

Demonstrating the Impact of Leisure

**Using In-Sourcing as an
opportunity to integrate leisure
services**



- Transfer of leisure services (Inspiring Healthy Lifestyles) back to Wigan Council in April 2021
- Whilst initial focus is on recovery and stabilisation the transfer has also created opportunity
- Specifically this is around positioning leisure and wellbeing as a key player in solving local issues and challenges



Sports & Leisure Facilities – Key Sites



The Leisure Portfolio



- Eight leisure centres (mix of dry, wet and mixed facilities)
- Two golf courses and two major greenspace sites
- Outdoor Education centre
- Health and wellbeing programmes including Activity Referral, Club Development and Children's programmes
- Adventure playground



Opportunities for Integration



- Integrating health and leisure assets – eg leisure centres as Wellness Centres hosting GP surgeries, Primary Care Network locations hosting leisure and wellbeing delivery staff
- Working as a key partner in the co-production and design of assets eg Youth Hub, greenspace developments
- Involvement in the Borough's SHAPE Board – strategic overview of leisure and physical activity



Opportunities for Integration



- Closer working pre-dates the in-house move
- Redeployment of staff during pandemic response – particularly Adult Social Care / Reablement pathway
- Staff trained in Trusted Assessor / L2 Medication
- Outcomes – physical activity embedded as part of pathway
- Outcomes - staff equipped to design home exercise programmes best-suited to participant needs



Opportunities for Integration



- Piloting of 'Waiting Well' programme supporting Early Intervention by providing suitable physical activity sessions for individuals on their waiting lists including pulmonary rehab and pain management
- Working with Primary Care to make the triage process more person-centred
- Co-development and design of online support for people with long-term conditions – Self Care Hub and While You Wait Website



Opportunities for Integration



The screenshot shows the top navigation bar with the following elements:

- Logos for NHS Wigan Borough Clinical Commissioning Group and Wigan Council.
- A red button labeled "ACCESSIBILITY TOOLS" with a speech bubble icon.
- The Healthier Wigan logo.
- Navigation menu: Home, About Us, Services, My Support, Get Involved, Contact Us.
- A search bar with the text "Search..." and a magnifying glass icon.

The breadcrumb trail reads: Home → Services → While You Wait

The main content area features a blue background with a city skyline silhouette. On the left, a cartoon boy is fishing. On the right, a cartoon woman with white hair and glasses is holding a white bag, standing next to a cartoon boy. A green ribbon banner at the bottom center contains the text "WHILE YOU WAIT".

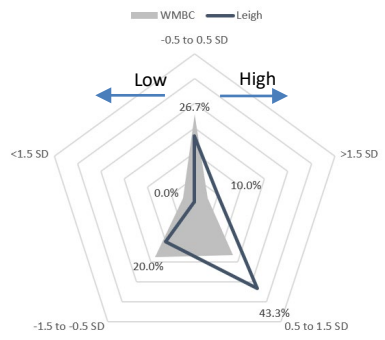
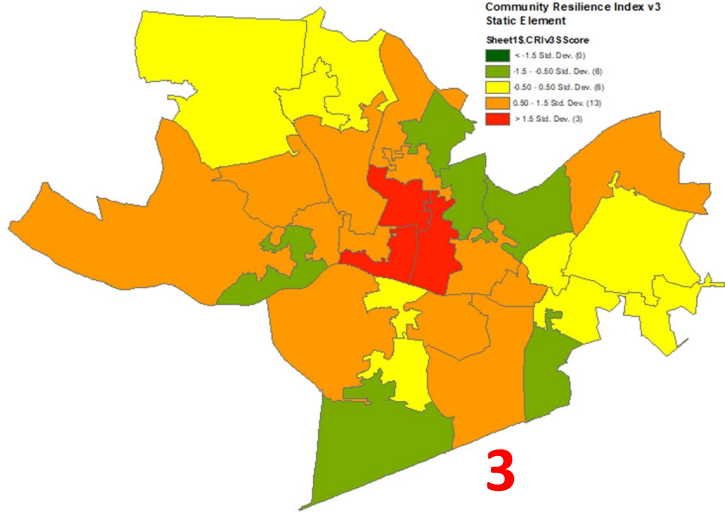
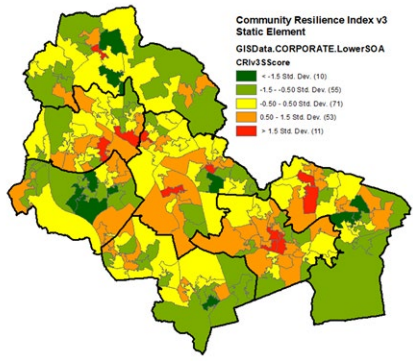


Council Intelligence Unit brings together a wide range of data sources :-

- Health
- Crime and ASB
- Housing Needs
- Social Care
- Drug and Alcohol Usage
- Community Assets



Identifying the High-risk Communities



3

LSOAs in the highest tranche

Over **50%** of LSOAs in top two tranches



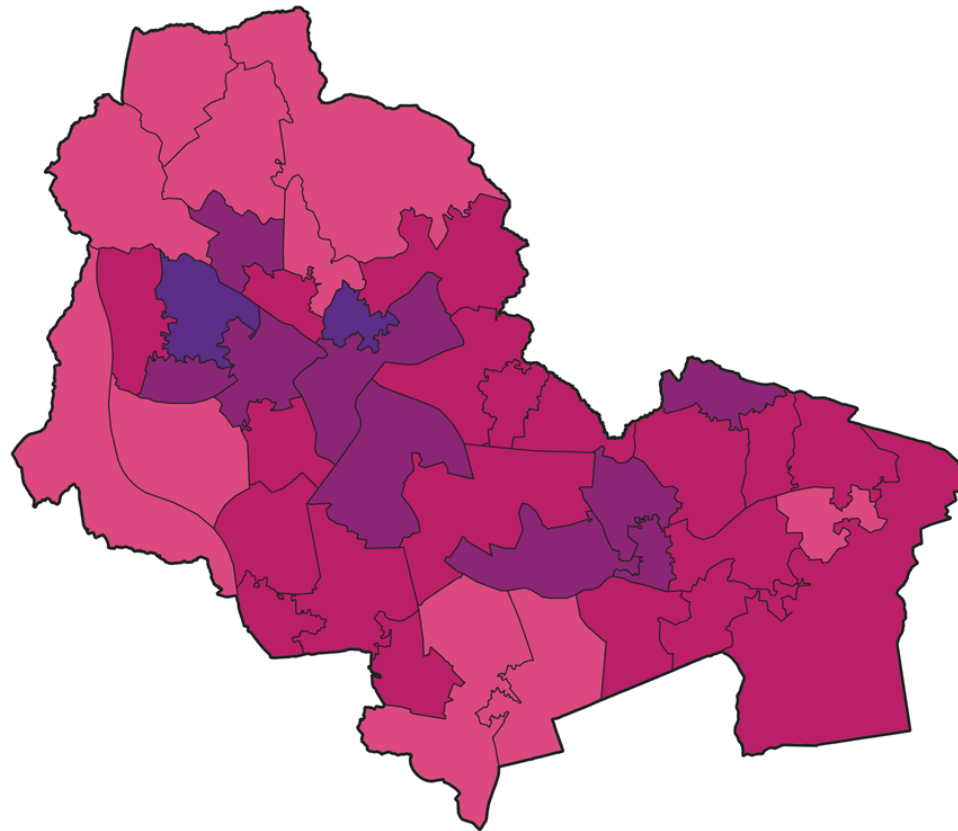
Above Borough average



Identifying the High-risk Communities



Inactivity by MSOA in Wigan

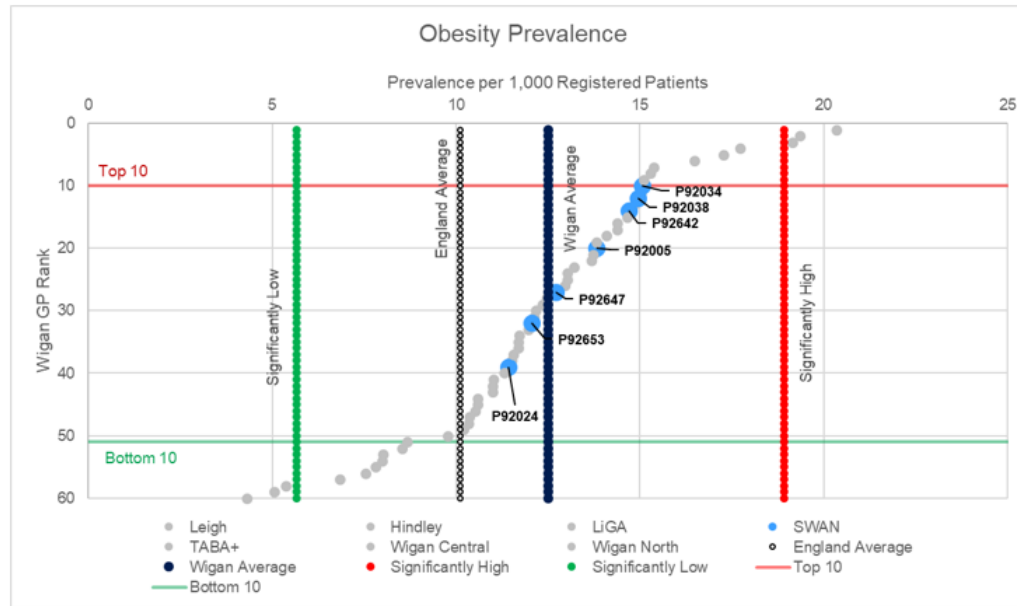


Inactivity Levels

- 10-15%
- 15-20%
- 20-25%
- 25-30%
- 30-35%
- 35-40%

Source: Sport England, Active Lives Survey, November 2018/19

Disease Prevalence Lifestyle Group: Obesity



Using the Data to Reshape Services



- Does our membership reflect the demographics?
- Targeting the GP surgeries with the highest prevalence of long-term conditions
- Targeting the ASB hotspots and working with Police and Fire Services to anticipate need
- Working with Adult Social Care and Housing providers to anticipate needs of older residents



Using the Data to Understand Impact



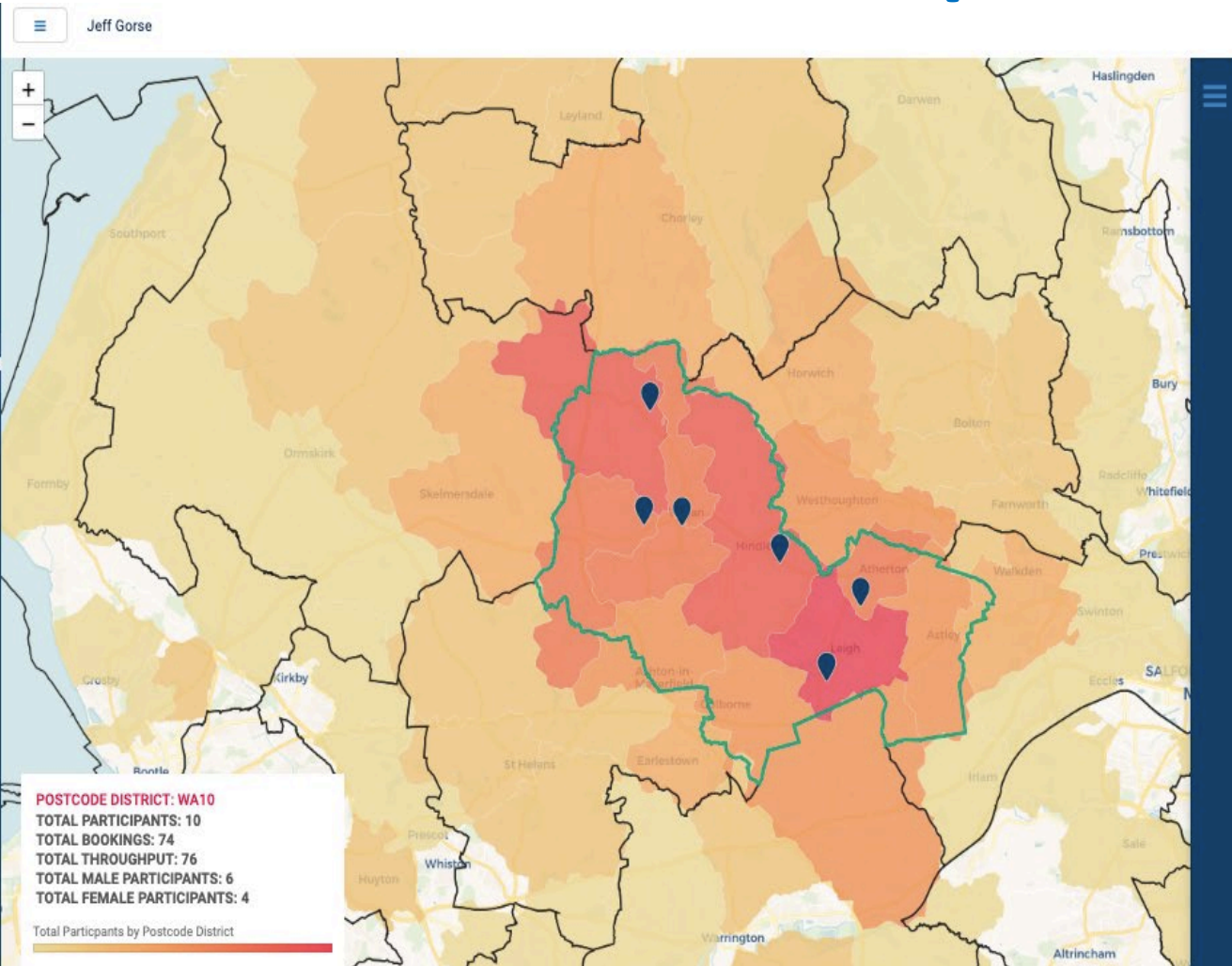
- Working with Public Health and PCN to track referred participants through leisure and wellbeing interventions – long-term clinical outcomes as well as activity participation
- Working with Community Cohesion partnerships to demonstrate the impact of interventions on ASB
- Understanding how our services have supported the most at-risk communities in the Borough



Using the Data to Understand Impact

Moving Communities

- + DATA ENTRY
- DASHBOARDS
- MAP
- ACCOUNT DETAILS



LAYER SELECTOR
Add or remove layers from the map by selecting from the list below.

SITES AND PARTICIPATION

- Leisure centres
- Leisure centre participation

Select a participation layer below:

- Postcode district level
- Ward level
- LSOA level

BOUNDARIES

- Local authority boundaries
- Ward boundaries
- Active Partnership boundaries
- Deprivation areas

AREA DEMOGRAPHICS AND CONTEXT

Select a context layer from the list below

Population density

LEISURE CENTRE FILTER*

Select leisure centres from the dropdown below to view participation data for the selected site/s:

*Participation data is only available for leisure centres integrated into the DataHub

Select sites

FILTER



Using the Data to Understand Impact

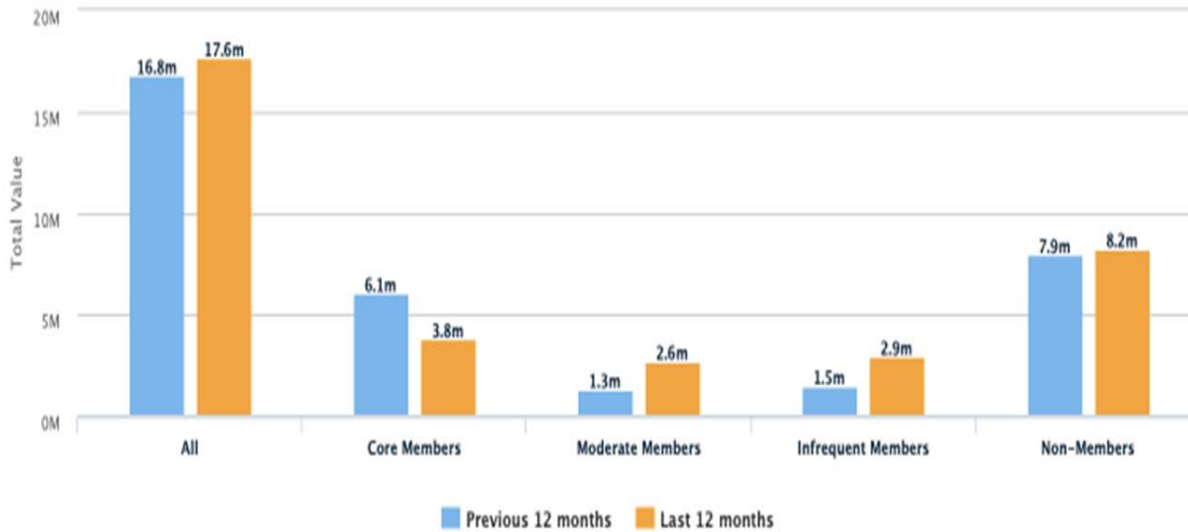


Social Value Dashboard

Dynamic View

Calendar Year View

Total Social Value (Rolling 12 Months)



Social Value KPIs

Social Value (Jul-2018 Jun-2019)	£17,623,622
Social Value (Jul-2017 Jun-2018)	£16,803,774
Year-over-Year Comparison	£819,848 ↑ 4.88 %
Social Value (Apr-19 Jun-19)	£4,575,902
Social Value (Apr-18 Jun-18)	£4,542,358
Quarter-over-Quarter Comparison	£33,544 ↑ 0.74 %
Social Value (Jun-2019)	£1,560,923
Social Value (Jun-2018)	£1,523,353
Month-over-Month Comparison	£37,570 ↑ 2.47 %

Avg value per participant (12 months)

£403 | 43,742

Avg value per participant (last quarter)

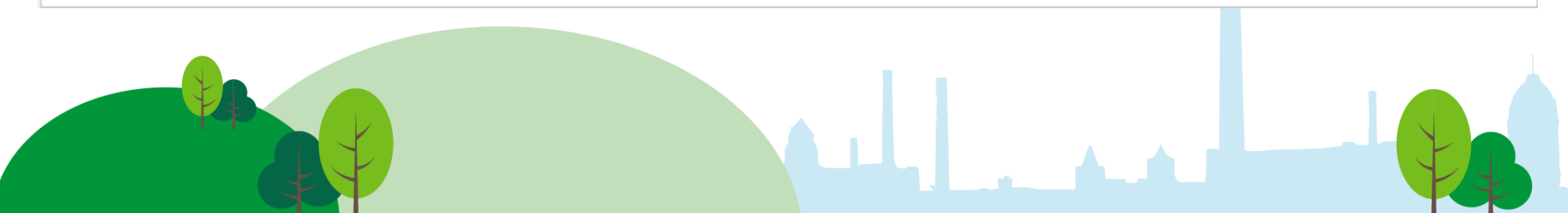
£201 | 22,751

Avg value per participant (last month)

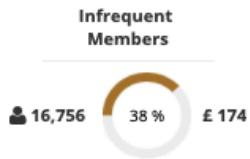
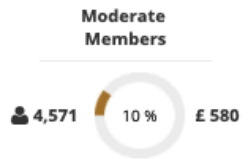
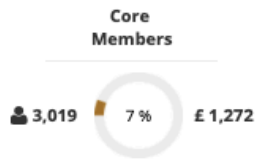
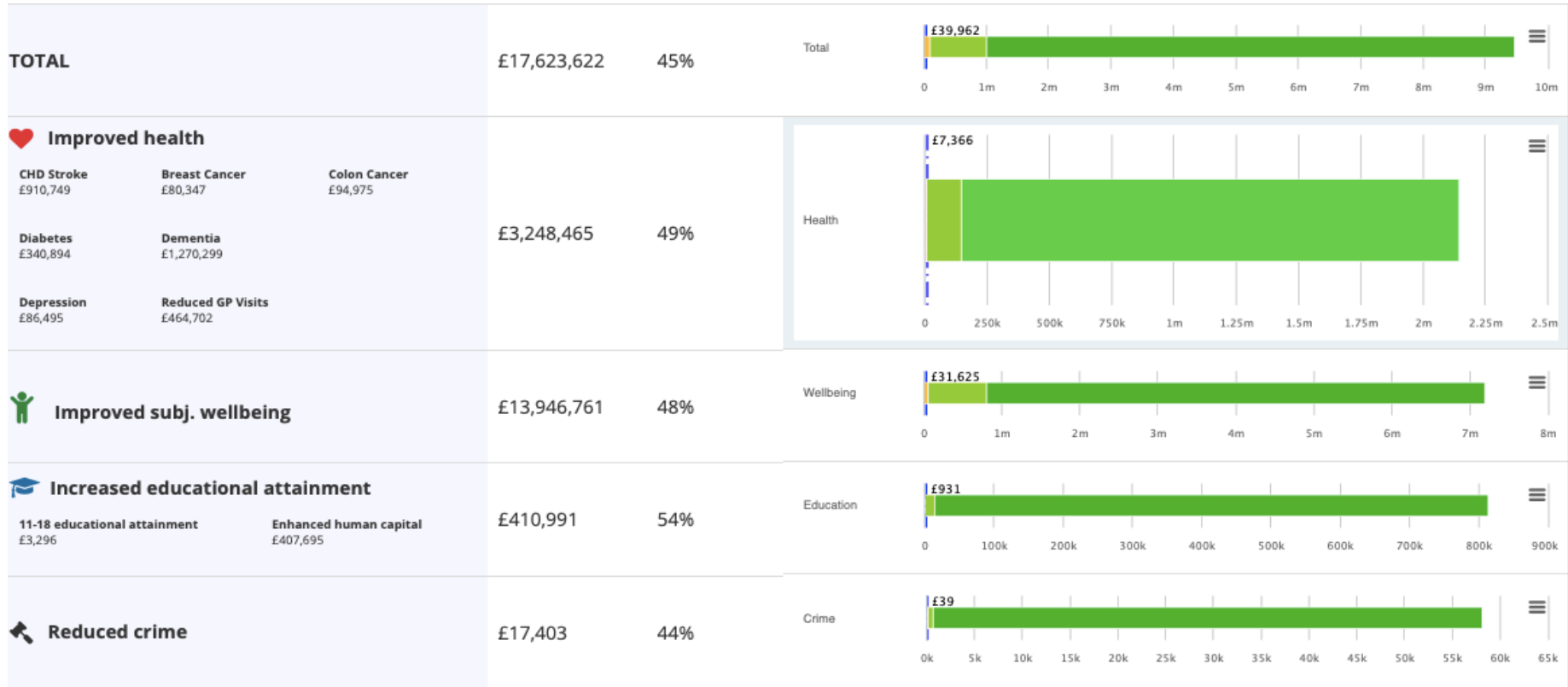
£107 | 14,557

SV Index Score

45%



Using the Data to Understand Impact



Challenges and Next Steps



- Drawing and matching data from multiple sources brings challenges of consistency and quality of data capture
- Rethinking what we need to know about our service users and how we impact on their lives requires resource and new ways of engaging with our customers



Contact Details



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