lifeleisure

An Active Well-being Service

www.lifeleisure.net

From
Facility Operator
to
Activity Enabler

Purpose and mission

Our purpose — We exist to improve the lives of others!

Our mission — To develop a healthier and more active community"

Brand pillars

Promote

Daily activity as part of the wider system.

We use data insight and make data connections through a dynamic digital-led strategy.

Connect

Across the system with health, social care, educational, criminal justice etc to improve the lives of others.

We use interventions and preventative programmes that mean we can respond to known demands and be a credible contributor (and commissioned service) to public health as part of the ICS.

Provide

Facilities and activity programmes that enable the communities to take charge of their own health.

We provide opportunity within facilities and programmes that is universal and inclusive, and where those traditionally disadvantaged are proportionally supported.
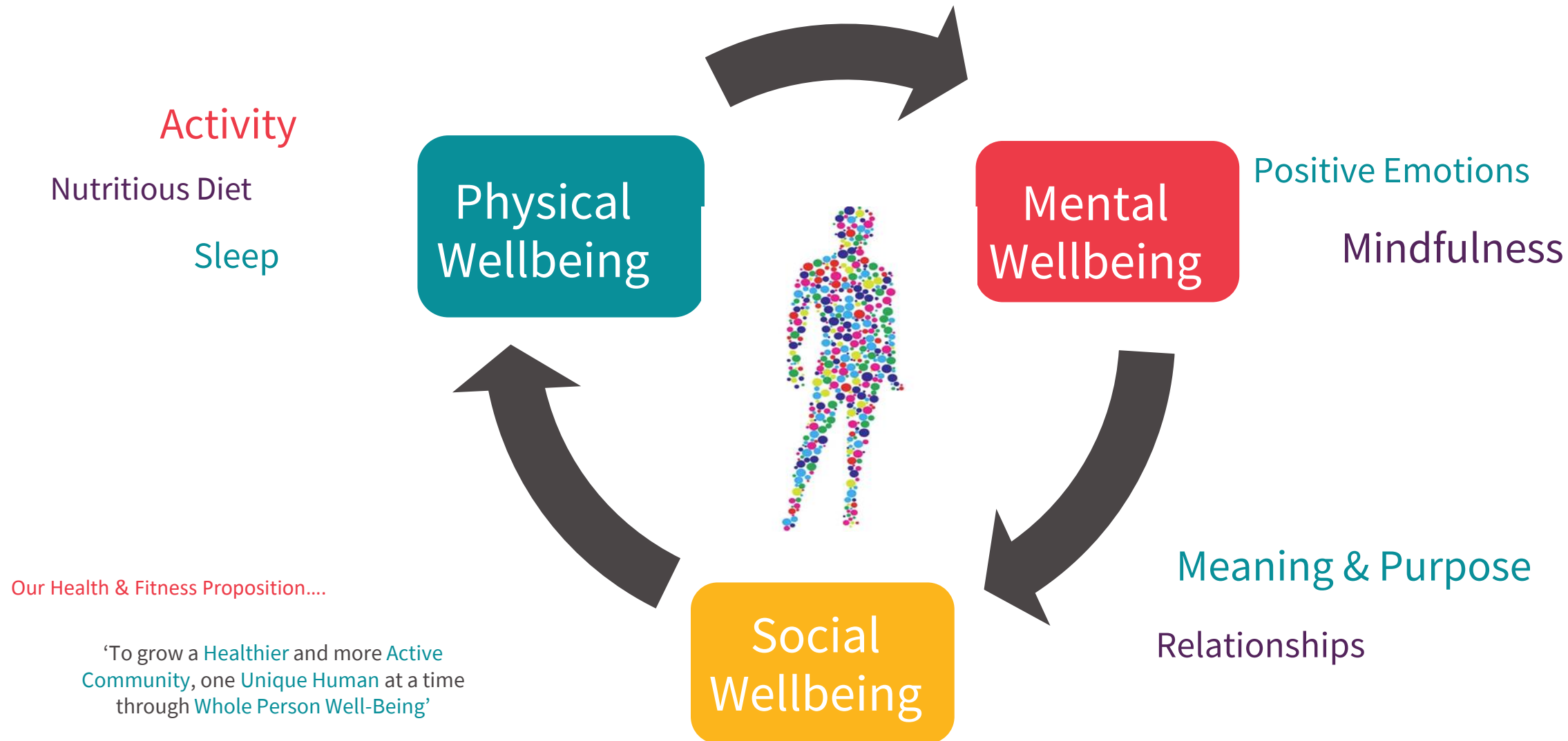
Brand reposition

Brand values and campaigns

A 'Whole Person' approach to well-being

Activity

Nutritious Diet

Sleep

Physical Wellbeing

Mental Wellbeing

Positive Emotions

Mindfulness

Meaning & Purpose

Relationships

Social Wellbeing

Our Health & Fitness Proposition….

'To grow a Healthier and more Active Community, one Unique Human at a time through Whole Person Well-Being'

WELLBY, QALY & Value – Specialist Physical Activity Service

The general benefits in being physically active is **£2,000 per person.**

PARiS delivers **a £17,500 benefit per person** and is therefore estimated **at being 8 times more beneficial** than physical activity in general population

This life outcome value is more than **twice as big as the wellbeing effect of an unemployed person finding a job**.

If we take the estimate and apply this calculation to the **known 789 participants who completed PARiS** in the same year, this will deliver **a £13, 798, 889 of social value to Stockport**

Life Leisure's approach to health is **25 times more cost effective than the NHS** highlighting the value of investing in prevention v treatment for ill health

Place-based working – Active Communities Team

- Change the way of working
- Commit capacity
- Use insight – asset mapping, key connectors
- Build trust and listen
- Community leadership – assets and organisations
- Create a social movement
- Broadcast good news!

In numbers

42% Membership Growth

27% Swim Scheme Growth

2800 LTHC clients 45% from the 40% most deprived wards

88 Schools receive swimming tuition with a 71% Success rate

SEND Activity Programme

£3.8M Income Growth

£1.6M Reduced deficit

What we do?