Planning to Improve

Setting out specific and measurable continuous improvement objectives

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Two Examples

Places Leisure, Sparkhill Pool, Birmingham.
Engaging with Women and Girls

Inspiring Healthy Lifestyles, Health and Wellbeing Team, Cannock Chase.
Improving planning through the use of Logic Models.
Sparkhill Pool
Improving engagement with Women and Girls

Context:
• One of the most deprived wards in Birmingham
• A diverse community with a significant BAME population
• Low participation rates from women and girls
• The centres original offer did not meet the needs of women in the community.
Sparkhill’s Approach

• Customer insight. Including extensive consultation with community groups

• Review of facilities and programme – Creation of a new women’s only gym, sauna, and changing rooms. Development of a new bespoke programme

• Training programme for female lifeguards and fitness instructors. Including ‘This Girl Can’

• Education programme for women who had not swam for years.
Sparkhill’s Approach

- New guidelines on adapted swim wear policy
- Development of a ‘True and Trusted Ladies Only’ female staff guarantee for all women’s sessions
- Appointment of a champion for this agenda
- Marketing campaign including use of Sport England’s ‘This Girl Can’
- Bilingual staff.
The New Offer

- Ladies only gym and sauna
- 25 ladies only group exercise classes
- 11 hours of ladies only swimming sessions
- 16 ladies only and 3 girls only swimming lessons
- 4 girls only school swimming lessons
- 1 ladies only pre-school swimming session
- 3 ladies only adult and baby swimming sessions
- Development of an outreach programme to compliment the centres offer and widen reach.
Impact

- Increased memberships from both male and female
- Attrition rates have decreased
- Increased swimming attendances
- Class occupancy has increased
- Number of female employees has increased together with opportunities to upskill
- Wider market reach into other areas with women being prepared to travel
- Social value (measured through improved health and wellbeing, educational attainment and reduced crime) has increased from £468,000 to £684,000.
Context:

• Health and wellbeing is an integral part of the Leisure Contract

• The Health and wellbeing team provide a wide range of sports, cultural and health programmes across the Cannock Chase District and in the leisure facilities

• The team works with a wide range of partners - health, social care, education, Active Partnership and voluntary sector.
Inspiring Healthy Lifestyles - Cannock Health and Wellbeing Teams Approach

- Training on behaviour change and the use of Logic Models was provided by the local Active Partnership

- Logic Models are now used across all programmes to support business planning.
Key Elements of the Logic Models

- **Strategic aims** - what the programme contributes to - organisational, client, regional and national
- **Insight and evidence of need** (including partner requirements)
- Describes the agreed **outputs and outcomes**
- **Identifies partners** and their input.
Key Elements continued

- **Pathways to participation**, including marketing and signposting to continued participation routes and co-design opportunities with groups for sustainability of programmes
- **Key activity and milestones**
- **Agreed Measures of success**
- **Dynamic insight** – additional outcomes, partnership monitoring, post code participation, gaps in provision, new participants.
Key Elements continued

- Evidence the impact on priorities, outputs and outcomes – participants, partners, quality assurance and an opportunity for reflective learning.
Benefits

- Provides a strategic process and rationale for programme development
- ‘Plan on a Page’ approach provides clarity
- Ease of communication to team members, partners and funders
- Provides a structured approach to planning, doing, measuring, reviewing and evaluating impact of programmes.

Further information is available at: https://evaluationframework.sportengland.org/
Thank You

Happy to take questions