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# Planning to Improve

# Setting out specific and measurable continuous improvement objectives

Mark Thornewill Quest Partnership Manager



## 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.

# Two Examples





## 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.





**Inspiring Healthy  
Lifestyles -  
Health and Wellbeing  
Team, Cannock Chase.  
Improving planning  
through the use of Logic  
Models**

**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



**Right Directions**

quality and safety



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