

# Kent's Workplace Challenge & Business Games 2015

**Kent Sport joined the Workplace Challenge in December 2014. Delivery of the project is led by Kent Sport in partnership with a number of other organisations including Local Authorities, Leisure Trusts, National Governing Bodies of Sport and Kent County Council (KCC).**

**Over the past 12 months, Kent Sport have worked closely with colleagues in the KCC Public Health team to ensure that the Workplace Challenge compliments and helps support businesses with achievement of the Kent Healthy Business Awards (Workplace Wellbeing Charter). This has ensured that the work is embedded with existing business networks and opportunities.**

**Led by a part-time Co-ordinator, the countywide project has gone from strength to strength and developed at pace in just 12 months!**

## **Project Objective:**

To engage businesses and employees in the Workplace Challenge, through an online and offline offer, in order to increase participation in sport and physical activity.

## **Impact to date:**

- Over 1500 people actively engaged with the programme.
- Over 230 workplaces signed up to and supporting the Challenge.
- 29% of participants registered as inactive at the point of engagement.
- 50,066 activities logged, earning over 18.2 million activity points.
- 25 Workplace Champions trained.
- Supported and promoted National Challenges including the 8 week Challenge and September 'Shake Up'.
- Delivered a local Walking Challenge to support National Walking month.
- Arranged a Midday Mile event to support Workplace Health week.
- Delivered a Badminton 4 Macmillan workplace event.
- Supported the Kent Healthy Business Awards Team with 9 events including Business Breakfasts and Workplace Health Days.
- Supported workplaces with delivery of individual challenges including the Medway Summer Sports Challenge, Givaudan UK Ltd Team Points Challenge and ArcelorMittal Kent Wire Ltd 8 Week Pedometer Challenge.
- Actively promoted a wide range of local events and opportunities across the County for users to engage in.
- Regularly communicated with users and showcased examples of good practice through newsletters and news blogs.
- Delivered a Business Games event open to all workplaces signed up to the Challenge.

## Quotes from two of the many participants who have benefitted from taking part in the Workplace Challenge:

“I don’t ‘do’ competition but recording activity on the Workplace Challenge each day and the camaraderie in the office among participants has really encouraged me to keep going. And then the rush you get after activity is quite addictive. I NEVER thought I would hear myself say, ‘I really enjoyed that run. Can’t wait for the next.’ The fun of seeing your activity come up on the website also encourages you to log on every day. It has certainly ensured that I am getting some exercise every day, rather than having couch potato days.” (Nicky B)

“I wanted to thank Kent Sport for promoting and supporting the Workplace Challenge. I have now lost nearly two stone. Your work has made a hugely positive difference to my health and wellbeing so thank you.” (Diane T)

### Workplace Case Study:

In an attempt to get office workers out of their seats and moving ArcelorMittal Kent Wire Ltd decided to run an 8 week pedometer challenge. The objective was for all the teams collectively to reach a virtual destination – San Francisco – which meant each participant had a target of 10,000 steps per day. At the end of the challenge they totalled 7,665,702 steps and reached a virtual destination of Philadelphia! Everyone enjoyed taking part and it became a real talking point in the office.



### Kent & Medway Business Games 2015

To support the Workplace Challenge programme the first ever Kent & Medway Business Games was delivered. The event provided an opportunity to encourage team working, boost staff morale, promote different types of sports/activities and network with other workplace teams in Kent.

14 workplace teams involving over 90 participants took part and battled it out in adapted versions of sports including: Kwik Cricket, Touch Rugby, Sitting Volleyball, Tag Archery, Bubble Football, Badminton and an Individual Challenge zone. The sports and activities were carefully selected to ensure that the Games was inclusive and appealed to people who are less active as well as those who already take part in sport. National Grid have already committed to sponsoring the 2016 Kent & Medway Business Games.



[www.workplacechallenge.org.uk/kent/](http://www.workplacechallenge.org.uk/kent/)

[www.kentsport.org/health\\_business\\_games.asp](http://www.kentsport.org/health_business_games.asp)