



Partnership development case study – Sport Makers and Community Games

About

Sport Makers

- Chase Farm Hospital (Boardroom)
- 23/05/12 at 12:00-13:30/14:00-15:30
- 21 employees trained as a Sport Maker
- PANL delivery

Community Games

- Chase Farm Hospital – 18/07/12 at 12:00-15:00
- Barnet Hospital – 19/07/12 at 12:00-15:00
- 11 NGBs and other sporting organisations attended

Coordination and Delivery

Barnet and Chase Farm Hospitals NHS Trust saw a fantastic response to the opportunity to become a 'workplace health champion'. 46 (14%) employees that completed a needs assessment survey at the start of the Move for Life project signed up to find out about opportunities to do more in their workplace to support healthy lifestyles.

To help build a network of champions, the project linked up with the London 2012 Olympic and Paralympic Games inspired Sport Makers programme. There was a great turnout at the Sport Makers training workshop at Chase Farm Hospital and 21 employees were trained and inspired to help 'make sport happen' at the Trust. Two sessions were delivered, taking into account shift patterns, in order to reach as many employees as possible.

The Trust has made great use of their Sport Makers so far; they were a visible presence at their Health and Wellbeing (Community Games) events in July 2012. Community Games is a further London Olympic and Paralympic Games inspired programme; events are designed to bring communities – or workplaces – together to take part in sporting and cultural activities.



Sport Makers L-R: Herman Wa, Yemisi Oluyede, Julia Ponomarjova, Neil Rymer, Noeleen Behan, Clare Kapoor and Salem Hanna



Successes

- 21 Trust employees trained as a Sport Maker
- 11 NGBs engaged with the Trust
- Trust linked up with two on-going initiatives – Sport Makers and the Community Games – with the possibility of delivering future events/workshops
- Two new activities coordinated as a result of these partnerships to be delivered to employees onsite

Project lead quote

"The Community Games team provided banners and bunting... were successful communication tools for the Health and Wellbeing Day. The sponsored breakfast cereal for staff was well received, the staff who helped out liked the T-shirts provided by the Community Games... more staff came to ask for more T-shirts! Creating a link between the sporting organisations and the Trust was of immense value and, as the events were held in spaces shared with patients, a lot of people who live in the area also participated in the day and helped it to be a success."

National Governing Bodies of Sport were invited to take part the events at Barnet and Chase Farm, and 11 attended to offer tasters and/or promote their activity or workplace offer to generate interest amongst employees.

- British Cycling supported the Trust's Cycle to Work scheme, provided information on free weekly bike rides in the local areas and promoted the "Breeze Network"
- Barnet Football Club and Tottenham Hotspur Football Club promoted physical participation in the sport
- Various Gyms, such as LA Fitness and Esporta offered subsidised membership
- The Fitness League promoted good posture through effective exercise, dance, sport and everyday movement.
- 100 staff signed up to the Balance Magazine, a regular free health newsletter and magazine
- The "Easy Cricket" stand provided information about how staff could start playing informal cricket
- An "easy-ping" set was set up for the participants of the Health and Wellbeing Day to enjoy

A free fruit stand, and other health and wellbeing stalls offering free goods such as water, or low-cost activities such as massages, acted as great incentives to get people along to the events. The Community Games events saw up to 500 employees pass through; it was a fantastic opportunity to engage with people on a range of activities and opportunities.

Following the community Games, one keen Sport Maker took on the task of coordinating the development of two new activities for the Trust; Easy Cricket and Touch Rugby.

