



**Healthy**  
**Stadia**

# Healthy Stadia and Healthy Sports Clubs

- What does it actually involve?
- The background and work across Europe
- How has the Healthy Stadia and Sports Club programme developed in Wigan?
- What value does it add to leisure services' work?
- Future opportunities

# Healthy Stadia and Healthy Sports Clubs

## What Is A Healthy Stadium?

“A healthy stadium is one which promotes the health of visitors, fans, players, employees and the surrounding community...

...it is a place where people can go to have a positive, healthy experience playing or watching sport and which promotes positive healthy opportunities in its surrounding community”

# The European Healthy Stadia Network

## What Is The Network?

- A partnership of professional and voluntary clubs, governing bodies and major sporting stadia from across Europe
- Aspiration to change attitudes and approaches, create new partnerships and positively impact on the health of all stadia users
- Pioneered in UK by Heart of Mersey and HM Partnerships

# The European Healthy Stadia Network

## Progress To Date

- 218 stadiums across Europe have been awarded Healthy Stadia status
- Range of health initiatives developed and delivered aimed at all stadia users
- Good practice shared through conferences and website
- Monitoring toolkit developed by HM Partnerships and Haig Associates

# The European Healthy Stadia Network

## How Does It Work?

- Highlights the importance of using the power of sport to promote positive lifestyle activities
- Provides a platform for communication and partnership between sports clubs, governing bodies and public sector  
Advocates for healthier policies within clubs and across governing bodies

# The Healthy Stadia Programme

## How Does It Work?

- The programme is developed and delivered by HM Partnerships and uses the power of the club brand and stadia to engage the target audience
- Conducts an audit of current practice against local health need and develops club/stadia action plans to increase health-promoting activity.

# The Healthy Stadia Programme

## How Does It Work?

- Delivers health and education programmes through stadia settings and using club personnel
- Encourages stadia and associated companies to adopt a healthier approach to their standard practice
- Provides a significant fan base to target for health interventions



# Liverpool FC Healthy Stadia Programme



# The European Healthy Stadia Network

## National Case Studies

- Liverpool FC Action for Health programme, covering broad range of initiatives
- Boundaries for Life health-checks for supporters at the Oval
- FC United 7-a-side tournament targeting young people from BME backgrounds
- Cardiff City FC literacy and communication skills targeting children at Key Stage Two

# Wigan Healthy Stadia and Sports Club Programme

- Launch of initiative in 2010
- Development of a strategic steering group and tendering of provider contract
- Engagement of professional sports clubs – challenges and opportunities
- Engagement of voluntary sports sector – a unique facet

# Wigan Healthy Stadia and Sports Club Programme

Healthy Stadia in Wigan – The Steering Group

- Formed from key partners including Leisure Trust, Council, PCT, HM Partnerships, professional and voluntary clubs
- Provide strategic links, facilitate partnership working, provide support to the clubs to engage and enrol in the network
- Stakeholder conference scheduled for 2012
- Local delivery contract tendered and awarded in 2011

# Wigan Healthy Stadia and Sports Club Programme

## Healthy Stadia in Wigan – The Professional Clubs

- Both major stadia and all three professional clubs have completed action plans and secured accreditation
- Pilot projects around men's health (Drop A Shirt Size) delivered in partnership with the three clubs and the Leisure Trust Active Living Team in 2010
- Challenges around stadium and club priorities and perceptions

# Wigan Healthy Stadia and Sports Club Programme

Partnership Working With Professional Clubs –

Drop A Shirt Size Case Study

- Delivered with all three professional clubs and Active Living
- Use of club brand and incentives to engage overweight men aged 35 plus
- 100 participants engaged in a range of fitness and lifestyle sessions



# Wigan Healthy Stadia and Sports Club Programme

## Healthy Stadia in Wigan – The Voluntary Clubs

- A unique facet – five clubs signed up so far but great potential for a larger number to engage
- Formalises existing links and creates new partnerships with voluntary clubs, Leisure Trust and PCT
- Challenges around engaging voluntary sector – development of the Healthy Club mark
- Offering the right level of support for volunteers

# Wigan Healthy Stadia and Sports Club Programme





# Wigan Healthy Stadia and Sports Club Programme

## New Springs Lions Case Study

- Very proactive local amateur rugby club
- Developed a range of initiatives to engage inactive club members (parents attending junior games)
- Promotion of lifestyle messages through subtle changes
- Evidence of benefits encourages more support and engagement e.g. parental sponsorship – the programme gathers momentum
- Success in using their accredited status to secure funding for cooking equipment

# Wigan Healthy Stadia and Sports Club Programme

The Wigan Experience – Benefits to Leisure

- Formalised links to professional and voluntary sectors
- Partnership working and sharing of resources
- The power of the brand and image
- Engaging with hard-to-reach sectors of the population
- It contributes to the outcomes and impacts we aim to achieve (health, activity, community empowerment)

# Wigan Healthy Stadia and Sports Club Programme

## Healthy Stadia in Wigan – Future Challenges and Opportunities

- HM Partnerships contracted to continue delivery for the next three years. Leisure Trust working as a partner alongside HM Partnerships
- Challenges faced by professional clubs might mean focus shifts?
- Economic climate and pressures on professional and voluntary sectors
- Opportunities created particularly by the major sporting events (Olympics and 2013 Rugby League World Cup)

# Wigan Healthy Stadia and Sports Club Programme

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