

# Blackpool Council Leisure Services



**Lisa Arnold, Leisure Services Manager**

**Blackpool Council**

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# Background

## **Blackpool Council**

- 5,000 employees
- Multiple work locations
- Large proportion of office based employees

## **Leisure Services**

- 3 large leisure facilities and outdoor activity offer
- Delivery of sustainable GP referral programme
- Community sport & outreach programmes
- Employee health & wellbeing



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# Project Overview

## Partners

- Lancashire Sport
- MyZone
- Boditrax
- National County Sport Partnership Network
- Table Tennis England
- England Golf

## Aims

- Technology integration
- Raise awareness of importance of physical activity
- Improved health & wellbeing of employees
- Reduction in sickness levels



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# Project Overview

- 12 week project
- 100 employees
- 60 minutes/ week of exercise
- MyZone Belt
- Pre and Post Boditrax scans and health questionnaire
- Access to anonymised sickness records
- Free and discounted access to leisure facilities
- Additional sport and physical activity opportunities
- Support from a dedicated Level 2 Fitness Instructor



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# Awareness Raising

- Know your number campaign
- Boditrax health checks
- Online poll

Do you know your visceral fat rating?

Yes, I know mine!	14.3%
No - I should check	85.7%

Total Respondents: 414

Two weeks ago only 14% of staff knew their visceral fat ratings. After our two week roadshow - do you know yours now?

I knew it before	5.7%
I didn't but now I do	15.9%
Still no	78.4%

Total Respondents: 402

**Know your number. Know your body.**

Find out your chances of getting diabetes, cancer or heart disease – and join us to do something about it.

Wednesday 20 Jan  
room 2:07 and

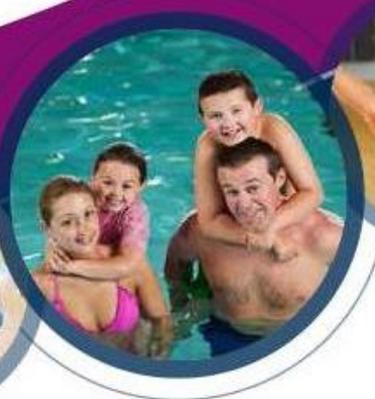
www.blackpool.gov.uk Blackpool Council

**Know your number. Know your body.**

Find out your chances of getting diabetes, cancer or heart disease – and join us to do something about it.

Wednesday 20 Jan  
room 2:07 and  
Friday 22 Jan  
room 3:11.  
10am-3pm

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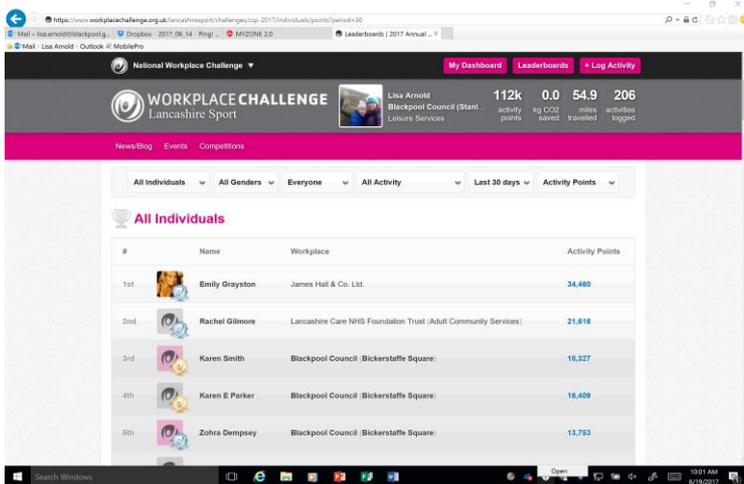


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# Technology

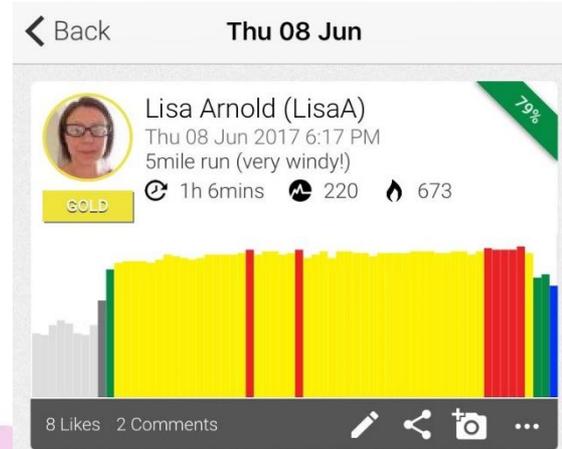
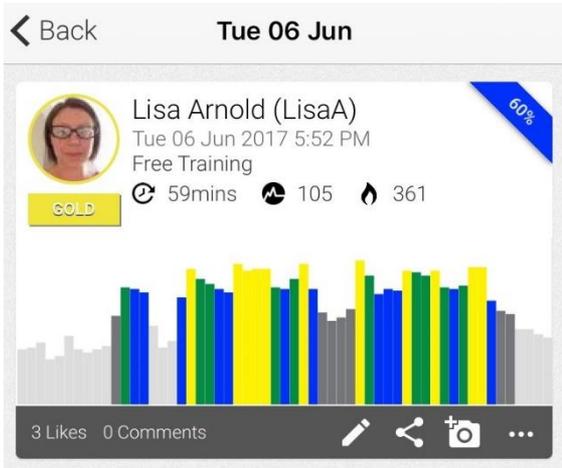
- National web based engagement tool
- Manual input of exercise activity from participants
- Estimation of effort level and duration



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# MyZone



vodafone UK 4G 09:25

A-Z MEPS Social

Filter connections. Search for new

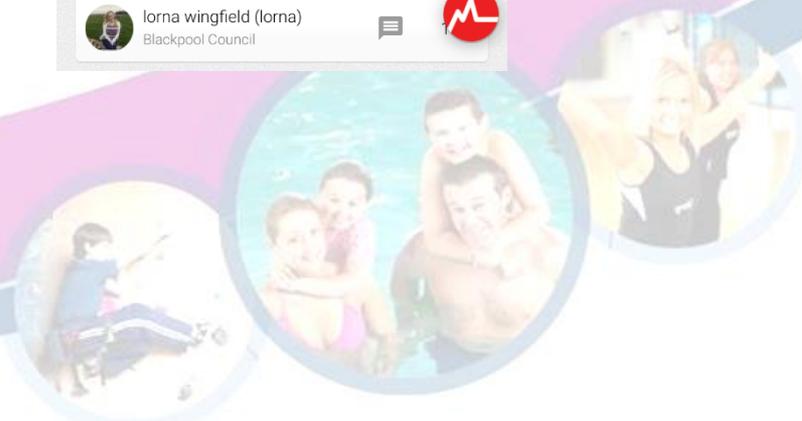
Create Custom Filter + X

- 
Smith Shine (Shiney)  
Blackpool Council
2179
- 
Dax D'Souza (Dax)  
Blackpool Council
1875
- 
Theresa England (Foodie)  
1Life
1811
- 
Gareth Wallen (G Wiz)  
CFM Nottingham
1803
- 
**Lisa Arnold**  
Blackpool Council
1648
- 
trevor rayner (trev)  
Blackpool Council
1567
- 
Jonathan Monks (Monks)  
CSP - Active Surrey
1387
- 
lorna wingfield (lorna)  
Blackpool Council
📈

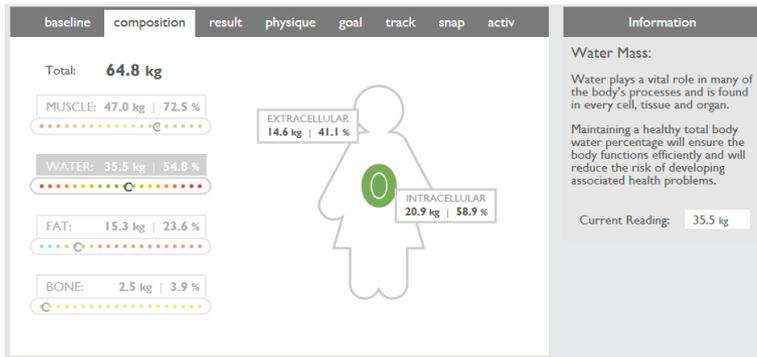
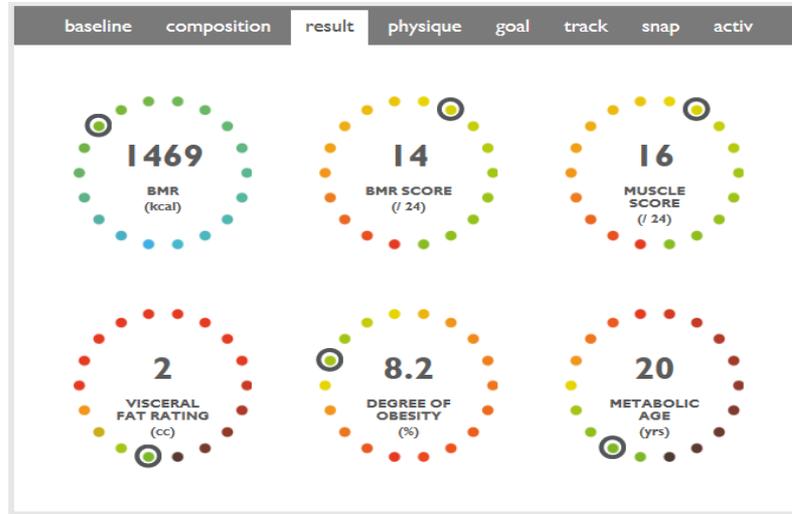
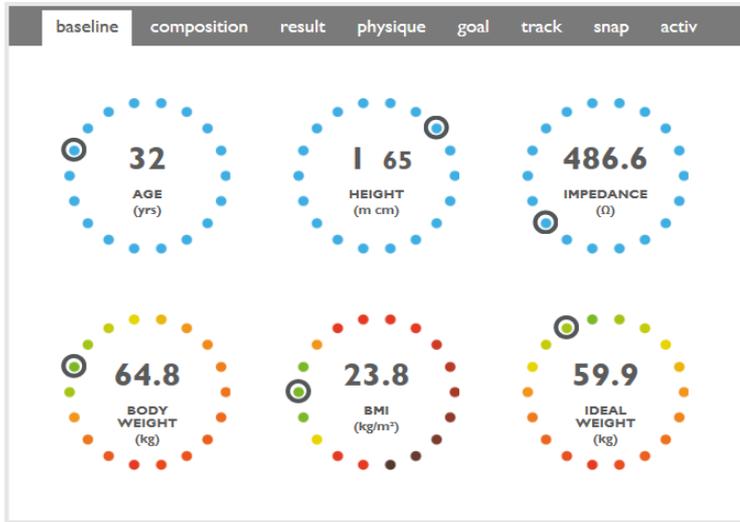
## Personal Heart Zones

Max HR 193 BPM  
 Resting HR 50 BPM

		MEPs/Min
	0-96 BPM	 0
	97-115 BPM	 1
	116-135 BPM	 2
	136-154 BPM	 3
	155-173 BPM	 4
	174-193 BPM	 4



# Boditrax



# Participant Overview

- Participants drawn at random
- Split into 3 cohorts:
  - Inactive 28 individuals
  - Infrequent exerciser 37 individuals
  - Regular exerciser 35 individuals
- 19 – 59 years old
- 26% male; 73% female

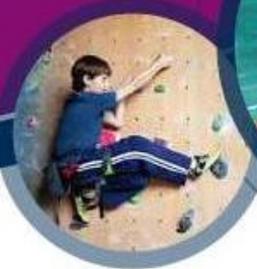


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# 12 week project period

- Weekly blog from Director of Community & Environmental Service
- Regular news articles
- Regular support and contact from dedicated Fitness Instructor
- Establishment of Physical Activity Zone
- Physical Activity events



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# Results

## Boditrax

	Fat (kg)			Muscle(kg)			Weight (kg)			Metabolic age			Visceral fat		
+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-
<b>Inactive</b>	23.5	22.8	-0.7	46.5	46.6	0.2	72.4	71.9	-0.5	41.3	40.3	-0.9	6.0	5.7	-0.3
<b>1-2/wk</b>	27.0	26.2	-0.7	50.0	50.2	0.2	79.6	79.0	-0.6	44.1	43.0	-1.1	7.0	6.8	-0.1
<b>3 x wk+</b>	20.2	18.7	-1.5	51.2	51.3	0.2	74.1	72.8	-1.3	38.4	37.1	-1.4	6.2	5.6	-0.6
<b>Average</b>	<b>23.5</b>	<b>22.6</b>	<b>-1.0</b>	<b>49.2</b>	<b>49.4</b>	<b>0.2</b>	<b>75.4</b>	<b>74.6</b>	<b>-0.8</b>	<b>41.3</b>	<b>40.2</b>	<b>-1.1</b>	<b>6.4</b>	<b>6.1</b>	<b>-0.3</b>

	Pre	Post	%
BMI	26.8	26.5	1
Fat (Kg)	23.5	22.5	5
Muscle (Kg)	49.6	49.8	0.3
Weight (Kg)	75.8	74.9	1
Metabolic age	41.2	40.1	3
Visceral fat	6.43	5.93	8



# Results

## MyZone

	Number of moves	Total duration	Average effort	MEP's	Total calories
Inactive	498	568	66%	67,658	234,524
Infrequent	1,293	1,670	65%	184,860	706,447
Regular	1,832	2,395	64%	272,748	1,040,233
<b>Total</b>	<b>3,623</b>	<b>4,633</b>	<b>65%</b>	<b>525,266</b>	<b>1,981,204</b>



# Results

- 88% completion and retention rate
  - 20 inactive (8 uncompleted)
  - 35 infrequent exercisers (2 uncompleted)
  - 33 regular exercisers (2 uncompleted)
- 10 new participants signed up to a Sport Blackpool membership
- 3 months post challenge; 44% still using MyZone belt
- 9 months post challenge; 34% (30 participants) still using MyZone belt
  - 4 inactive
  - 13 infrequent exercisers
  - 13 regular exercisers
- Biggest motivator – Boditrax results



# Case Studies

## Infrequent Exerciser Cohort - Participant 1

- 4.75% reduction in overall body weight
- 21% reduction in fat mass
- 22% reduction in visceral fat reading

BMI			Fat (Kg)			Muscle(Kg)			Weight (Kg)			Metabolic age			Visceral fat		
Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-
30.2	29.1	-1.1	31.9	25.2	-6.7	47.7	50.3	2.6	82.1	78.2	-3.9	63	44	-19	9	7	-2

## Infrequent Exerciser Cohort - Participant 2

- 7.7% reduction in overall body weight
- 22% reduction in fat mass
- 14% reduction in visceral fat reading

BMI			Fat (Kg)			Muscle (Kg)			Weight (Kg)			Metabolic age			Visceral fat		
Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-	Pre	Post	+/-
27.2	25.2	-2	28	23	-5	46.2	45.8	-0.4	76.7	71.2	-5.5	56	44	-12	8	7	-1



# Key Challenges

- Leisure staff availability and impact on service
- Sickness data
- Technology integration
- Data protection
- Cost
  - MyZone Belts £5,000
  - Fitness Instructors £4,000
  - Table Tennis equipment £320



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# Next Steps

- Establish a Corporate Health & Wellbeing Group
- Annual communications plan
- Annual MyZone Challenge
- Quarterly Boditrax Health checks
- Occupational Health referral pathways
- PING! Blackpool



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# Thank you & Questions!



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