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Workplace fitness and Sportivate

Sportivate

LOTTERY FUNDED
SPORT ENGLAND
The Sportivate year 2 report, showed that the programme is still struggling to engage proportional numbers of the older age groups. One of the ways that this age group can be reached is through their workplaces. Many CSPs are starting to operate workplace fitness schemes, however, at present they are running with varying success levels across the country, and few have found the formula to link them to Sportivate.

This case study provides:
• A review of useful research to support the further development of workplace fitness schemes,
• Some example of CSPs who are currently running workplace fitness schemes with a healthy number of businesses signed up which Sportivate may be able to link to.
• An example of how a successful project is running that marries up Sportivate and workplace fitness.

The contact name for each case study is at the bottom of the slide, should you want further information about a specific project. We hope that the information and examples provided will encourage businesses to sign up to Sportivate and increase the numbers of 19-25 year olds participating in the programme.
The study
Workplace wellbeing in the food and drink industry 2012
A practical guide for employers on how to create, enhance and promote a health and wellness programme in the workplace. Drawing on the UK food and drink industry’s collective experience and incorporating the latest Government guidelines in areas such as healthy eating and physical activity, this resource will benefit organisations of all sizes.

What’s useful?
• It’s written by business, for business. It’s not academic research
• A great 8 step ‘how to’ plan to implementing a workplace wellbeing programme
• Real case study examples from businesses in the industry as well as further information on the website
• Really interesting facts about workplaces that will be useful for advocacy and in marketing campaigns
• An industry specific focus, that can be used with the food and drink industry in your local area
• Signposting to additional resources at the end of booklet

http://www.fdf.org.uk/workplace_wellbeing.aspx#item1
The study
Building the case for wellness, PricewaterhouseCoopers February 2008.
A Review of the wider business case for workplace wellness programmes in the UK with consideration of the economic business case for undertaking wellness programmes among UK employers. It also provides a framework for programme implementation and management.

What’s useful?
• It includes an in depth financial impact assessment of workplace health programmes, including start up costs and how to assess financial gain
• A review of the changing demographics and working population to understand why workplace health is becoming so much more important
• A research study of 55 organisations to find out what businesses really think about workplace health and its impact
• Identification of a framework that will enable the implementation of a programme within an organisation


Workplace fitness – Setting the scene with research
The British Heart Foundation website
A whole website dedicated to providing information, research, case studies and resources to promote healthy workplaces.

What’s useful?
- An awful lot!
- Activity, healthy eating, wellbeing, smoking cessation and resource sections, all with many pages of information
- A link to the Department of Work and Pensions website which provides a comprehensive cost calculator spreadsheet that businesses can use to understand the cost of poor health in their workplace – a really useful tool
- As it is a website, it is much easier, and more enjoyable to find information than in a research paper
- It contains everything a workplace needs to get started – workplace champion job descriptions, ideas on how to influence management, free posters that can be downloaded and personalised etc.
- Resources to purchase as well as free ones, for business that really want to invest in workplace health and fitness

http://www.bhf.org.uk/HealthAtWork/default.aspx?page=0
The study
The Business Case for Employee Health and Wellbeing, prepared by Stephen Bevan for Investors in People 2010
An academic study outlining the impact on business of employee health and wellbeing. A mostly Governmental perspective, but one that identifies where pressure is being exerted on businesses at the top level to provide wellbeing for their staff.

What’s useful?
- It is academic so is all about the facts and figures – these can be very useful to build a case for businesses
- It identifies the role of employers in the wellbeing of staff
- A detailed assessment of the potential savings of reducing absence from work
- The introduction of the idea of employee commitment to work and the effect on productivity in the workplace
- The concept of an employer ‘magnet brand’ that attracts the best quality staff

http://www.investorsinpeople.co.uk/documents/research/the%20business%20case%20for%20employee%20health%20and%20wellbeing%20feb%202010.pdf

Workplace fitness – Setting the scene with research
Northumberland Sport
Workplace Challenge Day

The set up: Northumberland Sport piloted a one day workplace health challenge on a weekend in November 2012, targeting businesses that were signed up to the County Council workplace health scheme. There were 14 activities and businesses chose 9 to take part in. They were made up of 30 minutes of skills ending in a 10 minute challenge. Many were delivered by NGBs showcasing their adult participation products. After the event, the businesses were approached to find out in which activities people would like to continue to take part. 10 projects were subsequently set up with 7-8 people attending each project. NGBs supplied information on how to take part in their sport.

What's working: Attracting businesses through the workplace health scheme meant an interest for employers and employees. The investment came from the CSP participation funding, with Sportivate funding to be matched should there be significant enough numbers of 16-25 year olds involved. Sport Makers had to be nominated within each workplace to ensure an embedded ‘champion’. The programme was launched professionally at a local hotel to attract more senior managers.

What are the plans for next time? The challenge day will operate again, this time there are 20 teams signed up, doubling the level of participation from the pilot. There are plans in place again for the delivery of Sportivate sessions after the event, targeted mainly at 16-25 year olds – it will be more prescribed and will run January - March in line with new year resolutions! The CSP also intends to work more closely with NGBs when delivering these activities.

What do they think they could do better? Make more of an impact across the whole business, not just those who are interested – encourage more senior management involvement and more internal promotion where businesses are taking part. Continue to develop the seamless link between all CSP programmes, e.g. Sportivate, coach education to offer a complete package to businesses.

Acknowledgements: Neville Duncan, Joanne Edwards and James Boyd, Northumberland Sport
Workplace fitness – what a business involved said:

Northumberland - workplace challenge day
Lintron Electronics Ltd

The Business: Lintron Electronics Ltd is a small company with 10 employees headed up by Les Cranson who spoke to me about taking part. Les has been at the company for 25 years.

How did they find out about workplace fitness opportunities: Les found out about the scheme through the NHS Better Health and Work programme. Some of the health professionals became Sport Makers and from these Sport Makers the business found out about Workivate. Once they were involved it all snowballed from there.

Who gets involved and when? Most of the staff get involved with activities, they like the range of options to ensure they can chose an activity everyone enjoys. They mostly attend initiatives outside of work hours, but the company will make it possible to attend events in work hours depending on the time of year and their workload.

What are the motivations for taking part? As a small company with a broad spread of ages and length of service, it provides an opportunity to give all staff a common goal. From the business perspective, the most important element of taking part is the team building, not the physical activity itself. From a personal point of view, Les felt the physical activity was more important. Ultimately, he said it has be fun so that all the staff get something good out of it.

Acknowledgements: Les Cranson, Lintron Electronics LTD

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Active Norfolk - Fit 4 Work

The set up: Four years ago Active Norfolk received £25,000 from the Department of Work and Pensions to fund workplace activities. Over the last four years, they have run:

• A Corporate Games challenge day, now attracting over 40 teams. The Corporate Games runs every year and has attracted sponsorship to support the event. It is a big high profile event held at UEA. The challenge day is also offered as a team building event with more unusual activities.
• One off competitions in a range of sports, including netball and rounders throughout the year.
• 1-1 business support to encourage business to keep their employees healthy. NGB programmes such as ‘Run England’ and ‘cycle to work’ have been embedded in workplaces and workplace leaders trained.

If a business with a large number of 16-25 year old employees signs up, Sportivate is offered as an opportunity to engage those employees further. One local authority is maximizing the potential to link Sportivate to workplace fitness by actively targeting workplaces with younger employees.

What’s working: Competition is the key, that is what most businesses mostly go in for. They have engaged a couple of more senior management, which is where most success has been seen within the business. There are some NGB products that suit perfectly and have enabled good sustainability as well. Large amount of sponsorship attracted that supports the corporate games.

What are the plans for the future? Funding is not guaranteed after next year, so planning is in place to ensure as many areas of the programme are retained as possible. The strength is that Fit 4 Work has such good momentum and sponsorship, which ensures a promising future for continuing to provide services for businesses that are already involved, at the very least.

What do they think they could do better? Get more senior management involved to embed further within businesses. Work more closely with businesses to achieve this.
Workplace fitness – CSP example

Leicestershire and Rutland – The Active Together Workplace Challenge

The set up: The active together workplace challenge is an online opportunity for workplaces to sign up and enter ‘teams’ to log their activity to get points and compete either internally or with other workplaces. There are currently 119 businesses signed up. Businesses sign up for a 6-8 week period and log activity throughout that time. Once signed up, businesses are also invited to workplace challenge competitions in sports such as netball, rounders, dodge ball and even canoeing! The activities chosen require ‘no experience’ so that people who don’t currently participate in a lot of sport are not at a disadvantage.

What’s working: the interactive nature means that businesses can pick it up and use it in the way that suits them best, it is a product rather than a service, meaning businesses can be engaged and people more active, with less requirement on the CSP to deliver.

What are the plans for the future? The project has just been picked up by the CSPN and funded by Sport England to be rolled out to 25 CSPs, initially, to use within their workplace fitness and healthy lifestyles offer. There will be training, a national platform and resources to support the CSPs who have signed up. Within Leicestershire and Rutland Sport, they are hoping to use the product to target workplaces such as call centres, who traditionally employ large numbers of younger people, to try to embed Sportivate as part of the offer.

What do they think they could do better? There isn’t a full picture at present as to how businesses are embedding this into their culture, whether it is having an impact on the health of their employees.

Active Together Workplace Challenge and Sportivate: This project offers a great opportunity for Sportivate projects as it’s interactive nature and lack of concrete time commitment means it is more likely to appeal to workplaces with a more transient staff and workplaces with shift workers.

Acknowledgements: Lizzi Major and Andrew Watson, Leicestershire and Rutland Sport

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Workplace fitness and Sportivate - how they can work together

Cherwell District Council - A Sportivate project to target 16-25 year olds in workplaces

The set up: The Sports Development team approached Sainsbury’s and Morrison’s locally and set up an initial meeting with the managers. Sainsbury’s invited the team to run a ‘health lunch workshop’ in the staff canteen promoting all areas of health. The active women project was involved, as well as the health bus, providing blood pressure checks etc. Young people under the age of 25 were told about how they could get more active and were invited to sign up to activities they wanted to do, this ensured that they had ownership of the activities they took part in. The sports development team then contacted them to inform them on how to get involved and put in the Sportive project plan to the CSP.

What’s working: A gym programme was set up, enabling young people more affordable and supported access to the local leisure centre. A local golf pro visited each of the supermarkets and encouraged young people to attend a specific session for them, arranged around their shift patterns. So far 3 golf sessions have taken place, with 10-12 young people, who work in supermarkets, attending each session.

What are the plans for the future? The project will continue to run with further golf sessions set up. The team have now identified other businesses to target, identifying that the main shopping centre has a central recruitment hub that will enable them to promote opportunities to young people working in all shops within the shopping centre.

What do they think they could do better? The gym programme is quite hard to track, as people attend individually, so it is difficult to tell who is now visiting the gym as a result of the intervention. Buy in from higher up the supermarket chain would enable more promotion to staff about the benefits of healthy lifestyles.

From the CSP: This was a great project to target the older age groups, and was worth the risk and time investment it took with these wider markets to get the project off the ground.

Acknowledgements: Tom Gubbins, Cherwell District Council and Steve Kemp, Oxfordshire Sports Partnership

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Top tips from CSPs

**Senior management:**
In order to achieve a true infiltration of the CSP workplace offer, including Sportivate, into a business, getting to the senior management is key. Engaging with a business may just mean that there are a few keen employees who have signed up to take part. Senior level buy in will ensure that workplace health becomes more than this.

**Competition:**
Competition is what sparks interest and gets businesses involved. Successful programmes have a good competitive element, rather than a focus on providing regular activity. It can be one day of competition or regular leagues throughout the year. It is great for building age gap bridges – with Sportivate at the heart of the younger employees offer.

**NHS:**
Use the NHS ‘better health at work’ programme to target the companies that are listed there, as they will already be interested in workplace health and fitness. The success rate of working with these companies is much higher than approaching them cold.

**Go and meet them:**
Meeting them in person is best. To get true buy in from a business, time invested in one to one visits and action planning seems to work. It gives a stronger platform to ensure that the people within that business, are getting it. This will also give a chance to explain the opportunity Sportivate provides for younger employees.