

Blackburn with Darwen Improving Lives Through Activity and Sport

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Blackburn with Darwen Borough Council**

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The logo for 're:refresh' features a pink silhouette of a person in a dynamic pose on the left. To its right, the word 're:' is in pink and 'fresh' is in grey. Below this, the tagline 'your health and wellbeing' is written in a smaller grey font.

re:refresh
your health and wellbeing

The NHS logo consists of the letters 'NHS' in white on a blue rectangular background.
Blackburn with Darwen



Phase 1 Publicity – Killer Facts



Phase 2 Publicity - The Challenge

Blackburn with Darwen has the **third worst level** of physical activity in the country so we are **investing in your health**

...what are **you** going to do?

CONTACT
01254 226887

or visit us online at
www.healthandwellbeing.bwpcpct.nhs.uk



fact//: Over 24,000 people drank levels of alcohol likely to **harm their health** in Blackburn with Darwen last year so we are **investing in your health**

...what do **you** plan to start doing?

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fact//: People die on average **8 years earlier** in Blackburn with Darwen than in other parts of the country so we are **investing in your health**

...whats **your** plan of action?

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- Encouragement and support for individuals at a community level in making healthier lifestyle choices
- Combined with having increased access to a programme of free leisure and physical activity opportunities



 **re:refresh**
your health and wellbeing

Are you ready
for **free leisure?**[†]
We are...
...all you need is a beeZ card



[†]Phase One:
from July 2008:
over 50s; weekday
family activities and junior
swimming sessions.

[†]Phase Two:
from September 2008:
ages 18 to 24.

[†]Phase Three:
from April 2009:
all adults

contact the beeZ team on:

(01254) 708080

or for more information log on to:

www.beezcard.com

www.refreshbwd.com



 **re:refresh**
your health and wellbeing

16-24?

Are you ready for
free leisure?[†]

...all you need is a beeZ card



[†]Phase One:
from July 2008
over 50's, weekend
family activities and junior
swimming sessions

[†]Phase Two:
from September 2008
ages 16 to 24

[†]Phase Three:
from April 2009
all adults

contact the beeZ team on:

(01254) 708080

or visit the re:refresh website at:

www.refreshbwd.com

You can also make friends with beeZ card on Facebook, or visit www.myspace.com/beeZcard

**Anyone who lives, works, is in full time
education in the borough or is registered
with Blackburn with Darwen GP**

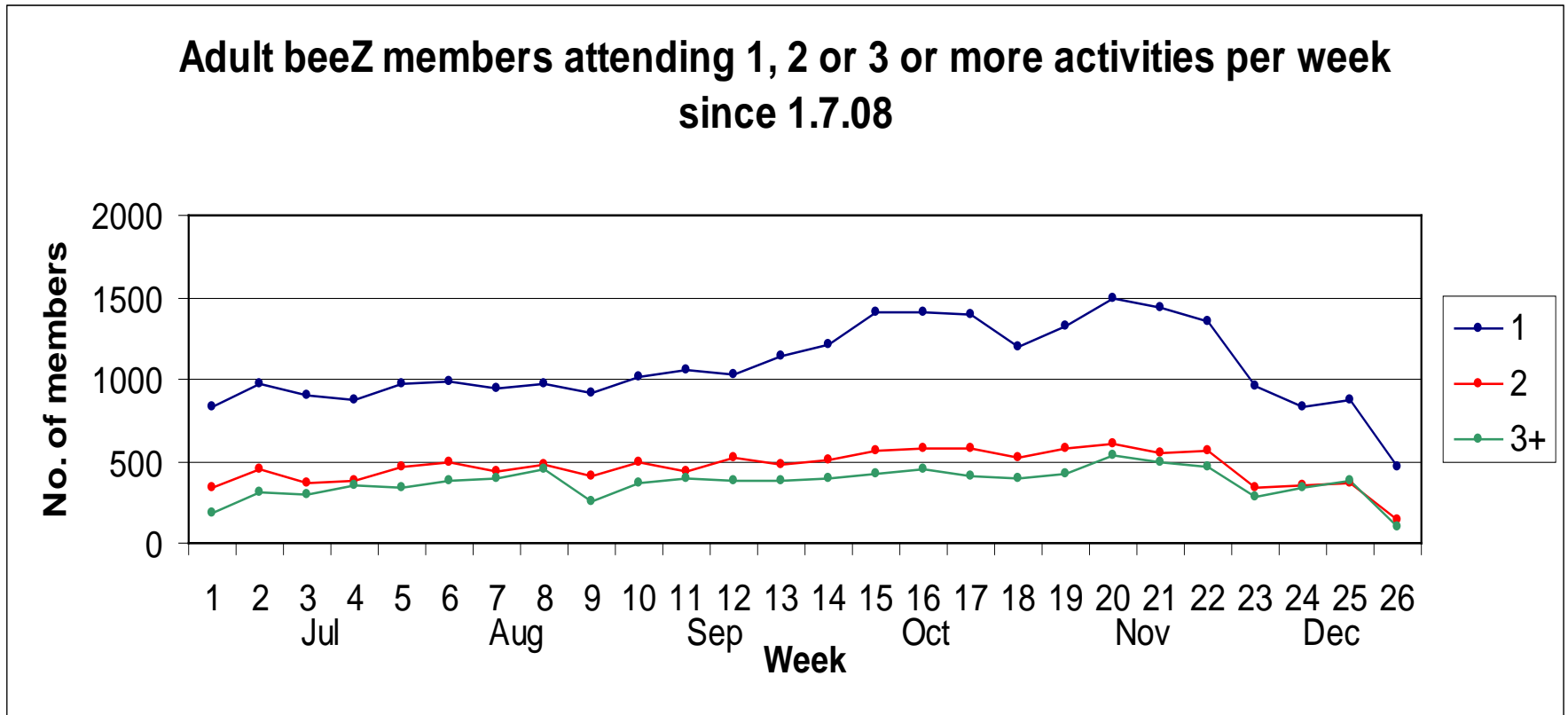
 **re:refresh**
your health and wellbeing

New Memberships: Year on Year Comparison

The following membership figures show the number of **new beeZ members** between 1 June and 28 December for 2007 & 2008.

| Cumulative figures from 1 st June | 2007 | 2008 |
|--|-------|--------|
| Under 16s | 1,565 | 3,042 |
| 16 – 24 | 307 | 1,892 |
| 25 – 49 | 597 | 3,225 |
| Over 50s | 426 | 4,312 |
| Total | 2,895 | 12,471 |

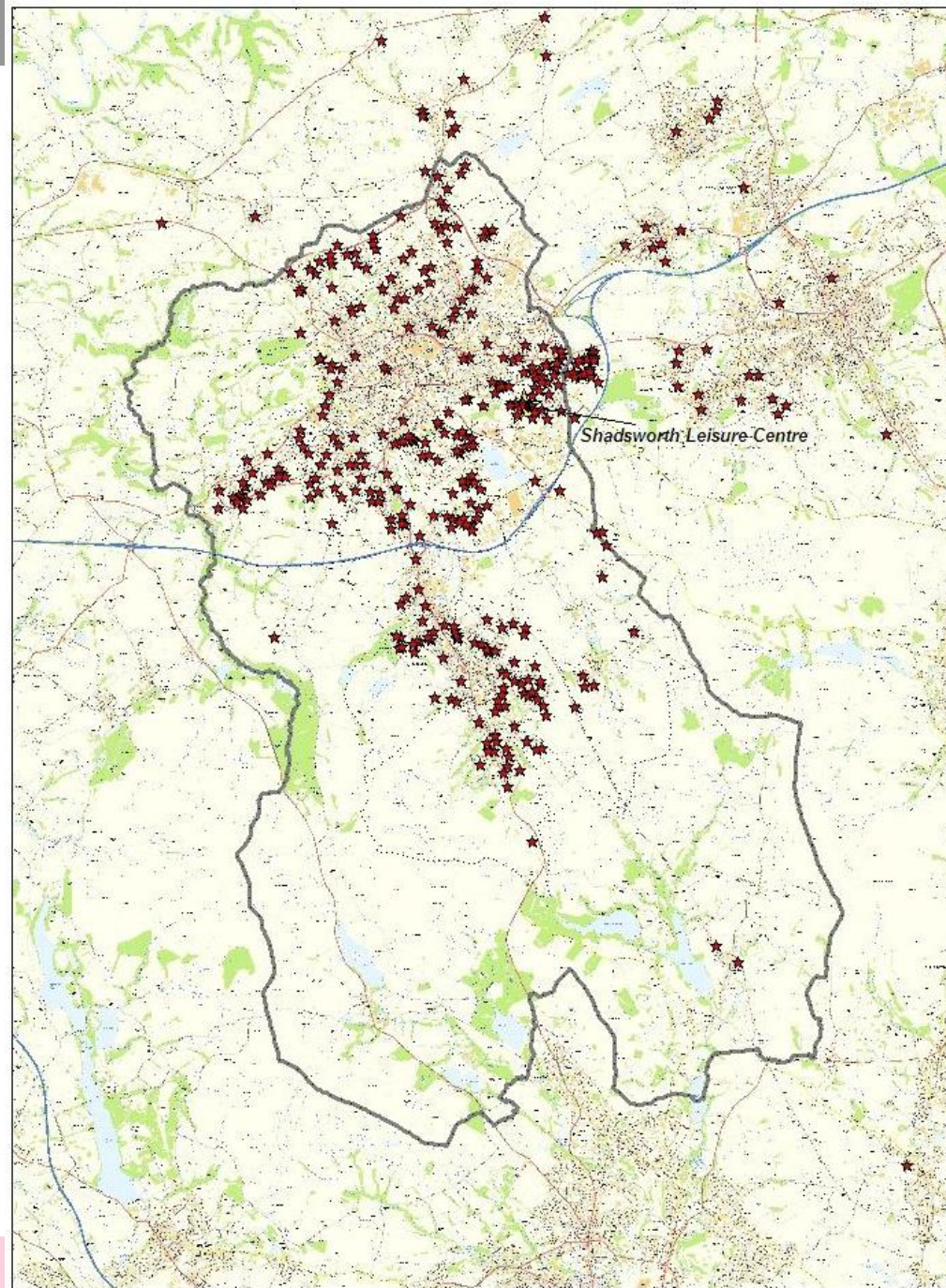
Increasing Frequency



Shadsworth Leisure Centre

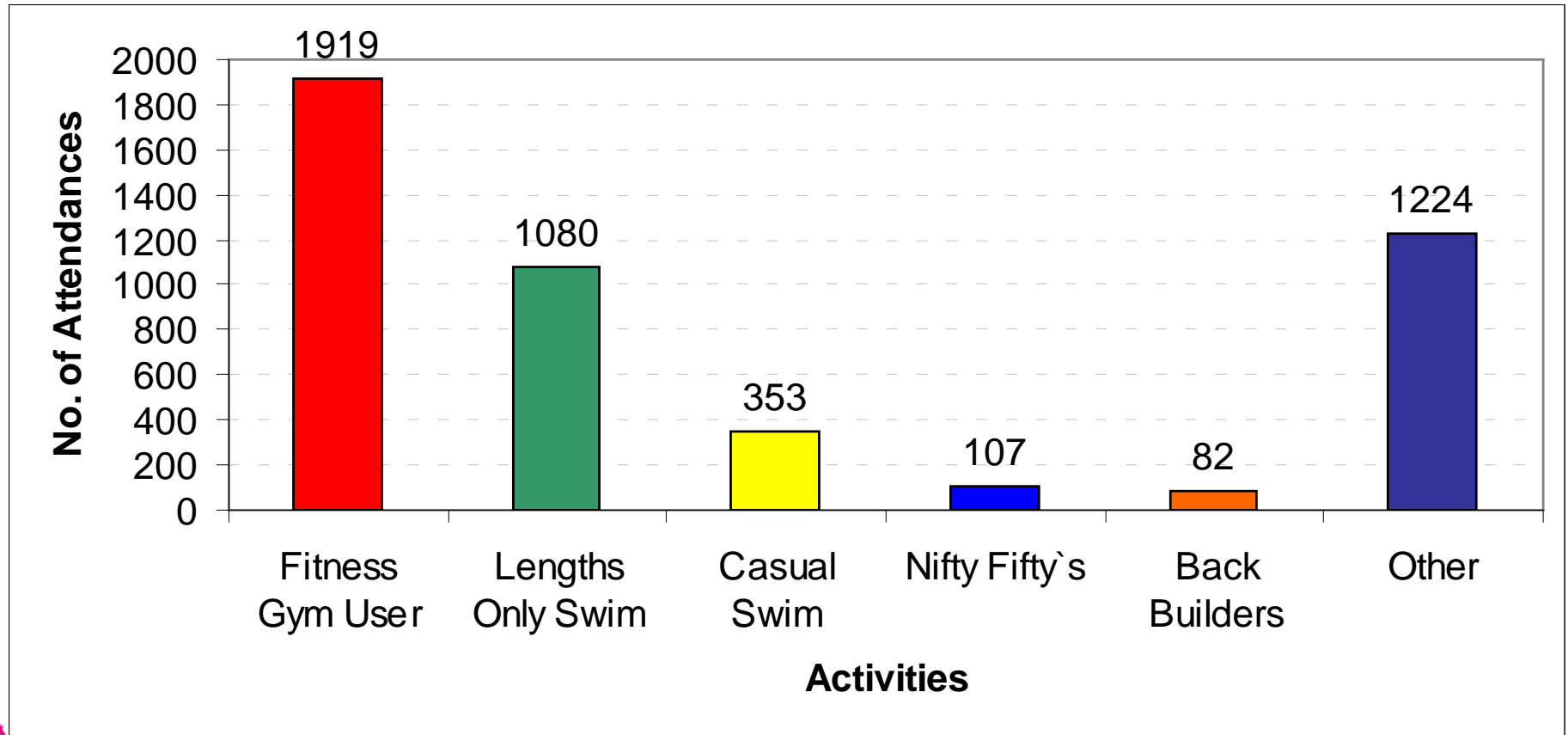
Where over 50's Re:fresh participants live (July-Sept 08)

Informs targeted social marketing & community action through Healthy Communities Partnership



Shadsworth Leisure Centre - July-Sept 08

Over 50's Re:refresh attendances by activity



Data Analysis

- Based on activity data from Shadsworth
 - extra 18.5 hrs of public swimming/ week
 - Additional gym instructor hrs delivering more inductions
- Performance manage re:refresh
- Inform programme changes
- Capacity & demand on an activity basis
- Informs targeted work for Healthy Communities Partnership & Health Trainers

re:fresh - next steps.....

- Drive enabling with training & programming based on identified need
- Develop local level social marketing
- Strengthen participant retention
- re:fresh 'Health Information' website
- Develop interface with sports clubs, community groups & private sector utilising re:fresh brand to widen the participation offer in addition to free leisure