

A Holistic Approach to Health & Wellbeing

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Making Connections to Health and Wellbeing



Recognising that services are supporting;

Reducing social isolation

Supporting vulnerable residents and young people

Working together across Council teams

The Context in Rugby



Leadership Change

New Corporate Strategy

Delivering front line services

Medium Term Financial Planning

**“Healthier,
Greener and
Fairer”**

Leisure and Wellbeing



Leisure and Wellbeing Portfolio encompassing:

Rugby Art Gallery and Museum

The Benn Hall

Sport and Recreation

Parks and Open Spaces

The Queen's Diamond Jubilee Leisure Centre

Partnership working including with; The
Warwickshire Wildlife Trust, The Woodland Trust,
Warwickshire Community and Voluntary Action.

Alignment to Corporate Strategy and Action Plan

The Importance of Social Value

The Financial Climate

External funding opportunities

Maximising income opportunities

Working together across departments

The importance of external partners

V

The Outcomes of Services

Improved health and wellbeing of residents

Reducing health inequalities

Promoting healthy behaviours

Improve physical and mental health

Social Value Generation

LGA Social Value Calculator - Sport and Recreation Example

Measures	Unit	Value	Unit Amount	Total
Local school & college visits (e.g delivering career talks, curriculum / literacy support etc (numbers, hours and include prep time).	Number of staff hours	£14.43	5,312	£76,652.16
Number of weeks spent on meaningful work placements	Number of weeks	£143.94	2	£287.88
Demonstrate commitment to work practices that improve staff wellbeing, recognise mental healthIdentify time dedicated for wellbeing courses	Number of hours / number of attendees	£95.95	48	£4,605.60
Initiatives aimed at reducing crime eg support for local youth groups	£'s invested including staff time	£1.00	48,339	£48,339.00
Initiatives taken or supported to engage young people in health interventions (e.g. stop smoking, obesity, drugs etc) or wellbeing initiatives in the community including physcal activities for adults and children.	£'s invested including staff time	£1.00	291,912	£291,912.00
Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs).	£'s invested including staff time	£1.00	1,000	£1,000
Donations or in-kind contributions to local community projects.	£ value	£1.00	50,850	£50,840.00
Number of volunteer hours supporting the local community.	Number of volunteering hours	£14.43	200	£2,886.00

Case Study Examples

Parks and Open Spaces

Impact of working with volunteers across the Borough's green spaces contributing £38,000 social value related to improving older peoples health outcomes, reducing isolation.

Rugby Art Gallery and Museum

Working with local schools and colleges generating £121,370 in social value, with young people engaging with the arts and culture sector, including Rugby Home Educators, Barnados' Early Years Providers, Rugby Young Carers and The Good Times focusing on people living with dementia

Case Study Examples

Rugby's Youth Programme - On Track

Delivering interventions through targeted schools work, traditional youth clubs, mentoring, volunteering and extra curricular support

Queen's Diamond Jubilee Centre

£2m social value, particularly related to the health benefits experienced from people participating in health and wellbeing activity.

Reported as a KPI as part of contract monitoring.

In Conclusion

In a climate of making every penny count, how can you demonstrate that key front line services need continued investment.

A pound spent, could be a £1,000 saved elsewhere

Thank you for listening.