

Real benefits of Partnership

- ✓ Delivering **real health and wellbeing benefits** for our residents and local communities
- ✓ **Game changing** combination of Public Health knowledge, Demand Management and best customer service practice
- ✓ Bankable **economic benefits** for LA/NHS services
- ✓ **National importance / recognition**

Changing Lives: Andrea's Voice



Andrea



Dr P



Jennifer



Dr Douglas



Withernsea (East Riding of Yorkshire)







Information



Memberships



Tone Zone



Classes



Health



Swimming



Room Hire



Activities



Book Online

« East Riding Leisure
WitherNSEA

Tone Zone

► **Health**

Cardiac Rehabilitation

Exercise Referral

Live Well

Health Topics

Swim for Health

Walking for Health

Young Live Well

Health Plus

Classes

Room Hire

memberships

Book Online

Swimming

Welcome to Health



Cardiac Rehabilitation



Exercise Referral



Live Well



Health Topics



Swim for Health



Walking for Health



Young Live Well



Health Plus



Free NHS Health Checks



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Live Well

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Welcome to



Moments of Truth



Walking for Health



Young Live Well



Health Plus



Free NHS Health Checks

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	<input type="button" value="Look Up"/>	55 Ashdene Close, 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

16/08/2014

17/08/2014

18/08/2014

19/08/2014

20/08/2014

21/08/2014

22/08/2014

Beverley Leisure Complex

09:30

10:00

11:00

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

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

SPORTS HALL

GO TO TODAY

LAST 7 DAYS

09:30

10:00

10:30

11:00

11:30

12:00

12:30

13:00

13:30

14:00

14:30

15:00

15:30

16:00

09:00

10:30

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)

QUALIFIERS

- DEPRESSION/ANXIETY/STRESS
- HYPERTENSION
- INACTIVE

HISTORICAL

- DEPRESSION/ANXIETY/STRESS

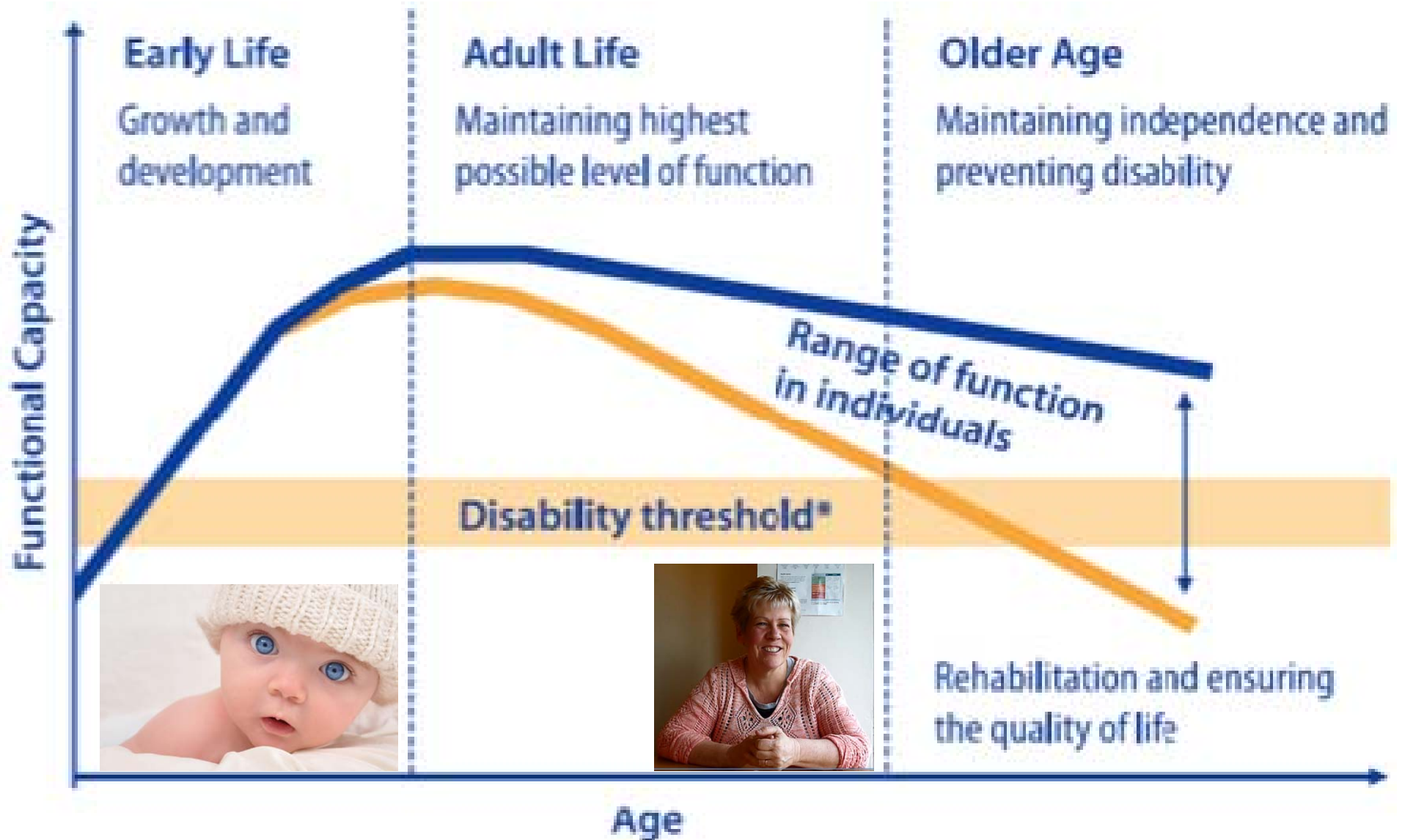
CURRENT

Print

Close Details

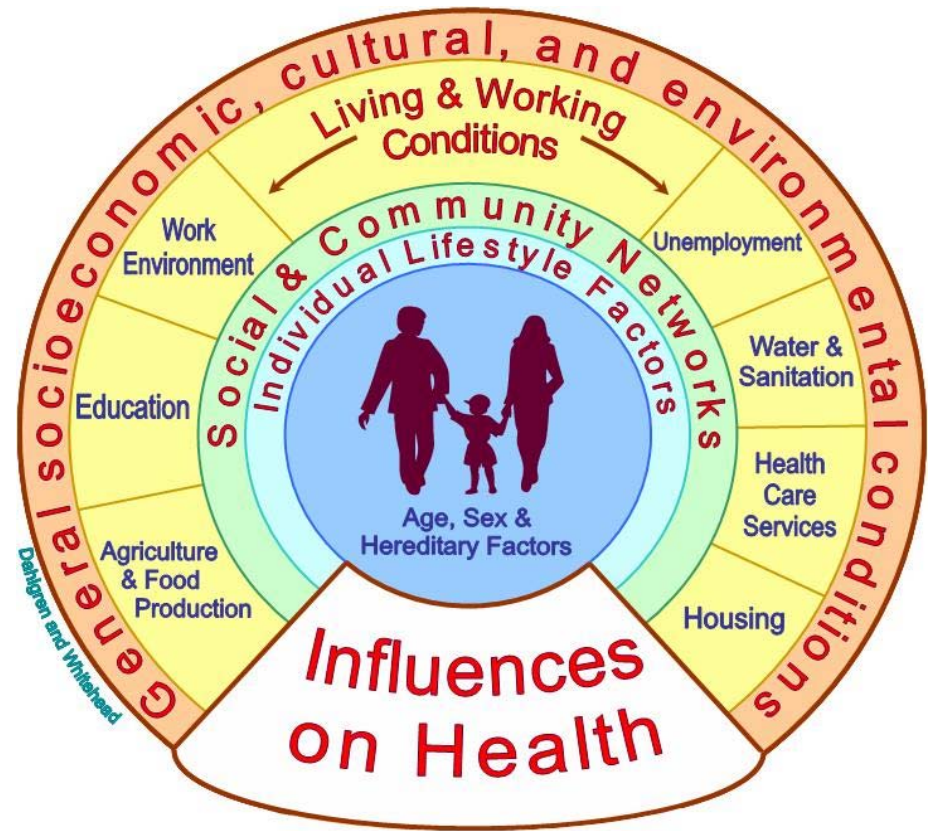
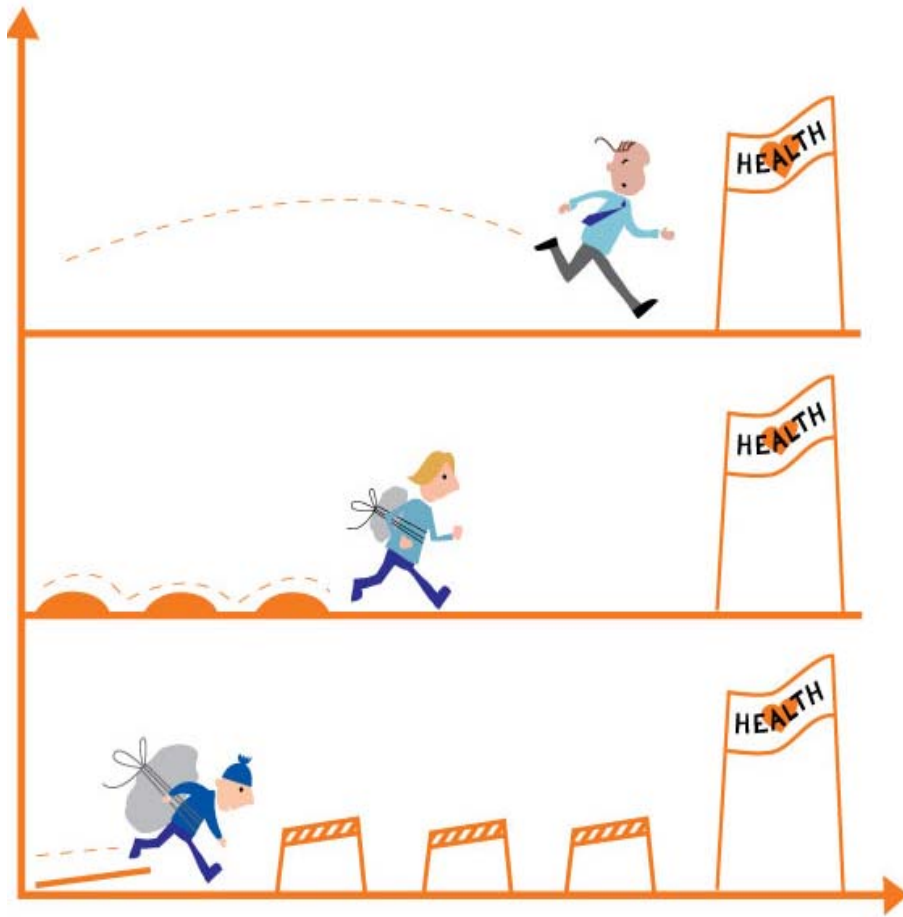






Fit for living?

What can a Local Authority DO about Health & Wellbeing



Learning from our people





Meet Andrea from Withernsea

Real health and wellbeing benefits

88%

Feel healthier

44%

Helped with
Medical Condition

62%

Feel better
about themselves

56%

Have made new friends

Meeting the Challenge by Personalisation

Live Well programme – example results



84%



Completion rate

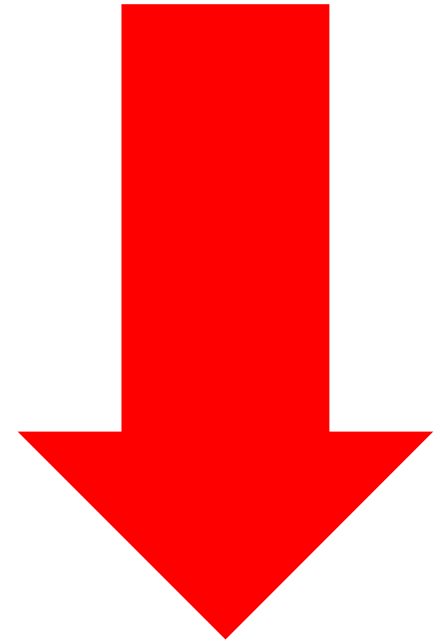
expectation was 20%

Fewer Operations

From up to **100** bariatric
operations annually

this is now down

*to just **15 -20***



Innovating: **Dancing not Wrestling**

- ✓ **GP real-time online booking**
- ✓ **Public on-line booking**
- ✓ **Trainer matching** (initial phone icebreaker)
- ✓ **Customer tracking** (real-time personal record)
- ✓ **Behaviour change training** and feedback loops
- ✓ **Ongoing Academic evaluations** – PhD links
- ✓ **Private & Public sector** collaborations



Innovating: Dancing not Wrestling

- ✓ GP real-time online bookings
- ✓ Public
- ✓ Train
- ✓ Custom (record)
- ✓ Behaviour feedback loops
- ✓ Ongoing Academic – PHD links
- ✓ Private & Public sector collaborations

**Health at Heart
of Business**



Reach & Impact

10 Leisure Centres

17,800 DD Members

5 million Uses

464 Classes a week

£8.8m Income





Book Class
By Date



Book Class
By Type



Book A
Court



Book A Health
Check

Hello, Andy
My Classes ▾

[Home](#) / [East Riding Leisure Beverley](#) / [Member Options](#) / [Activity Type](#) / [Health](#) / [NHS Health Check](#)

NHS Health Check

1 Booking Location

You are currently making a booking at East Riding Leisure Beverley. If you would like to make a booking at a different leisure centre, please use the below drop-down selection.

East Riding Leisure Beverley ▾

2 Select a date

Using the below calendar, please select a date that you would like to make your booking.

14/04/2016



3 Choose your preferred time

Using the timer below, please select a time that you would like to make your booking.

11:00



4 Choose your type

Using the dropdown list below, please select

NHS Health Check ▾

5 Select a time

From the list of available times shown below. Please select a time that suits you.

14 April 2016

🕒 11:00

Not Available

🕒 11:30

Not Available

🕒 12:00

Not Available

🕒 12:30

FREE

Book Court

🛒 Order Summary

Please check your basket below and confirm

Total

£0.00

Please note: Reservations that are added to your basket, will be removed after 2 minutes of inactivity.





Book Class
By Date



Book Class
By Type



Book A
Court



Book A Health
Check

Hello, Andy
My Classes ▾

Home / East Riding Leisure Beverley / Member Options / Activity Type / Health / NHS Health Check

NHS Health Check

1 Booking Location

You are currently making your booking at East Riding Leisure Beverley. You can also book at other locations below.

3 Choose your time

Using the time below, please select the time you would like to make your booking.

11:00

4 Choose your type

Using the dropdown list below, please select the type of booking you would like to make.

NHS Health Check



🕒 12:30

FREE

Book Court

Leisure Centres now
Largest Provider of
NHS Health Checks



The PUBLIC SERVICE



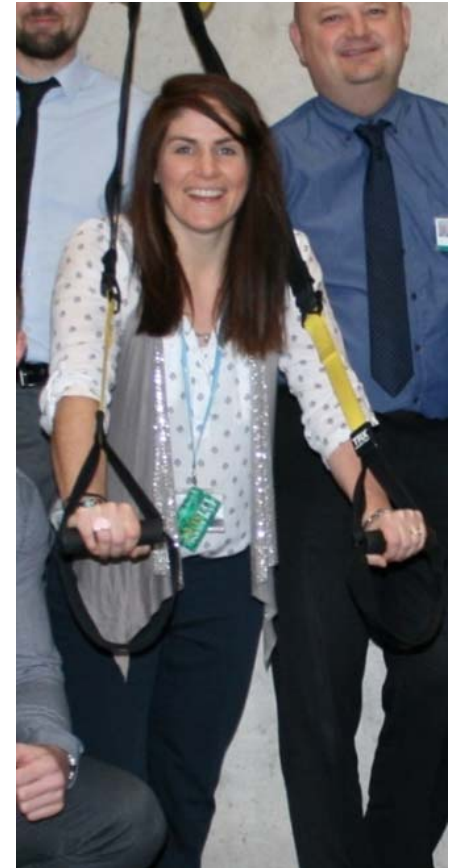
Impact on Staff and Services

*“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.*

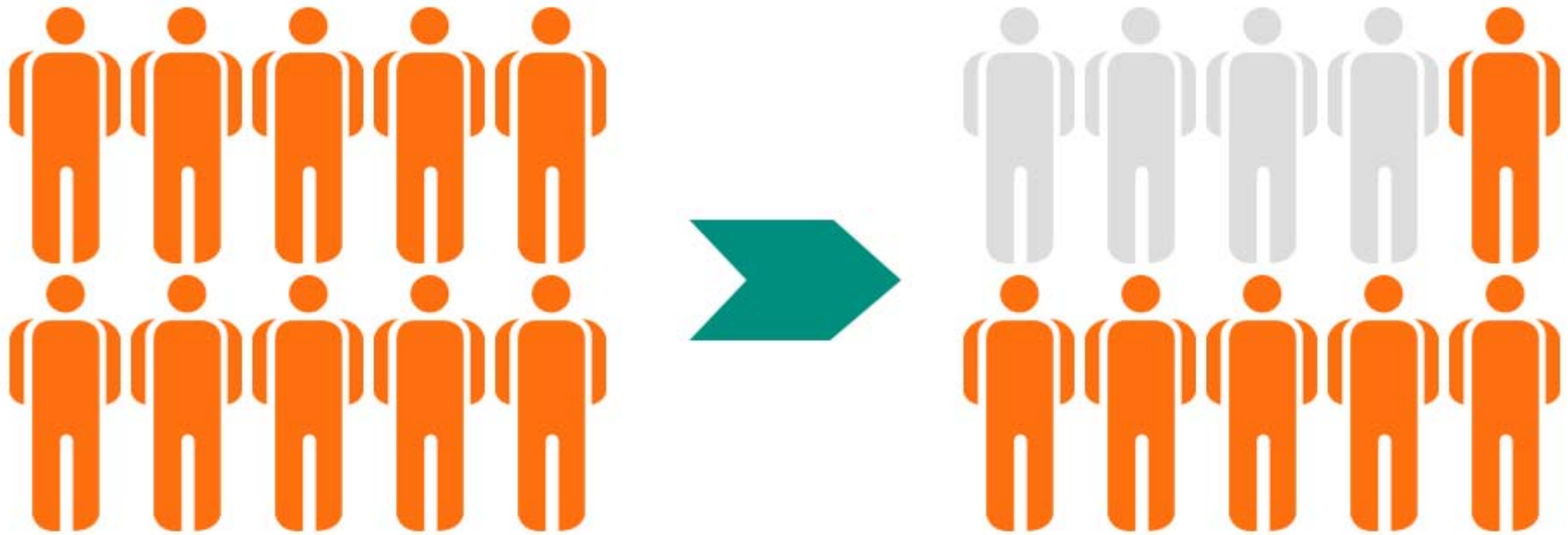
*As the health agenda work has increased so has **our training**.*

*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



Reducing reception visits per week



24,500

15,000

More than Channel Shift



Our own management and booking system(web portal)



Book Class
By Date



Book Class
By Type












Book A
Court



Member
Login

[Home](#) / [Beverley Leisure Complex](#) / [Class Types](#) /

Please select a class to book

<p>Aerobics ⓘ</p> <p>⌚ 60 minutes 👤 40 places</p>  <p>Book Now</p>	<p>Body Balance ⓘ</p> <p>⌚ 60 minutes 👤 25 places</p>  <p>Book Now</p>	<p>Body Combat ⓘ</p> <p>⌚ 60 minutes 👤 40 places</p>  <p>Book Now</p>
<p>Body Pump ⓘ</p> <p>⌚ 60 minutes 👤 40 places</p>  <p>Book Now</p>	<p>Body Pump ⓘ</p> <p>⌚ 60 minutes 👤 25 places</p>  <p>Book Now</p>	<p>Body Step ⓘ</p> <p>⌚ 60 minutes 👤 25 places</p>  <p>Book Now</p>
<p>Indoor Cycling ⓘ</p> <p>⌚ 45 minutes 👤 19 places</p>  <p>Book Now</p>	<p>Indoor Cycling ⓘ</p> <p>⌚ 60 minutes 👤 19 places</p>  <p>Book Now</p>	<p>Pilates ⓘ</p> <p>⌚ 45 minutes</p>  <p>Book Now</p>

🛒 Order Summary

Please check your basket below and confirm

Total **£0.00**

Please note: Reservations that are added to your basket will be removed after 2 minutes of inactivity.

EAST RIDING LEISURE BEVERLEY

Time left to complete page **01:41**

Please select a class to book

Aerobics ⓘ

⌚ 60 minutes 👤 40 places



Book Now

Body Balance ⓘ

⌚ 60 minutes 👤 25 places



Book Now

Our own
online
booking

Access Control

- Process
- Gym
- Spin
- Room



Impact on Savings

+£70,920

2008-2009

2016-2017



-£1,271,000

**Leisure Service
Net Budget**

Investing in Behaviour Change



More funding secured for Leisure World



Nigel Pearson, chief executive, Steve Hudson, site manager, Gordon Alexander, BAM construction manager, Councillor Stephen Parnaby OBE, leader of the council

Bridlington **£25m**
Haltemprice **£7.1m**
Beverley **£1.3m**



93.1



EAST RIDING
Leisure Services

87.0

first direct

86.3

amazon

86.2

John Lewis

84.8

LOVEFiLM.COM

84.7

Specsavers

84.5

Waitrose

83.8



83.7



83.6



No 1

Customer Service Index



Highest Scoring Organisation
(Public or Private)

Evaluation & Research Collaboration



- **Embedded** within centres
- **Evidence** reviews
- **Ethnographic** research
- **Comparison** with alternatives

What next?

Spreading the word and transforming public services

- ✓ Case studies – Peer reviews – Visits – Lectures – Training programmes ...



- ✓ Libraries – Museums – Customer Centres – Children's Centres – Adult Social Care – Play/Sports/Arts – Housing ...

- ✓ **Community** and voluntary links



- ✓ **Private sector** collaboration





Leisure & Public Health



Our partnership
changes lives
and changes the way
Local Government does
things



EAST RIDING
OF YORKSHIRE COUNCIL