

Case Study

Health or
physical activity
focus

Let's Get Physical

What were our objectives?

To encourage people to take up sport and physical activity and eat healthily in Telford and Wrekin



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Project description

Active England provided £409,000 revenue funding out of a total project cost of £670,500 towards Let's Get Physical. The project uses a community outreach model to improve health through physical activity and sport in areas of deprivation across the borough of Telford and Wrekin. The project employed a programme manager, childhood obesity and physical activity researcher and an administrator. The project also had support from the Physical Activity Marketing Manager from the council.

Let's Get Physical includes 18 different projects across four theme areas: community; inclusive leisure; health referrals; and training and information. Some of these projects target groups who traditionally participate less. Target groups include women and girls, BME, disabled people and looked-after children. The project started in November 2004 and finished in November 2007.

Project origin

The local Sport for Health forum identified the need for the project. The forum brings together key partners including health, sport and education, social care, FE, Sure Start, community safety, and regeneration.

The forum consulted with local people about the barriers to participation and how inactive groups could be encouraged to participate long term. They also consulted with partners on how they see their role in the delivery of potential interventions. A multi-agency steering group of key partners is in place to oversee the management of the project. Key partners include Borough of Telford and Wrekin Council, Telford and Wrekin Primary Care Trust, Social Care, Connexions and Telford College of Art and Technology.

Rationale

The results from the Sport for Health consultation showed that community health was lower than the national average, especially in target groups such as black and minority ethnic groups and people with disabilities.

Project aims

The main aim of the project was to increase physical activity amongst those living in priority neighbourhoods.

Project performance

Let's Get Physical included 18 different projects grouped around 4 themes:

- Community based: walking, community aerobics, swimming, martial arts, tennis, football, trampolining and the annual fun run.
- Inclusive leisure: increasing the uptake of sports such as netball, swimming, basketball by people with disabilities.
- Health referrals including, for example, a research project on child obesity.
- Training and public information, including marketing activity campaigns and courses.

In total across all themes:

- The project engaged 3,479 participants;
- Had a throughput of 46,892;
- 85 health referrals;
- Delivered 18 courses; and
- Participants gained 8 sports qualifications.

The Future

The project successfully delivered on its objectives and all of the posts created have been mainstreamed in the local PCT.