

# The work of the Partnership

EAST RIDING  
LEISURE

- ✓ Delivering **real health and wellbeing benefits** for our residents and local communities
- ✓ **Game changing** -best customer service practice
- ✓ **Bankable** economic benefits for LA/NHS services
- ✓ **National importance** (massive future potential)

Most importantly,  
*'we are changing lives  
on a multitude of levels at a very low cost'*



10 Leisure  
Centres

5.5 million uses

500 classes a  
week



# Our Simple but effective strategy

EAST RIDING  
LEISURE

CLOSE TO THE  
CUSTOMER



INFORMATION  
TECHNOLOGY



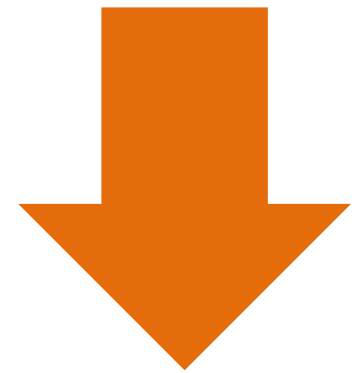
ONGOING EFFECTIVE  
TEAM BUILDING



COLLABORATION

## An example outcome

From up to 85 bariatric  
operations annually  
*this is now down to  
just 15 -20*



Committed

Not Ready



1 2 3 4 5 6 7 8 9 10

# This is what we do!

.....and  
then the magic happens!





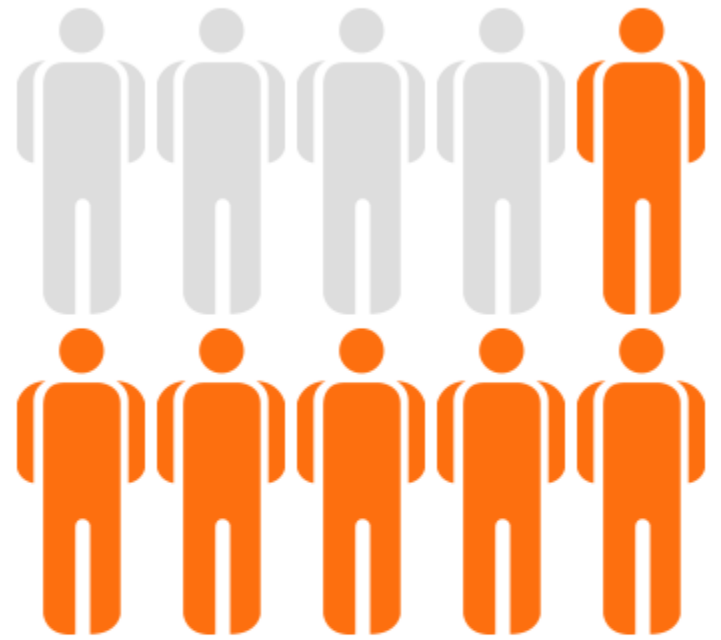
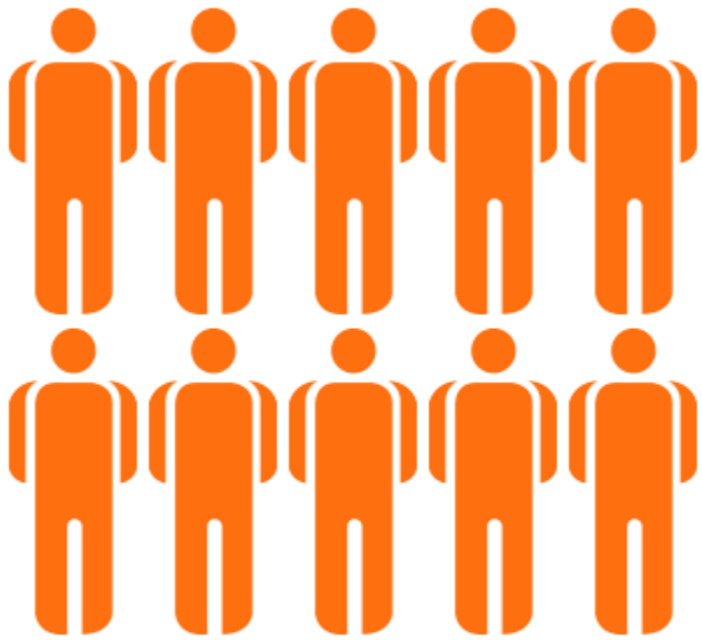
# Haltemprice Leisure Centre new and different challenges

EAST RIDING  
LEISURE



East Riding Leisure Haltemprice	£7.1m
East Riding Leisure Beverley	£1.3m
East Riding Leisure Bridlington	£25m
East Riding Leisure Hornsea	£5m





**24,500**

**15,000**

**Reducing reception visits per week**



# How the partnership uses IT to get closer to the customer



Our own online booking system  
(whole team approach)

East Riding Leisure Channel Shift  
Class Bookings

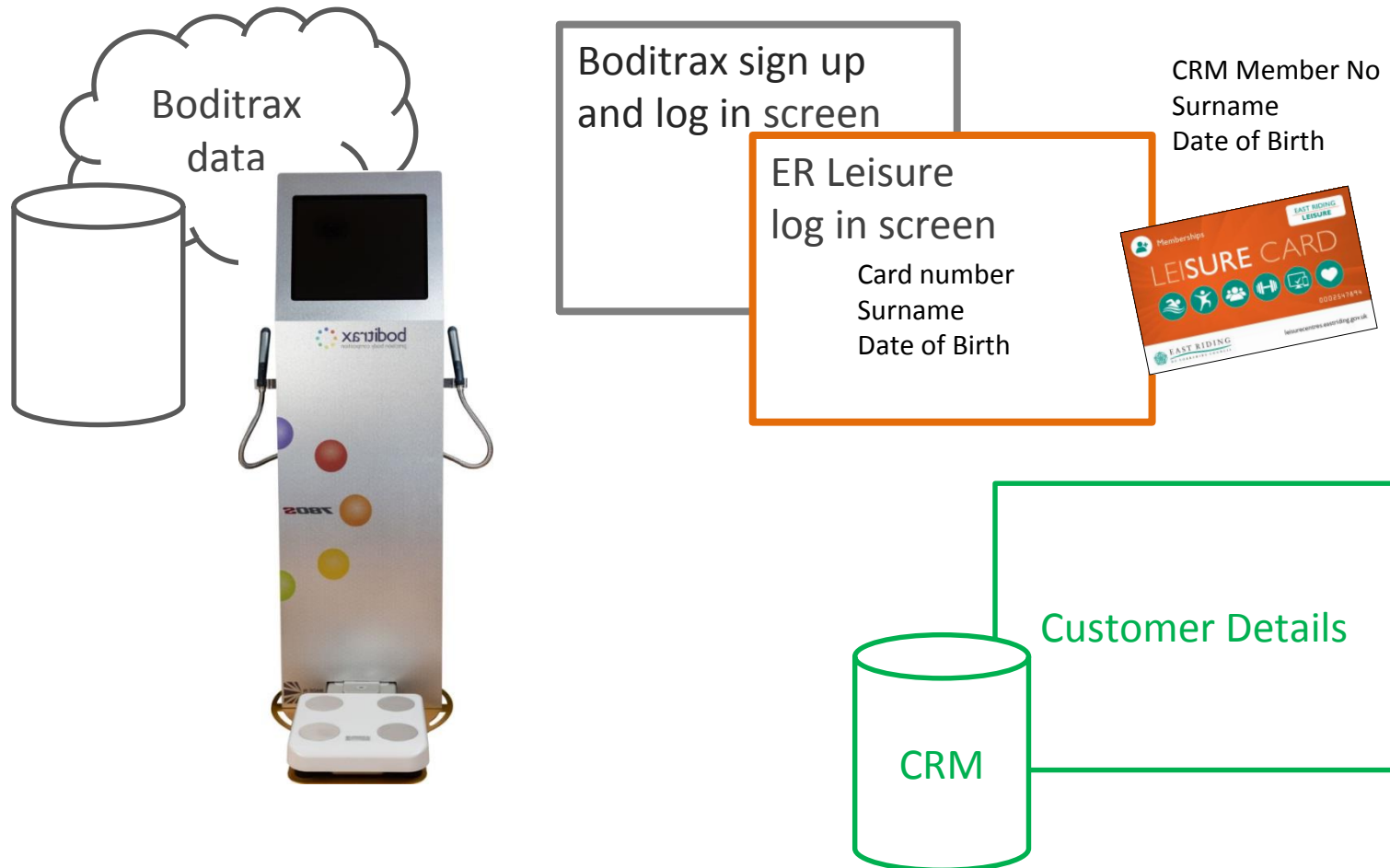
Last 6 months: 86% channel shift

266,597 on line transactions

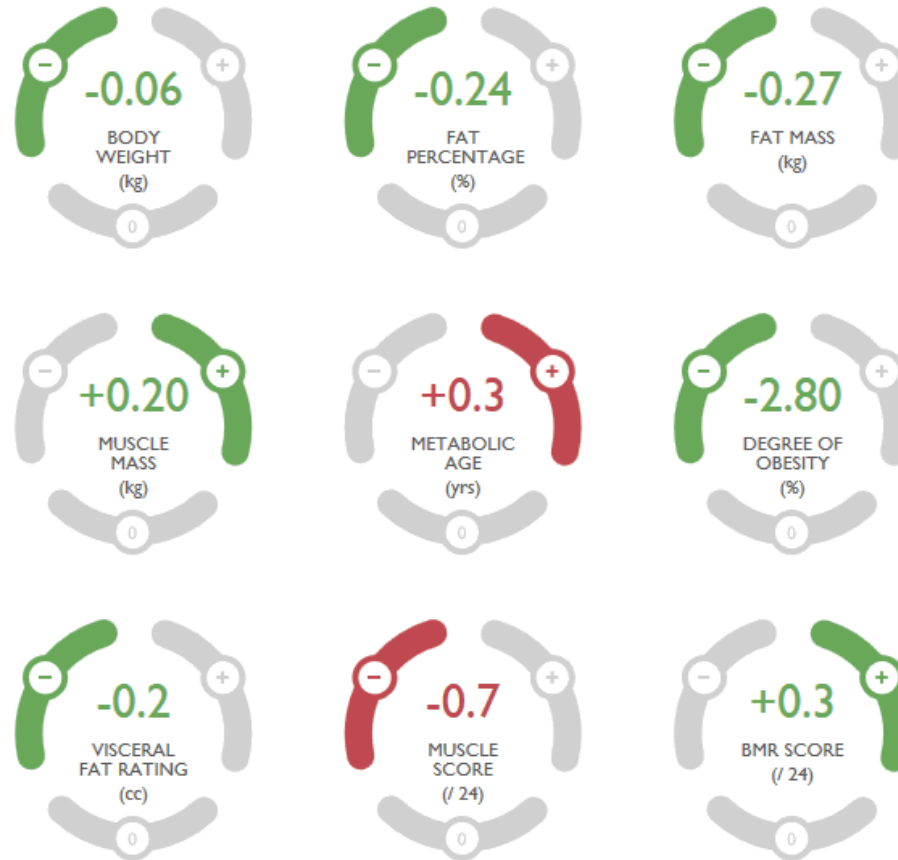
# We also have 3<sup>rd</sup> Party Integration

(NDA)

## Boditrax



# Boditrax Analysis Results (Withernsea)



106 patients from trial

Majority from GP referral

120k  
per year

Live Well

Up to £220k  
per year

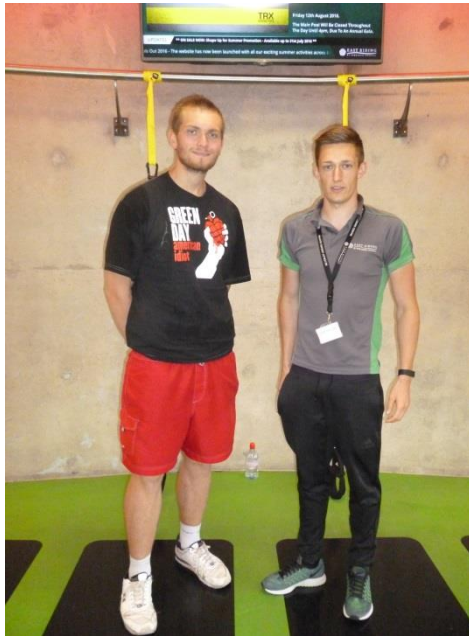
Health Optimisation

Up to £52k  
per year

Health Checks  
(partners)

100k  
per year

Health Plus



200k  
per year

GP Referral

**Retention period – 18  
months**

# International Society for Physical Activity and Health (ISPAH) Congress. (papers being considered)

- ***Riding High:*** A community care approach to sustainable healthy lifestyles in the East Riding of Yorkshire.
- ***Live Well in East Riding:*** The efficacy of a specialist weight management programme.
- **The challenge of adolescent development in lifestyle change and obesity prevention:** The Young Live Well programme.
- ***The experiences and perspectives of Primary Care Personnel involved with patient referral to the East Riding of Yorkshire Council health lifestyle programmes.***
- ***Live Well and Prosper:*** The patient to client perspective of sustained health behaviour change.

# Video Clip B



# How the Partnership creates the Customer Journey



## EAST RIDING LEISURE

## East Riding of Yorkshire Council

### Online Exercise Referral System

[ [Log In](#) ]  
[Home](#)

Title :	Mr	Forename :	Kevin	Surname :	Hadfield
Telephone :	5221	D.O.B. :	05/09/2014		
House No. :	55	Post Code :	hu10 6lw	<a href="#">Look Up</a>	CV Academic Class HU10 6LW

Reason For Referral	Current Health	Historical Health
Bone/Joint Problems	Bone/Joint Problems	Bone/Joint Problems
Cancer	Breathing Problems	Breathing Problems
Chronic Heart Disease	Cancer	Cancer
COPD/Asthma	Chest Pains	Chest Pains
Depression/Anxiety/Stress	Chronic Heart Disease	Chronic Heart Disease
Diabetes	COPD/Asthma	COPD/Asthma
Hypertension	Depression/Anxiety/Stress	Depression/Anxiety/Stress
Hypertension	Diabetes	Diabetes
Inactive	Epilepsy	Epilepsy
Osteo	Heart Problems	Heart Problems
Recovery After Illness/Injury	High Blood Pressure	High Blood Pressure
Weight Loss	Hypertension	Hypertension

List any relevant Medication (ask patient to bring medication list)



## East Riding of Yorkshire Council

### Online Exercise Referral System

[ [Log In](#) ]  
[Home](#)

Exercise Ref Initial Appt | Exercise Referral GP Booking

[Book by VENUE](#) OR [Book by DATE](#)

[Morning booking \(before 12 noon\)](#) OR [Afternoon booking \(12 noon - 6pm\)](#) OR [Evening booking \(6pm onwards\)](#)

15/08/2014	<b>Beverley Leisure Complex</b>	09:30
16/08/2014		10:00
17/08/2014		11:00
18/08/2014		
19/08/2014		
20/08/2014		
21/08/2014		
22/08/2014		





SPORTS HALL    FUNCTION ROOMS    POOL    TEACHING POOL    MULTI SPORT    **TONE ZONE**    CONSULT ROOM    TONE ZONE 2

GO TO TODAY    LAST 7 DAYS    NEXT 7 DAYS    WED 13/08    THU 14/08    FRI 15/08    SAT 16/08    SUN 17/08    MON 18/08    **TUE 19/08**    WED 20/08

	Paul	Jen	James	Terri	Angela	Martin	Adam
09:30	(glyon)		(glyon)	Maintenance (glyon)	Maintenance (glyon)	Maintenance (glyon)	Maintenance (glyon)
10:00		Mr K.Hadfield Exercise Ref Initial A (ppetifor)					
10:30							
11:00							
11:30							
12:00	Administration Maintenance						
12:30							
13:00							
13:30		Lunch Maintenance					
14:00							
14:30							
15:00		Taking Class Maintenance (glyon)					
15:30	Lunch Maintenance						
16:00		3/3 (NO R/L) - 29 of Junior Gym (Class) C	Lunch Maintenance				

Customer Name : MAINTENANCE  
 Receipt Number : Non Working  
 Telephone Number : NONE  
 Charge : Maintenance(£0.00)  
 Length : 780 mins  
 Booked By : glyon

09:00    10:30    12:00    13:30    15:00    16:30    18:00    19:30    21:00

10:00 in Jen

Name

Mr Kevin Hadfield



Telephone Number

EXTN 5221

Receipt Number

MEDICAL REFERRAL

Member

None Member

Till

MEDICAL

Booked By : ppettifor

ACTIVITY DETAILS

*EXERCISE REF INITIAL APPT*

CHARGE DETAILS

*EXERCISE REFERRAL*

Save

UPDATE

Cancel

Delete

CUSTOMER NAME

MR KEVIN HADFIELD

DATE OF BIRTH

05/09/1965

ADDRESS

55 ASHDENE CLOSE  
WILLERBY  
EAST RIDING OF YORKSHIRE  
HU10 6LW

ACTIVITY

EXERCISE REF INITIAL APPT

VENUE

BEVERLEY LEISURE COMPLEX

LOCATION

TONE ZONE

AREA

JEN

START TIME

10:00

SURGERY

TEST SURGERY

MEDICAL STAFF

DR PHILLIP PETTIFOR

BLOOD PRESSURE

(NO LONGER RECORDED)

NOTES

LIST ANY RELEVANT MEDICATION  
(ASK PATIENT TO BRING  
MEDICATION LIST)

- DEPRESSION/ANXIETY/STRESS
- HYPERTENSION
- INACTIVE

QUALIFIERS

HISTORICAL

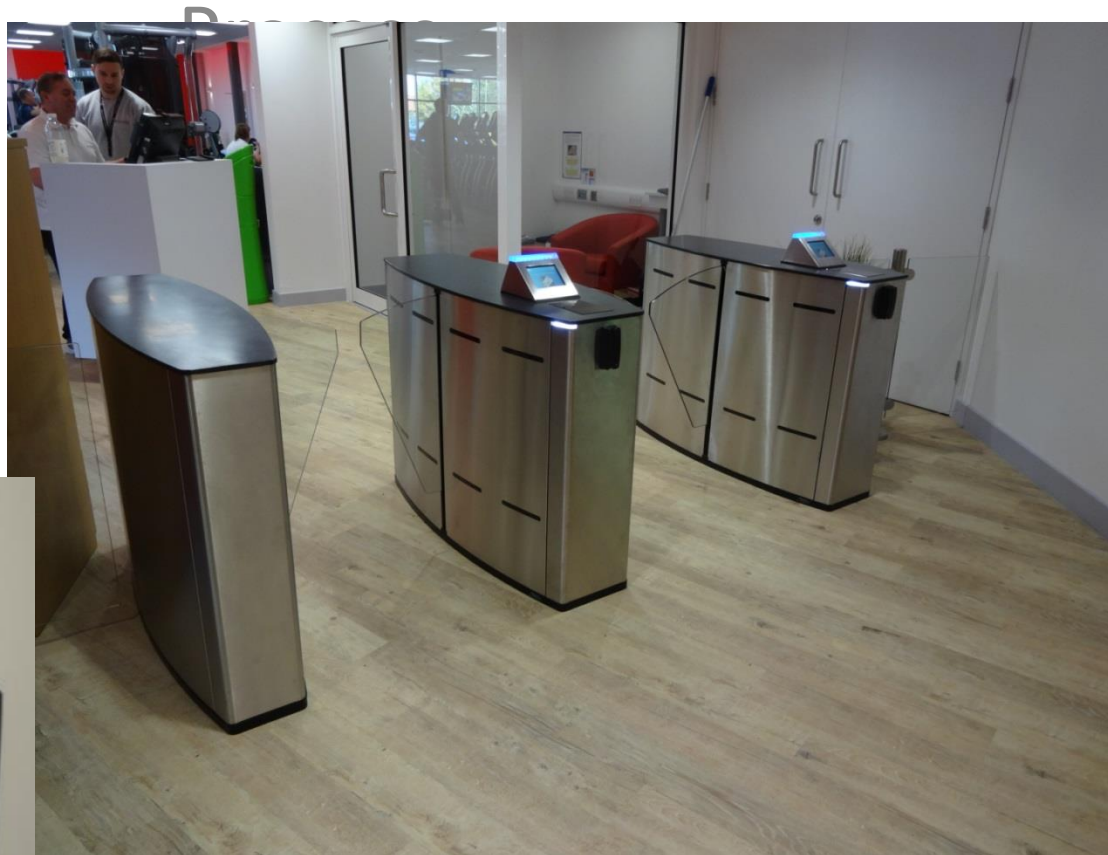
- DEPRESSION/ANXIETY/STRESS

CURRENT

Print

Close Details

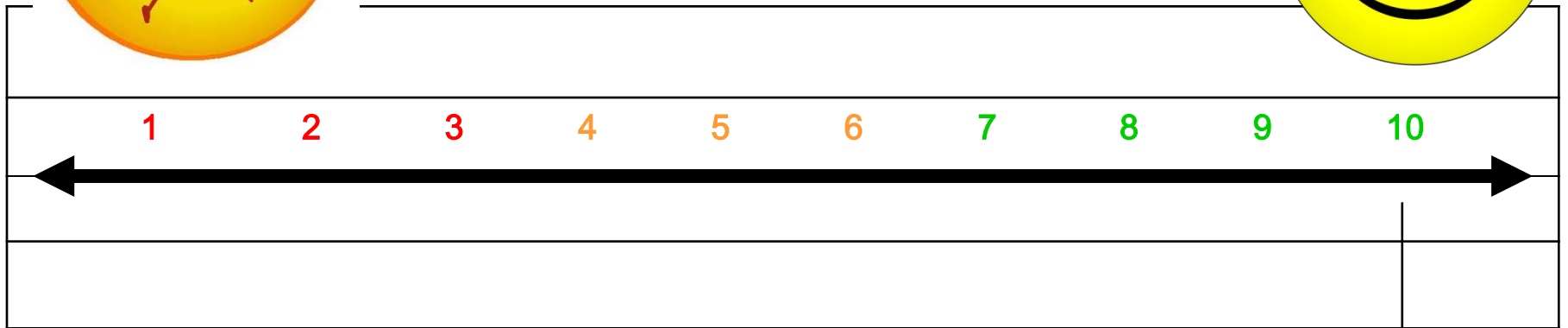
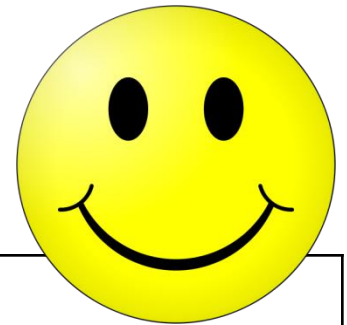
# Access Control





# Video Clip A

**Where is my Customer?**



**Sustainable income stream  
High level customer satisfaction**

Customer retention estimated  
at minimum of

**£200k** *per year*

***Our Leisure facilities are an effective place for commissioning  
CCG /Health and Well Being Board -East Riding Leisure is  
solidly on their radar.***



**ONGOING EFFECTIVE  
TEAM BUILDING**

# Cultural transformation

## Behavioural change training

EAST RIDING  
LEISURE

- Open ended questions
- Affirmations
- Reflections
- Summarising



This approach has us 'dance' rather than 'wrestle' with the patient/customer



**Evidence**



# The Top 10 Highest Scoring Organisations

Customer Service Index – July 2016

<b>East Riding Leisure</b>	<b>91.3</b>
First Direct	87.0
Amazon	86.3
John Lewis	86.2
LOVE film	84.8
Specsavers	84.7
Waitrose	84.5
Aldi	83.8
Ocado	83.7
Nationwide	83.6
Iceland	83.5





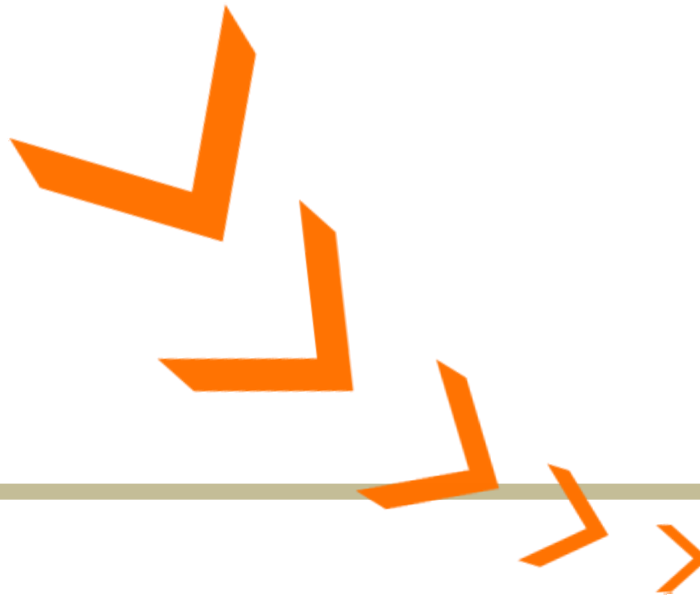
Best Performing  
**Leisure Centre of the Year**  
2011, 2012, 2013, 2014, 2015, 2016, 2017

# Leisure Service net operational budget

**+£1,025,400**



2009-2010



2016-2017



**-£30,400**

Leisure Service

# Income Generation

£7.1 million



2009 - 2010

**+ £3.7 million**



£10.8 million



2016 - 2017

Let me show you  
what powers up  
our team



# Our learning is 'locked in'

*'There is a saying in ERL that to work in this team you need to **act like a sponge** soaking up learning and knowledge then adapting and **changing ourselves and the way we do things**'*

Louise Waite, Senior Business and Commissioning Officer



*“My job is so **rewarding and motivating**. I have changed so **many people’s lives**.*

*The Health agenda work is at such a deep level. As the health agenda work has increased so has our training.*

*It has **completely raised the bar** on how we support and change lives not only for our patients but our regular customers.”*

Jen Green, Live Well Instructor





Memberships

EAST RIDING LEISURE  
BEVERLEY

EAST RIDING  
LEISURE

**HEALTHPLUS**  
Performance Programme

# 30 Days to Change Your Life

What greater motivation is there than achieving results?

You will receive expert advice from our Health and Fitness Staff, who will inform you on all aspects of health related fitness and exercise.

Starting with your initial:



Health assessment and personal programme



Nutrition and programme review



Progress day at the end of your first 30 days

In just the first month most of our participants will achieve:

- Improved aerobic fitness
- Improved muscle tone
- Improved flexibility
- Weight loss/body fat reduction
- Lower blood pressure
- Feeling of wellbeing

Assuring you of our best attention at all times

**Coby Kemp**

Manager - East Riding Leisure Beverley



**CLOSE TO THE  
CUSTOMER**



**INFORMATION  
TECHNOLOGY**



**HEALTH  
AGENDA  
AT THE HEART**



**ONGOING EFFECTIVE  
TEAM BUILDING**



**COLLABORATION**

## Future

Keep going– our model works!

Do a lot more  
of this!



**In short the success of this Partnership work is based on consistently and meticulously placing ‘Health and Wellbeing’ at the centre of all Leisure Services business planning**

# Video Clip C