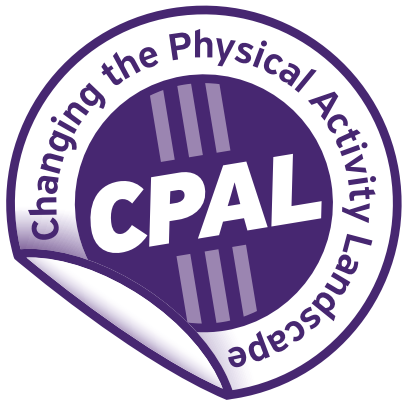




# Changing the Physical Activity Landscape in County Durham

Interim Report January 2012



## Executive Summary

# Executive Summary

The Changing the Physical Activity Landscape (CPAL) programme which is being delivered in County Durham in the North East of England, has seen a large scale investment from the NHS into physical activity delivery over a three year period.

**The programme has a clear focus on encouraging people aged 40 to 74 with an estimated or actual risk of Cardiovascular Disease (CVD) greater than 20%, to participate in a menu of structured activities, along with their families and others in the same age group and then support these people to encourage changes in physical activity behaviour. The primary outcome is to bring about a measured increase in the level of both structured and unstructured physical activity after six months.**



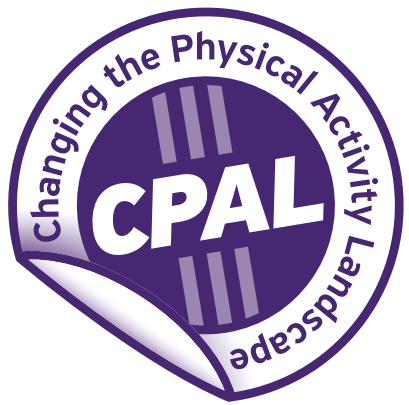
To date over **8,409** people (by end of December 2011) have benefited from CPAL, meeting agreed targets set out by the NHS over a year ahead of the programme end (March 2013), with projections of around **14,000** people likely to benefit over its course.

As part of the process of evaluating the wider impact of CPAL, a model has been developed by an independent consultancy (Helmepark Ltd) which calculates an estimated economic value based on those who have increased activity, allowing a financial return on investment (ROI) to be derived.

The current model, looking at a tightly focused range of economic outcomes linked specifically to CVD, suggests that CPAL:

- **Is already achieving a return on the investment to date of at least £1.26 of benefits for every £1 invested so far and;**
- **Has the potential by the programme end (March 2013) to derive an overall return on investment of £2.63 for every £1 invested, with a far greater return possible (£3.62 for every £1 invested) in the CVD risk target group**

This report discusses some of the emerging findings and experiences from delivery of the programme to date, including further detail around the ROI model.



## Introduction to CPAL

# Introduction to CPAL

CPAL is a three year £4.5m investment into physical activity delivery, funded by NHS County Durham and Darlington and managed by County Durham Sport one of 49 County Sport Partnerships in England, being part of the national delivery system for sport and until recent changes at national level, also for physical activity.

**On the basis of a detailed research phase linking to plans for the national NHS Health Check programme, the investment was secured as non-recurrent funding in June 2009 following agreement with the local Health & Well-Being Partnership on its focus across the County.**

A significant number of adults in County Durham aged 40–74 years of age were estimated to be at risk of CVD and for whom their level of risk could be readily reduced through a sustained increase in physical activity participation, pointing towards the need to focus on those most ‘at risk’, rather than the general population. This ‘at risk’ approach was also ratified further in the publication of ‘A Physical Activity Strategy for County Durham’ early in 2010.

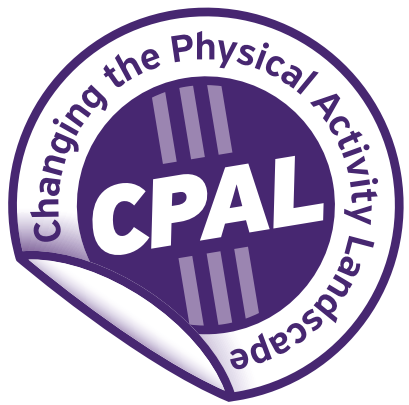
In developing plans for the programme it was later decided that the family members of the CVD risk group would also be included in the programme to provide an effective peer support mechanism, alongside an additional number of people in the 40–74 age group who may not yet have an identified level of risk but have a need to increase their level of physical activity.

Investment in projects has employed a market development approach which has supported a wide range of projects, delivered by 23 different organisations, from the public, private, voluntary and community sectors, all with a core specification to provide appropriate advice, support and

opportunities for people to participate in local areas. A small central County Durham Sport team provide the core management functions, such as marketing, training, etc, to support successful delivery. In addition, an independent evaluation and audit function is provided by HelmePark Ltd research and consultancy.

Participants enter the programme in a number of ways. This could be through formal health checks undertaken by GP practices or Pharmacists where an actual risk of CVD has been calculated, in other cases health trainers, or stop smoking teams may signpost clients who by definition may be estimated to be at risk. Finally, appropriate tools and capacity have been put in place to allow those who self-refer to CPAL services to be properly assessed if necessary and either an estimated risk be assumed or an actual risk level calculated.

The key indicator of success for all CPAL projects is not simply about the numbers recruited to the project, but about supporting and encouraging people to **INCREASE** their volume of physical activity over a six month period. At this point, the evidence base suggests that changes in behaviour are more likely to become sustained and long term health benefits, including reductions in CVD risk, will begin to accrue.



## Programme Development

# Programme Development

The CPAL programme was divided into three main funding phases, led by a full-time Strategic Manager (Physical Activity) and supported by seconded Officer time within the County Durham Sport core team (e.g. finance, marketing, administration and case management.)

- **Phase 1 (Launched Sept 2009)**  
Represented an open tender round with **£3 million** available, resulting in **72 applications for funding** and **20 successful project proposals** awarded
- **Phase 2 (Launched April 2010)**  
Saw a further **£600,000** available, resulting in a further **30 applications** and **8 successful awards**
- **Phase 3 (Launched July 2011)**  
Saw a further **£500,000** offered to **Phase 1 and 2 projects** who had shown good progress towards core targets to further extend their work to **March 2013**

See [pages 18–21](#) for a list of current CPAL projects.

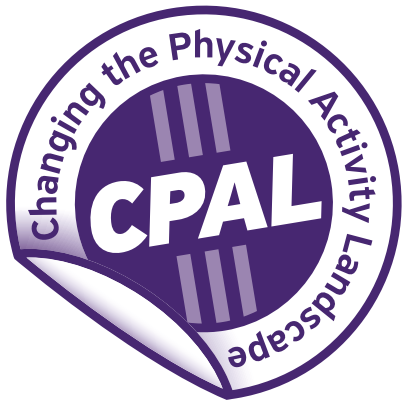


Preceding the funding phases, a detailed monitoring and evaluation framework set out the key performance indicators for the programme in agreement with NHS leads. This framework was followed by the development of specific tender and application guidance materials which were explained through a series of workshops and web based information across the County.

To support the tender and assessment process a detailed set of weighted scoring criteria were developed, specific to the delivery requirements of CPAL which were used by County Durham Sport and NHS personnel to identify the strongest proposals. The assessment process was also assisted by representatives from Community Sport Networks across the five localities in County Durham and independently adjudicated by HelmePark Ltd.

Following the assessment process, selected tenders were then invited for more formal discussions and a set of clarification workshops to further refine proposals. Each project was supported in using an outcome based planning approach, towards the production of robust operational plans in advance of any final funding awards being offered.

All CPAL projects are expected to comply with a quarterly performance and financial reporting process, with support in doing so from HelmePark Ltd and County Durham Sport respectively. County Durham Sport also provide ongoing service design and delivery advice to projects, along with formal marketing guidance and support, working to an agreed communications strategy with NHS County Durham and Darlington for the programme.



## Monitoring, Evaluation & Audit

# Monitoring, Evaluation & Audit

The monitoring and evaluation of CPAL focuses on a small number of outcomes for which reliable indicators can be identified and measured robustly and during the commissioning process, organisations were expected to focus on achieving the following primary outcome:

***“People (and their households) in County Durham aged 40–74 with an estimated and actual risk calculation of CVD greater than 20% increase their level of participation and sustain an increase at six months.”***

To provide evidence of the desired increase, each project uses the Stanford 7-day recall, a self-report physical activity tool, which is completed during the registration process and then used regularly to monitor physical activity levels at least monthly and in many cases on a weekly basis for up to six months.

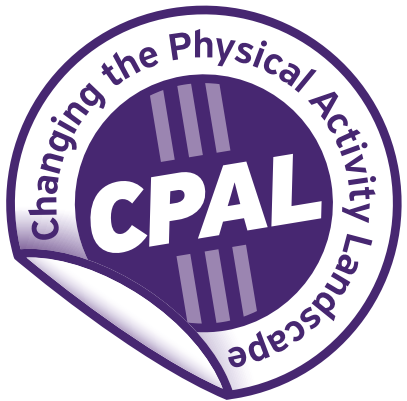
With a small number of key performance indicators established and shared by each project, other specific process indicators have been identified for each project that are also monitored on a quarterly basis to demonstrate progress towards important milestones in each project’s development, such as the number of coaches trained, or the number of activities established.

To retain an independent perspective, the monitoring and evaluation of the CPAL programme were contracted out to HelmePark Ltd consultancy, this also provided additional capacity and expertise around outcomes planning to support projects in demonstrating a clear contribution towards the CPAL primary outcome. Each project is also independently audited throughout the process to ensure that certain standards are maintained in terms of data quality, accuracy and protocols.

HelmePark Ltd were also appointed to lead on the development of the return on investment model to demonstrate the impact and value of CPAL to County Durham.



HelmePark  
people, partnerships, performance



# Key Targets & Current Progress

The CPAL programme has an agreed set of targets for recruitment and increased participation, which amount to 5,800 people recruited and 3,364 (or 58%) of these demonstrating an increase in physical activity behaviours after six months.

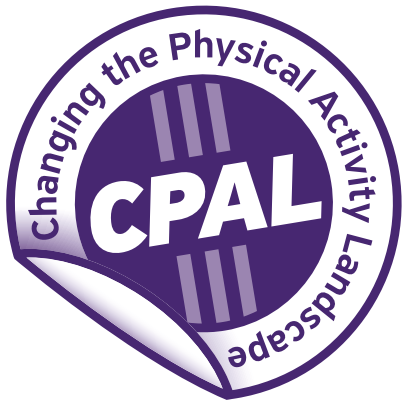
As a global figure, recruitment targets were met by the end of September 2011 (6,710) and although more time is required for current participants to work through the system and reach the six month mark, 1,791 people have so far increased their levels of activity representing 68% of those recruited more than six months ago.

- Over one-third of CPAL projects have met their targets for recruitment well ahead of the end of the programme and over 50% are already exceeding the 58% benchmark for increased physical activity performance at this early stage
- There have so far been over 130 weekly opportunities to be more active developed with over 200 regular opportunities, some of which are held less frequently than once a week
- CPAL projects cover more than 100 of the top 30% most deprived wards across County Durham
- This infrastructure is bolstered by the recruitment of 19 full-time and 32 part-time roles being created or supported as a result of CPAL, creating a workforce capable of delivering to a large population base

## Key Targets & Current Progress



Projections for recruitment by the end of the programme are in the region of 14,000 with the expectation of around a minimum of 8,000 people having shown significant shifts in the volume of their activity after six months. Performance towards targets is monitored internally through the CPAL performance dashboard, an on-line tool created to provide clearer visualisations of the performance of individual projects and the CPAL programme as a whole.



## Marketing

# Marketing

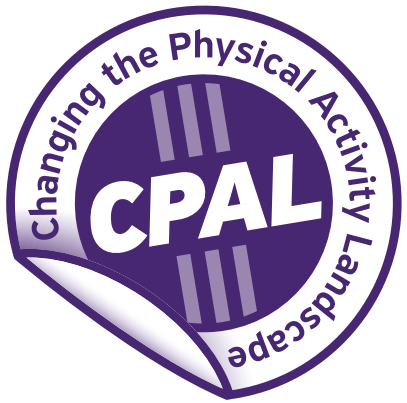
Marketing has been a key focus of CPAL. Individual projects have their own budget for marketing and promotion and are responsible for maximising recruitment and increased participation.

**County Durham Sport is also responsible for overall branding and awareness of CPAL, carrying out a range of marketing related functions to assist in signposting people and professionals towards each individual project.**

Direct marketing activity to date has included:

- The development of dedicated web pages on the County Durham Sport website for each project
  - Locality based leaflets and posters (5 locality specific versions) have been distributed to all NHS Health Check leads in GP Practices across County Durham. The leaflets include basic information on the opportunities provided by each project and contact details for each, they are also distributed to members of the public in response to press releases, website or social media activity
  - Generic CPAL pop-up banners are available for projects to use at activities, launch events or open days, etc
  - All projects have been provided with guidance around marketing procedures through a single 'Marketing guidance document' developed as part of a joint communications strategy with NHS County Durham and Darlington in relation to CPAL
  - A pilot digital TV 'Life Channel' campaign was delivered in GP Practices across the County between Sept & Dec 2010. This was aimed at patients of GP Practices and directed people to the CPAL web pages and leaflets distributed to practices at that time
- Following agreement to proceed with a social media strategy with NHS County Durham, a CPAL Facebook page was developed in January 2011, shortly followed by a paid advertising campaign through Facebook which ran for one month between 9 Feb – 11 Mar 2011, the success of this campaign in generating interest in CPAL has resulted in this approach being extended as a means of communicating across a number of other CPAL projects, but is also being used to engage directly and identify need in the target groups at a very low cost
  - In April 2010, County Durham Sport commissioned Marketwise Strategies Ltd to provide social marketing and research support to the individual CPAL projects. The aim was to maximise service utilisation by ensuring that projects were appropriately prepared for recruiting, welcoming, retaining and supporting service users (participants) and to instil an understanding of a social marketing approach as opposed to simply 'conventional' marketing techniques. This was achieved through one to one support and also further equipping projects through training workshops and the development of a set of marketing and research toolkits. A separate report has been produced outlining the specific benefits of this support, available at <http://www.countydurhamsport.com/changing-the-physical-activity-landscape/resources> where the toolkits are also available to download.

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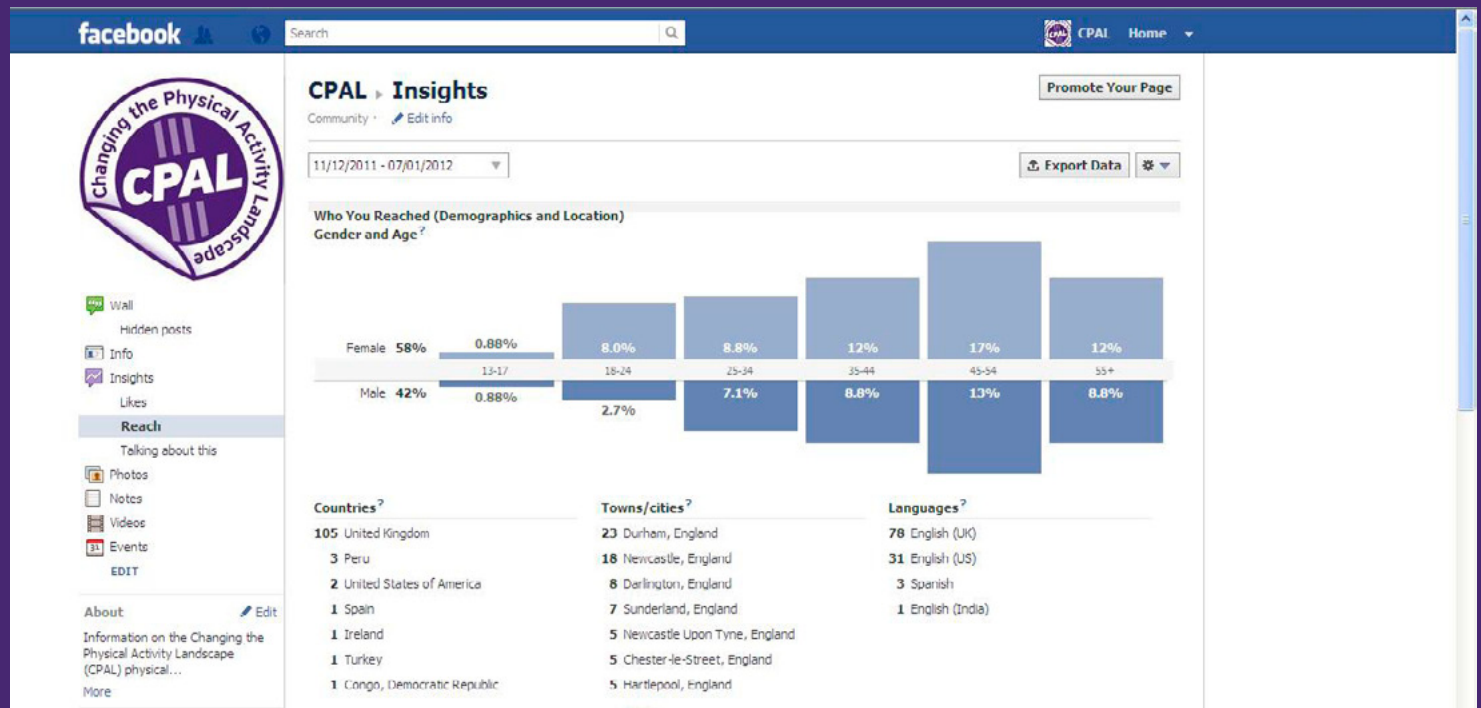
# Marketing (Continued)

## Generating public interest in CPAL – Insights from the CPAL Facebook campaign

- The advert was limited only to those who lived within a 25 mile radius of the centre of Durham and who were between the ages of 40 and 64 (the Facebook age bands stop at 64+)
- The advert was delivered only to those not already connected to the CPAL page which gave a potential target audience of 98,240 users of Facebook
- During its running time, the advert had 690,774 total impressions (how many times the advert was seen by Facebook users). The advert was clicked 559 times, resulting in a cost per click of 45 pence
- During the same time, visits to the CPAL pages of the County Durham Sport website saw an increase of 23.35% with a 59.49% increase in unique page views
- There are a number of CPAL Facebook pages currently, with over 1,000 'fans' and having just under 8,000 active monthly users, or consumers of the information promoted via these channels

facebook

### Marketing







## Physical Activity Project: Cardi-Back

# Physical Activity Project: Cardi-Back

The Cardi-Back project received funding through CPAL in February 2010 to deliver a programme of exercise, education and support to people aged 40–74 with a past history of low back pain and decreased physical activity as a result. Delivered by Platinum Physiotherapy and Personal Training and led by Physiotherapist Neil Sleeman (pictured below).

**Cardi-Back delivers 8 weekly sessions lasting 1.5 hours at a time, with each session consisting of 30 mins of education around back pain and cardiovascular health, a 30 minute lower back specific Swiss Ball exercise class and a 30 minute circuit training style exercise session.**

Participants wanting to attend are interviewed and screened by the Cardi-Back team for suitability, history, contra-indications and ability to meet attendance requirements. Each individual is provided with a personalised folder which summarises the content of the education sessions,

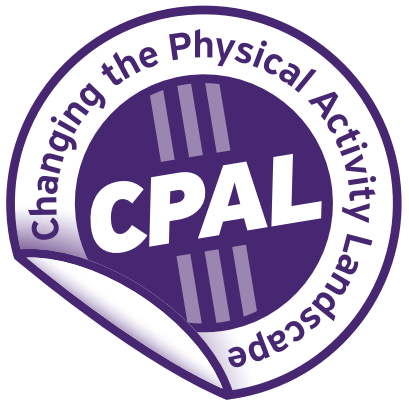


exercises to carry out at home, as well as a range of information on other opportunities to be active in the local area which participants are signposted to by the team at the end of the 8 weeks. Ongoing follow-up communication by telephone on a monthly basis and face to face visits at 3 and 6 months, ensure appropriate monitoring is carried out and assistance offered as needed.

As a result of engagement with clients following an initial period of delivery, a follow up self-funded programme called 'Cardi-Fit' was developed to support those who wanted to continue to exercise in a similar environment. Cardi-Fit consists of one hour long sessions at a higher intensity than Cardi-Back, thus progressing the participants to a higher level of cardio-vascular fitness and strength.

Cardi-Back has been an incredibly successful intervention with 168 people benefiting and on average 74% of participants demonstrating an increase in physical activity after six months, also resulting in an 85% reduction in reported back pain.

Initially delivering in Coxhoe outside the City of Durham, the project was also awarded Phase 2 and 3 funding to extend delivery to other communities and villages across the rest of County Durham. The Platinum team also received the Durham & Chester-le-Street section 'Contribution to Physical Activity' award in Sept 2010 as part of the County Durham Sport Partnership awards scheme.



## Physical Activity Project: DanceFit

# Physical Activity Project: DanceFit

The DanceFit project received funding through CPAL in February 2010 to deliver social dance activity to adults aged 50+. Delivered by Nouveau Fitness a Community Interest Company based in County Durham and led by Bethany Ainsley (pictured below) DanceFit delivers sessions around the County ranging from dance workshops to 'fitness fun' sessions.

**Participants wanting to take part in DanceFit sessions are supported by tutors, not only in learning to dance but also in conducting basic health assessment and structured discussions around the impact of the project on individual health and wellbeing. As with all CPAL projects ongoing follow-up communication is central to the monitoring of outcomes in the project and is carried out regularly by questionnaire both with those attending and those who may have stopped for whatever reason.**

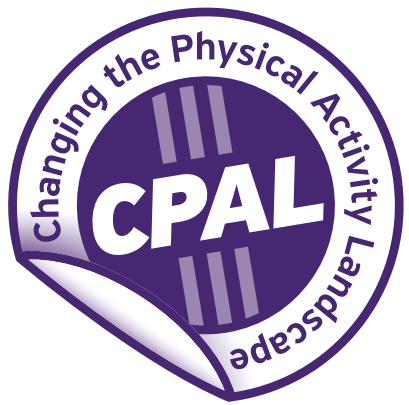
An analysis of participant data after the first year of delivery highlighted the need to look at how Nouveau Fitness could engage more men in physical activity. Plans are in place, based on consultation to address the balance of men attending activities by incorporating more 'men friendly' opportunities and in some cases encouraging women to invite their partner to attend.

DanceFit has also been successful in encouraging increased physical activity, with over 62% of participants demonstrating an increase in physical activity after six months. The project aims to recruit 472 people by September 2012 and is making strong progress towards this target.

Initially delivering in some of the most deprived wards in County Durham, DanceFit has successfully demonstrated an ability to engage with communities that other organisations have struggled with in the past. DanceFit were also awarded Phase 2 and Phase 3 funding to extend delivery as a

result of this success. Nouveau Fitness was also proudly awarded 'The Future 100 Award' in November 2011 which recognises the success of young entrepreneurs across the United Kingdom aged 18–35 who demonstrate entrepreneurial flair and innovation in progressing a responsible business venture.





## DanceFit Case Study

Judith dances her way to better health – Judith is from Wheatley Hill and has attended the CPAL DanceFit programme for over a year, and attends the dance sessions which run at the Greenhills Centre, Wheatley Hill on Tuesday and Friday sessions.

Judith was not working at the time when the classes started, and when she saw DanceFit advertised on leaflets, she saw the classes as an opportunity to get out of the house. Before starting the classes, she enjoyed dancing when out, but had never taken dance classes. At first, she found it daunting going to the classes due to not regularly mixing with others. However, she thought she would push herself and “just do it”. She went to the

classes and “thoroughly enjoyed” it from day one, she has kept going to the classes ever since. She has rarely missed a class since she started.

She is very enthusiastic about the classes, and cannot speak highly enough of them. She finds it a great way to keep fit whilst having fun and a laugh. Judith loves mixing with everyone in the group and everyone gets on together, helping each other through the dances. Judith finds the classes extremely sociable, particularly as everyone stays for tea and coffee at the end. Judith says, “I thoroughly, thoroughly enjoy the dance classes. They’re absolutely amazing. It’s such fun. We’ve just got together as a group and learnt so much. It’s just been amazing. I honestly can’t tell anyone how much fun we have. It’s just sheer fun, honestly...”

The dance routines that Judith has particularly liked are the Bollywood dancing and the Salsa. She found the Jive and Ballet challenging, and even though they were difficult dances, everyone helped each other. Judith finds the teachers from Nouveau Fitness “absolutely brilliant” and they help her whenever she is having difficulty following. One of the next dances that the group will be learning is tap-dancing, and Judith is looking forward to the challenge.

The dance classes have changed Judith’s opinions on health and exercise. Since starting DanceFit, she now also goes to family gym sessions regularly with her husband and grandchildren, and has started going walking. She also eats more healthily now. As a result of all of the activities she has also lost about a stone and a half in weight.



### DanceFit Case Study



# Sports Project: Health Improvement Through Sport (HITS)

The Health Improvement Through Sport (HITS) project received funding through CPAL in September 2010 to deliver an over 40's sports development project in the Derwentside area in the north of the County.

**Delivered by Leisureworks, a local leisure trust, HITS focuses on working with local sports clubs to offer and then provide less traditional forms of participation than would perhaps be the case for the club.**

Sports clubs are supported by the project by increasing capacity and covering the cost of initial delivery of physical activity sessions for adult club members, particularly those aged 40 and over and their families including trampolining, exercise to music, dancing or table tennis for example. Clubs with junior sections also host sessions for parents/family members while juniors are either training or competing and where the parents would normally just sit for an hour or more until the junior sessions are over.

Chloe Lambert, the Sports Development Officer who coordinates delivery of the project has reported a number of perceived benefits to sports clubs in offering non-traditional physical activity sessions on their premises, for instance a Zumba class is delivered which takes place on tennis courts during down-time at a local tennis club in the area.

"The clubs have seen a benefit from offering activities that they don't normally offer, Consett Golf club and Annfield Plain Cricket club have gained new club members directly from the classes delivered using their facilities. Consett rugby club, Leadgate cricket club, and Shotley Bridge cricket club have noticed an increase in revenue from refreshments served to participants and income from facility hire from use of the club's venues."

HITS is also another CPAL project having demonstrated good progress in encouraging increased physical activity, with over 70% of participants demonstrating an increase in physical activity after six months in the early stages of delivery. The project aims to recruit 1,050 people by September 2012 having made rapid progress in already reaching close to half this number in the first six months of its delivery.



## Sports Project: HITS



## Sports Project: Total Tennis

The Total Tennis project received funding through CPAL in February 2010 to deliver a 12 month pilot project which proved to be a real success and which was then awarded further extension funding to allow delivery through to March 2013.

**Total Tennis as the name suggests focuses on delivering tennis based activity that is both focused on changing behaviour and the skills of the 40–60 year olds who participate. The project takes techniques from the short tennis game developed for children, for example adopting a lighter and easier to use racket and following a nine point short tennis scale designed to support progression and skills development which is monitored by a skills progression register.**

The project is delivered by Shotley & Benfieldside Tennis Club in Consett, North Durham, led by Phil Ateas a full-time police officer and part-time head coach at the club (pictured



below with Mark and Jayne who form the CPAL Total Tennis coaching team). As a result of its success, the project will be looking to deliver in other satellite locations in the local area over the next year, offering daytime, evening and weekend sessions for its target groups who benefit from being able to participate all year round by using the artificial surfaces and floodlighting at the club.

The project's success is partly down to the partnerships it has created, working closely with the local leisure trust, community sport network and local exercise referral scheme to assist in promoting and recruiting clients. Some of the clients have put their new or revitalised skill into the competitive environment and represented the club in the veterans and open leagues some forming part of a team who have won leagues. Shotley Tennis Club has recently won the men's veteran A Division for the first time in the club's 100+ year history and the mixed veterans were promoted as Champions into the top division.

Total Tennis has also been successful in encouraging increased physical activity, averaging around 60% of participants who demonstrate an increase in physical activity after six months but much higher levels of retention within the club. The project is working on implementing strategies to continue to increase general participation in its members, one of which includes a partnership with the HITS CPAL project to provide Zumba and Boot Camp sessions at the club prior to organised coaching sessions. The project has worked with 202 people already and has enabled the club to flourish into a thriving local community venue which was recently recognised when Shotley won the Club of the Year award for Derwentside.

Sports Project: Total Tennis



## Total Tennis Feedback

A focus group was conducted by HelmePark Ltd, gathering feedback from 14 participants of the Total Tennis project, all aged between the ages of 30 and 60 (including family members).

**The group attributed the success of the project to:**

- **The skills and enthusiasm of the coaches leading the programme**
- **Receiving support in the early stages, which built upon each individual's skill level**
- **Having a fun/social aspect, which encouraged the build up of a self supporting peer network**

The group chose to remain anonymous but had some important messages worth mentioning:

- Person A was a male aged 52 years who was physically inactive before the commencement of the 'Total Tennis' project. He explained how he started off quite sceptical of the scheme, but quickly made the sessions a key focus of his weekly regime. In between tennis he took part in other physical activity in order to improve his fitness which in turn helped improve his tennis ability. He has lost a significant amount of weight. He has now joined Shotley Tennis Club and is playing for the Men's and Vets teams. His wife and two young daughters are also involved in playing Tennis.
- Person B had recently changed occupations to be with his family more and saw the CPAL tennis sessions as an ideal way of making it a family occasion. The tennis sessions have made a significant impact on his fitness and he explained how the coaches running the sessions are highly skilled, keep it fun and keep you going. His family are now all actively involved in the club, he was recently voted onto the club committee and organises social events including running the bar!

Other comments from participants included::

*'As well as helping me keep fit, I have also made some good friends'*

*'I didn't think I would like tennis as much as I do'*

*'I thought tennis was only a summer sport'*

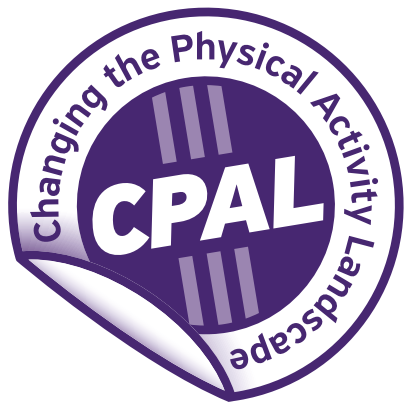
*'I was useless at tennis, now I'm not'*

*'I have really enjoyed the whole experience and will definitely keep playing'*

*'My aerobic fitness has improved so much; I can do loads more and not be out of breath'*

*'It is now part of the week I really look forward to'*





## Impact & Economic Value

# Impact & Economic Value

As part of the wider process of evaluating the delivery and impact of CPAL a model has been developed to place an estimated economic value on the outcomes being achieved by the programme, to allow the level of return on investment to be derived.

**A key part of the approach to this is the use of an established and appropriate physical activity measurement tool, the Stanford 7 day recall, in measuring increases or decreases in physical activity in every participant. The model also provides an estimate of the economic value for CPAL from engaging with individuals outside this core group based on age (e.g. family members and 'others') and provides some interesting comparisons for targeted interventions versus general population approaches.**

The economic model identifies three economic outcomes based on reducing public health costs and reducing losses which result in other areas as a direct consequence, production losses and informal care costs. Production losses include headings such as lost taxes and reduced spending by individuals with CVD and informal care costs are associated with family members having to care for those with CVD. The model then places a financial value on each of these economic outcomes and identifies the extent to which CPAL can claim to have a direct impact, using a number of elements of a Social Return on Investment methodology (SROI).

It is important to note that developing a full SROI is typically a relatively resource intensive approach beyond the scope of this work, given the range of outcomes which could be expected to be identified and the considerable challenge of identifying reliable direct or proxy indicators of financial value for each and every one of these outcomes. In addition, the more outcomes used, the more the risk of overstatement which can be potentially levelled at any final figures.

The CPAL model developed therefore focuses on a small number of outcomes for which it is considered reliable financial indicators can be identified. In this way it is using identified elements of SROI, rather than following the full methodology, and this is described as a legitimate approach in a paper prepared by New Philanthropy Capital on the use of SROI.

In a full report on the SROI methodology and outcomes by HelmePark Ltd, it was concluded that the programme:

- Is already achieving a return to date (halfway through the delivery of the programme) of £1.26 of benefits for each £1 invested, based on a figure of £1.85 for those aged 40 -74 with a defined risk of CVD (the CVD group), £0.84 for the remaining participants aged over 40 and £0.42 for those under 40 years of age (including family members and other groups targeted by CPAL)
- Has the potential by the programme end to achieve an overall return of £2.63 for each £1 invested, based on £3.62 for the CVD group, £2.47 for the remaining over 40 age group and £0.62 for the under 40 age group.

The full ROI report can be accessed at [www.countydurhamsport.com/changing-the-physical-activity-landscape](http://www.countydurhamsport.com/changing-the-physical-activity-landscape)



## Key Strengths & Challenges

One of the key strengths with the CPAL programme is that it has allowed a completely fresh start to much of its work, building from scratch in developing an appropriate and robust monitoring and evaluation framework, incorporating valid physical activity reporting as standard across all projects. This allows the programme to be confident in the assumptions it is making, particularly in terms of the return on investment approach.

**The engagement of Community Sport Network (CSNs) leads from the outset, also meant strong links had been developed between individual projects and CSNs, adding to the level of communication and co-ordination around delivery in geographical areas and avoiding duplication or overlap of services.**



The market development approach taken, is seen as another key strength by the NHS locally, developing a range of new providers of physical activity in the County, all working to a high set of standards and quality of care and delivery and some of whom have brought a unique set of skills and in some cases their own resources and match funding to the area.

This does not mean that the programme has been without its challenges however.

- The economic climate of change over the last year and a half has posed problems for some organisations in progressing and meeting fixed project milestones. In negotiation with the local NHS commissioning lead for obesity and physical activity who is a close working partner with CPAL, further controls were implemented but with enough flexibility, support and in some cases more time for some projects to get back on track and meet their expectations
- In the early stages, individual project plans around marketing and also research with client groups were perceived as being weak and needing improvement, CDS worked closely with projects through a joint communications plan to provide projects with the support they needed to build more robust and effective marketing strategies and increase the confidence and validity of project research tools and methods





## Key Strengths & Challenges

# Key Strengths & Challenges (Continued)

- Again, in the early stages of delivery, the expected level of engagement within primary care around physical activity was not as expected compared with the level of engagement around the NHS Health Check programme
- To overcome this Newcastle University were commissioned through CPAL to develop 'Movement as Medicine', the UK's first online professional development pathway for the management of cardiovascular disease risk through physical activity. Bringing together a multi-disciplinary team of clinicians, designers, psychologists and patients to work together in creating a problem based applied solution. The project applies state-of-the-art behavioural science and communications techniques to support patients to achieve and sustain a physically active lifestyle
- In addition to 'Movement as Medicine', the implementation of a CVD risk estimation protocol allowed projects to identify those who may need to enter the NHS Health Check pathway. This allowed individuals to self-refer to CPAL, assess their own CVD risk and identify appropriate action with support and guidance from CPAL projects
- The approach to monitoring and evaluation of CPAL whilst robust, has been extremely labour intensive for projects to implement, although they have done so successfully. On the back of this robust approach County Durham Sport are looking at the feasibility of developing a sampling approach to monitoring of individuals, including the possibility of incorporating real-time measurement, making use of current technological developments and therefore alleviating the administrative pressure on future delivery

Overall, HelmePark Ltd's evaluation summary of programme performance at the end of the year one progress report was that CPAL was well on track to



achieve what it had set out to deliver and since that time the programme has already exceeded its core recruitment targets, as set out in agreement with NHS County Durham and Darlington, with excellent progress being made against its targets for increasing physical activity levels at six months.

The next year and a half, will see CPAL achieving a level of success above that which was expected, coupled with robust evidence supporting the argument for physical activity as an effective approach in reducing the risk of cardiovascular disease and the health cost burden on the local economy.



## Project Details

# Project Details

CPAL programmes offer a range of safe and enjoyable opportunities to help people become more physically active. There are a number of projects to choose from to hopefully suit everyone:

### Get Active Get Cycling

Take part in a variety of cycling opportunities including:

- Weekly cycle rides
- Family healthy cycle rides
- Don't worry if you don't have a bike of your own

Contact: **Steven Hart, 0191 569 2847**  
**steven.hart@nhs.net**

### Wellness on Wheels

Wellness on Wheels (WOW) offers:

- Free mobile fitness trailer in your community
- State-of-the-art equipment
- Health and food advice from professionals

Contact: **Julie Lavery, 0191 372 9160**  
**julie.lavery@durham.gov.uk**

### Community Lifestyle Project

Tailored support includes:

- Individualised physical activity plans
- Signposting to local activity opportunities
- Ongoing motivational support

Contact: **Kirk Walker, 07584 703 812**  
**kirk.walker@durham.gov.uk**

### Rugby Football Union - Fit to Ref

Get involved in touch judging and refereeing in junior and senior rugby. Support includes:

- Refereeing qualification
- Provision of kit
- Mentoring and coaching

Contact: **Will Halford, 07894 790 340**  
**willhalford@rfu.com**

### DU SHINE

Durham University Strengthening Hearts in the North East will deliver:

- A diverse range of activities including walking, swimming and gym sessions
- Complemented by golf, bowls and other activities
- Annual activity days to introduce you to local clubs, fitness groups and facilities in your area

Contact: **Lynn Preston, 0191 334 2165**  
**lynn.preston@durham.ac.uk**

### Run England

Join us for a run in County Durham:

- Local groups to suit all abilities
- Qualified leaders to offer support and advice
- Fun, friendly sessions

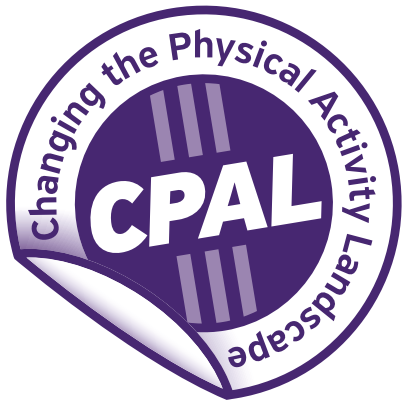
Contact: **Sarah Beadle, 07921 060 301**  
**sbeadle@englandathletics.org**

### Cardi-Back

Get *back* to doing what you enjoy... A unique supervised programme aimed at:

- Decreasing lower back pain
- Improving fitness
- Reducing cardiovascular disease

Contact: **Cardi-Back Team, 0191 372 9821**  
**info@platinumppt.co.uk**



# Project Details (Continued)

## swimActive

swimActive aims to encourage more people to visit their local swimming pool. Take part at Woodhouse Close Leisure Centre:

- Take to the water and be physically active and healthier
- Take part in aquatic activities including swim fit and aqua aerobics
- Boost your water confidence with swimming lessons

Contact: **Carol Lewis, 01325 481 260**  
**Carol.Lewis@swimming.org**

## Get Walking Keep Walking

Get Walking Keep Walking offers:

- Free locally based walking programmes including led walks & independent walking
- Short walks at an easy pace
- Free Get Walking pack and stepometer

Contact: **Marianne Patterson, 07757 119 497**  
**marianne.patterson@ramblers.org.uk**

## Explore Rowing

You don't have to be Steve Redgrave to enjoy a trip on the river! Rowing is great exercise and everyone can enjoy it.

- 10 week Learn to Row course using new stable boats designed for beginners
- After the course, take up recreational rowing
- No experience necessary

Contact: **Mike Hughes, 07740 123 509**  
**explorerowing@gmail.com**

## Sedgefield 75

Sedgefield 75 Swimming Club will run sessions at Aycliffe Leisure Centre offering:

- Structured swimming sessions
- Coaching from qualified coaches
- Opportunity to take part in swim/bike or swim/walk programme

Contact: **Julie Walker, 01325 251 732**  
**jjm.walker99@ntlworld.com**

## Active Choices – Health Trainers

Active Choices aims to support people to lead a healthier lifestyle. Health trainers can provide 1-2-1 support to help you:

- Set and achieve health goals
- Increase physical activity levels
- Improve diet and nutrition

Contact: **Bev Gent, 01325 321 234**  
**healthtrainers@pcp.uk.net**

## Healthy Horizons

Healthy Horizons offers a network of activity sessions across North Durham suitable for differing abilities. All are run in a friendly, welcoming way and include:

- Exercise to music and circuits
- Aqua aerobics and dance
- Seated exercise and Nordic walking

Contact: **Helen Sams, 0191 374 6364**  
**helen.sams@ageukcountydurham.org.uk**



# Project Details (Continued)

## DanceFit

DanceFit offers you the chance to:

- Take part in fun and social dance activity (no partner required)
- Join taster sessions leading to local groups
- Increase confidence and self-esteem

Contact: **Beth Ainsley**  
**dance@nouveaufitness.co.uk**

## Gateshead Thunder

Gateshead Thunder offers 3 different ways to get involved:

- Thunder Walks are a relaxed way to get more active, taking in a walk with  
Gateshead Thunder professional rugby players
- Thunder Gets Active offers more of a challenge with a regular exercise group
- Thunder Touch offers those with a competitive streak a chance to get fit  
whilst playing a fun, energetic and competitive game

Contact: **Claire White, 0191 433 5710**  
**clairewhite@thunderrugby.com**

## PACES

The PACES project running at The Pavillion offers:

- Tai chi, yoga and pilates
- Health walks and dance sessions
- Weight management and low impact exercise sessions

Contact: **Elaine Hancock, 0191 586 9957**  
**paces@peterlee.gov.uk**

## Keep Fit Association

Take part in:

- Start up classes across Easington
- Training as a keep fit teacher
- Support to set up new classes

Contact: **Ann Brown, 0191 529 3095**  
**annbrown@eggconnect.net**

## Get Active Stay Active

Get Active Stay Active offers a range of exercise sessions including:

- Exercise to music
- Boxercise
- Pilates

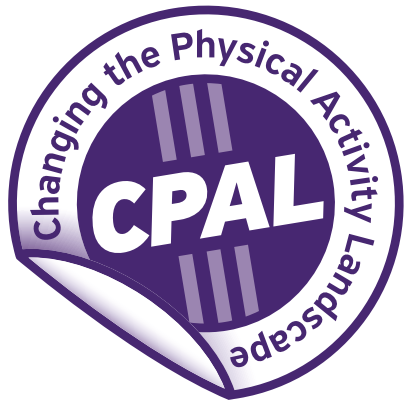
Contact: **Stewart Doyle, 0191 569 2847**  
**stewartjohndoyle@nhs.net**

## Derwentside Community Tennis Partnership

Come down to Shotley & Benfieldside Tennis Club for organised sessions and coaching:

- All abilities and fitness levels welcome
- Try out the new 'cardio tennis' workouts
- Great social scene while learning the sport

Contact: **Phil, 07903 222 275**  
**or Jayne, 07841 656 263**  
**See: [www.derwentsidetennis.co.uk](http://www.derwentsidetennis.co.uk)**



## Project Details (Continued)

### HITS

The Health Improvement Through Sport (HITS) project will focus on three strands:

- Clubs will host physical activity sessions for club members and their families
- Clubs with junior sections will host sessions for parents / family members whilst juniors are training or competing
- Over 40 competition structures will be established in football and cricket

Contact: **Chloe Lambert, 01207 218 505**  
[c.lambert@leisureworks.net](mailto:c.lambert@leisureworks.net)

### Tantobie Community Centre

The community centre offers a varied programme including:

- Line dancing and salsacise
- Seated (gentle) aerobics and healthy circuits
- Rock climbing, archery and karate

Contact: **Chris Hume, 01207 284 300**  
[admin@tantobie.org.uk](mailto:admin@tantobie.org.uk)

### Exercise on Referral

A six-month structured programme via your GP, activities include:

- Aqua aerobics and swimming
- Outdoor cycling and walking
- Healthy circuits and lifestyle fitness

Contact: **Martin Hall, 01207 218 802**  
[m.hall@leisureworks.net](mailto:m.hall@leisureworks.net)

For more information on the CPAL programme contact:

County Durham Sport  
PO Box 370  
Durham  
DH7 8WT

Tel: 0191 372 9115

E-mail: [countydurhamsport@durham.gov.uk](mailto:countydurhamsport@durham.gov.uk)

[www.countydurhamsport.com](http://www.countydurhamsport.com)



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