

**REPORT TO:** CABINET MEMBER - CORPORATE SERVICES  
CABINET MEMBER - LEISURE & TOURISM  
OVERVIEW & SCRUTINY – (Health and Social Care)  
OVERVIEW & SCRUTINY – (Regeneration and  
Environmental Services)

**DATE:** Corporate Services – February 3<sup>rd</sup> 2010  
Leisure & Tourism – January 27<sup>th</sup> 2010  
Overview & Scrutiny (H&SC) – March 2<sup>nd</sup> 2010  
Overview & Scrutiny (R&ES) - March 9th 2010

**SUBJECT:** ACTIVE WORKFORCE - PROGRAMME DEVELOPMENTS

**WARDS AFFECTED:** All

**REPORT OF:** Graham Bayliss – Leisure & Tourism Director

**CONTACT OFFICER:** Alistair Robertson, Head of Service Sport and Recreation  
(Development)

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To provide Members with an update report highlighting the success and continued development of the Active Workforce programme.

**REASON WHY DECISION REQUIRED:**

N/A

**RECOMMENDATION(S):**

It is recommended that Members note the significant progress and development of the Active Workforce programme.

**KEY DECISION:** N/A

**FORWARD PLAN:** N/A

**IMPLEMENTATION DATE:** N/A

**ALTERNATIVE OPTIONS: N/A**

**IMPLICATIONS:**

**Budget/Policy Framework:** Active Workforce contributes to the following Sefton LAA targets;  
NI 8 – Adult participation in sport and active recreation  
NI 119 – Self reported measure of people’s overall health and wellbeing

**Financial:**

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2006/ 2007 £</b>	<b>2007/ 2008 £</b>	<b>2008/ 2009 £</b>	<b>2009/ 2010 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y				
How will the service be funded post expiry?				

**Legal:** N/A

**Risk Assessment:** N/A

**Asset Management:** N/A

**CONSULTATION UNDERTAKEN/VIEWS**

N/A

## CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	√		
2	Creating Safe Communities		√	
3	Jobs and Prosperity	√		
4	Improving Health and Well-Being	√		
5	Environmental Sustainability		√	
6	Creating Inclusive Communities	√		
7	Improving the Quality of Council Services and Strengthening local Democracy	√		
8	Children and Young People		√	

<b>LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT</b> None
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### BACKGROUND

It has been proven that regular physical activity can significantly reduce sickness absence levels, increase productivity and create a workplace feel good factor. Therefore, the purpose of the Active Workforce programme is to improve the health and wellbeing of employees via a range of innovative physical activity and sport interventions.

The Sefton programme was initially delivered as a pilot project following a successful bid to Sport England's "£1million Healthy Workforce Challenge" (2007). The pilot proved highly successful and led to the Sefton Public Health Partnership (Council and Sefton NHS Primary Care Trust) commissioning the Leisure Services department (through the Sport & Recreation service) to deliver the programme on a long-term basis. The focus for the programme is all major employers within the borough.

It was agreed following the establishment of the programme, that Members would receive update reports on its progress, and therefore the following report highlights some of the key developments in the programme during the last 18 months.

### **1. INTRODUCTION**

1.1. This report covers the period April 2008 – December 2009 and summarises what the Active Workforce programme team has achieved during this time. The founding partners of the Sefton programme in 2007 were; the Council, Sefton NHS PCT, Sefton CVS, One Vision Housing and Sefton New Directions.

1.2. During the last 12 months the following organisations have joined the programme; Aintree University Hospitals NHS Foundation Trust, Shop Direct (Littlewoods Financial

Services Ltd), Arvato and Capita Symonds. In addition, from April 2010, Autism Initiatives will become the tenth major partner to join Active Workforce.

## **2. SUMMARY OF ACHIEVEMENTS**

Since April 2006 Active Workforce has:

- Attracted ten new major employers to invest resources in to the initiative.
- Achieved a reduction in sickness absence - participating employees self reporting a 26% reduction in sickness absence.
- Regularly engaged with 20% of employees in physical activity and health related initiatives.
- Been recognised for its contribution to workplace health and wellbeing with awards from the Municipal Journal and North West Public Health.
- Used as a best practice case study by the Local Government Association.

## **3. PROGRAMME DELIVERY**

- 3.1 In total, across the nine partner organisations, over 20% of the employees are taking advantage of the Active Workforce programme.
- 3.2 To date there are almost 4,000 employees signed up to the programme, with 1,500 of these paying for a subsidised Active Sefton fitness suite membership. This generating over £25,000 a month in additional income across all the leisure centres.
- 3.3 The project team has provided 50 Ballroom Dancing sessions, 28 tai chi sessions, 40 yoga session per year and almost 1,500 employees have volunteered to participate in 3 workplace pedometer challenges.
- 3.4 The programme has also provided employees with access to fifteen days of health assessments, ten healthy lifestyle seminars and a total of twenty six weight management courses.
- 3.5 Every member has received a monthly health newsletter and information update.
- 3.6 All employees are offered the opportunity to take advantage of professional advanced dietetic support and structured smoking cessation groups.

## **4. PROJECT SPONSORSHIP**

- 4.1 In November 2009, officers secured a sponsorship agreement with its first truly commercial partner; Shop Direct. Founded in 1923, Shop Direct Group is the U.K.'s leading online retailer, and its largest home shopping company, based in Aintree.
- 4.2 As a result of this sponsorship deal, Active Workforce was able to apply, and was recently awarded £14,000 of Sports Match funding from the DCMS's Sports Sponsorship Incentive Programme; 'Sports Match' (administered by Sport England).
- 4.3 This funding will allow the team to expand the programme to include additional health assessment opportunities and more sport specific activities, including the introduction of a range of new sports leagues for employees.

## **5. INDUSTRY BEST PRACTICE AWARDS**

- 5.1 In 2008, Active Workforce received a national Municipal Journal Award in recognition of the contribution made to improving the health of the workforce.
- 5.2 This was followed up, also in 2008 with a North West Public Health Award in the category 'Contribution to Public Health' and in April 2009 the programme was short-listed for an Association of Public Service Excellence Award (APSE).

5.3 In January 2010 Active Workforce has been selected by the Local Government Association to act as a case study of best practice in the field of Health Improvement.

## **6. CONTRIBUTION TO SEFTON LOCAL AREA AGREEMENT NATIONAL INDICATORS**

6.1 NI8, Adult participation in Sport and Active Recreation – 20% of employees are regularly engaged. This is a total of over 3,800 people.

6.2 NI19, Self reported measurement of people's overall health and wellbeing –From the annual Active Workforce survey employees reported the following improvements in:

- Concentration – 81%
- Sleep Patterns – 60%
- Work Capacity – 76%
- Stress Levels – 61%
- Weight Loss – 65%
- Energy Levels – 92%
- Mood/Morale – 88%.

## **7. FUTURE DEVELOPMENTS**

7.1 In partnership with NHS Sefton, In January 2010, Active Workforce has applied for £47,000 funding from the Department of Work and Pensions (DWP), Health Work and Wellbeing Challenge Fund. If successful, this additional funding will facilitate a significant increase in opportunities for the workforce to participate in sport and Recreation.

7.3 'Back to' courses and leagues will be developed in the following sports; Badminton, Football, Netball and Softball, together with a regular organised running/jogging group specifically for beginners. This will engage the employees interested in team sports and provide a "Back To" course to improve skills in a chosen sport and then apply them in a friendly league.

7.4 All new participants will be encouraged to sustain their participation by becoming permanent members of Active Workforce. This will enable the leagues and regular organised sessions to be maintained and also provide these new participants with additional activity opportunities. Alternative pathways to continue participation will also be available, specifically through links to local clubs (e.g. athletics club based at Litherland Sports Park), and through links to mainstream Active Sefton programmes.

7.5 The team will also focus on the engagement of new partner employers to maximize income generation and the impact of the programme across the borough.

## **8. RECOMMENDATION(S):**

It is recommended that Members note the significant progress and development of the Active Workforce programme.