

Case Study

Hampshire County Council Workplace co-ordinator

Active
workplaces

What were our objectives?

To increase participation in sport and physical activity by
Council employees



Project description

Sport England awarded £50,000 of revenue funding through the Active England programme to employ a Workplace Physical Activity Development Officer who works with Hampshire County Council employees to increase participation in sport and physical activity. The total project cost £134,026.

This officer led and promoted various work-based activity programmes, including individual and group fitness sessions using both Council and community facilities. The officer linked with other initiatives set up by the council's personnel and occupational health department. These included a council Health and Well-being internal web page.

Rationale

The project developed from the results of a survey of council employees that showed low levels of participation in active recreation and sport.

Project aims

The project started in September 2005, targeted employees of Hampshire County Council and in particular women and those over 45. The aim was to cut down on the number of people taking time off for stress related illness. The other main aim was to increase employee work satisfaction.

Project performance

These two aims have been reached. Over four-fifths of those who attend sessions are female and this reflects the employee split as around three quarters of council employees are female. Key performance indicators show that:

- The project engaged with 2,587 people, increasing from 1,530 in 2007;
- Throughput increased from 7,774 in 2007 to a total of 25,715 in 2008; and
- The number of coaches increased from 14 to 26.

The project runs various classes including Tai chi, yoga, salsa dancing, tennis, golf, lunchtime walks and a running club. The project also employs a masseuse to offer massage sessions for employees.

In the project application, money was set aside for research costs. This included an online survey of all Hampshire County Council employees. The results from the survey provided good baseline data for the project.

There were several recommendations from the survey. All of these were achieved or are ongoing. These included:

- Setting up a steering group for the Workplace Activities project to help guide and focus the aims and objectives;
- Promoting opportunities for council staff through a specific website, emails, newsletters, staff news;
- Encouraging showers and changing facilities and looking at the possibility of a fitness studio;
- Setting up activity classes starting in January 2006 based in various meeting rooms at suitable times;
- Setting up a grants scheme for new and existing groups from within the council;
- Establishing a negotiated deal with leisure providers in Hampshire to provide staff with opportunities to use leisure centres and fitness facilities for a reduced rate;
- A coordinated approach to increasing walking involving self-guided maps, walking packs, links to walking groups; and
- Identifying 'activity champions' from within the workplace to ensure sustainability. These people will have an interest in activity and be willing to organise and set up activities for staff.



To get active visit
Hampshire County Council
<http://www.hants.gov.uk/>

For more information:
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