

ShowCase

Woodside Gets Active

Topic: Exercise

Organisation: Telford and Wrekin Council;
Telford and Wrekin PCT

Location: Woodside, Telford (West Midlands)

Dates: October 2007 to April 2008

Budget: £15,000

Contact: Richard Twigg

Email: richard.twigg@telford.gov.uk

Telephone: 01952 382607

Woodside Gets Active

Overview

In February 2008, Telford and Wrekin PCT and Telford and Wrekin Council launched a three-month campaign to increase levels of physical activity amongst children and their parents in Woodside, an area of deprivation with high levels of obesity.

The overall aims of the campaign were to increase physical activity within the community, target hard to reach groups, and make recommendations for future service delivery across Telford and Wrekin.

Woodside Gets Active used a multi-pronged approach to get children and parents excited and motivated to engage in more physical activity by offering organised walks, leisurely swim time and discounted access to health and fitness centres.

Results:

- 157 new Flex leisure incentive cards were registered during the 3-month campaign
- Leisure centre visits increased from 12,092 visits pre-campaign to 20,062 visits during the same time period the following year, and this settled to 14,792 visits in 2008/09, 2,700 more than prior to the campaign
- Average leisure centre visits increased from 8.5 to 15.2 per registered person during the 3-month campaign, and settled to 11.9 in 2008/09, an increase of over 3 visits per registered person

1. BEHAVIOUR

- **Children:** One hour of physical activity per day
- **Adults:** 30 minutes of moderate activity, 5 days per week

2. CUSTOMER ORIENTATION

- Focus groups with children and their parents
- Consultations with children during school assemblies
- Consultations with parents at school drop-in sessions and outside school gates
- Street questionnaire
- Consultation with existing service providers
- Review of available fitness opportunities

3. THEORY

- **Health Belief Model:** Behaviour change is influenced by perceived susceptibility to and severity of health risk, and perceived benefits of and barriers to taking preventative action

4. INSIGHT

- Current activities were taking place at the wrong times
- Fear of not being fit enough and not having the right clothing put people off
- People felt they needed organised opportunities to walk

5. EXCHANGE

Barriers:

- Lack of access and affordability
- Low interest in current activities
- Lack of parental support and/or encouragement

Solutions:

- Changed availability of exercise classes and subsidised membership
- Offered fun sessions, without 'telling' people what to do
- Trained staff to give parents tailored advice

6. COMPETITION

- Current services in the local area – Avoided timetable clashes and duplication
- The local pub – Ran male-only aerobics classes

7. SEGMENTATION

- **Geographic:** Woodside is an identified area of deprivation and local regeneration, with high levels of obesity
- **Demographic:** Targeted community members who were currently inactive, specifically children and parents
- Sport England Active People survey and local management information used to identify inactive population segments

8. METHODS MIX

- Programme of weekly guided walks
- Promotion of free swimming sessions
- 50 per cent discounted membership to local leisure centres
- Exercise classes held at convenient times, for all abilities
- Men-only aerobics class held in the local pub
- In-school exercise activities, like chair-based exercises during registration
- PR and media activities