consumer survey
- Core questions focus around the physical activity agenda including:
 - How people undertake their current activity ?
 - How we can help them increase their current levels ?
 - To what extent people are aware of the recommended levels/guidelines for physical activity ?

NICE Return on Investment (ROI) tool for interventions and strategies to increase Physical Activity

[**Click to Begin**](#)

**Return on investment tool
v1.00 (May 2014)**

