

DEVELOPING A HEALTHY WORKFORCE

**Alistair Robertson,
Head of Sport & Recreation**

**Andy Wiggans,
Principal Development Manager,
Sport & Recreation**



Presentation Overview

- **Background & Context**
- **Pilot Project & Commissioning**
- **The Partners**
- **What Works For Us**
- **The Results**

Background & Context

- **The average employee spends 60% of their waking day at work**
- **70% of the population are not active enough to benefit their health**
- **40% of deaths from CHD are attributed to inactivity**
- **Workplace – An ideal setting for promoting lifestyle choices**
- **In 2006 sickness absence in Sefton MBC & Sefton PCT combined totalled £9.25 million**

Background & Context

- **Choosing Health (2004 Choosing Activity) – Department of Health**
- **National Physical Activity Strategy (Be Active, Be Healthy 2009)**
- **NICE – Guidelines (2008) Workforce Health Promotion**
- **Local PHP Arrangements**
- **Sport & Physical Activity Alliance**

Pilot Project & Commissioning

- **Sport England : £1m Challenge, Healthy Workforce**
- **12 Month Pilot Project – PHP**
- **Impact:**
 - 122, out of 140 completed**
 - 29% Reduction in Sickness Absence Levels**
 - Commitment to mainstreaming of programme**

Longer Term Commitment

- **Sefton Borough Partnership – Strategic Link**
- **Commitment to extend to major employers throughout the borough**
- **Community health gain together with business development opportunity**
- **Establishment of project team**
- **Commercial entrepreneurialism**

The Partners

- £50,000 Annual Contribution – Other Partners
- Sefton Council & NHS Sefton (Sefton PCT)
- One Vision Housing, Sefton New Directions & Sefton Council For Voluntary Services
- January 2009 – Aintree University Hospital NHS Foundation Trust
- April 2009 – Arvato, Capita Symonds, Shop Direct Financial Services

Great Facilities

- **7 Leisure facilities throughout Sefton**
- **Member of One, Member of All**
- **5 swimming pools, 6 fitness suites, full class programme, sauna/steam suites**
- **2 new facilities for 2009**

Leisure Facilities



Great Facilities

- **7 Leisure facilities throughout Sefton**
- **Member of One, Member of All**
- **5 swimming pools, 6 fitness suites, full class programme, sauna/steam suites**
- **2 new facilities for 2009**

The Membership Offer

- Free to join
- £19 Unlimited leisure facility membership
- £25 Buddy membership



Employee Participation

- Workforce circa 30,000
- 8,400 Registered members
- 30% Uptake within partner organisations
- 2,400 actively engaged weekly
- 1,110 Leisure facility members = £21,000 pcm
- £0.25m pa of new business



Additional Benefits

Tackling Sickness Absence

- **Occupational Health Referral**
- **2006 - 07: 29% Reduction in Sickness Absence**
- **2007 – 2009: 25% Reduction in Sickness Absence**
- **2008 Survey Results**

Tackling Sickness Absence

Employees Reported the Following Improvements in:

Concentration	81%
Sleep	60%
Work Capacity	76%
Self Esteem	72%
Stress	61%
Weight Loss	65%
Energy Levels	92%
Mood/Morale	88%

Who should do it?

- **Led by Local Authority Leisure/Sport & Recreation**
- **The commissioning process – highly experienced**
- **Based on existing strong partnerships**
- **Track record of delivering**
- **Public Health/NHS (PCT) – support**

What Works

- **Stepometer Challenge**
- **Health Assessments & Consultation**
- **Occupational Health Support**
- **5k Challenge, Cycle Challenge & Coastal Walk**
- **Team Building Events**
- **Alternative Activities**



Recognition

- **2007 – Municipal Journal – National Commendation**
- **2008 – North West Public Health Award**
- **2008 – Identified by Sport England (North West) as National Exemplar**

Summary

- **8,400 employees registered with Active Workforce**
- **An average of 26% reported reduction in sickness absence levels over the last 3 years**
- **2008 North West Public Health Award Winner**
- **4 new partners joined in 2009**
- **£21,000 pcm income**
- **8 jobs sustained, contributing to the wider Health & Well Being agenda**
- **Enhancing the reputation of our service within the borough partnership**