



# *Inspiring People to Live Well & Feel Great*

**APSE - Wellbeing: The fusion of Local Authority  
leisure and health?**

**A**ctive **C**hampion **T**ogether **I**ntegrity **V**alue **E**nthusiasm

# Trusts in a Changing Environment

1. How you remain relevant and solvent in a challenging market
2. Capitalising on regional collaboration between culture and leisure trusts
3. Securing external funding opportunities to deliver sporting and physical programmes.

# 2011





**ACTIVE**  
TAMESIDE

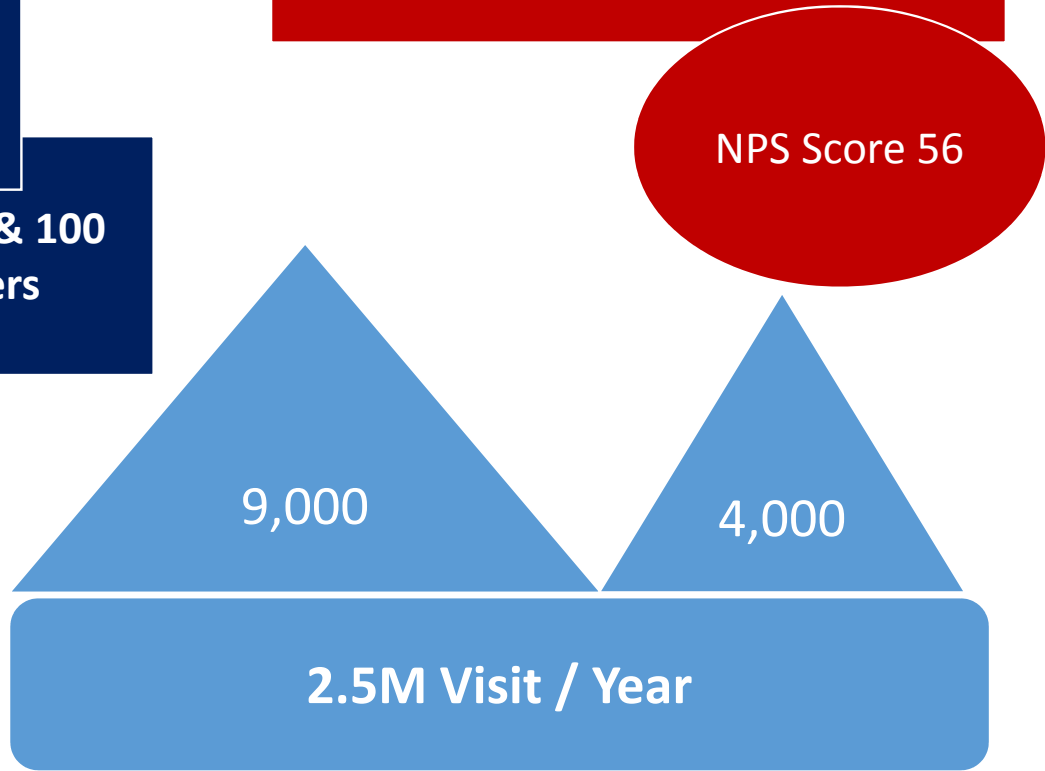


**2017**



**LIVEWELL**  
TAMESIDE

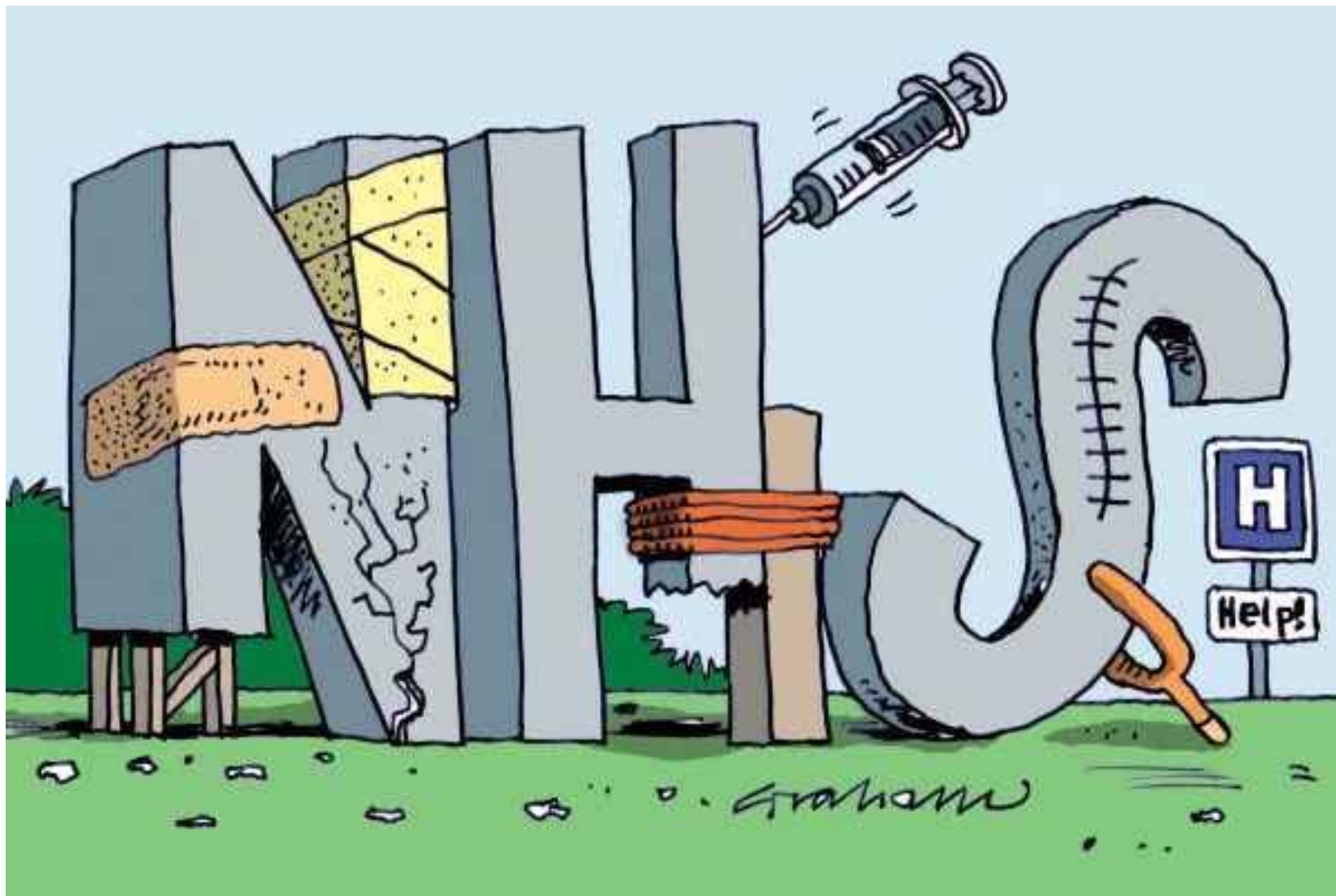






**BUY NOW  
PAY LATER**











# YOUR PLAN



# REALITY



VANDEN BOSCH  
A DIVISION OF  
RAYMOND JAMES

# Factors Driving our Strategy

1. Address the barriers to physical activity, health and wellbeing.
2. Stimulate population level demand to be physically active.
3. Create services that meet people's health and wellbeing goals.
4. Develop new relationships with our communities and stakeholders.
5. Deliver high levels of social return on investment.
6. Generate surplus revenue to reinvest in great services.
7. Exceed our clients', customers' and partners' expectations.
8. Ensure a sustainable business against public sector spending reductions.



# Strategy

Leading Provider  
Service Innovation & Customer Service Excellence

Highly Skilled & Competent Workforce  
High Quality Learning & Development  
Values Based Culture



Sustainable with an Asset-Based Development Focus  
Behaviour Change Start - Stay & Succeed Model

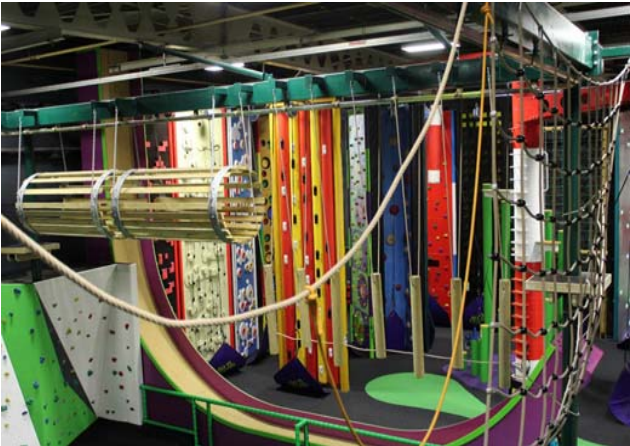
Appropriate Scope with an Inequalities Focus  
Life Course Start Well - Develop Well - Live Well & Age Well Model

Place-Based Partnership Focus  
High Quality Community Facilities

*Inspiring People to Live Well & Feel Great*



# Active Services



**ACTIVE**  
TAMESIDE

**Tameside**  
Metropolitan Borough

Tameside Leisure Estate Review

## We have listened

to your views and what you have asked for during the consultation. Our plans will deliver state-of-the-art facilities for the people of Tameside.

**£20M**  
million pound investment



# Supply & Demand Relationship





# Live Well Services

**LIVEWELL**  
TAMESIDE

Web: [www.livewelltameside.com](http://www.livewelltameside.com)  
Email us: [liveactive@activetameside.com](mailto:liveactive@activetameside.com)  
Call us: 0161 366 4860

**LIVE WELL, FEEL GREAT!**  
Active Tameside's vision for local people

**ACTIVE**  
TAMESIDE  
Inspiring stories  
for healthy lives



**ACTIVE**  
TAMESIDE  
SPORT  
ENGLAND

**Live Active**  
Service

## These women can

A GROUP of women from Ashton are showing that 'this girl can't' in Tameside.

Between eight and 10 women who attend the Women's Centre in Cavendish Mill, Ashton, have been going to Active Oxford Park every week since last September, as part of a free programme run by Active Tameside.

And a number of the women have enjoyed the sessions so much that they've joined Active Oxford Park and now visit several times a week.

Heley Gibcock, aged 26, from Ashton, who failed PE at school, works out at Active Oxford Park regularly.

She said: "I absolutely love it. If Active Tameside and the women's centre hadn't offered us the chance to go to the exercise sessions, I would never have gone to the gym on my own."

"But now I've gained me confidence. It's the place where I can go and be myself and get all my frustrations out if I need to."

Margaret, Emma Rabianka, aged 34, another of the Active Oxford Park regulars, said: "It's a great stress reliever and going as a group has helped me to make friends."



HAVING a ball... Heley and Emma with other members of the women's group at Active Oxford Park.

### Feel great facts

WOMEN account for 83 per cent of all Active Tameside's memberships and the number is growing.

## Dementia sessions a hit at Medlock

A DROYLSDEN couple coping with dementia say a new scheme at Active Medlock has thrown them a lifeline.

Eric Harris, aged 70, and his wife Carole who has vascular dementia, attend the two-hour lifestyle sessions for dementia sufferers and their carers at Active Medlock on Wednesday afternoons.

The lifestyle sessions include use of the gym, a zumba-style dance class, use of the swimming pool and tea, coffee and cakes.

And Eric, who is Carole's carer, says the sessions have given him and Carole, aged 70, new friends and a great way to stay healthy.

The sessions were launched by Active Medlock, with the Alzheimer's Society, and are open to dementia sufferers and their carers.

Said Eric: "It's a good way to meet people, and it's good to talk to other people who know what you're going through."

And he added: "I do a lot of walking but it's good to be able to use the gym at Active Medlock, and both Carole and I enjoy the swimming sessions."



TEA for two... Eric and Carole enjoy a cuppa and a break at Active Medlock.

### Live well tips

THE Alzheimer's Society says that, for many dementia sufferers, leading a healthy active lifestyle can have many benefits, including maintaining strong muscles and flexible joints and improving cognition which support independent living. Recent studies have shown that exercise may improve memory and slow down mental decline, reduce the risk of falls by improving strength and balance, and improve confidence and mood.

## Mum's a trailer blazer

A SINGLE mum is a prime example of Sport England's #shoplocal campaign despite having to look after four-year-old twins who are on the autism spectrum.

Wendy Powell, who received a grant from the Tameside charity Delta and Active Trust, is a keen cyclist.

She received a £2,000 grant to buy a trailer to attach to the front of her bike so that her twins, Hannah and Ailie, could go out cycling with her and the family.

Wendy was keen to give her young twins the experience of cycling along with her other children.

She said: "Cycling is a great way to exercise and it's a great way for all the family to stay active together."

And the former care worker added: "Children with disabilities should have no barriers to access sports and activities of their choice and they shouldn't have to jump through hoops to get access to them."

"Sport gives children confidence, a sense of achievement and self-esteem, and being able to cycle with the family is helping Hannah and Ailie to gain those things."



BICYCLE made for three...mum Wendy Powell with Hannah and Ailie in the new trailer that attaches to the front of her bicycle.

## Nominate a sports star

Have you nominated anyone for the **Pride of Tameside Sports Awards** yet? The closing date is **July 31, 2016**. Find out more at [www.activetameside.com](http://www.activetameside.com)

## Need a hero?

MEET Mighty Mike.

He's the fifth of Tameside's new super sports heroes and he's a wizard in the pool. This summer, there's a range of activities and sessions in Active Tameside's pools, including Learn to Swim

swim courses for children, beginners' courses for children over four years old who haven't yet achieved their 10 metre badge, and the bronze silver and gold challenge awards. For further information, contact your local Active centre or email [hello@activetameside.com](mailto:hello@activetameside.com)



Tell us your inspirational health and exercise stories - [hello@activetameside.com](mailto:hello@activetameside.com)

**LIVEWELL**  
TAMESIDE

# Life Course Interventions & Impact



Start Well



Develop Well



Live Well



Age Well



# GM ACTIVE

A network of innovative, responsive, resilient and high performing Greater Manchester Leisure and Cultural Trusts that deliver transformational outcomes across Greater Manchester's communities.





- Specialist GM wide exercise and wider healthy lifestyle referral programme.
- Comprehensive universal GM physical activity offer.
- GM leisure trust membership scheme, including targeted activities and concessions.
- GM wide workplace health and wellbeing scheme (pilot opportunity with TfGM).
- Mental health support and intervention programmes partnering Pennine Care.
- Active ageing research and service development working with the Wellcome Trust.
- GM wide work and health programme to improve work readiness and employment.
- GM wide social movement to drive behaviour change and support all the above.
- Shared data platform to provide evidence, insight and to inform development.
- Trust leadership and workforce development to raise standards and capabilities.
- GM joint procurement of leisure trust supplies and services to drive efficiencies.
- GM wide commercial adaptability to generate revenue to contribute to social objectives.

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**DONT KEEP  
CALM  
GET ACTIVE  
CHANGE THE  
WORLD**