

The developing partnership between public health and leisure services

Stuart Davidson

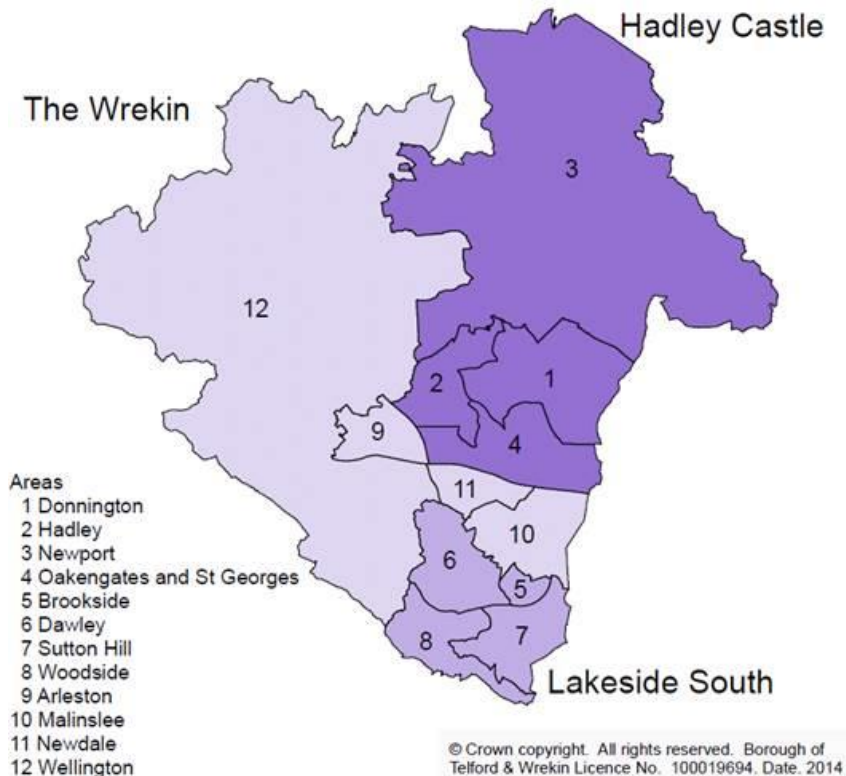
Commercial Services Manager

Louise Mills

Service Delivery Manager Health
Improvement



The Borough of Telford & Wrekin



- **A place of contrasts** (urban & rural)
- Green open spaces alongside contemporary housing developments & traditional market towns
- **Some neighbourhoods & communities are among the most deprived areas nationally** – some communities amongst the most affluent in England
- **Population is growing above national rates** – driven by expansion of the local economy and record levels of housing growth
- **Population becoming more diverse and ageing** (higher concentration of young people in the south)
- **Health of the borough is improving overall** but significant challenges in a number of areas; lower life expectancy, high rates of obesity, higher rates of long term illness and disability; higher rates of hospital admission for a variety of conditions

Council Context

- Unitary Authority
 - Co-operative Council
 - Business Winning Business Supporting
 - Regeneration (housing growth)
 - >£110m pa savings delivered to date
 - Service savings through growth
 - Co-located (local) Public Health Services
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Our Journey

2000

- Sports Development (Leisure)
- Sport specific & generic roles

2004

- LA & PCT - Active England Funding
- A collaborative approach to utilise physical activity to improve population health and wellbeing
- Legacy and increased investment 'Everyday Swim', Women in Motion

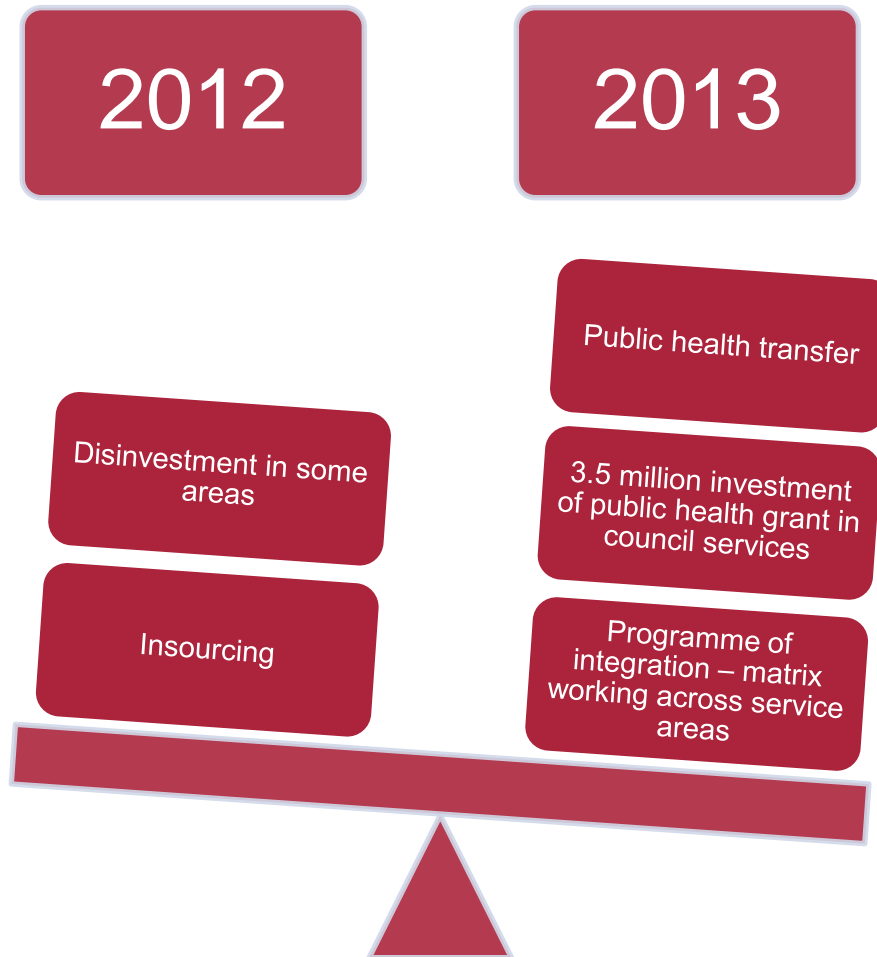
2007

- Leisure Facility Strategy
- PCT investment £1million

2009

- World Class Commissioning – PCT's as Commissioners
 - Small local provider landscape (Shropshire Community Trust, LA, Voluntary sector)
 - Tackle Your Health, Activity Referral Scheme, Health Trainers
-

The transfer of public health to the local authority



Utilising council strengths to improve public health outcomes

Business Development & Employment

- Learning for Wellbeing
- Cycling Strategy

Finance & Human Resources

- Workplace health and wellbeing

Cooperative Council Delivery Team

- Community Capacity Building
- Volunteering Programmes
- Communications Officer
- Data analyst

Adult Social Care

- Social Prescribing

Education & Corporate Parenting

- Whole school approaches to health & wellbeing (mental wellbeing, reducing obesity)

Customer & Neighbourhood Services

- Integrated Healthy Lifestyle Service (Customer Contact Centre)

Commercial Services

- Leisure
- Schools catering – healthy eating
- Parks and open space

Children's Safeguarding & Early Help

- Parenting
- Health Visiting & school nursing
- Child & family settings (health improvement)

Governance, procurement & commissioning

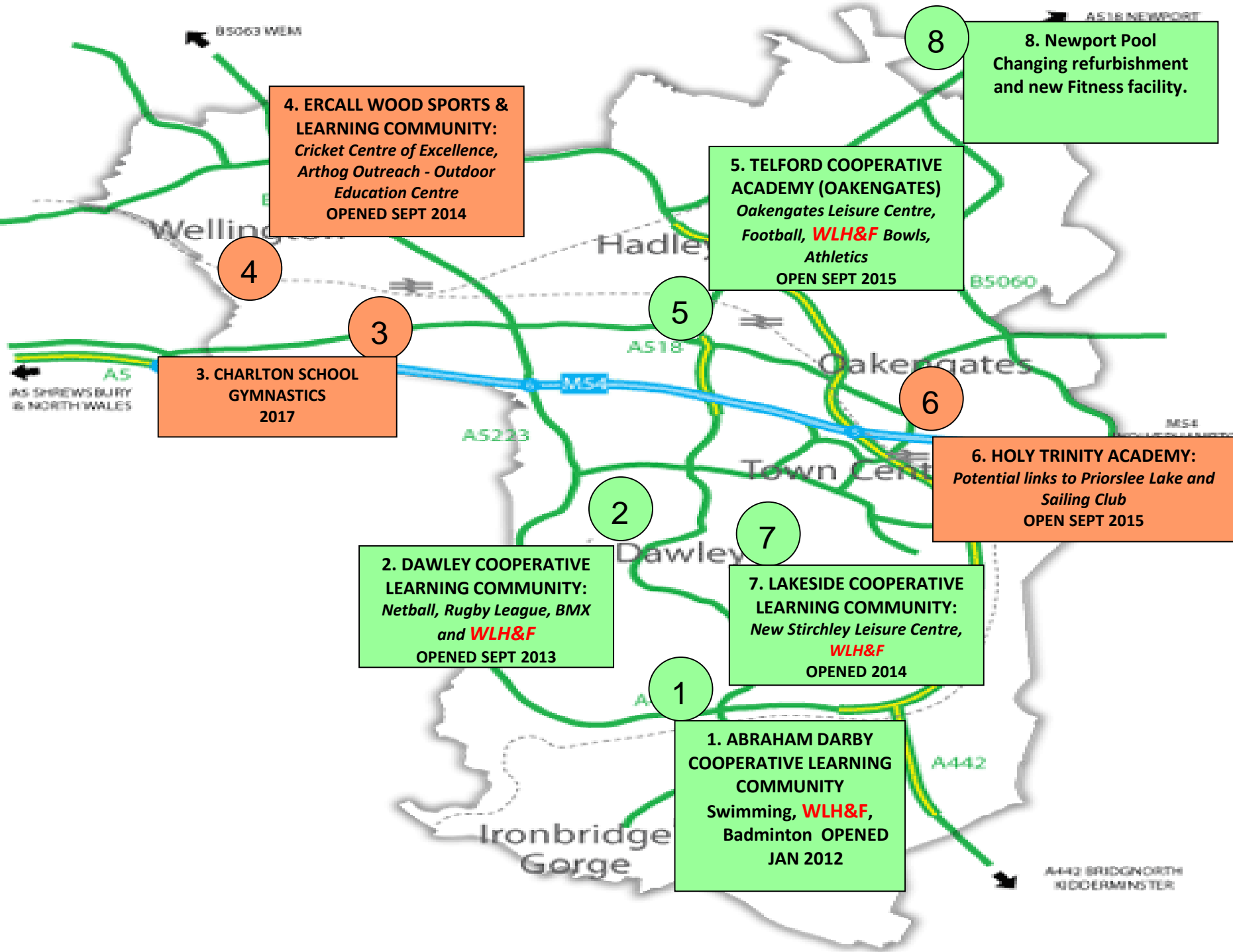
- Public health commissioner services
 - Health improvement vulnerable groups
 - Carers Health & Wellbeing
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Our approach

- **Being the Change** - our local authority vision for working with partners and communities
 - Working as a **Co-operative Council**
 - ✓ Bringing more public services together so that people get what they need at the right place and the right time;
 - ✓ Involve local people and our employees more in planning and running services; and
 - ✓ Supporting our communities better and encouraging people to do more to help their communities.
 - **Health & Wellbeing Board Priorities** (Healthy Lifestyles, mental health & strengthening communities)
 - **Neighbourhood working** (LA, CCG, wider health economy & communities)
 - **Annual Public Health Report**
 - **Community centred approaches** to improving health and wellbeing
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Service Context

- Leisure Facilities >1.2m visits per annum
 - In house provision
 - Turnover >£5.5m pa
 - £ Net positive – Council budget
 - Generous concessions policy
 - Co-Terminus (PCT) partnership working
 - Facilities Strategy – BSF and Invest to Save all sites rebuilt or refurbished
 - £1.1 PCT funding – Whole Life Health & Fitness facilities
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Aligning Resources

- Sports Development – Sport Specific (Leisure)
- Sports Development – Generic (Leisure)
- Sport & Physical Activity – Leisure (Joint project working)
(Let's Get Physical, Tackle Your Health, Everyday Swim, STARS)
- **Public Health – Core funding opportunities
(Free swimming, Concessions)**
- **Service Integration – A Wellness Service
(5 Ways to Wellbeing, Health Trainers)**
- Commissioner Deliverer Partnership
(Fit 4 Life, Eatwell Project)



Initiatives



**GET FIT!
DROP A SHIRT SIZE!**

If you're a man aged between 30 and 74 years old and are generally unhappy about your fitness, Telford's 'Drop a Shirt Size' Campaign could be just the thing you've been looking for!

Reduce your BMI by 5% over a 12-week period and you could end up winning your own AFC Telford United shirt and a family match day ticket for the game on 10 December. Our FREE and professional health trainers will be available throughout to give you all the support and encouragement you could possibly need!

The scheme kicks off first week in September for 12 weeks!
Commences **1st September - 1st December 2013**

TACKLE your HEALTH!

...AND WIN A FOOTIE SHIRT!!

www.tackleyourhealth.co.uk



A spooky family adventure!

Halloween Active Adventure
In Telford Town Park NOW!

Download the "Mobile Adventures" app and use code: 826903215309 or scan the QR code

Available on the **App Store** and **Google play**

In partnership with:   **POWERED BY wildgoose**

Prevention & Health Improvement

Healthy Lifestyles

Individual behaviour change

- Making Every Contact Count
- Social prescribing
- Mental health (physical health)
- Long term conditions
- Closer working with adult social care

Place & Community

Building Community Capacity
for health & wellbeing

- Health & Wellbeing Locality Plans (neighbourhood level)
- Healthy Places & Active Communities
- Creative Communities (Arts & Health)
- Child & Family Settings

Library Services

- Statutory Library Services (focus on community hubs)
 - Health & Wellbeing
 - Community Libraries (working with Parish Councils & the voluntary sector)
-

Community-centred approaches to health and wellbeing



Ref 7: PHE, NHS England - A guide to community-centred approaches

Improving health and wellbeing outcomes



Maximising social media to engage, inspire and to nudge – connecting people

HOME BLOG ABOUT HEALTHY LIFESTYLES ADVISORS 5 WAYS TO WE



How I went from playing PC games 12 hours a day to a budding triathlete

September 17, 2018

By making small changes in his lifestyle, local resident Shane is managing to turn his life around. ... [More](#)



Why we all need to do our bit to tackle excess weight

September 6, 2018

Telford's leading public health specialist has issued a stark warning cry to residents, business and partner organisations. ... [More](#)

elford.wordpress.com/2018/09/17/pc-games-12-hours-budding-triathlete/



HOME BLOG ABOUT HEALTHY LIFESTYLES ADVISORS 5 WAYS TO V

Walking football and healthy eating helped me lose over 7 stone

Posted on April 16, 2018



After a chance meeting with hero John Aldridge, Telford resident Les Pointer decided to take up walking football and healthy eating to lose over 7 stone.

By Les Pointer – Telford resident

Widening the reach



Widening The Reach

- Inactive to active (like to do or must do)?
 - Service USP's (what makes us different)
 - GP Referral – Self Referral
 - T.Park – Energize
 - Outdoor Education
 - Eatwell Project/FSM co-ordinator
-

Take home messages

- ✓ Know who to talk to
 - ✓ Understand each others priorities
 - ✓ Identify the 'win win'
 - ✓ Embrace change
 - ✓ Matrix working – its made us more effective & sustainable (as leaders we don't set out to grow empires)
 - ✓ Experiment & find new partners
 - ✓ Asset based – solution focussed
 - ✓ Evidence base is important but so to is developing a service model that everyone can engage with (health and wellbeing is everybody's business so everyone should be able to contribute)
 - ✓ Clear defined roles
 - ✓ Involve local people (co-producing services, volunteering or sharing their stories) – empowering, inspiring and they have the best ideas
-

Thank You

Any Questions?

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