

Sport and Recreation Playing it's Part in Choosing Health

6th of June 2006

Worcestershire County Cricket Club



Event Report

Introduction

The Department of Health sponsored Sport and Recreation Playing it's Part in Choosing Health seminar was one of nine regional seminars taking place across England, highlighting the power of sport in aiding the development of a healthier nation. The event signifies the official launch of the Department of Health's Football and Health guidance document in the West Midlands. The event programme was developed to encourage the strengthening of local partnerships between the National Health Service and the sport and leisure sectors.

Over eighty delegates were present on the day representing a wide range of sectors including health, local authority's, sport's clubs, national governing body's of sport, environmental organisations and the voluntary sector.

The programme for the day

Programme for the day

9.30	Registration and Coffee
10.00	Welcome Physical Activity Network for the West Midlands
10.15	Sport & Active Recreation Playing it's part in Choosing Health Dr Rashmi Shukla, Regional Director of Public Health, West Midlands Public Health Group
10.45	The Lessons from Football Rachel Pavlou, Regional Development Manager, The Football Association
11.05	Everyday Swim Kate Sargant, Everyday Swim Manager, Amateur Swimming Association
11.20	Further questions for the Panel
11.30	Refreshments
11.45	Cricket in the Community Stuart Lampitt, Cricket Development Manager, Worcestershire Cricket Board
12.05	Healthy Stadia, Healthy People Judy Crabb, The Federation of Stadia Communities
12.25	First set of Speed dating workshops
1.30	Lunch & Networking
2.15	Second set of Speed dating workshops
3.15	Feedback and Plenary
3.30	Close

The Presentations

Sport & Active Recreation Playing it's part in Choosing Health

Dr Rashmi Shukla, Regional Director of Public Health, West Midlands Public Health Group

Dr Rashmi Shukla provided the first keynote speech of the day and gave an overview of the links between the sport and health sectors, giving examples of programmes that already exist and highlighting the need to harness the potential for a health legacy from the 2012 Olympic Games. The presentation provided detail on the Choosing Health agendas, the forthcoming NHS reforms and how the health structures feed into the single System for Sport. A regional context concluded the presentation, discussing the progress we are making here in the West Midlands and the challenges that face us.

The Lessons from Football

Rachel Pavlou, Regional Development Manager, The Football Association

Rachel Pavlou gave a well received presentation on the power of football to impact upon people's lives and how that power can be harnessed to provide improved health. The presentation highlighted programmes that are being run by the Football Association in partnership with other organisations and linked to the Department of Health's Football and Health guidance. The award winning triple F project running here in the West Midlands using football to work with disengaged young people was highlighted for it's best practice and innovation that could be rolled out across other areas.

Everyday Swim

Kate Sargant, Everyday Swim Manager, Amateur Swimming Association

Kate Sargant provided an overview of how swimming can be used as a healthy activity and described the barriers and perceptions that need to be overcome to increase participation in swimming across the country. The Amateur Swimming Association have recently announced the pilot sites for the Everyday Swim Programme that will look at ways to overcome people's barriers to swimming and provide valuable information on how to increase participation in swimming across the population.

Cricket in the Community

Stuart Lampitt, Cricket Development Manager, Worcestershire Cricket Board

Stuart Lampitt gave a very detailed overview of the structure of cricket in Worcestershire and highlighted the programmes that the Cricket Board have running across the County, including schools coaching, leagues and competitive opportunities. Stuart discussed the level of participation in cricket at present and how the volunteering and coaching structures are supporting an increasing number of people to be involved with cricket

Healthy Stadia, Healthy People

Judy Crabb, The Federation of Stadia Communities

Judy provided an insightful presentation into the concept of Healthy Stadia and the programme that has been developed in the North West of England by the Federation of Stadia Communities and the North West Public Health Group. The presentation included

details of the auditing process to establish the health activities of stadia and the development of a partnership working tool and healthy stadia “award” that Stadia could work towards. The potential for the role out of this programme across other regions was highlighted by Judy.

Copies of all of the presentations from the day can be downloaded from the Sport England website at the following address;
www.sportengland.org

Delegates were asked to rate the presentations as part of the evaluation process for the event, table 1 below shows the ratings given for each presentation

Table 1: The feedback ratings for the presentations.

Presentation	1 Very Poor	2 Poor	3 Satisfactory	4 Good	5 Excellent
Dr Rashmi Shukla, West Midlands Public Health Group	-	-	2	14	1
Kate Sargant, The ASA	-	-	2	11	1
Rachel Pavlou, The FA	-	-	1	10	6
Stuart Lampitt, The English Cricket Board	-	1	6	10	-
Judy Crabb, The Federation of Stadia Communities	-	-	7	9	1

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Speed Dating Sessions

The use of speed dating sessions as part of the seminar programme was designed to enable a balance to be struck between key presentations and group discussions providing opportunities for public and sporting bodies to discuss what each can contribute to greater partnership working.

All of the regional Health and Sport seminars used a similar concept as a means of enabling different organisations to learn from each other by sharing experiences and expertise in small group discussions lasting usually no longer than 15 minutes

The sessions aimed to assist sports organisations to understand the needs of health and local authorities, the development of the public health agenda and consider integrating activities within targeted programmes aimed at achieving maximum impact.

The sessions also aim to assist health and related organisations to understand the resources, facilities and skills sports organisations have and how current initiatives can contribute to the public health agenda – it is important to consider how health can offer to support these activities.

As a result of feedback from previous regional seminars the speed dating sessions in the West Midlands were set at 30 minutes in length whereby delegates would see 4 of the 7 speed daters listed below;

Speed Dating Sessions

Healthy Eating and Sport
Dance & Health
Everyday Swim
Row 2 Health

Catherine Goodridge, Regional 5-A-Day Co-ordinator
Jenny Henrywood, The Arts Council
Lesley Hill, Director, West Midlands Swimming
Simon Dickie, Development Manager, Amateur Rowing Association
Peter Chell, Regional Health Schools Co-ordinator
Angela Smith, The Countryside Agency
Nick Scott, Development Manager, Rugby Football Union

A Whole School Approach to Activity
Walk for Health & Green Exercise
Rugby in the Community

Due to time pressures on the day the first two speed dating sessions were shortened, which was not ideal however the organiser's of the event would like to thank the "speed daters" for being so adaptable and managing to work within these time constraints.

Feedback regarding the use of the speed dating sessions has been very positive in the main with 14 of the 18 delegates returning feedback forms agreeing that the sessions were interesting and enables them to gain greater understanding of the topic areas (please see table 2).

Table 2: The feedback ratings for the statement regarding level of interest and understanding gained from the speed dating sessions

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
-	-	2	11	3

When asked to rate the usefulness of the speed dating sessions all 18 delegates returning feedback forms categorised the sessions as satisfactory or above (please see table 3).

Table 3: The feedback ratings for the usefulness of the speed dating sessions

Category	Number of delegates agreeing
Not at all useful	0
Not useful	0
Satisfactory	3
Useful	9
Very Useful	5

The first two sessions of the speed dating were organised with the speed daters moving tables, however during the lunch period several delegates expressed concern that they would not get to see the representatives that they were interested in, as a result of this

the afternoons sessions were changed with the speed daters staying static and delegates moving to the appropriate table for the topic that they were interested in. This seemed to work more effectively although a larger room would have made this slightly easier and meant that people were able to concentrate on conversations at their table.

Delegates were asked to rate the speed dating sessions that they took part in during the event, table 4 provides an overview of the ratings given and highlights the quality of the speed daters that took part in the event.

Table 4: The ratings for the speed dating sessions

Speaker	1 Very Poor	2 Poor	3 Satisfactory	4 Good	5 Excellent
Healthy Eating and Sport				7	2
Dance & Health			3	6	
Everyday Swim				4	
Row 2 Health				4	
A whole school approach to Physical Activity			2	4	1
Walk for Health & Green Exercise			1	8	1
Rugby				6	

The ratings would suggest that this method of encouraging networking and discussion is very useful however it needs to be organised in a way that means that delegates and speed daters are not exhausted after the sessions and that delegates get to participate in the sessions that they are interested in.

The Organisation of the Seminar

Delegates were asked to rate various aspects of the organisation of the seminar, the ratings given can be seen in table 5, but all topics have been rated at satisfactory or above. The organisers would like to thank the staff at the Worcestershire County Cricket Ground for their help and support in the run up to and on the day of the event.

Table 5: Ratings for the Seminar Organisation

Conference aspect	1 Very Poor	2 Poor	3 Satisfactory	4 Good	5 Excellent
Pre Seminar information	-	-	4	11	1
Booking Procedures	-	-	3	9	4
Overall Seminar Programme	-	-	-	13	4
Location of Venue	-	-	4	10	3
Venue	-	-	2	12	3
Refreshments	-	-	-	12	4

The majority of delegates heard about the seminar via email or through colleagues.

Commitments following the event

It was hoped that as a result of holding such an event, local partnership working between health and sport sectors would be strengthened and galvanised. To capture this delegates were asked to write down any commitment that they were planning on fulfilling as a result of attending the seminar. The following responses were given;

- Contact Healthy Stadia people regarding the Coventry Stadium arts space.
- Contact Mike Dickenson
- Work with West Midlands Public Health Network on the Regional Arts and Health Network.
- Investigate healthier vending machines
- Football development
- Make contact with networks and contacts from today.
- Improve health and sport partnerships
- Develop links from today
- Develop outcomes
- Follow up on healthy walks in Coventry
- Visit websites for Healthy Eating and Sport
- Complete some Market research amongst Trust Service Users
- Draft a lottery bid for funding to take work forward.
- Contact local rugby development officer to access local coaching opportunities
- Access arts council info to find out more on possible links that can be developed.
- Locating national models on health and dance.
- Dance leaders in the community
- Contact M Dickenson.
- Research into dance and health agenda.
- Looking into working with the FA to develop a FFF programme.
- Working more closely with arts department to deliver physical activity type activities.
- Develop an Arts and health project.
- Swimming and health project targeting young mums and babies.
- Healthy Workplace ideas
- Funding opportunities

Additional Comments from delegates

The following comments were included on feedback sheets from the event

“A useful but exhausting day”

“Over all very informative”

“Hard work but a great day, thank you, looking forward to the next one!”

“The speed dating groups were physically too close to each other, sometimes I could only hear 20% of what was said in my group – it’s a good idea but needs more space”

“Lovely cross section of people, inspiring and encouraging! We needed more time to network, maybe over tea at the end of the day”

Future Events

The following topics have been identified by delegates at this event as potential future seminar subjects. This list will be passed onto the PAN-WM steering group to aid the development of future events in the West Midlands.

- Networking
- Modelling, best practice and case studies
- Attracting business sponsorship
- Dance and health
- Green Gyms and Green Exercise
- Healthy Stadia
- Accessing Funding
- Healthy Eating, Sport and Art (particularly linked to Primary Schools)
- Promoting workplace activity
- Health and Nutrition
- Obesity

Photographs from the event



Dr Rashmi Shukla, the Regional Director of Public Health provides the opening keynote speech of the seminar.



Rachel Pavlou, Regional Development Manager for the Football Association discusses the potential for Football and Health partnerships



Kate Sargent from the Amateur Swimming Association details the approach that swimming are taking to working with the health sector.



Stuart Lampitt from the Worcestershire Cricket Board presents the approach cricket are taking to increase participation.



Judy Crabb from the Federation of Stadia Communities presents details of the Healthy Stadia programme

Photographs from the speed dating sessions



