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| Project Title | Get Healthy, Get Into Sport | |
| CSP | Leicester-Shire & Rutland Sport | |
| Contact Details | Jo Spokes | 01509 564870 |
| | j.spokes@LRSport.org | www.lrsport.org/ghais |

Background

Leicester-Shire & Rutland Sport (working with and on behalf of partners) were successful in obtaining a grant from Sport England's Get Health Get Active Fund to support the delivery of a project across two areas; New Parks (Leicester City) and Greenhill & Agar Nook (North West Leicestershire). The project was initiated by two Public Health departments (Leicester City and Leicestershire) wanting to collaborate with LRS to develop a joint physical activity project where collectively there was engagement with National Governing Bodies and other Sporting Organisations to deliver on local health priorities. The funding is currently being used to work within the identified target areas to provide tailored mentoring and group support to help people within the communities make sustained improvements to their physical activity levels.

Overall objectives of the programme are:

- **Provide a tailored intervention to 500 inactive individuals:** Mentors have worked with those individuals identified as inactive (Ox30) and supported them to access sport & physical activity opportunities at the local leisure centre and also in community settings and at mass participation events.
- **Wider engagement of a further 500 individuals:** We have engaged with wider community members and friends & family of participants to provide them with opportunities to access sport & physical activity sessions. This has been done through family & friend reduced prices, mass participation events and increasing sports sessions in the wards.
- **24 people supported to become community champions:** We have worked with participants and local community members to support them to access sport & physical activity training qualifications and be community champions for the programme.
- **An improved sports specific offer in targeted communities:** Working with National Governing Bodies and local clubs / groups we have funded additional sports sessions within the two wards to increase opportunities for participation for both participants who are receiving the mentor support but also the wider community.

Impact

Project delivery commenced in September 2013 and will conclude on 31st March 2015.

Figures relating to those participants who have received the mentor support are received on a weekly basis. The figures up to the end of December 2015 are:

| Indicator | New Parks & Greenhill |
|-----------------------------|-----------------------|
| All participants | 463 |
| Completed participants | 439 |
| Active participants | 24 |
| Waiting list – not assigned | 14 |

In addition to above, wider figures are collated from partners in line with the reporting requirements for Sport England. The last report was submitted in September 2015 with the following figures included:

- Delivery of over 300 sport sessions in the two wards (Running, Atherlefit, Cycling, Swim Fit, Cardio Tone, Walking, Triathlon, and Boxercise).
- Over 3500 visits have been made by GHGIS participants to leisure centre sessions
- 220 wider community members have attended sessions delivered through the GHGIS programme and over a further 400 community members have been engaged with at local community events.
- 27 Community Champions have accessed training (First Aid, Safeguarding, Motivational Interviewing, CSLA, Basketball and Athlefit) and over 95 volunteer hours in the community have been recorded.
- Over 50 attendances by those associated with the programme have been recorded at mass participation events.

Testimonials

- "A group of 10 people who regularly attend the running group and/or athlefit will now meet up during the week to do an extra walk or run. This, in our opinion, is what the scheme is all about. These people previously did not exercise and now have been converted! They have completely changed their lifestyle and gained the confidence and enthusiasm to participate in exercise even when I am not there to organise them. This proves that they will continue even when the scheme finishes. They have developed in to a very sociable, caring group who support each other."
- "5 people who attend the beginners running group now participate in park runs. That means they have gone from zero to over 5km and gained the confidence to take part alongside 'proper' runners."
- "D who has not ridden a bike in 15 years is now joining Breeze rides"
- "I saw changes in my own attitude, increased in energy and confidence and also felt my memory improving. I don't know why it has taken me so long to get here" – *female participant, Greenhill*
- "It has given me structure and has motivated me more, I got a lot more than I was expecting." My mentor and I have noticed changes in my fitness, confidence and I'm much more friendly and chatty" – *male participant, Greenhill*.
- "I've really enjoyed it, I feel like a better person. I am planning my weekly routine for physical activity with my children and grandchildren too" – *female participant, New Parks*

Key Learning

Although the project has not concluded, a number of observations have been made throughout the scheme to date:

- A community development approach to recruitment has been key. Traditional promotional materials e.g. letter drops, posters, leaflets have had limited success, however attendance at community events, community forums (e.g. residents meeting) and accessing existing community groups have supported recruitment drives as well as word of mouth communication from existing participants and key community members.
- It takes time for projects to be recognised within the communities, it is only now after over two years that the project is becoming embedded into the community due to the level of outreach work the project has undertaken.
- Although the two wards are classed as being similar on paper, the reality is that they work in very different ways and you therefore have to tailor your approach and it is not a case of what works in one area works in the other.
- The sports chosen were based on those indicated via market segmentation that the community would like to undertake. In reality this was not necessarily the case and therefore if the project was repeated local consultation would take place prior to it commencing.
- Participants indicated that they like the social element of the programme. They liked how participants were brought together for events such as celebration evenings and mass participation events as it made them feel part of a bigger programme and not just accessing sessions in isolation.
- Participants have enjoyed the opportunity to access mass participation events with their family and friends. This has been a driver for participants to attend these events alongside utilising them as goals to aim for.
- Initially, the programme planned for all the Community Champions, to be those who had progressed from inactive to active via the scheme. However it was soon recognised that the majority of participants were not far enough along their activity journey to be trained in a sporting qualification. Instead, Champions were sought from already active members of the community within the two wards.
- It has proven difficult to develop a satisfactory exit strategy due to the intense resources required to deliver the programme and the time required to embed the programme into the community.

Video Case-study

The video accompanying this submission is Phil sharing his Get Healthy, Get Into Sport journey. Please note this version of the video is in draft form, with the final version being expected by the end of January 2016: <https://vimeo.com/148330588> Password: phil

For an additional written version of Phil's story, please see below:

Phil - started GHGIS 18 months ago

Before GHGIS Phil was engaging in no physical activity apart from when he occasionally ran the line for his son's football team. He felt lethargic and wanted his son to see him doing something. He was excited to get one-on-one sessions for free but found it daunting as he didn't know how he wanted to be physically active and for this reason he needed the guidance of his Mentor. When his Mentor sessions ended, Phil found it tough as there were a lot of things to remember in the gym and it was difficult being alone.

When his six month membership finished, Phil found the running and Athlefit classes which were still free. For the first few months he really struggled and often thought he couldn't continue being physically active but he persisted. In the beginning Phil was running for 1 minute and then walking, now he can run for the full one hour session. He was encouraged by his session leader and a friend from the run group to do a parkrun which he does whenever other commitments allow.

Since beginning GHGIS, Phil applied for his first job in several years which he says he would never have done prior to GHGIS and he will now apply for other jobs. He has started volunteering in the community saying "I was thinking if something does come up, what position do I need to be in, I've got to show something. I wasn't sure if that'd be in the plan or not but I thought at least you open the possibility up". He relishes trying to beat his run times and has already shaved 4 minutes off his parkrun. When running the Santa Run, Phil was initially intimidated by the watching crowd but soon got a 'buzz' from overtaking others.

Phil finds it really hard interacting with people and describes himself as a 'hermit'. GHGIS has provided Phil with positive social interaction. He ensures new people attending classes feel comfortable and welcomed within the group. A number of individuals have even joined GHGIS and improved their own lives as a result of encouragement from Phil. Phil signed up for the Champion programme because he thought it would be interesting and wanted to try something new. He found having to plan and lead sessions stressful and sometimes overwhelming at first but is now level 2 qualified and has led during Athlefit classes and run group sessions. He now feels he could continue the running group with the support of others who attend.

Phil struggles with anxiety, low energy and negative thoughts but says that positive things are beginning to override which he states is a "better way of living". He says "You've got to start somewhere and I've started. You want to feel alive; you don't want to feel dead."



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