

Case Study

Education-based

Activity Bug

What were our objectives?

To get everyone across the Maldon and South Chelmsford area more physically active



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Project description

Sport England awarded Maldon and Chelmsford PCT a total of £504,000 through the Active England programme, £289,000 capital and £215,000 revenue funding. The project cost a total £551,500. The capital funding was used to refurbish St Peters Healthy Living Centre and make modifications to three PCT health clinics to enable them to be used as 'lifestyle centres'. Revenue funding supported a Healthy Lifestyle Co-ordinator. Funding started in July 2005 and will continue until October 2008.

St Peters Healthy Living Centre now houses gym equipment suitable for those of all levels of ability and disabilities. The three PCT community clinics have been developed into Healthy Lifestyle Centres and these also offer exercise sessions.

Project origin

Maldon and South Chelmsford PCT runs a Healthy Living Initiative funded by the Big Lottery Fund. The Activity Bug is a natural extension of this project. Sometimes it is difficult to know where one project starts and the other ends because they have become so integrated. The project developed from interest by our project partners in exercise classes run in the community. It became clear that there were many barriers preventing residents from engaging in physical activities that needed to be removed - social isolation, low self esteem, chronic conditions such as heart disease. Through innovative project working the Healthy Living Initiative has strong partners across all sections of the statutory, voluntary and community sectors and as such can be effective and act to establish initiatives quickly.

Project aims

The Activity Bug project is focused on increasing activity levels for key groups

within the area by removing the barriers that prevent them from participating.

Project activities

The project's Healthy Lifestyle Co-ordinator works with individuals on a 1-2-1 basis to signpost clients into local activity groups and to produce action plans to help them introduce healthier lifestyle choices. The project works with project partners from a wide range of organisations, including local authorities; local sports clubs, schools, school councils, health professionals and local charities to spread the Activity Bug across the community.

Activities at the centre include:

- Group exercise classes for cardiac rehab clients – 12 week programme as part of their rehabilitation;
- Group exercise session for falls prevention (GP referral) – support programme for those having recently had a fall or those at risk of a fall, to help regain confidence;
- Primary Care Trust (PCT) staff gym sessions; and
- PCT staff body toning session – includes yoga, pilates and strength training.

The project also run a community outreach programme including buggy-walking and sessions at other leisure centres in the area.

Project performance

The capital phase was completed in 2005 since then the project has attracted 3,946 participants and had a total throughput of 37,438. They use 48 coaches and have 62 volunteers that work on the project.

The future

Funding for the Healthy Lifestyle Co-ordinator is due to finish in July 2008 but has been extended by Sport England to October 2008.