

Workplace Challenge

Activity Log Challenge 6th January – 2nd March 2014

Background

Workplace Challenge is a two year programme led by the County Sports Partnership Network, designed to help engage workplaces in physical activity and sport. As part of the programme, an annual Activity Log challenge will take place, the first of which ran from 6th January – 2nd March 2014; this report details the findings of the initial Activity Log challenge.

Workplaces

During the 8 week challenge period, 89 workplaces within Berkshire took part, logging over 15,000 activities and scoring over 5.5 million points. Berkshire's target for the initial challenge was to engage 35 workplaces.

Within Berkshire, Bracknell Forest had the largest proportion of engaged workplaces, with 31% of individuals registered to a workplace within this borough. This was closely followed by Windsor and Maidenhead with 27%, whilst Slough and Wokingham engaged the fewest amounts of workplaces, with only 11% of engaged individuals being registered to workplaces within these boroughs (Fig. 1).

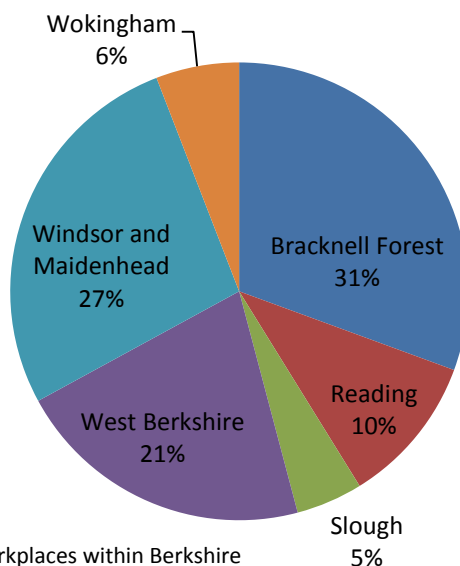


Fig. 1 – distribution of engaged workplaces within Berkshire

Reflecting the distribution of engaged workplaces within Berkshire, 6 of the top 10 workplaces, based on number of individuals they have registered to them, were based within Bracknell, 3 were based within West Berkshire and 1 was based within Windsor and Maidenhead (Fig. 2). Bracknell Forest Council based at Times Square had the largest number of participants of all workplaces, with 90 individuals registered on the Activity Log Challenge (Fig. 2).

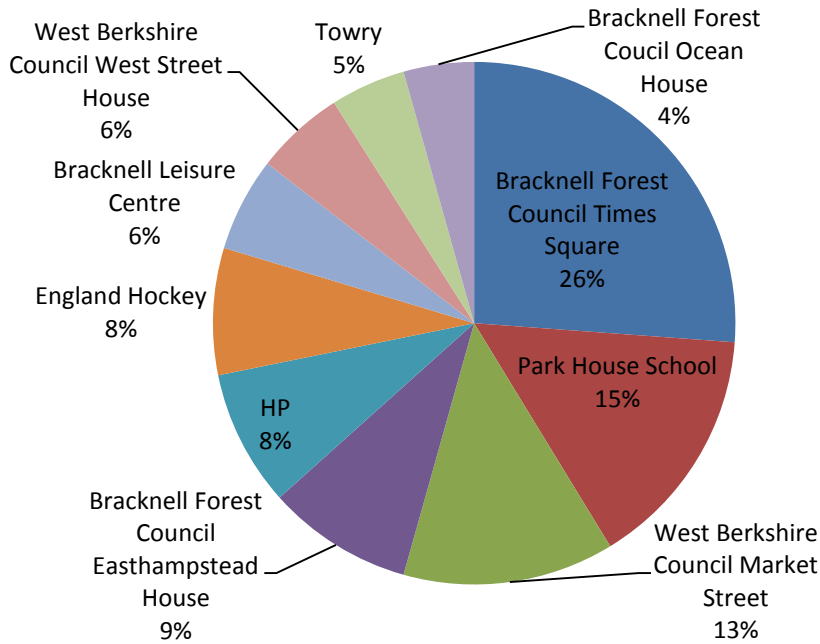


Fig. 2 – Top 10 engaged workplaces (based on number of individuals registered)

Participants

Berkshire’s target was to engage 300 employees across Berkshire; 601 Berkshire employees were engaged across the 8 week period. Of these 601 participants, 102 were considered to be inactive at the beginning of the Challenge. Fig. 3 shows the steady increase in engaged employees across the Activity Log challenge, whilst Fig. 4 highlights how many new employees were engaged during each week of the Challenge.

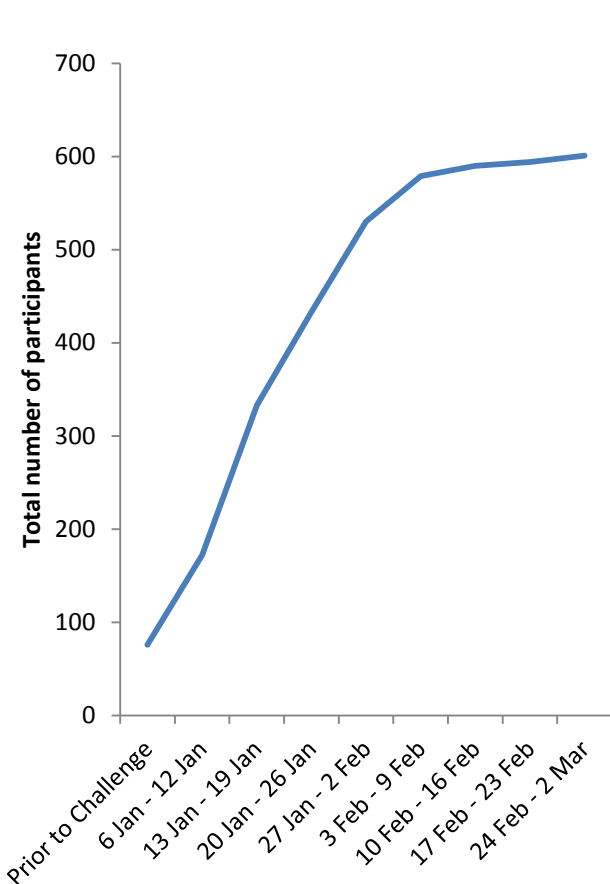


Fig. 3 – Total number of employees engaged throughout the Activity Log challenge

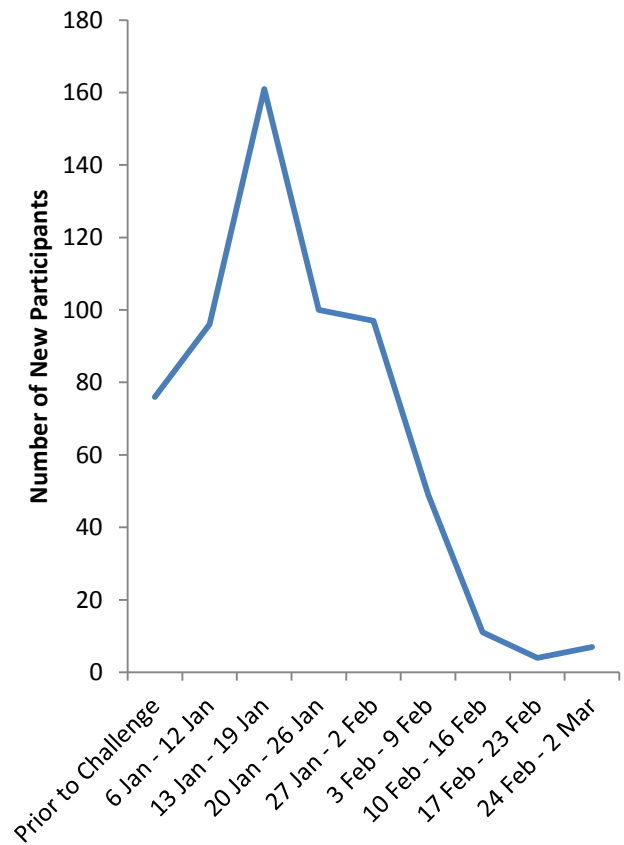


Fig. 4 – Number of new participants during each week of the Activity Log challenge

67% of engaged employees were female, whilst the remaining 33% were male (Fig. 5); these participants also spanned a range of age groups, which for the purposes of analysis, have been separated into Under 18, 18-25, 26-34, 35-44, 45-54, 55-64 and 65+. The 45-54 age group appeared to be the dominant age group with 31.4% of participants falling into this age group (Fig. 6).

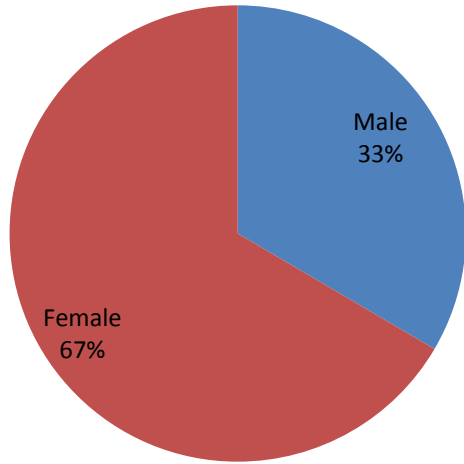


Fig. 5 – Proportions of male and female employees

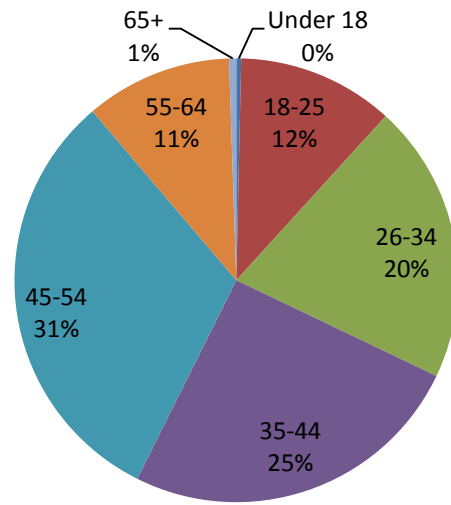


Fig. 6 – Proportions of employees within each age group

35-44 year old and 26-34 year olds also made up significant proportions of the population who were engaged with the Challenge. With regards to the 65+ and Under 18 age groups, there were only a few individuals who fell into this age groups, therefore the percentage populations are significantly smaller.

When comparing both genders across the age groups, there are similarities in the percentage populations (Fig. 7).

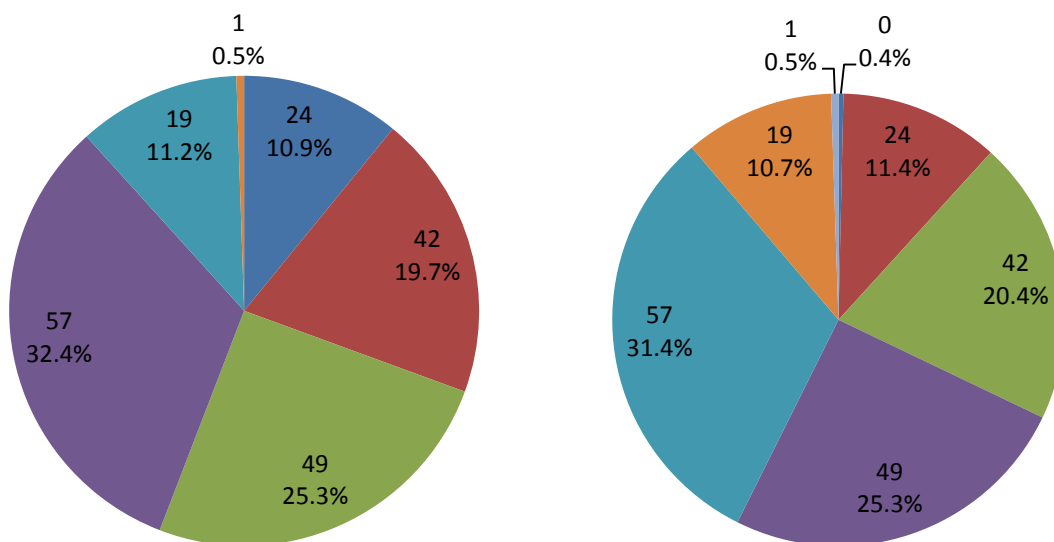


Fig. 7 – age groups of engaged male (left) and female (right) individuals

In both genders, 45-54 is the dominant age groups; however females have slightly more participants in this age group than males. Both genders have the same proportion of 35-44 year olds, whilst males have a bigger proportion of 26-34 year olds. Females also had individuals within the Under 18 age group, whereas males did not.

With regards to how individuals heard about Workplace Challenge, colleagues appeared to be the dominant source of information, whilst promotional activities at workplaces also triggered 1/3 of sign-ups (Fig.8).

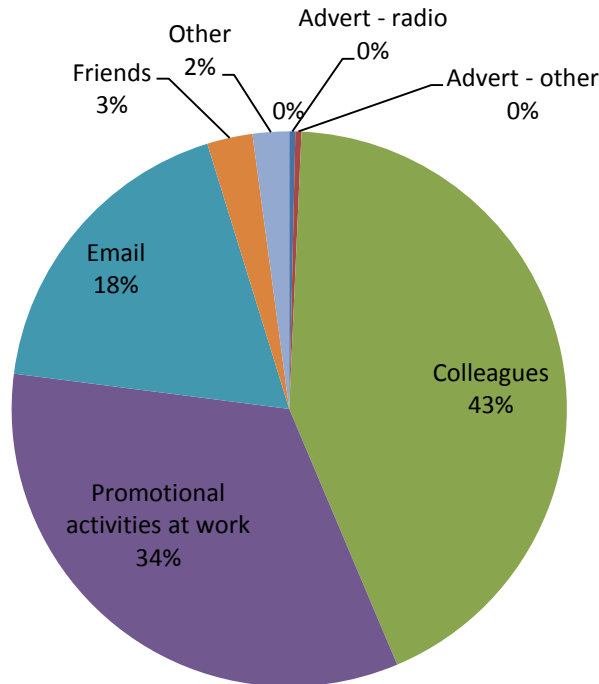


Fig. 8– how individuals heard about Workplace Challenge

A significant amount of communication about the Workplace Challenge originated through Get Berkshire Active’s electronic communication channels, namely e-bulletins and social media; this made it easier for information to be communicated through colleagues verbally and via emails.

Activities

Of 106 available activities on the Activity Log, Berkshire employees took part in over 70 during the 8 week challenge. Berkshire’s top 10 activities, in terms of number of logs, are highlighted in Fig. 9.

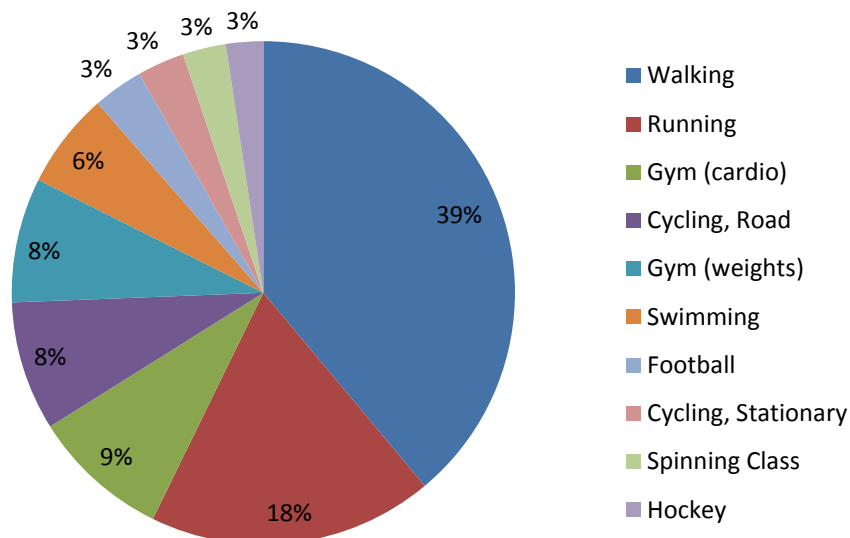


Fig. 9 – Berkshire’s top 10 activities

Walking was by the far the most popular activity overall, having been logged over 4000 times within the 8 week Challenge. Running had fewer than half the amount of logs, with just over 1800 logs during the 8 weeks. The average number of logs for any of Berkshire's top 10 activities was 1036 during the Challenge.

There were significantly more individual participation sports than team participation sports within the Activity Log challenge; 94.3% of activity logs were for individual sports and activities (Fig. 10). Mixed activities referred to activities that could either be individual or team (e.g. Rowing).

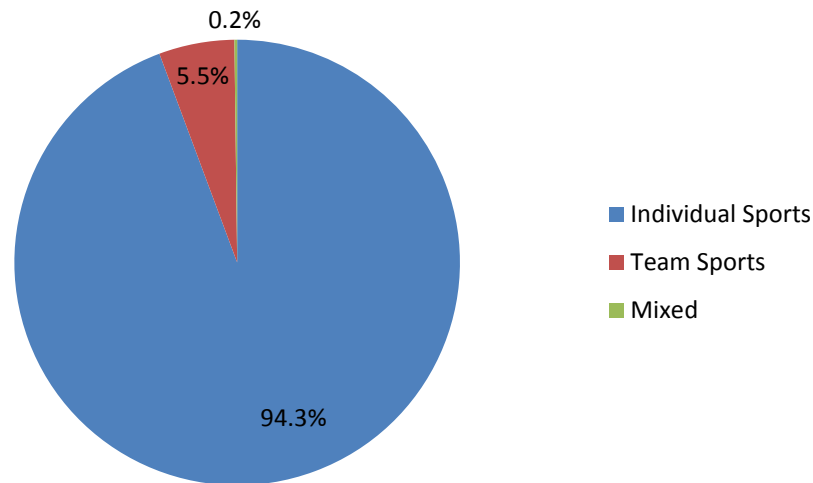


Fig. 10 – comparison of activity logs for individual and team sports

In terms of numbers of individuals participating in the different sports and activities, walking had significantly more individuals taking part than any other activity. 326 individuals, of a possible 601, took part in walking during the Challenge; Running and Gym (cardio) were still the next most popular activities, with 211 and 131 participants respectively (Fig. 11).

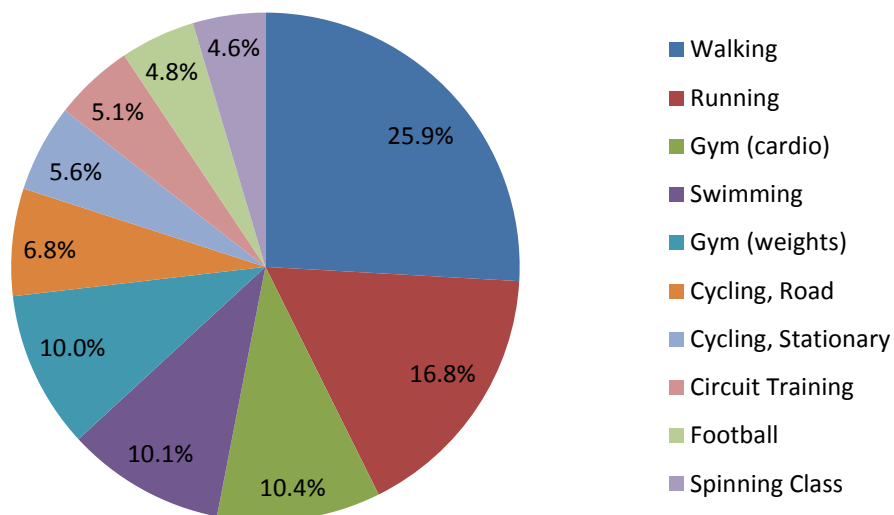


Fig. 11 – Berkshire's most popular activities (in terms of number of participants)

When an activity was logged, the intensity at which it was carried out must also be logged, either low, medium or high. In terms of activities logged as light intensity, walking was also the most

popular activity, with 72% of light intensity activity logs involving walking (Fig. 12). Road cycling, pilates and gym (weights) were the next popular activities, however they had significantly fewer logs than walking.

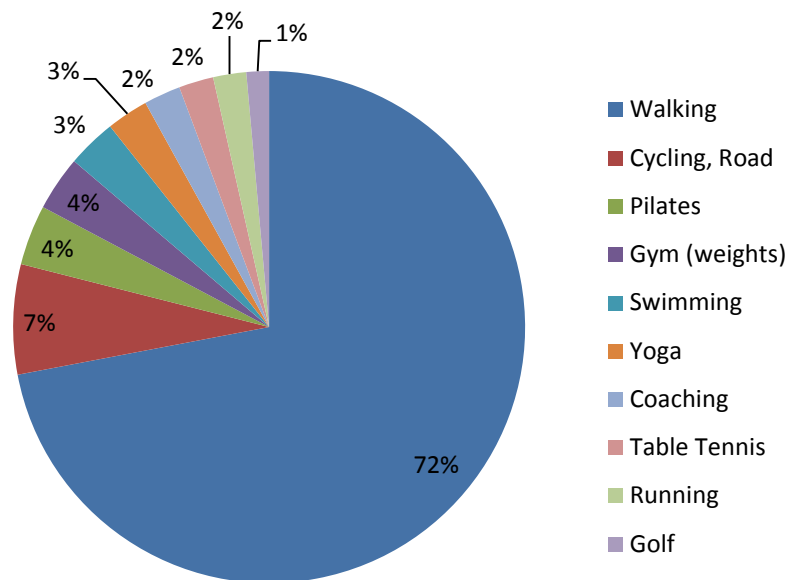


Fig. 12 – Berkshire’s top 10 light intensity activities

Walking is also dominant in the moderate intensity category, with 32% of moderate intensity logs including walking. Running had half as many logs with 16%, followed by gym (weights) with 13% and gym (cardio) with 10% (Fig. 13).

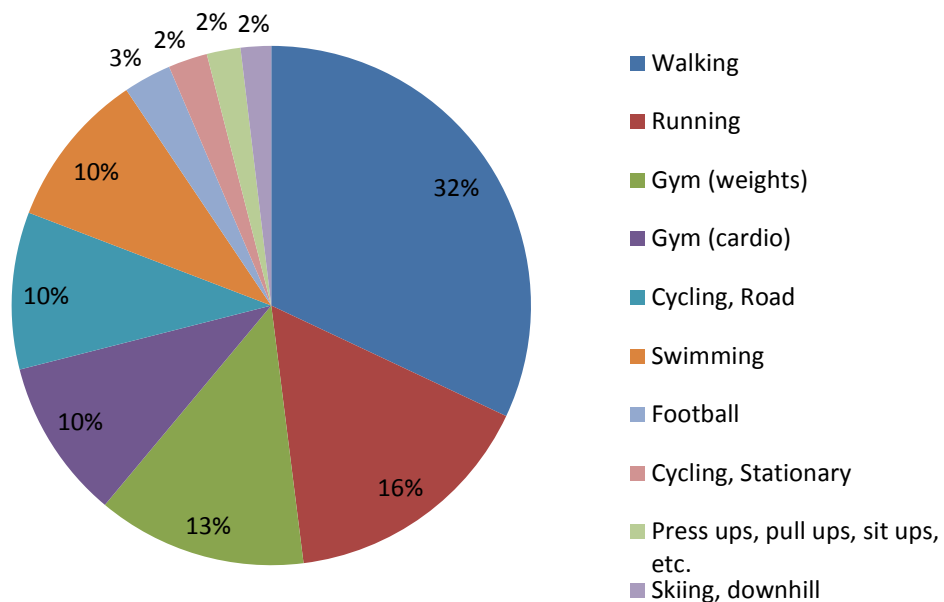


Fig. 13 – Berkshire’s top 10 moderate intensity activities

Running was the most dominant high intensity activity logged during the Challenge, with 36% of high intensity activities being logged including running (Fig. 14). Gym (cardio), spinning class and road cycling were the next popular activities.

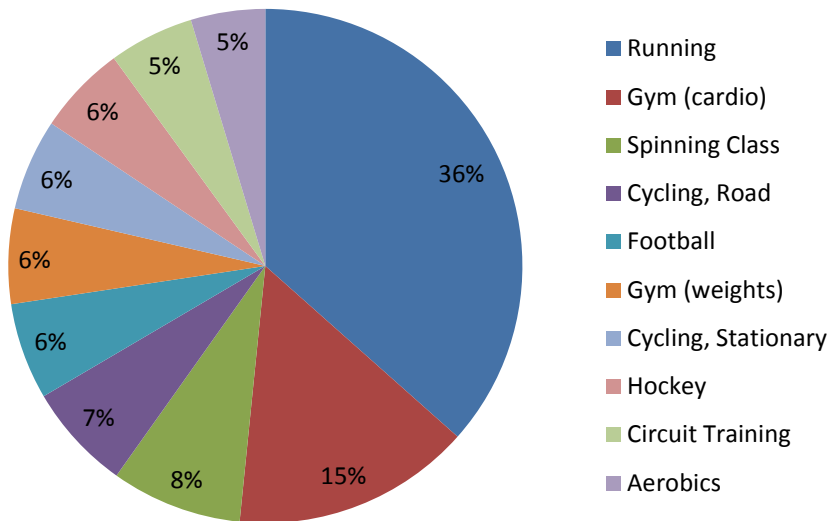


Fig. 14 – Berkshire's top 10 high intensity activities

In terms of number of participants, at a light intensity, walking was still the most popular activity, with 49.3% of people who participated in this activity, logging it as light activity. Swimming and gym (weights) were the next most popular light intensity activities, in terms of number of participants, which differs from the overall light intensity activity log results (Fig. 15).

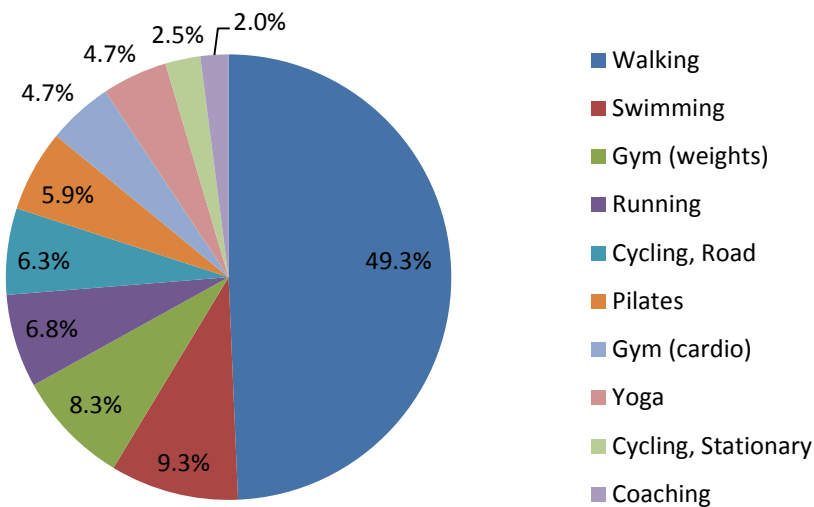


Fig. 15 – Most popular light intensity activities (in terms of participant numbers)

Those that were more popular medium intensity activities were similar to those popular at a light intensity (Fig 16). Walking was still the most popular activity with 22.4% of people taking part in this activity, logging it as medium intensity. More people also logged swimming as a medium intensity activity however swimming was the fifth most popular medium intensity activity. Both gym activities and running were also considered to be more popular medium intensity activities than swimming (Fig. 16).

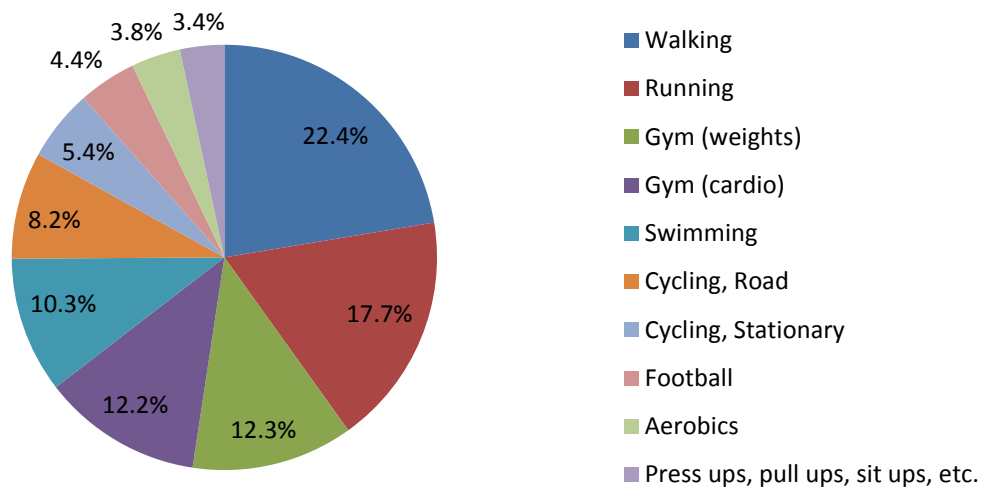


Fig. 16 – Most popular medium intensity activities (in terms of participant numbers)

The most popular high intensity activities differ slightly from those that were popular at both light and medium intensities. Running was the most popular high intensity activity, with 27.4% who logged running during the 8 week Challenge, logging it at a high intensity. Gym (cardio) was the next most popular activity with 15.4% of participants taking part at a high intensity, whilst spinning class, circuit training and gym (weights) closely followed (Fig. 17).

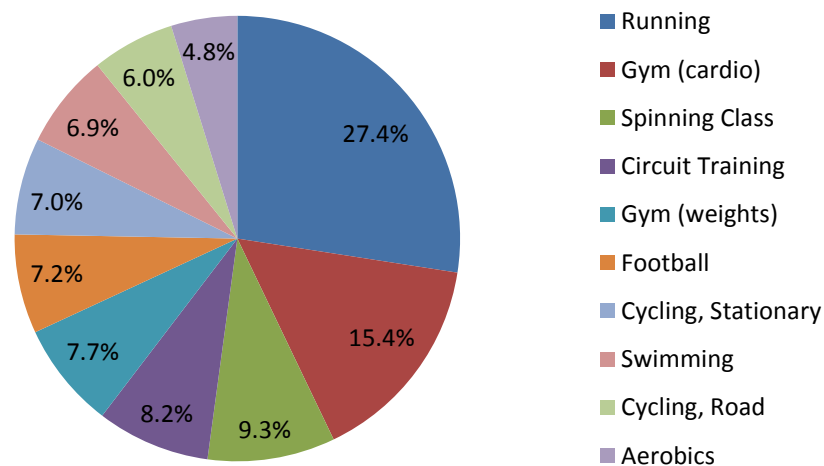


Fig. 17 – Most popular high intensity activities (in terms of participant numbers)

Activity Log

During the initial three weeks of the Challenge, there was a gradual increase in the number of logs of activity; however this did then decrease throughout the following weeks (Fig. 18). This is likely to be due to the fact that in the initial few weeks the Challenge was being widely promoted, so more individuals were creating accounts and starting their activity logs. There was also a slight increase in the penultimate week of the Challenge, but unfortunately this was followed by the lowest amount of activity logs in the final week.

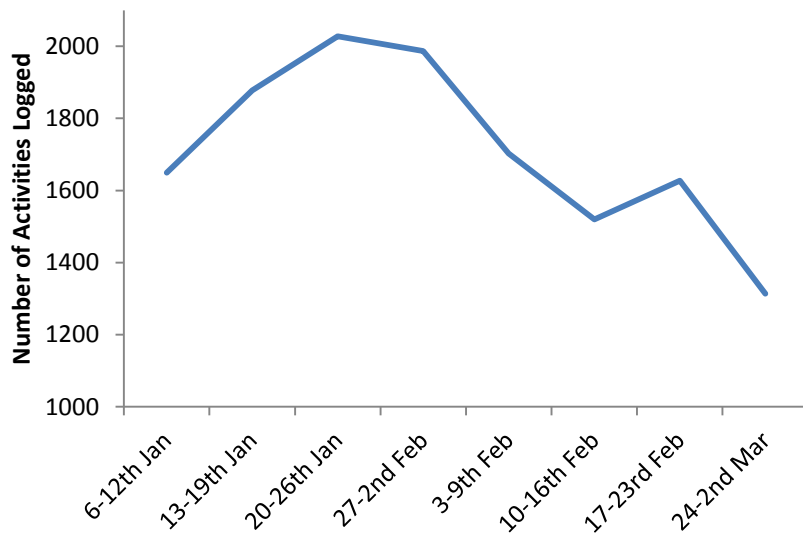


Fig. 18 – Activity log trend for the duration of the Challenge

Looking at each week separately, the trend for each week is fairly similar; the majority of activity logs take place on a Monday, with the number of logs generally decreasing as the week progresses (Fig. 19). In the latter half of the Challenge, the weekly logs also appear to decrease, which supports the overall findings displayed in Fig 18.

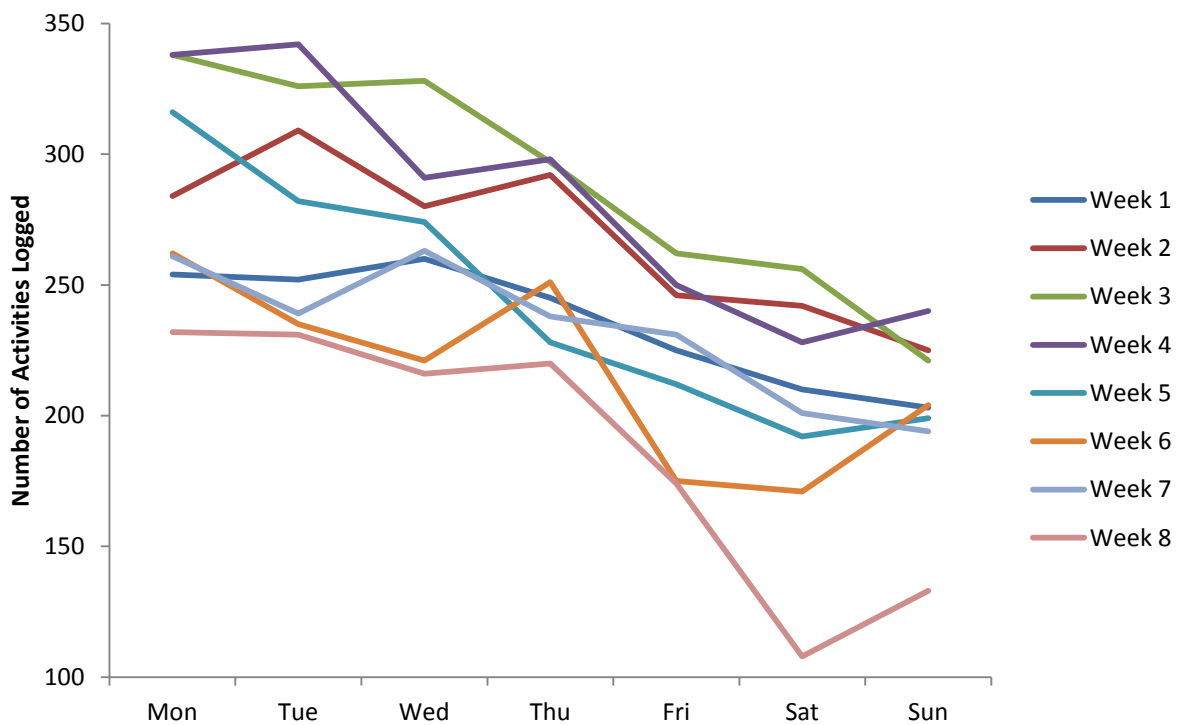


Fig. 19 – Activity log trend during each week of the Challenge

These trends in weekly activity log rates can also clearly be seen in a day-by-day breakdown of activity log frequency (Fig. 20). The peak at the beginning of each week is clearly identified; however there also appears to be a regular peak in activity logs mid-week. The lowest activity logs during the week clearly occur on a Sunday of each week (Fig. 20); the only exception to this appears to be the final day of the Activity Log Challenge, which saw an increase in activity logs.

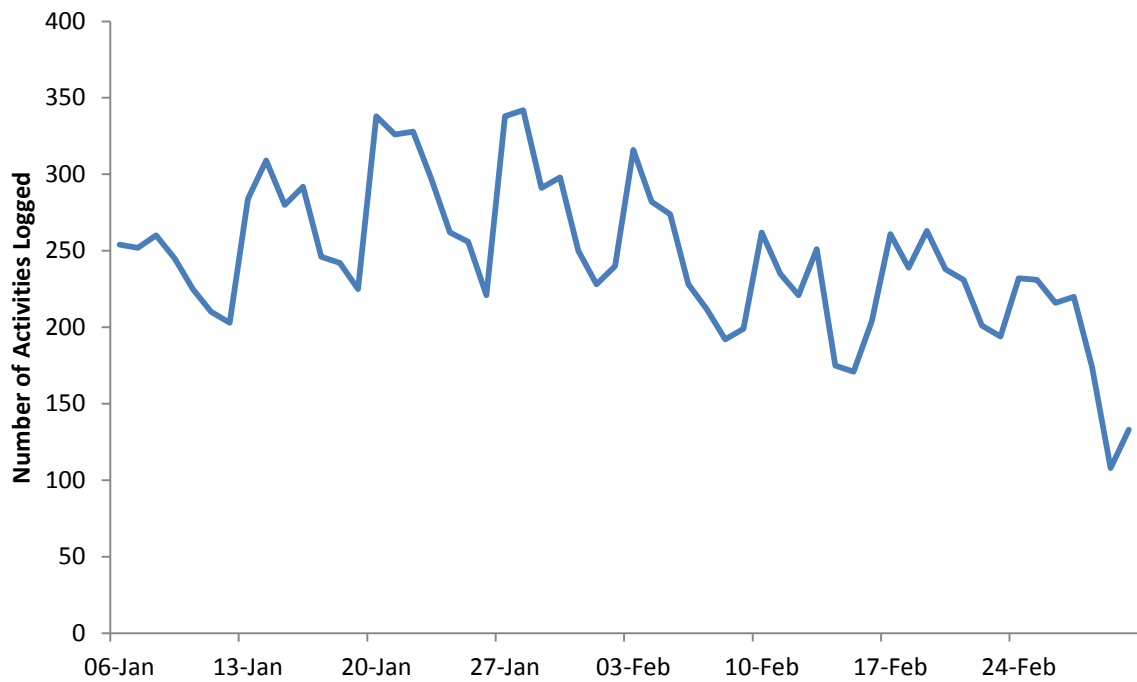


Fig. 20 – Overall trend of the Challenge on a day-by-day basis

Points

Over the 8 week activity log duration, over 5.5 million activity points were logged (including the points accumulated for the activity survey); Fig. 21 below highlights how many points were logged on each day.

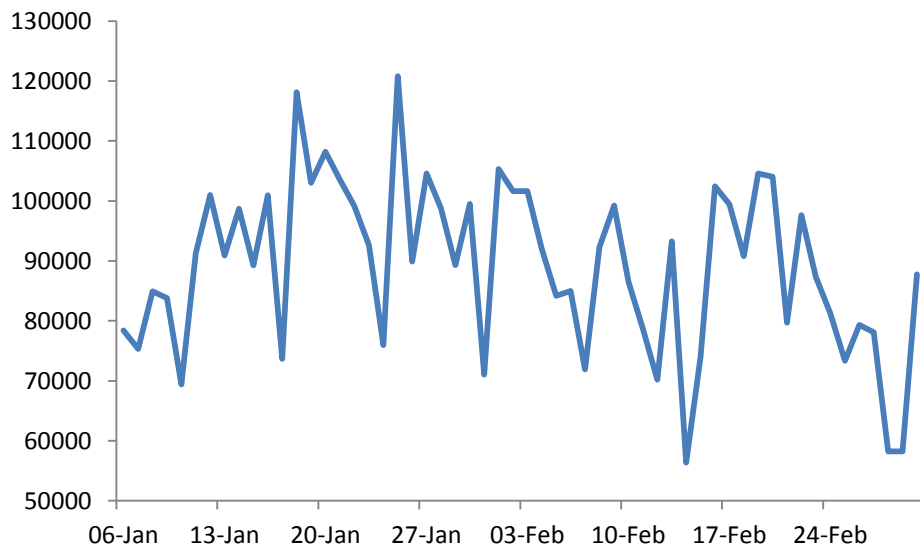


Fig. 21 – points logged on a day-by-day basis

The highest total amount of points was logged on 25th January, with over 120,000 activity points achieved on this day. In comparison, the lowest total amount of points logged occurred on 14th February with only slightly more than 56,000 points logged on this day. The average total number of points logged on any one day during the 8 week Challenge, was a little over 89,000.

Fig. 22 below shows the distribution of these points across the age groups of the participants. Females appeared to have a greater number of points than males in all age groups, apart from 65+; however there were twice as many female participants than male participants, which could explain this result. Taking this into consideration however, the differences between male and female points collected are not as large as one would expect.

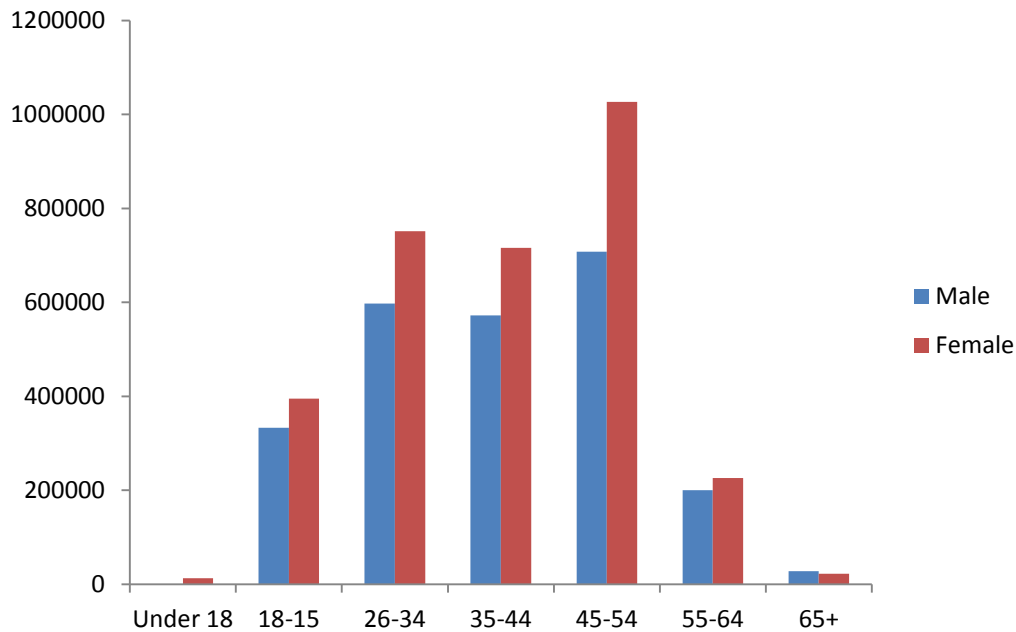


Fig. 22 – total point distribution across age groups

Fig. 23 and 24 below show the distribution of points within each gender, across the different age groups. For both genders, 45-54 year olds achieved the majority of activity points, with 32.8% of female activity points and 29% of male activity points logged in this age group. 26-34 year olds also logged approximately 24% of points for both genders.

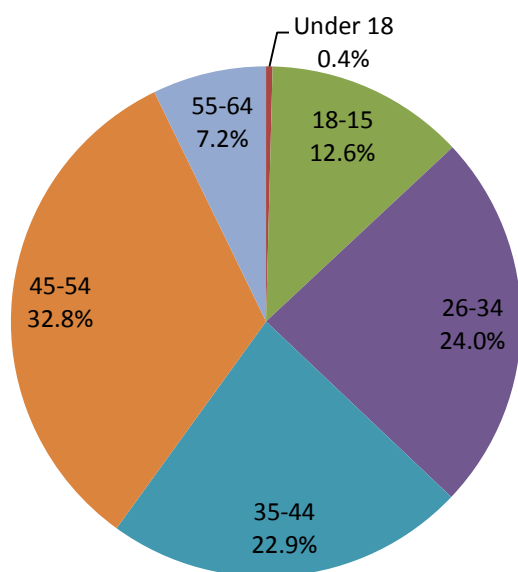


Fig. 23 – female points distribution

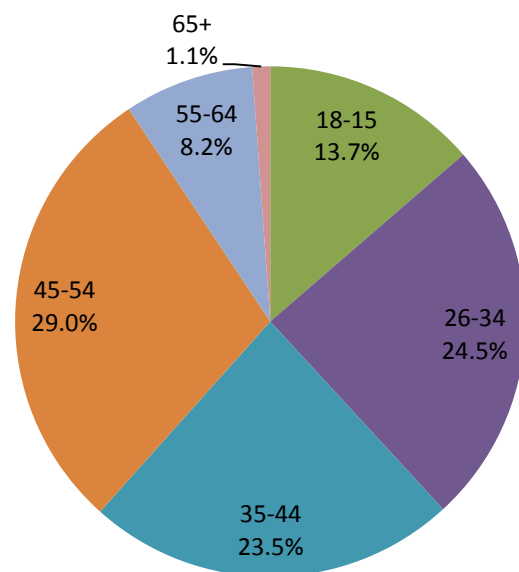


Fig. 24 – male points distribution

In terms of average points per age group, the highest average point scores for both genders were achieved in the 18-25 year age group (Fig. 25). Despite also have fewer participants, males tended to have better average scores in each age group than females, apart from the 65+ age group. The most significant difference in average score was in the 55-64 year age group, where males scored an average of almost 10,000 more points than females (Fig. 25).

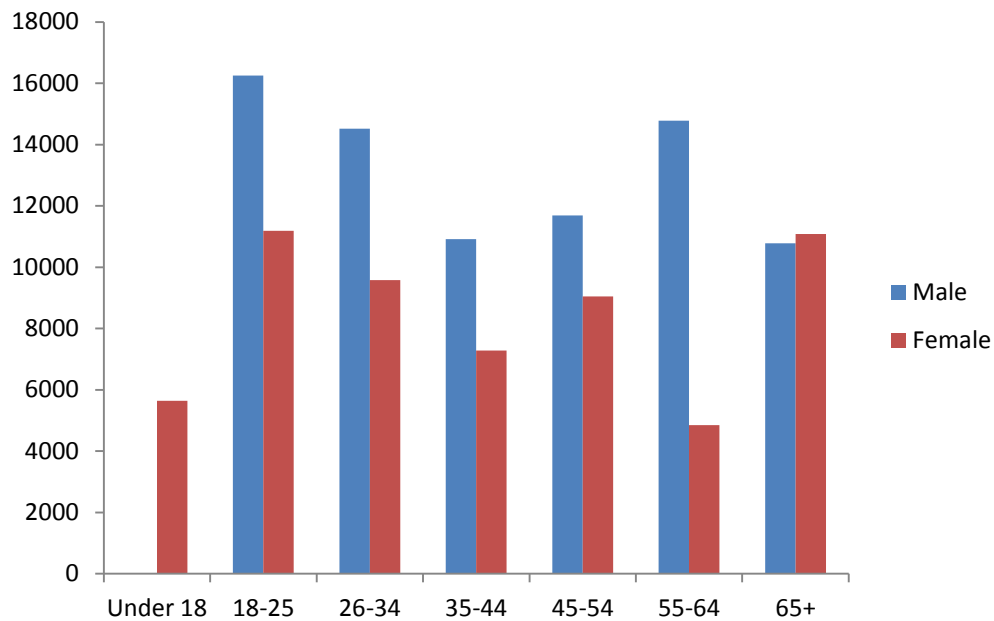


Fig. 25 – average final point scores across all age groups

CO₂ Saved

Within the activity log, some activities had the option to be logged as active travel, e.g. cycling and walking; this then allowed individuals to score points for the amount of CO₂ they saved. Across the eight week Challenge, four activities were logged as active travel: BMX cycling, road cycling, walking and running. As would be expected, walking resulted in the largest amount of active travel logs, with over double the amount of logs for road cycling (Fig. 26); however a vast amount of logs for each of these activities were listed as physical activity, rather than active travel (Fig. 26).

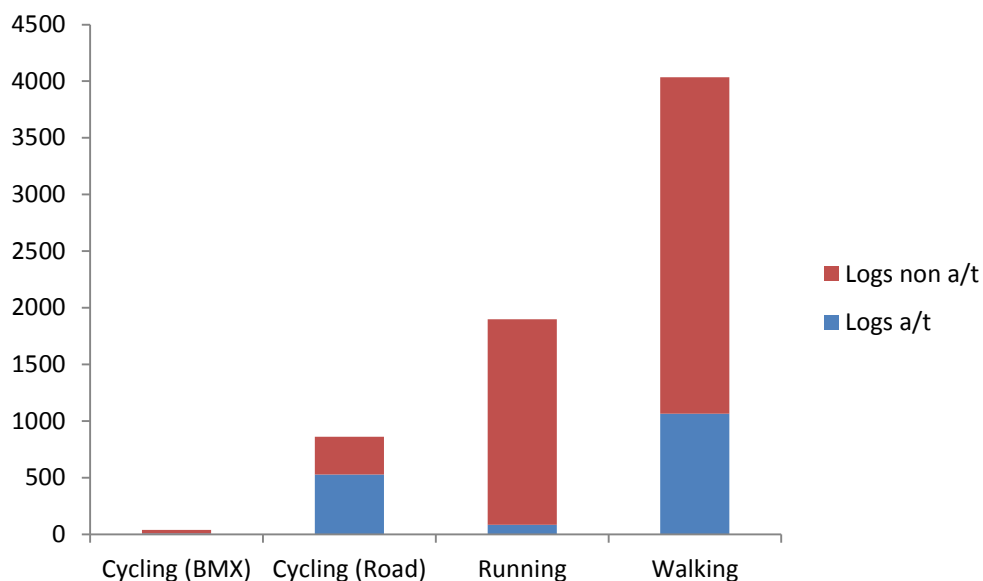


Fig. 26 – number of logs for activities logged as active travel

Despite walking producing the greatest number of active travel activity logs, road cycling had the largest overall percentage of the total CO₂ saved during the eight week Activity Log Challenge (57.2%), whilst walking only saved 37.3% of the total CO₂ (Fig. 27). Of all activities available, walking and road cycling are the two activities that would be expected to be utilised as forms of active travel and therefore save the most CO₂.

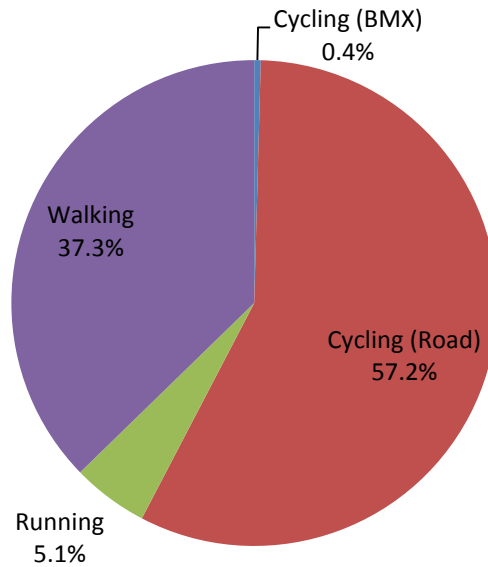


Fig. 27 – percentage distribution of total CO₂ saved during the Activity Log Challenge

Interestingly, as well as walking producing the majority of activity logs, the total amount of time logged as active travel was also the greatest compared to any other activity (Fig. 28); in comparison to the total amount of time spent road cycling, individuals spent three times as long walking.

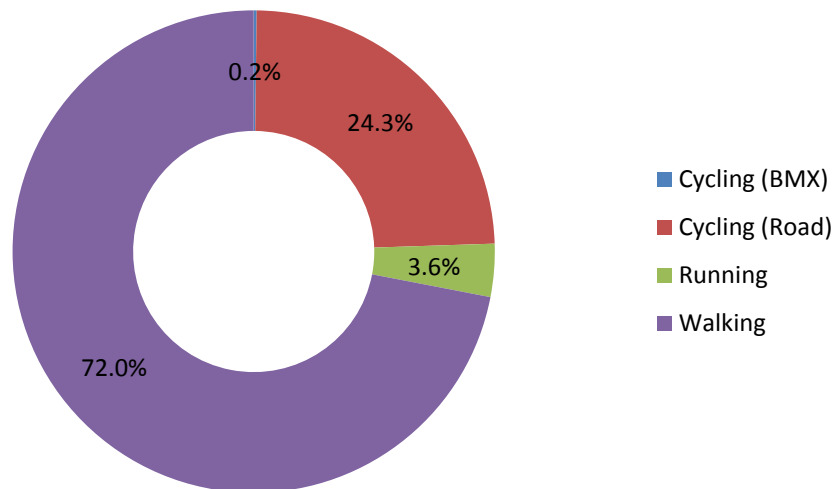


Fig.28 – distribution of total active travel time during Activity Log Challenge

Of the 89 workplaces registered on the Workplace Challenge Berkshire website, only individuals from 12 of these workplaces logged any activities as active travel. The majority of these workplaces were based in Bracknell (Fig. 29), with the rest spanning across the remaining Berkshire boroughs.

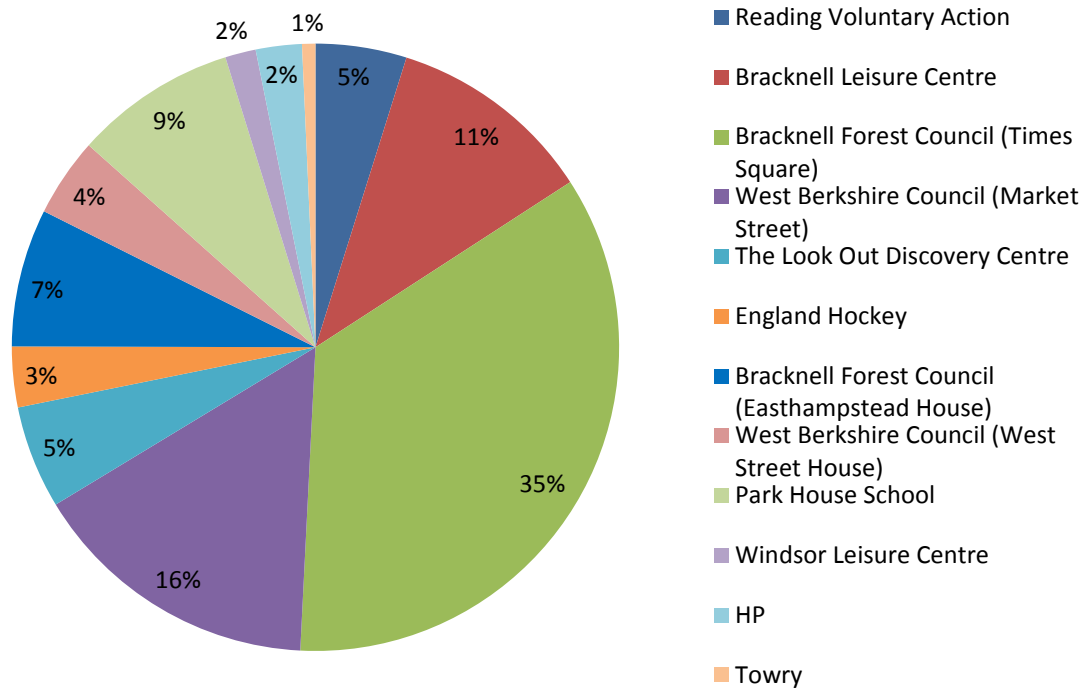


Fig. 29 – total CO₂ saved by Berkshire workplaces

Bracknell Forest Council, Times Square, saved the largest amount of CO₂ which amounted to slightly over 600kg; this was more than twice any other workplace. The average amount of CO₂ saved by any of these workplaces was 143.1kg, a figure only four workplaces actually exceeded.

In terms of the average CO₂ saved by each person, Reading Voluntary Action had the highest average with 27.7kg per person; in comparison, Towry had the lowest average with 4.1kg per person (Fig. 30). The overall average amount of CO₂ saved across all individuals was 16.45kg per person, a figure which was met by 7 of the workplaces who logged active travel.

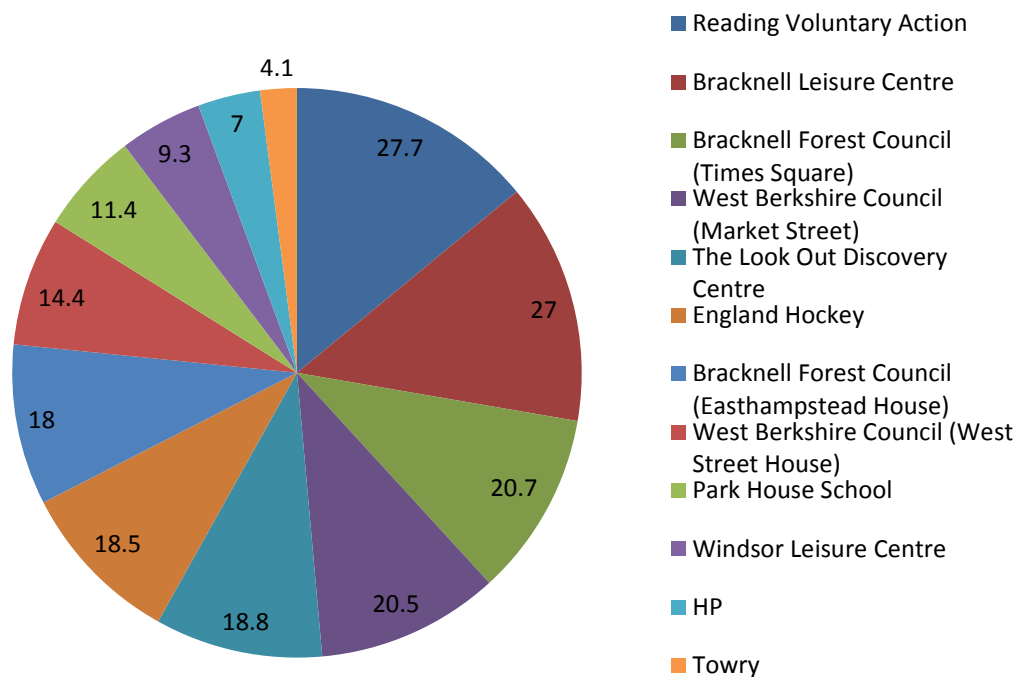


Fig. 30 – average CO₂ saved by individuals (kg) within Berkshire workplaces

Summary

As was the original aim of the programme, the Activity Log Challenge has helped engage a wide variety of workplaces in physical activity and sport. During the 8 weeks that the Challenge ran for, 89 workplaces took part in over 15,000 activities and scored over 5.5 million points; these figures eclipsed our original targets for the Challenge.

All of the six boroughs within Berkshire took part in the Challenge, engaging a wide variety of participants from different backgrounds, including a significant proportion of participants who were considered to be inactive at the beginning of the Challenge. Over 70% of the activities made available on the Activity Log were participated in, with individual activities proving to be more popular than team sports for the majority of the engaged employees.

Despite fluctuating levels of activity logs during the eight week period, the programme remained popular and a significant amount of individuals remained engaged in the Activity Log Challenge.