



active Workplace

Project: Tyne & Wear Sport Active Workplace programme

Funding - Tyne & Wear Sport Core finance, Sportivate Innovation funding and generated income

Project Aims

- Increase adult sports participation rates by targeting people aged 16+ in their place of work
- Provide attractive, affordable and accessible opportunities for working age adults to access sport and physical activity
- Deliver sports challenge events and activities as workplace wellbeing opportunities for business
- Increase income generation for Tyne & Wear Sport

Background to the Project

Tyne & Wear Sport began to develop their Active Workplace programme in November 2013, following the appointment of a dedicated Workplace Activity Manager (WAM). The WAM began the planning process by contacting NGBs to find out which sports would like to be included in and promoted by the Active Workplace programme. On launching in February 2014 Tyne & Wear Sport had 14 NGBs on board and by November 2015 the programme's popularity and effectiveness has seen it grow to engage with 32 NGBs (offering a total of 35 different sport and physical activity options to encourage workplace employees to get active).

Partnership working

In 2014, in order to support the launch of Active Workplace, Tyne & Wear Sport began developing a strong partnership with the providers of the North East Better Health at Work award, which has seen the organisations managing the award become advocates for the Active Workplace programme. Due to this, our products and programmes have been heavily supported and promoted via this network and have helped the Active Workplace programme to develop working relationships with over 60 businesses to date.

Tyne & Wear Sport Active Workplace engages with over 30 NGBs and these relationships have helped the programme to be able to provide a high quality service. NGBs have played a pivotal role in recommending quality coaches and exit routes to support the delivery of activities and events.

Needs-led approach

Tyne & Wear Sport provide personalised services to local businesses to ensure that the individual needs of each workplace are catered for. An Active Workplace Employee Interest survey is distributed to gain insight into the sports and physical activity options that employees may like to try, as well as information regarding when they would like to participate and whether they may be interested in training as a volunteer leader in any of their chosen sports. Using the data gathered, a suggested Active Workplace programme plan is developed for the business, which outlines the activities that we believe should be provided for staff. On agreeing the plan 6-8 week blocks of Beginners/Taster courses are delivered for staff. Bookings for the courses are taken via our NE Course Finder (online booking) system and income is generated to cover the

costs of the courses (during the launch phase, Sportivate Innovation funding was secured to offer the activities at a more heavily subsidised rate. The low rates attracted a lot of interest from businesses and their employees and the funding helped us to develop a reputation for value and delivery excellence amongst clients and their peers. Thanks to the funding provided, the programme has now reached a point where it is sustainable and direct costs are covered through programme delivery).

Active Workplace also boasts a successful events calendar which now sees between 8 and 10 events running per year. Tyne & Wear Sport have developed the Active Workplace Games which sees 12 workplace teams come together for an evening of exciting sporting challenges. The events work on a cost recovery basis and consistently gain excellent feedback from workplaces and their employees. The events are now recognised as high quality events providing exceptional value for money. In addition to the Active Workplace Games, the Active Workplace Events calendar now sees Tyne & Wear Sport working with a variety of NGBs to provide sports specific events such as a Back to Netball Tournament, Team Marathon, Indoor Cricket Tournament and a Get into Golf Tournament, to name a few.

Active Workplace has recently begun to offer bespoke (profit making) events to large firms, securing its first bespoke event with HMRC and currently negotiating potential deals with Virgin Money and Gentoo.

Evaluation

The Active Workplace programme has grown significantly since its launch and has developed a reputation for quality amongst local employers. Due to its popularity the WAM went from part-time to full-time within a number of months and in January 2016 Tyne & Wear Sport had to appoint a Project Officer to work on the programme in order to increase capacity and cater for more workplaces and therefore encourage more adults to get active.

Feedback from workplaces and their participants include...

99% of our participants would like to take part in more Active Workplace courses

- Survey statistics

"If you are looking to engage your workforce in physical activities to improve health and fitness, or improve relationships amongst staff, then I can't recommend Tyne & Wear Sport Active Workplace enough."

- Michelle Haste, Employee Wellbeing Manager, Gentoo

"This was my second course through Active Workplace; I have found on both occasions the level of knowledge, skill and support from the coaches to be excellent."

- Course participant

Programme Growth

Income Generated

Projection

Feb-14	Apr-14	Jul-14	Sep-14	Jan-15	Apr-15	Sep-15	Jan-16	Apr-16
£0	£0	£2,545	£3,890	£7,223	£9,549	£51,549	£53,549	£59,261

Courses delivered

Feb-14	Apr-14	Jul-14	Sep-14	Jan-15	Apr-15	Sep-15	Jan-16	Apr-16
0	5	9	13	29	42	118	161	190

Participants engaged

Feb-14	Apr-14	Jul-14	Sep-14	Jan-15	Apr-15	Sep-15	Jan-16	Apr-16
0	10	243	326	439	757	1018	1390	1848