



Annual Review 2013/14

More People, More Active, More Often



“Because of WhyWeight I am eating healthy, exercising and feeling the best I have in years.”

Foreword

This report outlines the work of Active Newcastle’s Sports Health and Fitness Team and Raising Participation Team. It highlights the work that contributes to the health and lifestyle of people working and living in Newcastle.

Both teams have enjoyed a successful year with increased numbers of participants attending their programmes. These schemes offer opportunities to every child in Newcastle ensuring that they can benefit from a healthy start in life. They also ensure that all Newcastle residents have accessible routes to sport and physical activity. These routes can either be at a local facility or other convenient indoor or outdoor venues used by our teams. Our Public Health colleagues are actively investing in health improvement to enhance the wellbeing of Newcastle’s population.

I hope that this report will give you an insight into the important work undertaken by our colleagues to improve the health and fitness of our residents.

Tony Durcan

Assistant Director of Customer Services Culture and Skills



Active Newcastle: A bit about us

The Active Newcastle programme delivers a range of sport, health intervention and physical activity opportunities aimed at Newcastle's residents and communities.

Active Newcastle offers clear pathways for people to access activity, to stay fit and healthy and to get involved in sport. This is done by delivering sport in parks, leisure facilities, community centres, schools, open spaces or in places of work.

Active Newcastle also delivers specific development and health programmes through the Sports Health and Fitness Team and the Raising Participation Team. The Active Newcastle programme leads the way in increasing participation by delivering community sport across the City.

Active Newcastle is the brand through which all citywide sporting activity is promoted. By using the Active Newcastle brand we have been able to help and improve the health and wellbeing of the city by encouraging more people to be more active more often.

Within the Active Newcastle programme there are two teams, the Sports Health and Fitness Team and the Raising Participation Team. Both of these teams consist of highly experienced and qualified staff who are dedicated to delivering a wide ranging

programme of opportunities that enable residents to make positive changes to their lifestyles.

The Sports Health and Fitness Team's programme works towards promoting the benefits of physical activity and positive lifestyles to ensure residents enjoy better and healthier lives.

Working in partnership with the Public Health Team at Newcastle City Council, the Sports Health and Fitness Team provide opportunities for people with underlying medical conditions to become more active, in a safe and friendly environment.

The Raising Participation Team in partnership with Sport England deliver an activity programme to increase participation in sport in Newcastle.

The following report will highlight programme successes that have been achieved in 2013/14. It will give an insight into the work that Active Newcastle and the teams that deliver the Active Newcastle programme carry out, and show how these experiences have touched the lives of the people and families in Newcastle.





Raising Participation Team

The Raising Participation Team (RPT) are dedicated to getting 'more people, more active, more often'. The team do this by delivering a range of activity programmes in schools, parks, leisure centres, swimming pools and work places throughout Newcastle.

The team run inclusive sessions for women, members of the BME communities and disabled people. They also lead on the delivery of free citywide mass participation events throughout the year and oversee the development of the young people's leisure offer – Fusion.

Key Achievements

The RPT organise and deliver an annual community sport event called Picnic in the Park. Aimed at family groups, the event includes taster activities for all as well as celebrating project successes by individual activity groups, demonstrating and celebrating their achievements in a festival environment. Picnic in the Park attracts thousands of participants and spectators from all areas of the city and has something for all ages and abilities.

Women's Groups

Over 200 women have taken part in our women only sessions. These sessions include Active Push, for women who have just had babies to enable them to meet new people and exercise in a safe environment with a qualified coach in our City parks.

Other women's groups include social running groups, where the emphasis is on participation and fun rather than excellence, fitness bootcamps taking place in parks and workplaces and an introduction of new classes ie Aerotone, Powerhoop and Active Pump.

Women's Groups

Key Stats:

320 Womens sessions delivered

Throughput total of:

28,750



Back To Netball

Sessions provide a gentle re-introduction to the game for women over sixteen and are led by qualified coaches. Participants can simply turn up, sessions are pay and play, and cover basic skills like passing and footwork and opportunities to play in a fun match.

Whether it is about rediscovering sporting abilities or about getting active again, Back to Netball caters for all abilities and giggles are guaranteed.

Back To Netball

Key Stats:

171 New Participants

2 Back to netball tournaments attracting over **200** participants.

Throughput total of: **1646**

Disability in Sport

The team has an officer that delivers sport to residents with disabilities and also builds partnerships to help deliver inclusive sport. In 2013 there were over 2000 participants in our disability sessions. The Raising Participation Team work in partnership with a whole host of disability groups and charities including Henshalls, Daybreak and Blue Door. Activities include multi sports, swimming, inclusive cycling, GroupFit, boccia and archery and these sessions take place in leisure facilities across Newcastle.

Young People

The Raising Participation Team through funding from a national sports charity called StreetGames delivers and organises the City's leisure offer for young people called Fusion.

Fusion's membership scheme offers free and heavily discounted access to sports sessions across the city. The Fusion swipe card enables participants to accrue loyalty points which can then become free entry to sessions and even sports clothing.

Young People

Key Stats:

6059 Fusion Cards in distribution

Over **2000** children aged **5-16** taking part per month in Fusion programmes.

Raising Participation are also leading in a citywide volunteer recruitment programme. This gives young people with a desire to play, coach or officiate in sport, opportunities to gain formal qualifications and experience in these fields.

Sports Health and Fitness Team

The Sports Health and Fitness Team delivers three key health programmes, Why Weight, On The Go and LiveWell.

Consisting of highly experienced qualified staff from a sports background, the team is funded through Public Health to maintain the health and wellbeing of Newcastle residents to become more active in a safe and friendly environment.



Why Weight

The Why Weight scheme supports adults in Newcastle to manage their weight. This is delivered by our team via a programme of physical activity, nutritional advice and support.

Why Weight Key Stats:

133.5
stone 
Total weight loss
of completers

2.55
BMI
Average
Reduction 

1067
cm 
Total waist
circumference lost

Number Completed:

254

Number currently attending:

242



25% Male



75% Female

Average age: **43**

Exercise frequency and intensity has increased by **40%**



*“Go for it, you have nothing to lose.
The support and encouragement from the
team has been great. It has changed my life.”*



Why Weight: Janette Airlie

Jan Airlie, 52, started the Why Weight programme in March 2013. She lives in Newcastle and was referred to the Why Weight Scheme by her GP following years battling with her weight.

Jan had tried many diets before that worked at the time but she couldn't maintain the weight loss. The turning point was when her GP referred her to the Why Weight programme. Jan hadn't been active or undertaken any sporting activities for 20 years and felt nervous about going into Outer West Pool for the first time.

From her initial consultation with one of the Sport Health and Fitness specialists, Jan knew that she would enjoy the programme. The concept of participating in activities as a group and all the activities available, plus the nutritional advice and support appealed to Jan.

Jan is now in a size 14 and enjoys Aqua running, swimming, circuits and Why Weight walks in the countryside. From being apprehensive on even walking a short distance she is now walking 8 miles regularly with her Why Weight friends.

Since joining the programme Jan never thought that she would be able to have the energy, motivation or confidence to even walk into a leisure centre but is now regularly attending activity sessions and will be doing the Great North swim in June 2014.



"It's fun exercise, and I get to meet lots of new friends. We get to do loads of fun stuff and it's exciting!"

On The Go

The On the Go programme is delivered to improve the lifestyles of Newcastle children and their families. The Sports Health and Fitness Team help families by increasing their physical activity and improving their knowledge around healthy eating. The team promotes and encourages long-term behaviour change to lifestyle, habits and choices.

Children can be referred directly through their general practitioner or through a weighing and measuring exercise carried out in schools within Newcastle by the Sport Health and Fitness Team. Children that are overweight for their age are invited onto the scheme along with their families.

Family involvement and lifestyle change is the key to the success of the On The Go scheme.

On The Go Key Stats:

**84.0
metres**



Average fitness
level increase

1.00
BMI
Average
Reduction



**157.5
cm**



Total waist
circumference lost

Number Completed:

63

Number currently attending:

43



48% Male



52% Female

Total referrals received: 182



“As a family we have totally embraced the On The Go Scheme. It has changed not only Francesca’s life but the whole family’s.”



On The Go: Francesca Stockdale

Francesca Stockdale, 11, from Elswick, started On the Go in 2012 and says she’s really benefited from the sessions.

When she was eight she received a letter from the school to say she had a high body mass index and was eligible to attend the On the Go programme.

Francesca tried out new sports including basketball and trampolining and her confidence grew as she made new friends through the programme. Her family have cut back on how much they eat and Francesca now takes a healthy packed lunch to school every day.

Francesca’s mum Lesley said, “As a family we have totally embraced the On the Go scheme. We attended the nutritional sessions and started cutting down portion sizes and changing to healthier options. We’re delighted that Francesca can now ride a bike and was picked for a basketball tournament by her school.

It has changed not only Francesca’s life but the whole family’s.” Francesca adds: “Making new friends has been fun, and I love playing basketball and going out shopping for new clothes with my mum!”



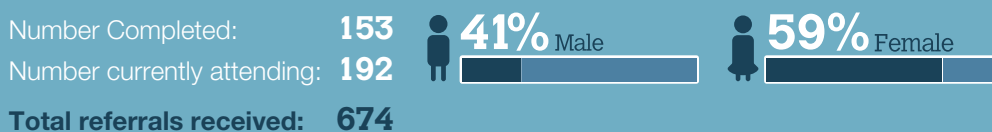
LiveWell

LiveWell is a scheme to provide opportunities for people with underlying medical conditions or risk factors to become more active, in a safe and friendly environment under the guidance of the Sports Health and Fitness Team.

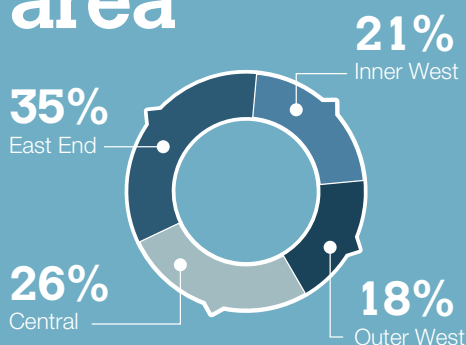
Through the LiveWell programme, the Sports Health and Fitness Team provides access to safe and effective exercise in a supervised environment and equips patients with the knowledge and skills to become more active, raise awareness of the benefits of physical activity and essentially promote long term behaviour change.

The emphasis is on using exercise and physical activity to reduce the impact a health condition can have on a person's life. This helps people recognise the important role being active has on health thus helping people choose to be active in their everyday lives.

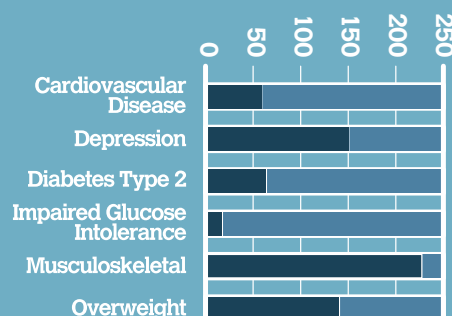
LiveWell Key Stats:



Referrals by area



Referrals by medical condition





*“Go for it!
It has changed my life”*



LiveWell: Sue Jamieson

Sue Jamieson, 65, from Jesmond, was referred to the LiveWell scheme by her physiotherapist as she had a number of musculoskeletal problems that left her with mobility problems.

Before being referred to the scheme, Sue wasn't actively involved in any sporting activities and was in a lot of pain due to arthritis that affected her knees and hips.

Sue started the scheme in June 2013 and completed the scheme in October 2013. Part of the programme involved using the treadmill, rowing machine and increasing core strength to improve posture. Having now completed her four month programme, Sue continues to use the gym at Eldon Leisure twice per week and enjoys her session in the gym.

Sue said

“I couldn't have achieved as much if it hadn't been for Simon's and Rob's constant encouragement! As an added bonus I have made new friends, I have gained confidence and now have much, much more energy.”

Sue now feels better in herself and feels much fitter and has more energy. Sue has found that her mobility is much better and she is now taking reduced medication.



More People, More Active, More Often