

The Healthy Stadia Programme:

**Developing Sustainable Partnerships
for Local Health Improvement Strategies**

**Commissioned by the North West Region Public
Health Department, Government Office for the
North West**

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Overview of presentation

- **Introducing the Healthier Stadia concept**
- **Outline of work Phase I and II**
- **Phase III:**
 - **Facilitating sustainable partnerships**
 - **Developing the Partnership Checklist**
 - **Developing the Healthy Stadia Toolkit**
- **What the Healthier Stadia Toolkit will look like and how it can be used**
- **The way forward: building on success**

The Healthier Stadia vision

A Healthier Stadia is understood to be:

‘....one which promotes the health of visitors, fans, players, employees and the surrounding community. It is a place where people can go to have a positive, healthy experience playing or watching sport.’

Work so far: phases I, II and III

- Phase I - Mapping exercise
- Phase II - Developing the Healthy Stadia concept with pilot stadia:
 - Blackburn Rovers FC
 - Oldham Rovers FC
 - St Helens RLFC
 - Blackpool FC
- Phase III - Developing a Toolkit and guidelines to facilitate stadia in developing and improving partnerships with stakeholders and providing guidance on planning and implementing health improvement initiatives

Who are the potential partners?

- **Stadia personnel**
- **PCTs**
- **Community groups**
- **Local Council**
- **Healthy School Coordinators**
- **Police**
- **Sport England**
- **Leisure Services**
- **Sport governing bodies**
- **Voluntary groups**
- **Caterers**
- **Regeneration agencies**
- **Environmental agencies**

Developing the Healthier Stadia Partnership Checklist

It can be used to:

- Give a baseline reading to assess the 'health' of the partnership
- Demonstrate achievements and build on good practice
- Identify areas for improvement and capacity building
- Track progress in delivering shared objectives and improving services

The benefits of assessing partnership performance:

- Opportunity for development and change
- Ownership
- Vision

The process into practice

Forming the Healthier Stadia Partnership Working Groups:

- the process
- the importance of facilitation

Three different approaches – the same end:

- Blackburn FC
- Oldham FC/Blackpool FC
- St Helen's RLFC

Blackburn Rovers Healthier Stadium and Community Partnership

Terms of Reference

Purpose of the Working Group:

‘To ensure that the potential of the football club and its stadium to have a positive influence on the health and wellbeing of its communities is maximised.’

Objectives:

- To share opportunities to work collaboratively**
- To ensure full representation of appropriate agencies**
- To develop an action plan**
- To develop, implement and evaluate new initiatives**
- To share good practice**
- To cascade information within member organisations**
- To ensure effective coordination avoiding duplication**
- To provide added value by working in collaboration to address agendas of individual agencies**
- To maximise resources**
- To attract funding**

Oldham FC and Blackpool FC Healthier Stadia Terms of Reference

Purpose of the Working Group:

‘To ensure, through partnership working, that (the stadium) promotes the health of visitors, fans, players employees, and the surrounding community, and is a place where people can go to have a positive healthy experience playing or watching sport.’

Objectives:

To ensure, where practical and possible, that health initiatives developed within the stadium environment:

- reflect local need**
- support the local Community Plan and Public Health Strategies**
- follow the guidelines of the Partnership Checklist**

What will the Healthier Stadia Toolkit look like?

Comprehensive toolkit including:

- Introduction to Healthy Stadia Concept and Healthy Settings approach
- ‘What’s in it for us?’ Benefits of becoming a Healthy Stadia
- Guidance on how to develop partnerships focussing on 5 identified elements: Partnership Working, Leadership, Strategy, and Participation **(with case studies and key learning points)**
- Stadia specific partnership Checklist develop and measure initial and ongoing health of partnerships
- Section on planning and implementing health improvement initiatives **(with case studies and key learning points)**
- List of useful contacts, publications, organisations

Using the Healthy Stadia Toolkit

Toolkit takes a self-assessment approach

HOWEVER

Facilitation and support are key to the process

www.healthysettings.org.uk

www.f-s-c.co.uk

The benefits of becoming a Healthy Stadium: what's in it for us?

- **Maximisation of the positive role/impact of the stadium within community**
- **Improved relationships with local communities**
- **Sustainable health improvement initiatives improving the health and well being of stadium communities**
- **Opportunities to seek new sources of funding for collaborative work**
- **Local, regional and national recognition of achievement**

A Local Case Study

Vale Park Community Initiative

- Aims to develop community initiatives focussing on Port Vale FC using the power of sport to tackle inequalities in health, education and employment for all population groups living in the neighbourhood of the stadia

The Steering Group

- The club
- Football in the Community
- Supporters Trust
- PCT
- Valiants Against Racism
- Local Councillor
- Touchstone Housing
- City Council
- Race Equality Council
- Staffordshire University
- Youth Inclusion Project
- Local schools
- Local MP
- Burslem park partnership

The Partnership Agreement



The Initiatives

- Active in Age Training
- Intergenerational physical activities
- Healthy Eating

What Next?

Areas for future work:

- support for pilot stadia to further develop and continue health initiatives agreed in their action plans, and to disseminate good practice across the region (Spearhead PCTs)
- evaluation of Healthy Stadia programme with focus on development work with stadia and their use of the Toolkit in relation to partnership working and their health improvement initiatives
- further develop a mechanism to raise awareness and understanding of the needs of community and voluntary groups in order for them to take a meaningful place in the partnership team

Thank you

We would welcome your comments on
The Healthy Stadia Programme

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