

# *Caerphilly's approach to encouraging health and wellbeing*

**Mark S. Williams, Head of Community & Leisure Services**

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# Outcomes on Population

- Every child hooked on Sport for life
- Increased active adults
- Every child can swim
- Reduced death rates, cancer rates, level of obesity

# Introduction

- Directorate of Education
- Now Directorate of Environment (August 2012)
- Need for one service
- Sport & Leisure- four departments
- Leisure Services
- Sports Development
- Caerphilly Adventures(Outdoor Activities dept)
- Exercise Referral

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# Evidence

“The scientific evidence is compelling, **physical activity** not only contributes to well being, it is essential to good health”  
(Chief Medical Officer, 2004)

“There are few public health initiatives that have greater potential for improving health and well being than increasing levels of **physical activity**”  
(Chief Medical Officer, 2004)

# Challenges

- School Joint use agreements
- Maintenance/ budgets
- Health Statistics
- Budgets
- Leisure Trusts, etc
- Service Valued by Members
- Long Term – The Public Health Agenda

# The focus

**Developing Sport  
(Funded)**



**Promoting Health/  
Physical Activity ?**



- The Biggest Issue
- “Health” Funding



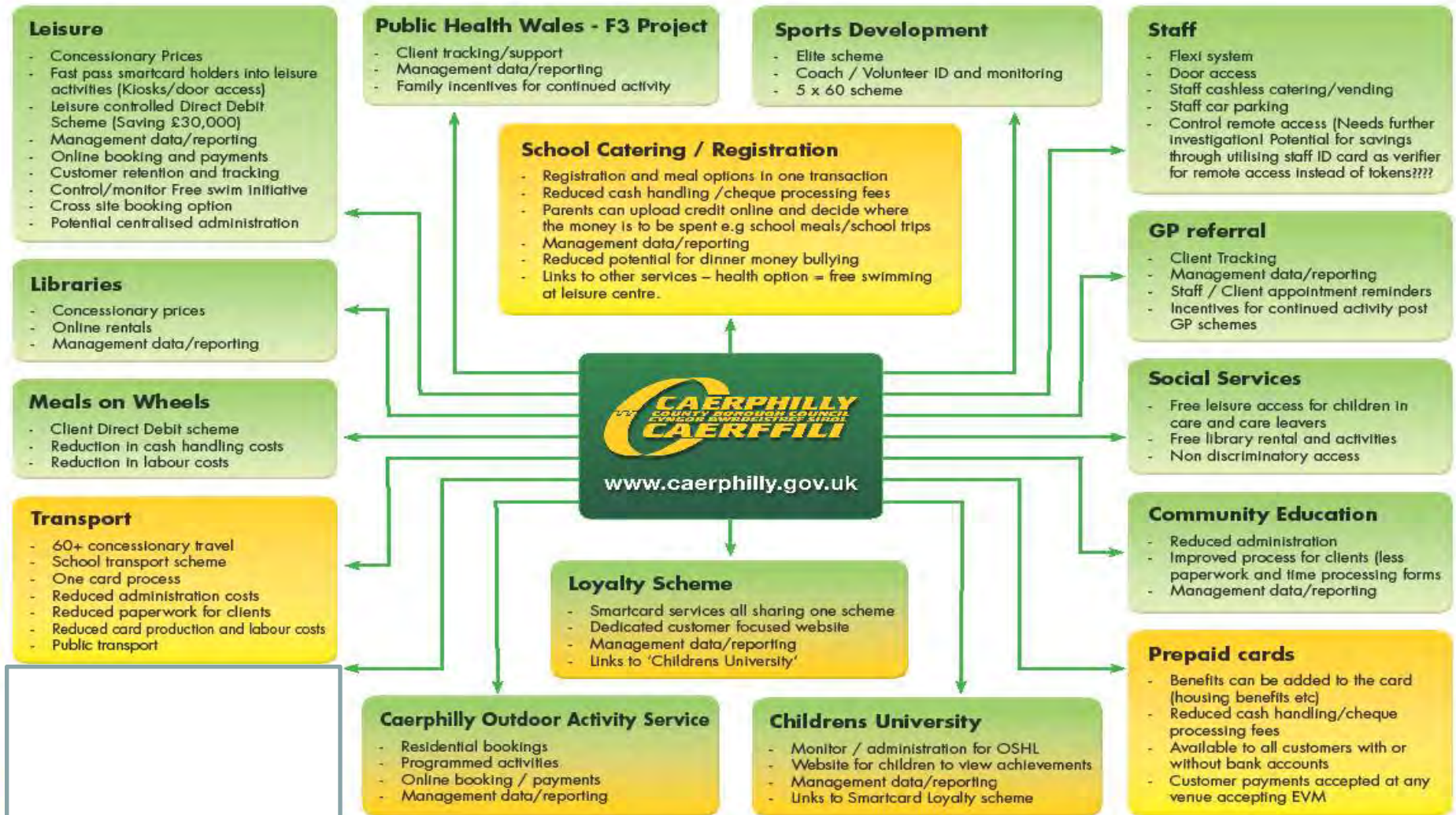
# More people, more active, more often.



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# SmartCard



## Key

Green = Currently utilising smartcard

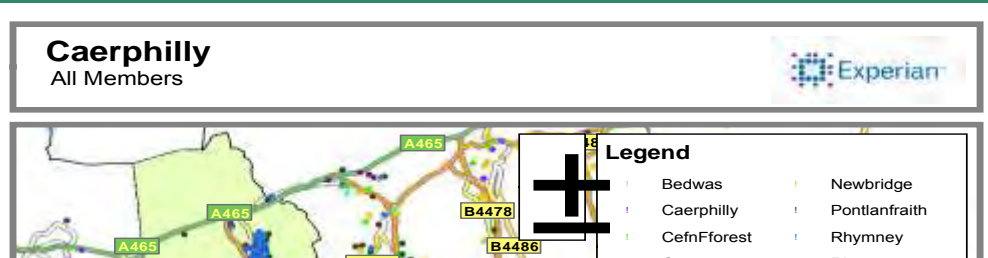
Yellow = Potential development

Green/Yellow = Currently in development

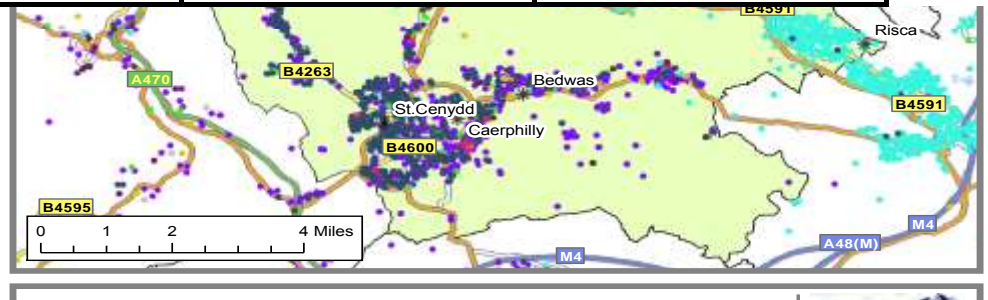
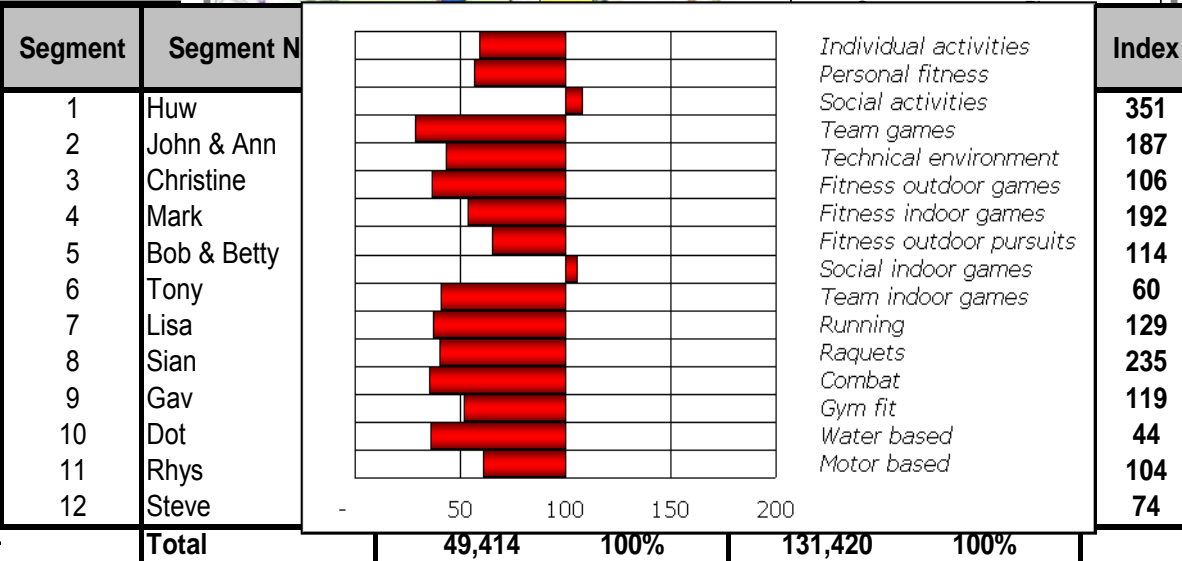


# Market Segmentation

Ward Name
Aber Valley
Aberbargoed
Abercarn
Argoed (Caerphilly)
Bargoed
Bedwas, Trethomas and Machen
Blackwood (Caerphilly)
Cefn Fforest
Crosskeys
Crumlin
Darren Valley
Gilfach
Hengoed (Caerphilly)
Llanbradach
Maescwmmmer
Morgan Jones
Moriah
Nelson (Caerphilly)
New Tredegar
Newbridge (Caerphilly)
Pengam
Penmaen
Penyrheol (Caerphilly)
Pontllanfraith
Pontlottyn
Risca East
Risca West
St. Cattwg
St. James (Caerphilly)
St. Martins
Twyn Carno
Ynysddu
Ystrad Mynach



	10	11	12	SCW Total			
	610	21	811	4,901			
	425	-	522	3,054			
	586	4	692	3,726			
	246	3	319	1,902			
	683	2	785	4,572			
	911	121	1,060	8,070			
	755	115	1,023	6,414			
	449	50	2	100	504	150	2,947
	582	4	526	2,856			
				294			
				18	713		
			106	852			
				19	749		
			114	222			
				60	594		
					320		
			129	443			
					285		
				119	874		
				44	970		
					870		
			74	714			
	806	132	1,043	8,457			
	789	65	885	6,398			
	240	-	184	1,248			
	552	23	698	4,523			
	725	21	720	4,405			
	668	56	809	5,678			
	391	74	516	4,475			
	487	223	625	6,100			
	299	5	291	1,963			
	403	-	459	2,506			
	358	47	440	3,325			



# Market Segmentation cont...

## Segment 7 LISA – ‘Busy Young mums, juggling time’

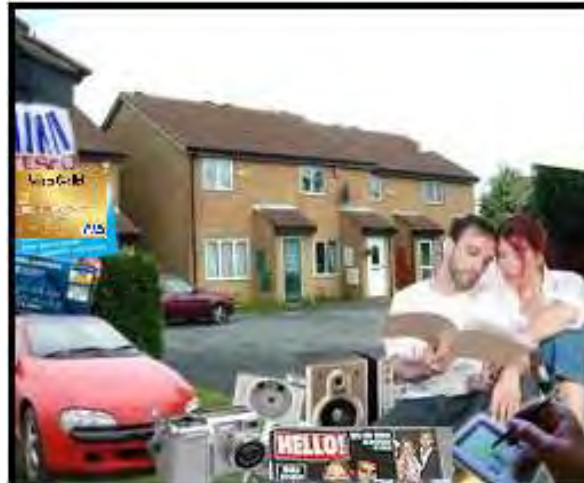
Female

18 – 35 years old

Low income, service orientated

Relying on state benefits

Generally good health.  
However drinking and smoking  
Related incidences may occur



Living with partner/single mum

Prefers: Swimming, gym,  
Personal fitness

Barriers: Family commitments,  
lack of time and work

Marketing method: Family, reliable, time saver, safe,  
fun, colourful, home and children, aspirational

# Service Performance

- Average Subsidy per visit



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# Service performance

- Individual leisure centre subsidy 2013/14



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# 3G investment



# Facility Improvements

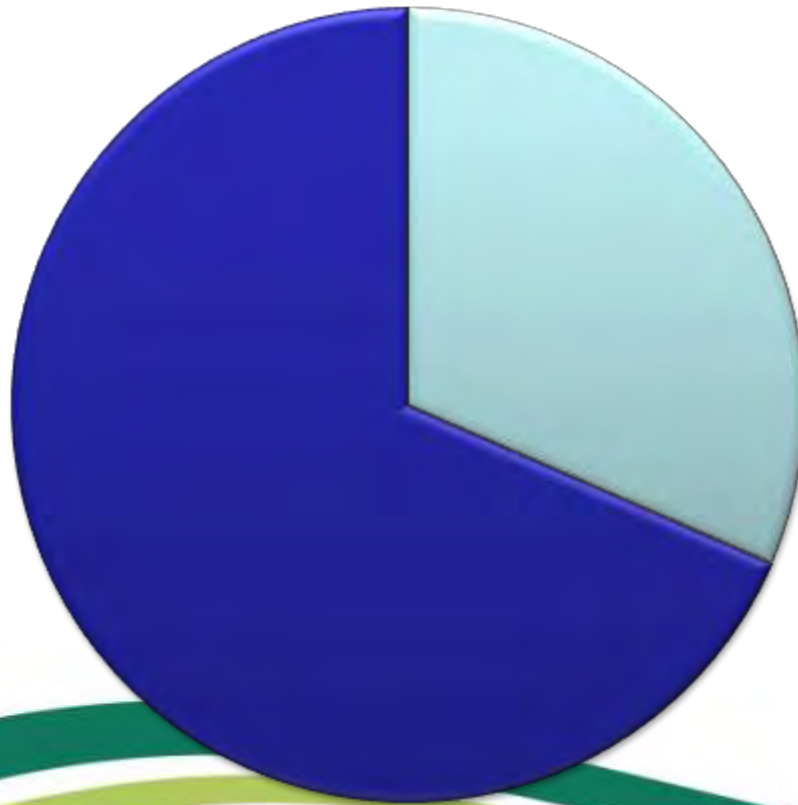


Before & After



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# Gym membership figures



## Risca Leisure centre

- Oct 2011- 192 members (before investment)
- Oct 2013 - 417 members (after investment)

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# Service Performance Highlights 2009/10 v present

- Customer usage – 14% up
- Membership income – 209% increase
- Memberships – 209% increase
- Membership retention – 9.2% up from 3.2%
- Customer Satisfaction – 99% up 14%

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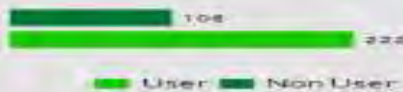


# Sport & Leisure Customer survey

## Sport & Leisure

We asked residents whether they used the county borough Leisure Centres, and if not, why not.

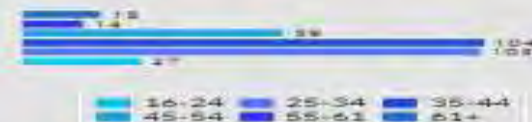
328 people responded



Gender distribution

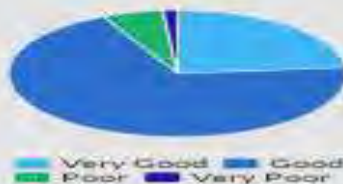


Age distribution



### What our customers think of us

Service Quality



Staff

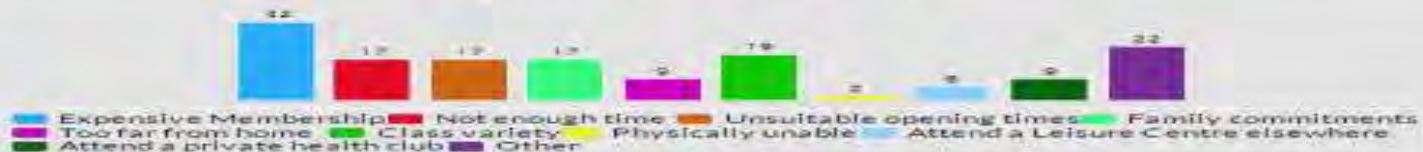


Facilities



### Why don't people use our Leisure Centres?

Reasons for non usage



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# GP Referral Scheme

- Specialist Staff
- Delivered from 4 Centres
- Massive Growth Area
- Funded by Local Health Board
- Over subscribed & Under-Resourced (910 on 2013/14 programme but a further 100+ on waiting list)
- Huge Success – Positive effect on Health Services (by keeping people out of hospital)

# Discussion Points

1. How to move money from Health (Treatment) to Sport & Leisure (Prevention)?
2. How do we create a true partnership between Local Authorities, Sport Wales/England & the Health Service to tackle inactivity?
3. Can Sport & Leisure survive Public Sector austerity?
4. Is direct Local Authority provision or Leisure trusts the way forward?