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**Overview**

At the end of 2010/2011 the Council and Care Trust Plus pledged to re-invest in re:refresh for another two years from 1st April 2011. re:refresh was challenged to ensure the project continued to offer value for money and is fit for purpose and continues to reduce health inequalities and prevent ill health.

**Local Context**

The Council had to make £30m of efficiency savings; both re:refresh and leisure services took proportionate cuts reducing services and programmes.

**Leisure:**

2011/12 saw the implementation of a leisure review which took £352k out of the budget. The impact of this included reduced opening hours and programme changes to meet efficiency targets. This equated to a loss of 400 hours of public swimming at Daisyfield; reduced operating times at Shadsworth Leisure Centre (Monday to Friday only) meant a loss of over 900 hours of dry and over 1,600 hours of wet activities.

**re:refresh:**

In addition to the above service reductions partnership funding for re:refresh was reduced by 12.5%. This necessitated changes to the model and saw a reduced free leisure offer with the removal of centre based classes, instructor led sessions and squash from the programme (with prices being re-introduced for these activities).

**Local performance information – what are the data telling us**

Throughout re:refresh our local indicators have supported the positive direction of travel seen through NI8 figures. It was therefore important that once again local data were interrogated to understand the picture and context in Blackburn with Darwen.

Scrutinising the local picture does not demonstrate a dramatic drop in activity as the National Active People Survey 5 suggests.

**Levels of Activity (proxy)**

re:refresh monitors the percentage of beeZ card holders who have been active in a given period. The percentage of Active Adults beeZ card holders is our local proxy measure for NI8. Year on year comparison shows that whilst there is a reduction of 4% this is less than that reported by NI8 (7.6%).

For all active beeZ card holders, including juniors this local year on year drop is further narrowed to just a 1% decrease. Whilst this cannot be compared to NI8 (adults over 16 yrs) it is an important local indicator as it demonstrates that the all age preventative approach of re:refresh continues to make a positive impact on the future healthy lifestyles of our residents including young people.

## **2011/2012 Project Performance**

### **Key Performance Indicators**

#### **Performance Objective 1: Increasing % of adult population participating in physical activity 3x30mins per week (Active People Survey – NI8)**

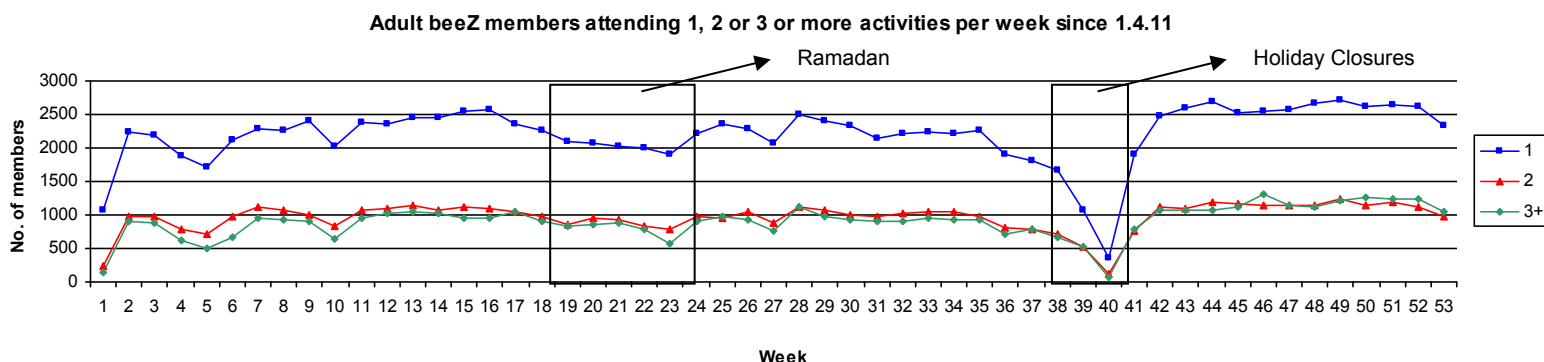
Active People Survey 5 (survey conducted between Oct 2010-Oct) results demonstrated a drop in participation levels. The figure was 17.2%, down from 23.8% reported in 2010/11. Due to the survey demonstrating a positive increase year-on-year since the first survey in 2006 (16.3% → 19.7% → 21% → 23.8%), this provided the confidence to set a target which was also on the same trend-line. This result is a real anomaly, echoed by Sport England and is an unfortunate issue when demonstrating improvements through a survey.

Looking back at the previous year, there are some reasons that may have affected local people's levels of participation:

- a. Random variation
- b. Reduced service provision at Shadsworth (including weekend closure)
- c. Taking classes out of the re:refresh free offer.
- d. Reduction in marketing spend

As the survey reflects people's participation wider than the Council offer, there could be other potential market and economic factors that may have also impacted the result.

The result is unfortunate, but the re:refresh project and Council's Leisure, Health & Wellbeing service are focussed on improving physical activity levels, directly demonstrable through analysis of our local performance indicators.



**Performance Objective 2: Reducing the % of inactive people**

**Target:** 2,122 additional adults participating in physical activity

**Actual:** 4,116 new adult members who took part in exercise, almost doubling the annual target.

**Performance Objective 3: Increasing physical activity in target groups**

**Female Participation Target:** 2% increase in 2010/2011 baseline

**Actual:** -6% (-944) decrease in women participating in physical activity from 14883 in 2010/11 to 13939 in 2011/12.

**Actions/Comments:** Performance data in Q2 & Q3 highlighted that this target group was not increasing at the expected level and this can be attributed to the removal of leisure centre classes from the programme of free leisure. As a result the action was taken to establish and promote a regular female only evening at Waves Water fun Centre which would incorporate free swimming, gym and a combination of free and paid fitness classes. Targeted marketing was conducted at identified groups using beeZ card data and the evening regularly attracts over 200 participants

**BME Participation Target:** 1% increase in 2010/2011 baseline

**Actual:** 5% (+326) increase in BME communities participating in physical activity from 6530 2010/11 to 6856 2011/12

**Actions/Comments:** Retaining both female only and male only swimming at Daisyfield Pools, female only sessions at Audley Sports and Community Centre within the programme of free leisure and targeted community physical activity have supported increasing participation of BME communities.

**Health Inequalities:** 1% increase of those living within the 25% most deprived areas

**Actual:** -6% decrease of participants living within the 25% most deprived areas in England from 14670 in 2010/11 to 13809 in 2011/12

**Actions/Comments:** The decrease in attendance from those living within the most deprived areas can be attributed to the reduction in operating hours at Shadsworth leisure centre as the predominant customer base was white, lower socio-economic groups and the programming changes at Shadsworth would have had minimal impact on BME participants as usage.

Reports identify that 11,905 people who were active in 2010/11 were not active in 2011/12. Females accounted for 56% (6628) with white-British being the predominant ethnic group for those not active in 2011/12 (76% or 9050 people)

**Active Adults:**

	2010/11	2011/12	Variance
Total Adult beeZ card holders	95,053	104,690	+9,637
Total Active Adult beeZ card holders	28,190	26,790	-1,400
% Active (NI8 Proxy)	30%	26%	-4%

### Active beeZ Card Holders

Total beeZ card holders (inc juniors)	120,695	130,821	+10,126
Total beeZ card attendances	489,916	502,980	+3% (+13,064)
Total Active beeZ card holders (inc juniors)	37,871	36,388	
% Active	31%	28%	(-3%)

### New beeZ card holders 2011/12 data:

- Under 16's = **3464**
- 16-24 = **1385**
- 25-49 = **4002**
- 50+ = **1249**

Over 10,000 new beeZ card applicants demonstrates re:refresh continues to attract new people to physical activity and is still at an increased level comparing to pre-re:refresh figures.

Year on year comparison since the launch of re:refresh in 2008/09 highlights that the number of beeZ card holders is decreasing; this is expected and is a result of reaching saturation level i.e. 120000 holders against a population of approx 140000.

### Public Health Outcomes Framework 2012

Physical Activity continues to be recognised as an influencing factor in health improvement and has been confirmed as a performance indicator in the Public Health Outcomes Framework – *Proportion of physically active & inactive adults*.<sup>1</sup>

The proposed change to the previously collected NI8 reflects a focus Blackburn with Darwen have had locally over the last 4 years of re:refresh, recognising that most health benefits are gained by moving from no activity to some physical activity once a week. The data presented above demonstrate that re:refresh has achieved its 2011/12 target of a 2% increase in new adults participating at least once a week (Performance Objective 2).

#### <sup>1</sup> 2.13 Proportion of physically active and inactive adults

**2.13i Proportion of adults achieving at least 150 minutes of physical activity per week** in accordance with UK CMO recommended guidelines on physical activity.

Numerator: Number of adults (16+) doing at least 150 minutes of at least moderate intensity physical activity per week in bouts of 10 minutes or more\*.

Denominator: Population of adults (aged 16+).

**2.13ii Proportion of adults classified as "inactive".**

Numerator: Number of adults (16+) who do less than 30 minutes of moderate intensity physical activity per week in bouts of 10 minutes or more\*.

Denominator: Population of adults (aged 16+).

## Engaging and Enabling

re:refresh goes beyond just free leisure and incorporates community engagement models for sustainable change. The engaging and enabling strand uses, strengthens and expands on existing volunteer networks including the Healthy Communities Partnership (HCP), the borough Health Trainers programme and club/volunteer development. These evidence based community projects work across the borough's five neighbourhood areas to help increase participation and physical activity.

### Healthy Community Partnership

The Healthy Communities Partnership (HCP) utilises successful principles of working with communities across all neighbourhood areas, together with proven improvement methods.

The HCP focus for 2011/12 was to deliver projects linked to the **Five Ways to Wellbeing**. These are:

**Connect:** With people around you, with family, friends, colleagues and neighbours, at home, work, school or in your local community.

**Be Active:** Go for a walk, run, and cycle, play a game, garden or dance.

**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.

**Keep Learning:** Try something new, rediscover an old interest, sign up for a course, take on a different responsibility at work, and learn to play an instrument or how to cook your favourite food.

**Give:** Do something nice for a friend or a stranger, thank someone, smile, volunteer your time, join a community group, and look out as well as in.

Projects and activities are planned, delivered and evaluated using the Plan, Do, Study Act (PDSA) Cycle. The table below demonstrates the number of PDSAs completed and which of the five ways to wellbeing they were aligned to.

**Plan:** Objective. Questions/predictions. Plan to carry out the cycle (who, what, where, when). Plan for data collection

**Do:** Carry out the plan. Document problems and unexpected observations. Begin analysis of the data

**Study:** Complete the analysis of the data. Compare data to predictions. Summarize what was learned

**Act:** What changes are to be made? Next cycle?

Neighbourhood Area	Connect	Be Active	Take Notice	Keep Learning	Give	Active Volunteers
North East	24	25	13	12	9	16
North West	8	2	7	8	4	20
South East	12	12	12	13	5	18
South West	7	4	6	7	5	10
Darwen & Rural	7	3	7	7	5	10

A variety of projects and activities have taken place during 2011/12, achieving at least one and in a number of cases all of the objectives of the Five Ways to Wellbeing. Examples include:

- Cricket sessions for young adults – delivered in partnership with Blackburn Rovers
- Healthy eating and nutrition courses in partnership with NHS Dietetics
- Bowel cancer awareness workshops delivered in partnership with the Care Trust Plus
- Ivy Street Community Association have formed an Environmental Action Group and will be organising community clean ups in the area & also set up seated exercise and weight management sessions run by qualified volunteers
- Halloween led spooky walks delivered in partnership with Living Streets, Community Officers, Neighbourhood police and Young Peoples Services
- Archery sessions for BME ladies
- 'How to exercise at home' sessions run at Little Harwood Community
- Netball and Rounders event at Bangor Street Community Centre
- Emergency Life support delivered by the British Heart Foundation

### **Health Trainers**

Health Trainers work across the borough providing information, motivation and guidance to individuals and groups supporting them to lead healthier lifestyles.

#### **Key areas of focus for Health Trainers include:**

- Increasing physical activity levels
- Improving diet and health eating
- Reducing alcohol intake
- Smoking cessation

**Performance target:** To increase the number of new health trainer clients.

**Target:** 600

**Actual:** 797, (+197)

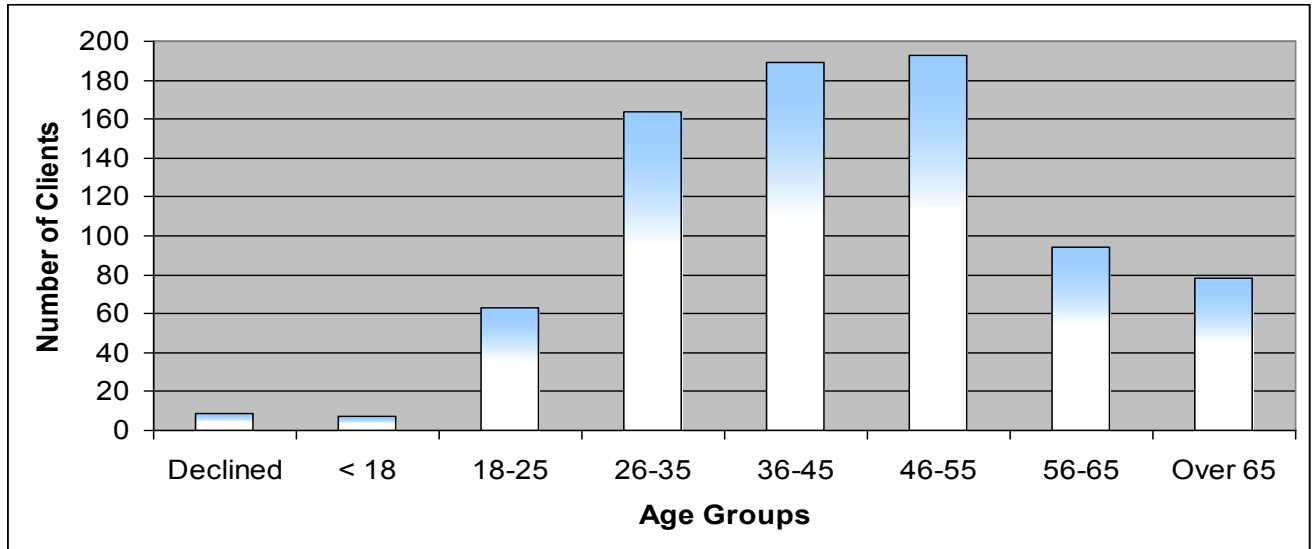
*A client is classified as someone who has completed a Personal Health Plan with a Health Trainer*

### **Demographics**

696 of the 797 new clients were registered in 2011/12 worked toward achieving behavioural goals, of which:

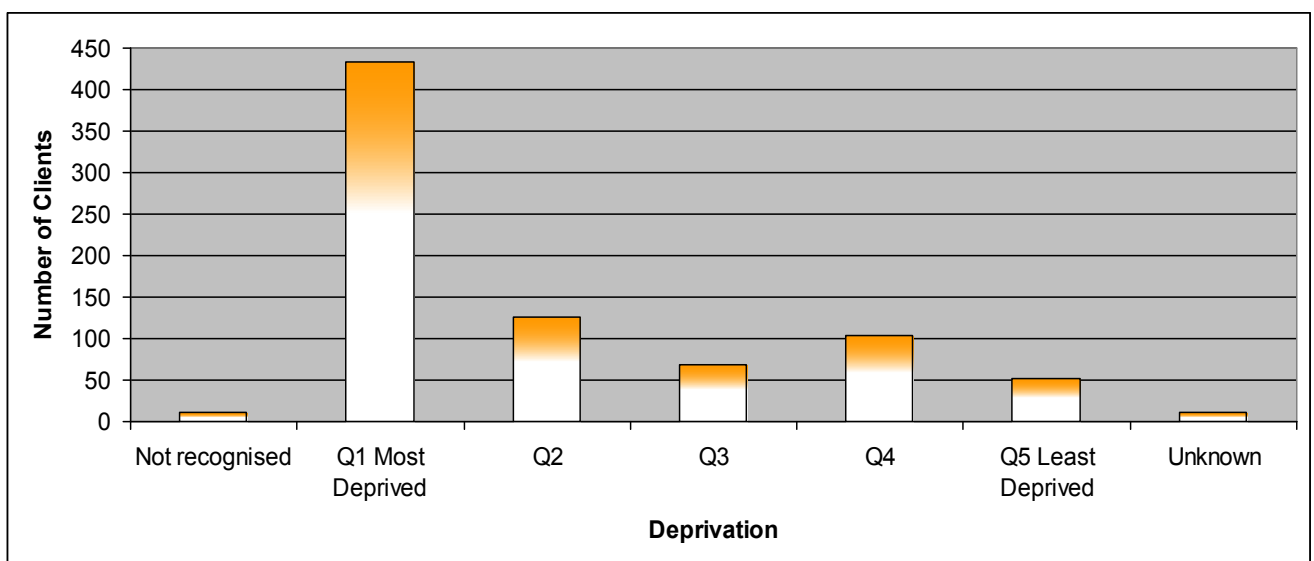
- **26% achieved ALL goals**
- **61% part / fully achieved all goals**
- 3% achieved none

The demographic breakdown of the total client figure (797) consisted of 277 male and 520 female clients. Predominant age group & ethnicity breakdown of clients:



Ethnicity	
White British	573
Asian or Asian British – Indian	84
Asian or Asian British – Pakistani	95
Other	45

**Level of deprivation**



### Community Engagement

In total, 177 community engagement activities took place 2011/12 ranging:

- Promotional and engagement events (40)
- Group activity sessions (65)
- Networking with professionals (47)
- GP contacts (25)

**Healthy Lifestyles Promotion events** or activities were delivered within the following workplaces:

- BwD BC, BwD Care Trust Plus, Great Places, Capita, Balfour Beatty, Blackburn Rovers Community Trust, Job Centre Plus, Lifeline, APEKS, ASDA, Darwen Leisure Centre, Ivy Street Community Centre, Ritherdon, Sainsbury's

The **Workplace Health Champions** have participated in the following Health Promotion Campaigns

- No Smoking Day
- National Stress Awareness Week
- Alcohol Awareness Week
- Men's Health Week
- Salt Awareness Week
- Drink More Water Campaign

### Healthy Living Pharmacies

The Healthy Living Pharmacies initiative started in Blackburn with Darwen in 2011/12, and the Health Trainers play an integral role in training and supporting Healthy Living Pharmacy Champions in the borough. By the end of the year 17 pharmacies had nominated 'champions'. Each pharmacy is supported by a nominated Health Trainer to raise people's awareness of health messages, signpost to local services and provide brief interventions to those who require help and support.

### Case Studies & Impact

**Client 'A'** - contacted the Health Trainers after seeing the service advertised on a calendar. The first time she met with the Health Trainer was the first time she had left her home in a number of years. The Health Trainer provided support by introducing her to a range of activities, including going to the gym, and also taking her shopping and choosing healthy foods. Today she attends the gym twice a week, and also splash aerobics, she has made lots of new friends, goes for walks everyday with her husband and now eats much healthier. She says *"I thank the team from the bottom of my heart, without their help and support I would still be sitting in my house"*.

**Jason Ferguson** - Jason joined the South East HCP group in 2009 and has been working as a volunteer ever since. Jason was a very timid, quiet young man who lacked confidence, he was obese and led an unhealthy lifestyle and did no physical activity before joining the group. Working with HCP/re:refresh inspired him to take up a beeZ card and join Shadsworth Leisure Centre gym. Jason now attends the gym regularly and also coaches football for the Ermine Juniors groups twice a week. Jason has lost four stone since engaging in physical activity and is now a confident, active, healthy young man with plans to go to university to become a doctor.



### Sports Club and Volunteer Development

Throughout 2011-12 there has been an increased focus on third sector sports engagement through clubs and volunteers development. The new Community Sports Forum provides a co-ordinated mechanism to deliver accredited training and education workshops. In 2011-12:-

- 2 more local clubs have gained club mark accreditation, with a further six being registered as working towards Accreditation.
- 42 new coaches have received further training/education.
- 34 new volunteers have been recruited through the Be inVOLved programme (a 2012 Inspire Mark initiative).

## Planning for Success: 2012/13

### Continued Innovation through re:refresh

The re:refresh action plan aims to continue increasing participation levels in the borough and integrating re:refresh into emerging corporate and LSP health agendas by:

1. Driving forward actions to continue **raising the profile and increase awareness** through high profile localised marketing, direct physical and electronic marketing to target groups and promoting the new re:refresh website; working with public health on key health messages and Your Call corporately
2. Continuing to **work with third sector sports clubs**, through the Community Sports Forum, making the re:refresh 2012 Olympics events programme successful at engaging people in physical activity, health and wellbeing with an extensive programme of community activities in 2012/13
3. Continue to strengthen the **Health Trainers integration into Community Orientated Primary Care and Healthy Community Pharmacy initiatives**
4. Establish a clear and **consistent re:refresh presence in GP surgeries** and Health Centres. To be discussed at Project Team and Steering Group Meetings in November 2011. Action to be implemented February-May 2012.
5. **Review free leisure programme** to ensure it continues to meet need
6. **Add value to and integrate with the Heart Town strategy** as part of the partnership with British Heart Foundation to maximise impact
7. Continue effective **engaging and enabling work with communities** via the Healthy Communities Partnership by utilising the five ways to wellbeing framework to ensure the diversity/quality of projects.
8. strategic targeting of low and non beeZ card users to improve usage rates, particularly among any under performing geo-demographic groups.