



MID-TERM IMPACT REPORT



COMMUNITY SPORTS
& EDUCATION
TRUST
REGISTERED CHARITY NO: 1102239

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WELCOME

- Active Watford & Three Rivers (AW3R) is a programme that helps inactive people to become active
- It uses both motivational interviewing and behaviour change techniques to help make positive change
- The programme is running from January 2019 to December 2021

REFERRAL CRITERIA

- Over 16 years old
- Lives in Watford or Three Rivers
- Inactive (does less than 30 minutes of physical activity per week)

ABOUT THE PROGRAMME

Watford FC Community Sports and Education Trust (the Trust) working in partnership with Watford Borough Council, Three Rivers District Council, Herts Valleys CCG (Watford and Three Rivers Locality) and Watford Community Housing.



Active Watford & Three Rivers (AW3R) is a 12 month programme aimed at working with inactive, unmotivated individuals to support them in becoming more active. Participants can be signposted to local or supported activities, which are provided as part of the programme.

Each participant gets a 45 minute consultation, giving them the opportunity to explore the possibility of becoming active. Behaviour change techniques and motivational interviewing are used to help the participant make their own choices. A plan is then formed alongside signposting to local activities. Relapse prevention techniques are then introduced.

The participant is supported by the Health and Wellbeing Specialist throughout the year, alongside text messages to:

- Nudge them to become more active
- Encourage them to take part in supported physical activity sessions
- Attend engagement events to promote physical activity



A COMMUNITY TRUST PROJECT FUNDED BY:



AT MONTH 3 OF THE PROGRAMME:

75% of participants reported doing at least 30 minutes of physical activity.

AT MONTH 6 OF THE PROGRAMME:

Participants' perception of their health had increased by

16%

Participants' feeling of life satisfaction had increased by

27.3%

Participants' feeling of happiness had increased by

45%

Participants' feeling of worthwhileness had increased by

5.72%

**“ THIS IS WHAT I NEEDED TO
START LOOKING AT MY
LIFESTYLE, I AM ABLE TO
COMMIT TO GOING TO
ONE CLASS A WEEK. ”**

ANTONIA FRANKLIN

Self-referred, Baldwins Lane Surgery

WHAT WE DO

- AW3R is part of the wider Trust health and wellbeing offer
- The programme is designed to help unmotivated, inactive people to become active
- AW3R uses motivational interviewing and behaviour change techniques to help participants become more active
- Suitable activities that will encourage activity are found and a plan is put into place to help support the participant
- Every participant receives:
 - An initial consultation
 - 12 months of text support
 - An invitation back in at 3, 6 and 12 months
 - An invitation to engagement events

WAYS TO REFER

- Use the referral form on DXS - search for 'Active Watford & Three Rivers'
- Self-referral into the scheme
- Send the participant a text message with Alison's phone number or email address and ask them to make contact

CONTACT DETAILS

For more information on what we do at Active Watford & Three Rivers, contact Alison Goodchild at the following:

 alison.goodchild@watfordfc.com

 07710 096398

OUR VALUES



INNOVATION

We keep up to date with the latest medical suggestions and exercise techniques.



INCLUSIVITY

We welcome anyone within our 3 simple criteria - complex health needs included.



INTEGRITY

We provide honest, impartial advice that gets results without any patronisation.



**COMMUNITY SPORTS
& EDUCATION
TRUST**
REGISTERED CHARITY NO: 1102239



ALISON GOODCHILD - HEALTH AND WELLBEING SPECIALIST

ALISON'S EXPERIENCE

- Over 4 years experience of working with inactive people
- Originally worked as part of the Active Herts programme, and retained the successful elements that encouraged activity for use in AW3R
- Developed areas of AW3R that needed improving and created a more local feel

PERSONAL EXPERIENCE

“ After beginning to enjoy exercise in life, I was able to change my body shape and improve my mental health. It wasn't necessarily something that was natural to me so I know how hard it can be to start. ”

QUALIFICATIONS



Master's in Public Health



Group Exercise Instructor
(aqua aerobics, circuits, spin, and boxing)



Personal Trainer

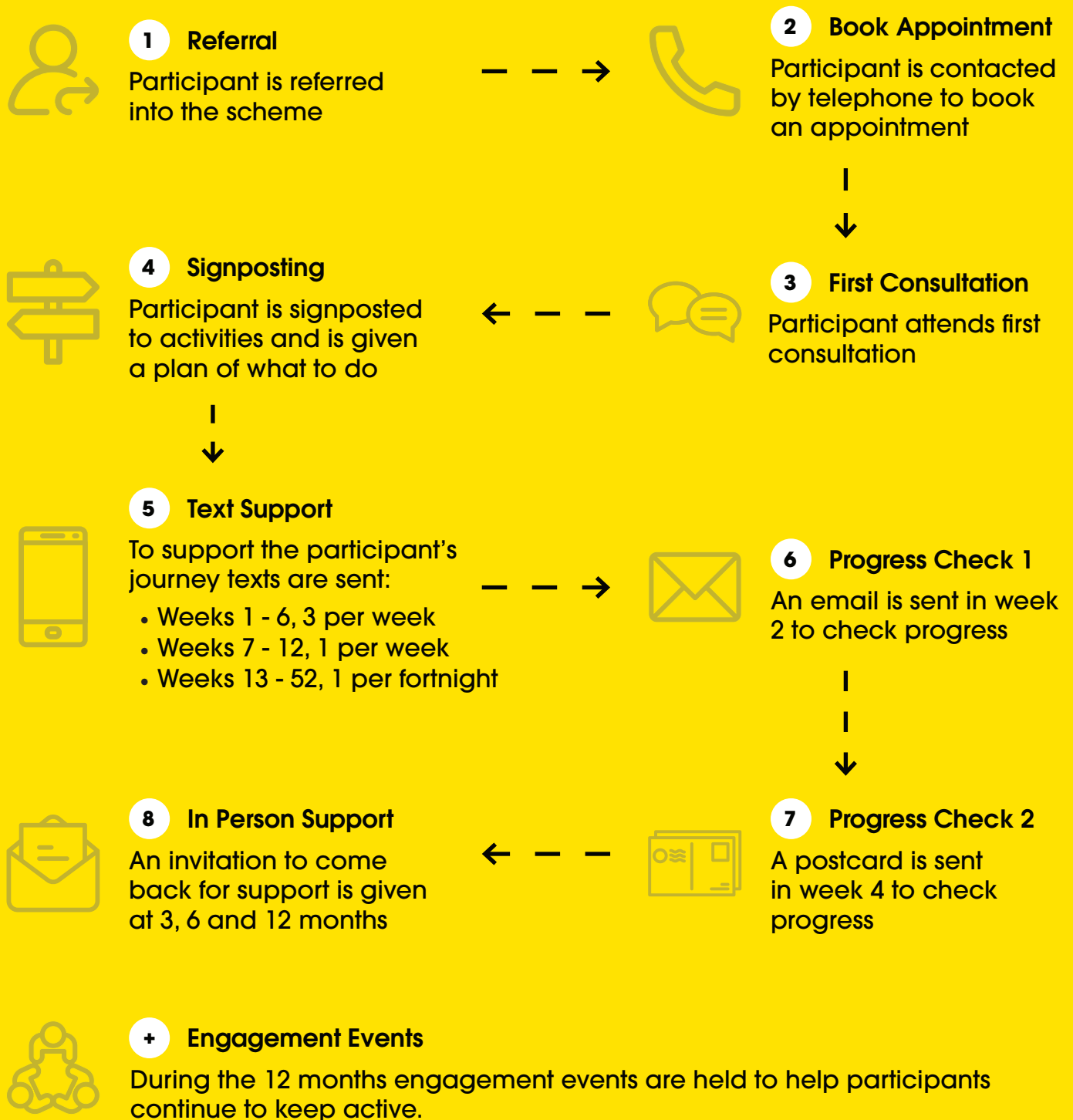


Motivational Interviewing and Behaviour Change
(bespoke Training and Supervision provided by Dr Chater (UoB) and Dr Howlett (UoH))

PARTICIPANT JOURNEY

WHO WE SUPPORT

Active Watford & Three Rivers supports residents of Watford Borough and Three Rivers District Councils. Any resident of the boroughs aged over 16 and inactive can access the scheme.





CASE STUDY

NAME: Gemma Tunney

AGE: 63

SURGERY: Bridgewater Surgeries

REFERRED BY: Dr Anderson

When Gemma was first referred into the programme, she was very nervous about meeting. Her thoughts at the time were that she had a lot of worries and pressures and she didn't know if physical activity was something she could comprehend and take on.

After her first consultation she decided that she would attend the 'Older Adults Get Moving' programme at the Holywell Community Centre. She found the sessions to be enjoyable and that it gave her routine in her week.

Gemma has now been attending the sessions on Mondays and Wednesdays. She has found that since she has been attending the sessions, she has had something different to focus on.

She has said that her worries and concerns are still there, but she can manage things better by doing physical activity. She has a different focus in life now and finds that the routine gives her structure.

The key things Gemma feels that she has got from the programme are:

- Increased levels of physical activity
- Improved wellbeing
- Improved social life
- Improved relationships
- Increased confidence and self-esteem

Gemma's cholesterol levels have decreased from

6.0 mmol/L



3.0 mmol/L

SURGERY PERFORMANCE

**2019 TOTAL
REFERRALS TO SCHEME: 454***

SURGERY	PATIENT POPULATION	REFERRALS	%
Abbotswood Medical Centre	4,525	6	0.13
Attenborough Surgery	22,536	88	0.39
Baldwins Lane Surgery	3,864	16	0.41
Bridgewater Surgeries	29,667	69	0.23
Cassio Surgery	9,365	14	0.15
Chorleywood Health Centre	6,938	6	0.09
Consulting Rooms	6,642	10	0.15
Gade Surgery	11,926	18	0.15
Garston Medical Centre	11,526	2	0.02
Manor View Practice	25,020	26	0.10
New Road Surgery	10,638	16	0.15
Pathfinder Practice	4,170	9	0.22
Sheepcot Medical Centre	10,593	7	0.07
South West Herts Health Centre	3,317	3	0.09
Suthergrey House Medical Centre	11,347	16	0.14
The Colne Practice	10,222	9	0.09
The Elms Surgery	5,373	2	0.04
Tudor Surgery	6,553	2	0.03
Upton Road Surgery	8,975	19	0.21
Vine House Health Centre	11,678	64	0.55

*454 total includes 402 referrals from surgeries and 52 self-referrals, referrals from HPFT and other organisations

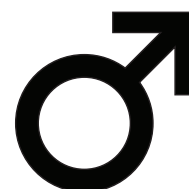
POPULATION DATA

ETHNICITY	NUMBER
Asian	48
Asian British (Unspecified)	2
Bangladeshi	7
Chinese	1
Indian	16
Pakistani	12
Other	10
Black	17
Black African	6
Black British (Unspecified)	4
Black Caribbean	3
Black Other	4
Mixed	20
Mixed Ethnic (Unspecified)	7
Mixed White/Asian	4
Mixed White/Black African	2
Mixed White/Black Caribbean	2
Mixed Other	5
White	223
British	211
Eastern European	3
Gypsy, Roma or Irish Traveller	3
Irish	2
Unspecified	1
Other	3
Other	5
Arab	4
Other	1
Prefer Not to Say	1

2019 TOTAL PARTICIPANTS SEEN: 314



214



100

AGE RANGE	NUMBER
16 - 24	11
25 - 34	28
35 - 44	53
45 - 54	59
55 - 64	75
65 - 74	67
Over 75	21

DISABILITY	NUMBER
Deaf	1
MLD	7
Muscular Dystrophy	3

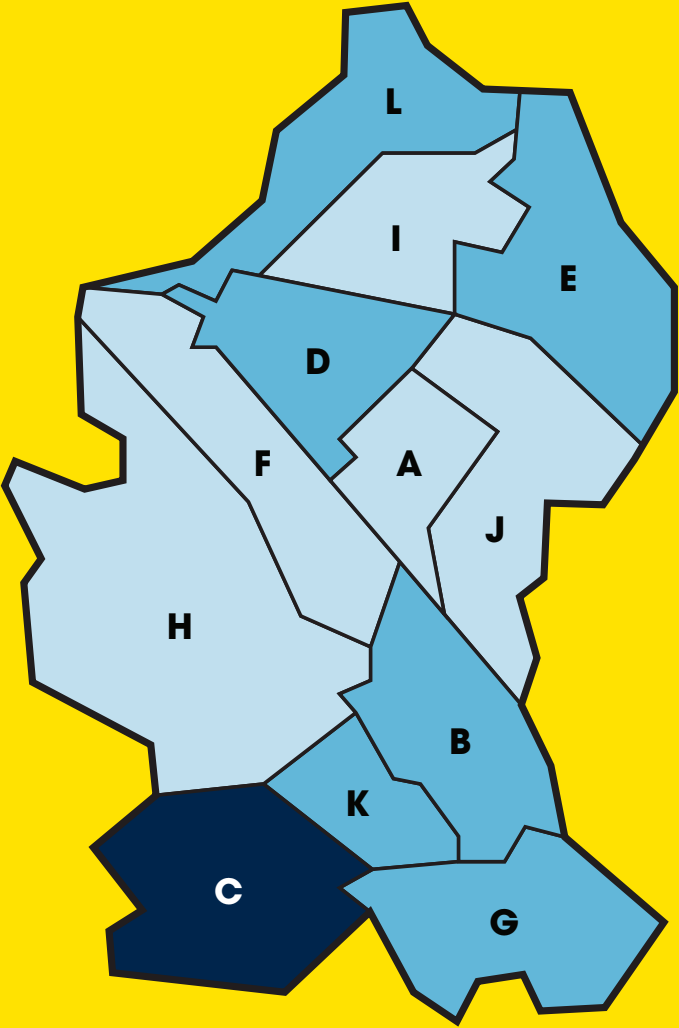
SUPPORTING PATIENTS ACROSS THE LOCALITY

HEAT MAPS SHOWING PATIENTS WHO HAVE TAKEN UP REFERRALS TO AW3R

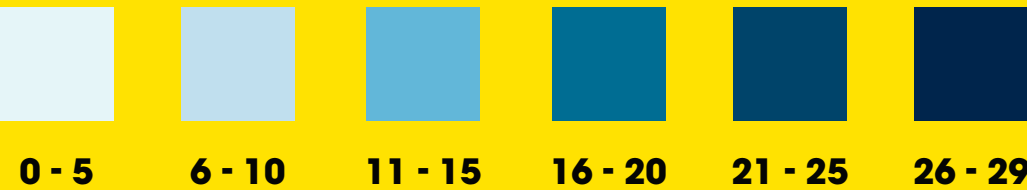
WATFORD

Ward Key:

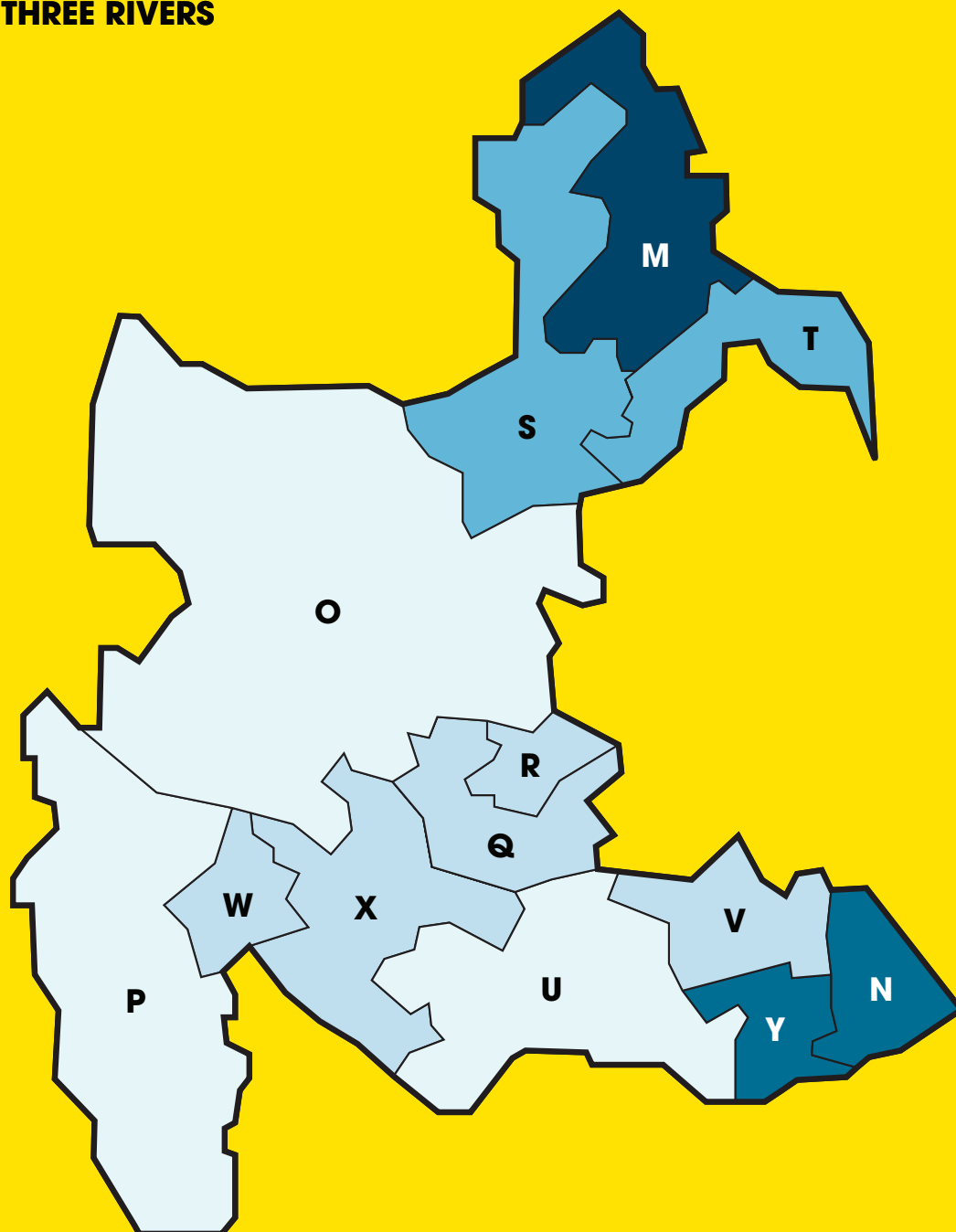
- A Callowland
- B Central
- C Holywell
- D Leggatts
- E Meriden
- F Nascot
- G Oxhey
- H Park
- I Stanborough
- J Tudor
- K Vicarage
- L Woodside



Key: Number of patients who have taken up consultations



THREE RIVERS



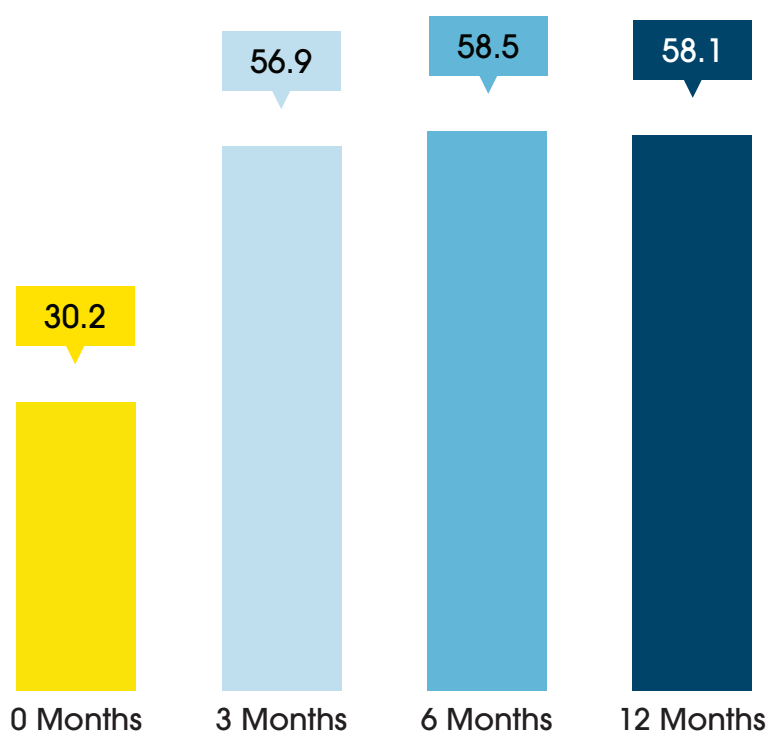
Ward Key:

- M** Abbots Langley and Bedmond
- N** Carpenders Park
- O** Chorleywood North and Sarratt
- P** Chorleywood South and Maple Cross
- Q** Dickinsons
- R** Durrants
- S** Gade Valley
- T** Leavesden
- U** Moor Park and Eastbury
- V** Oxhey Hall and Hayling
- W** Penn and Mill End
- X** Rickmansworth Town
- Y** South Oxhey


OUR IMPACT ON PHYSICAL ACTIVITY

AW3R participants were asked to rate their levels of activity, inactivity and health perception at 0, 3, 6 and 12 months into the programme.

INCREASE IN HEALTH PERCEPTION



AW3R participants joined the programme with significantly lower average rates of health perception than the national rate (82.3).

 While with AW3R health perception increases by 90%

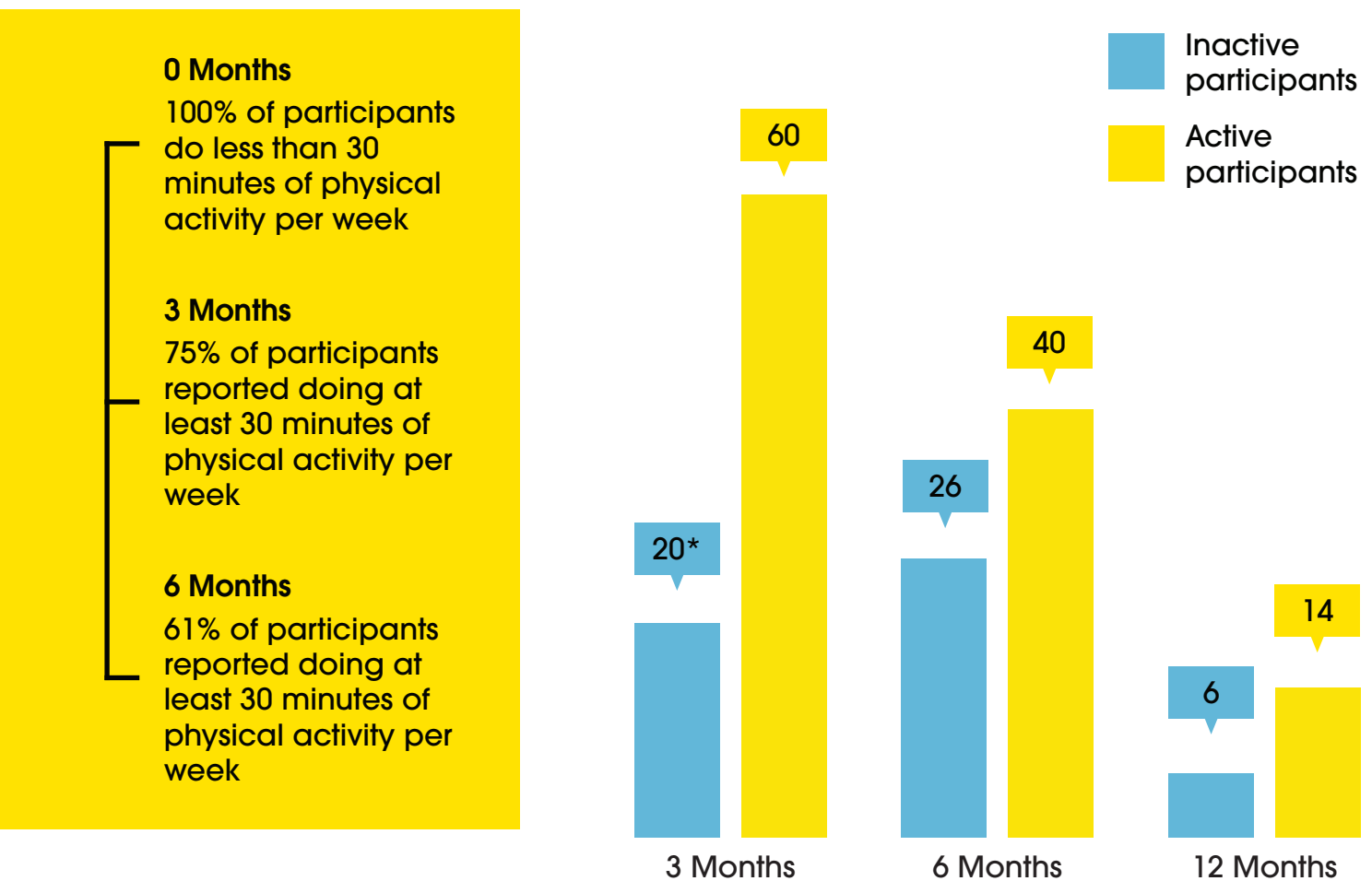
AW3R participant health perception rating out of 100

“

**I WAS AMAZED AT THE CHOICE
OF EXERCISE AVAILABLE**

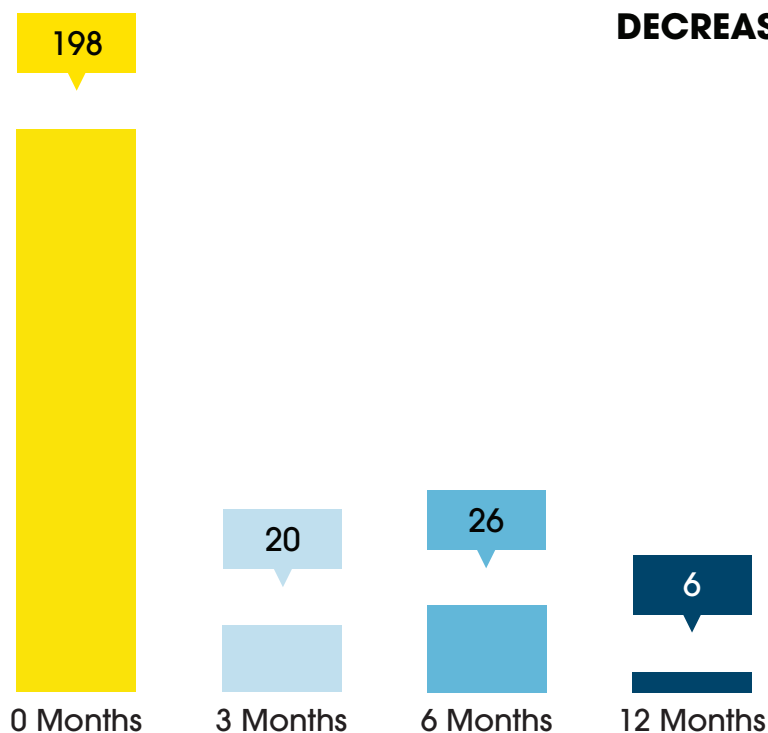
”

INCREASE OF ACTIVITY IN PARTICIPANTS



*differences in numbers at 3, 6 and 12 months due to participants being at different stages in the programme

DECREASE OF INACTIVITY IN PARTICIPANTS



The number of inactive participants at the start of the programme is 198, reducing to 6 by month 12.

↓ While with AW3R inactivity decreases

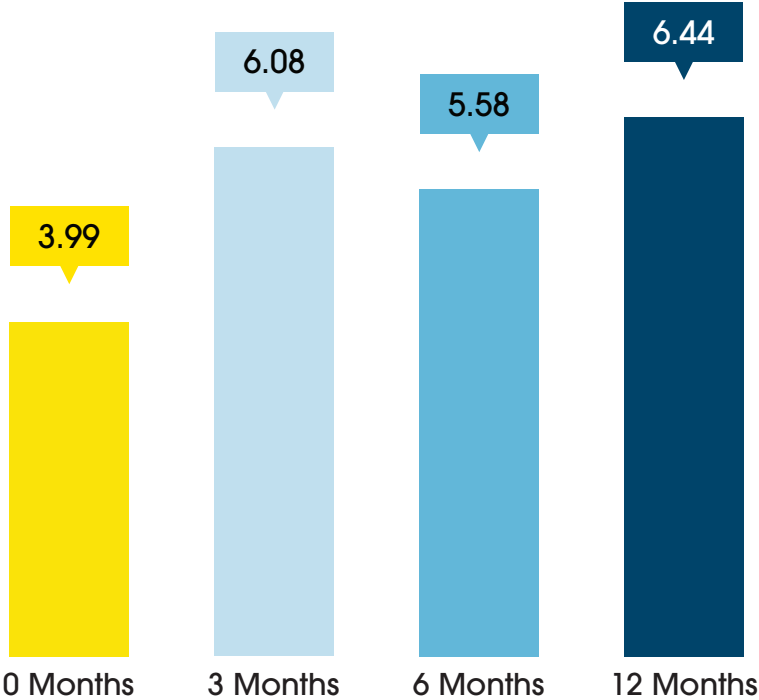
ONS FINDINGS

AW3R participants were asked to rate their levels of life satisfaction, worthwhileness, happiness and anxiety at 0, 3, 6 and 12 months into the programme. Here we have compared their ratings to those of the national, regional and local average ratings from the Office of National Statistics. All ratings are out of 10.

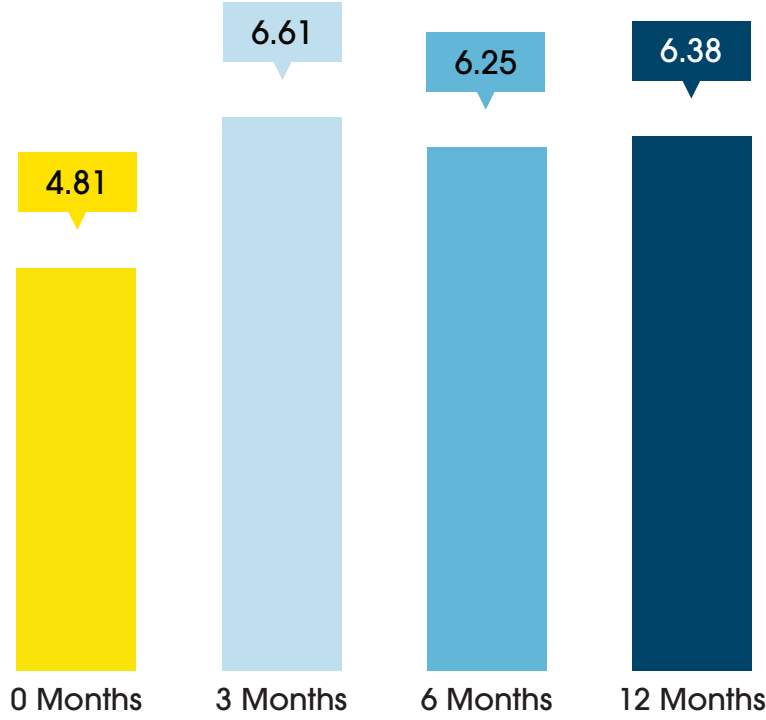
INCREASE IN LIFE SATISFACTION

AW3R participants joined the programme with significantly lower average rates of life satisfaction than the national (7.72), regional (7.66) and local (Watford 7.50, Three Rivers 7.89) rates.

While with AW3R this rating increases



INCREASE IN WORTHWHILENESS




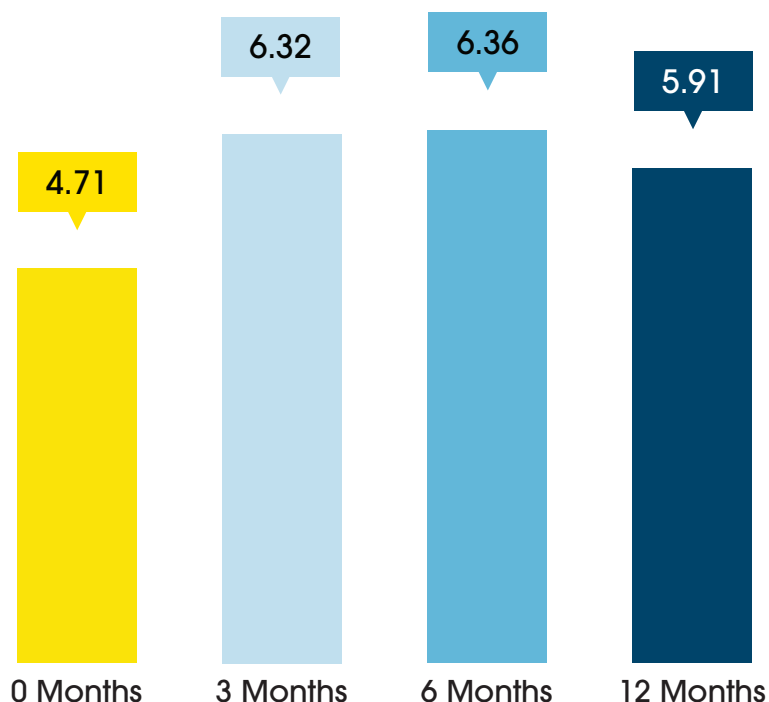
AW3R participants joined the programme with significantly lower average rates of worthwhileness than the national (7.89), regional (7.91) and local (Watford 7.94, Three Rivers 8.14) rates.

While with AW3R this rating increases

INCREASE IN HAPPINESS


AW3R participants joined the programme with significantly lower average rates of happiness than the national (7.57), regional (7.66) and local (Watford 7.96, Three Rivers 8.02) rates.

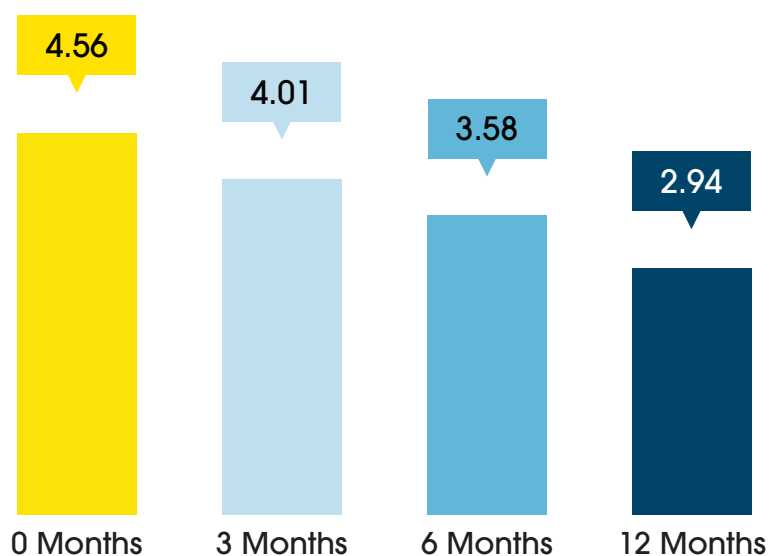
 While with AW3R this rating increases



DECREASE IN ANXIETY

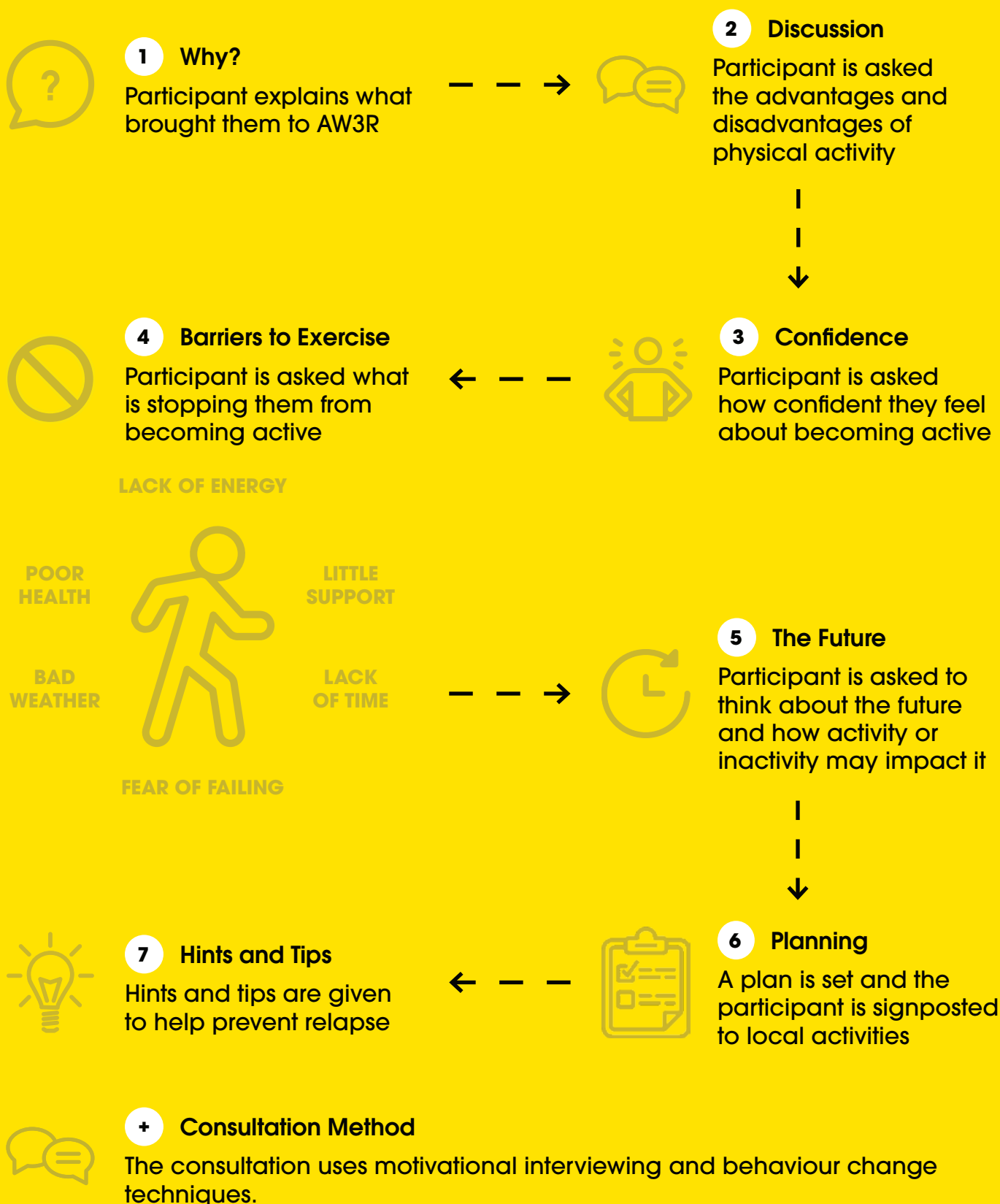
AW3R participants joined the programme with significantly higher average rates of anxiety than the national (2.87), regional (2.63) and local (Watford 2.68, Three Rivers 1.92) rates.

 While with AW3R this rating decreases



THE PROGRAMME IN DETAIL

THE CONSULTATION



- Shape Up



**WHERE WE
SIGNPOST TO**

- Hertfordshire Exercise referral sessions



- Over 60's swimming
- Croxley and Abbots Keep Fit
- South Oxhey Tai Chi
- Rickmansworth Park Run
- South Oxhey Park Run



- Ladies Only Swimming
- Ladies Only Aqua
- Men's Fitness Circuits
- Meriden Tai Chi
- Cassiobury Park Run





OUR PHYSICAL ACTIVITY SESSIONS

We know that one of the reasons people don't want to attend exercise sessions is that they have concerns over walking into a room of either unknown people, or people who aren't like them.

The physical activity sessions we provide are run by the Health and Wellbeing Specialist with those attending being people who have taken part in the programme. This means there is social support and the participants know the sessions are full of others like themselves.

We hold 3 sessions in gyms that are small and quiet. These sessions are about participants coming in, trying the gym and building confidence so that gyms become places that are not to be feared.

We have 1 led class, which introduces the group exercise and doing different types of activity. Participants can then find which activities suit them and find a class.

We have found that often participants who come to the class become friends and then take part in physical activity together. One friendship group that met through the class now play badminton together.

OUR ENGAGEMENT EVENTS

Quarterly events are held at different locations to help participants have contact time with the Health and Wellbeing Specialist. They are also an opportunity to experience an element of physical activity and for participants to meet others on the programme.

In 2019, our engagement events included:

- Getting a Boditrax scan
- Visiting Leavesden Country Park
- Visiting Woodside Toning Suite
- A Christmas Party at Watford FC

TEXT MESSAGE SUPPORT AND NUDGING

To help participants feel engaged with the programme, we have created a series of text messages, sent at the following stages:

- Weeks 1 - 6, 3 per week
- Weeks 7 - 12, 1 per week
- Weeks 13 - 52, 1 per fortnight

These are gentle nudge messages to remind participants to be more active, and have been written by a behaviour change specialist at the University of Hertfordshire.

**“ I AM ATTENDING THE TONING SUITE
AT *GARSTON EVERYONE ACTIVE* AND
IT IS SO HELPFUL. I AM USING 2 AEROBIC
MACHINES TOO.**

**I NEVER WOULD HAVE FOUND THIS ACTIVITY
BUT FOR ACTIVE WATFORD & THREE RIVERS.**

**IT HAS REALLY GIVEN ME ENCOURAGEMENT
THAT I CAN INCREASE MY MOBILITY
AND FITNESS DESPITE AUTOIMMUNE
ARTHRITIS. I AM SO GRATEFUL.**

”

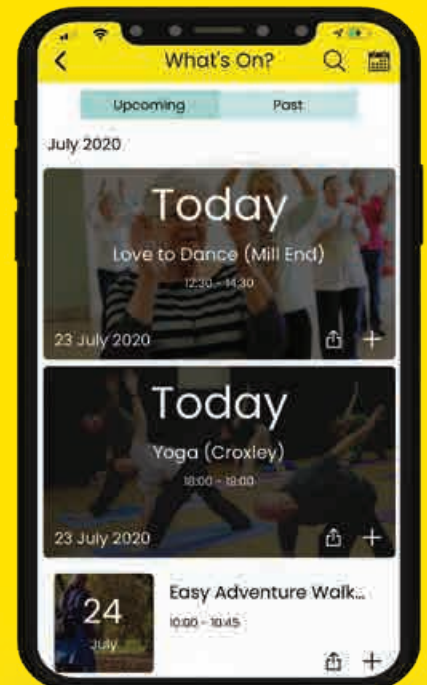
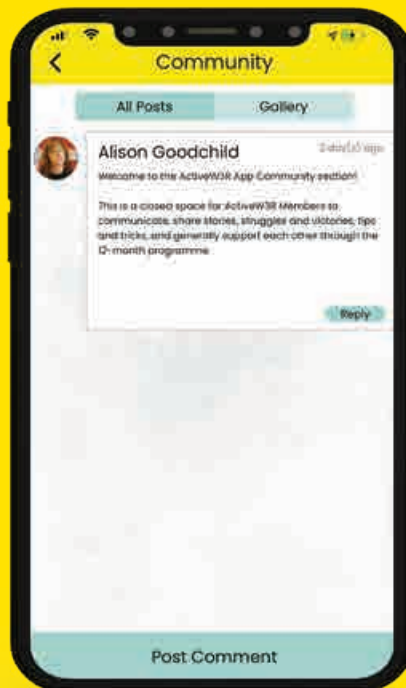
MOIRA FURBER

Referred by Dr Moore, Manor View Surgery

DEVELOPMENTS FOR YEAR 2

AW3R is currently at the design stage of our app, where we hope to build a sense of community and help signpost participants to activities. Participants will be able to download the app and find activities that are going on in the local area. There will also be an area where participants are able to interact and share experiences, promote discussions and allow peer support between each other, all with the hope that they will encourage each other to be more active.

LAUNCHING 1ST SEPTEMBER 2020



The AW3R app will be available on the following:



CASE STUDY

NAME: Lorraine Pearce

AGE: 66

SURGERY: Attenborough Surgery

REFERRED BY: Self-referral



WHAT HAS THE PARTICIPANT BEEN DOING?

Lorraine had recently moved to Watford to care for her elderly mother, and despite working in the fitness industry training new PTs she wasn't physically active herself. She knew she should be and so ran an internet search to find out what was going on in the local area. She found Active Watford & Three Rivers and arranged a consultation.

Lorraine then won a free pass to David Lloyd having filled out the AW3R questionnaire, but encountered another hurdle when going – she didn't like it and knew it wasn't for her. Lorraine then found the Mercure hotel, where she now uses the gym, swims and attends aqua aerobics classes 3 times a week.

WHAT IS THE PARTICIPANT'S EXPERIENCE OF THE PROGRAMME?

Lorraine is absolutely delighted with AW3R and has found taking part amazing – not only has it helped her achieve weight loss, but it has also changed her as a person. Lorraine can now look at situations and think how to best overcome hurdles rather than giving up.

HOW DID THE PARTICIPANT FEEL BEFORE AW3R?

Lorraine felt low in confidence, didn't know anyone, was ashamed of her body and gave up on things easily.

HOW DID THE PARTICIPANT FEEL AFTER AW3R?

Lorraine is happy, feels that she has new ways of looking at things and knows that she is on a journey.

HAVE THERE BEEN ANY SIGNIFICANT MEDICAL CHANGES?

Lorraine has lost 2 stone in weight.

HAVE THERE BEEN ANY CHANGES TO THE PARTICIPANT'S WELLBEING?

Lorraine is happier and more confident following her weight loss, and has more determination to look at things in a new way when things are going wrong.

WHAT HAS BEEN THE IMPACT OF THE PROGRAMME ON THE PARTICIPANT?

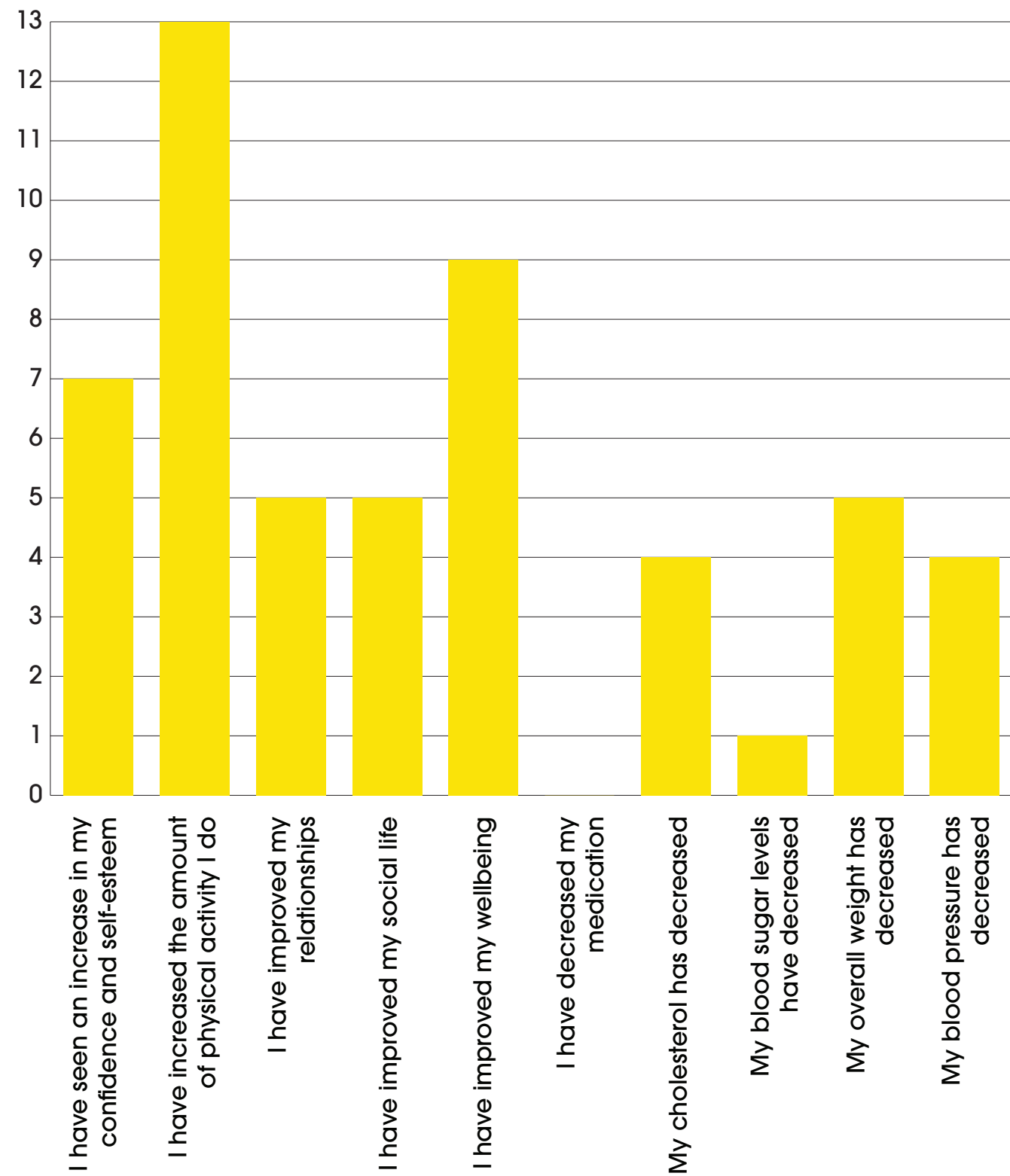
Lorraine was feeling quite socially isolated when she moved to the new area. She now feels that she has more of a social circle, and now socialises with others in her aqua aerobics class.

EVALUATION OF HEALTH

A random sampling method was used to gather the following feedback.

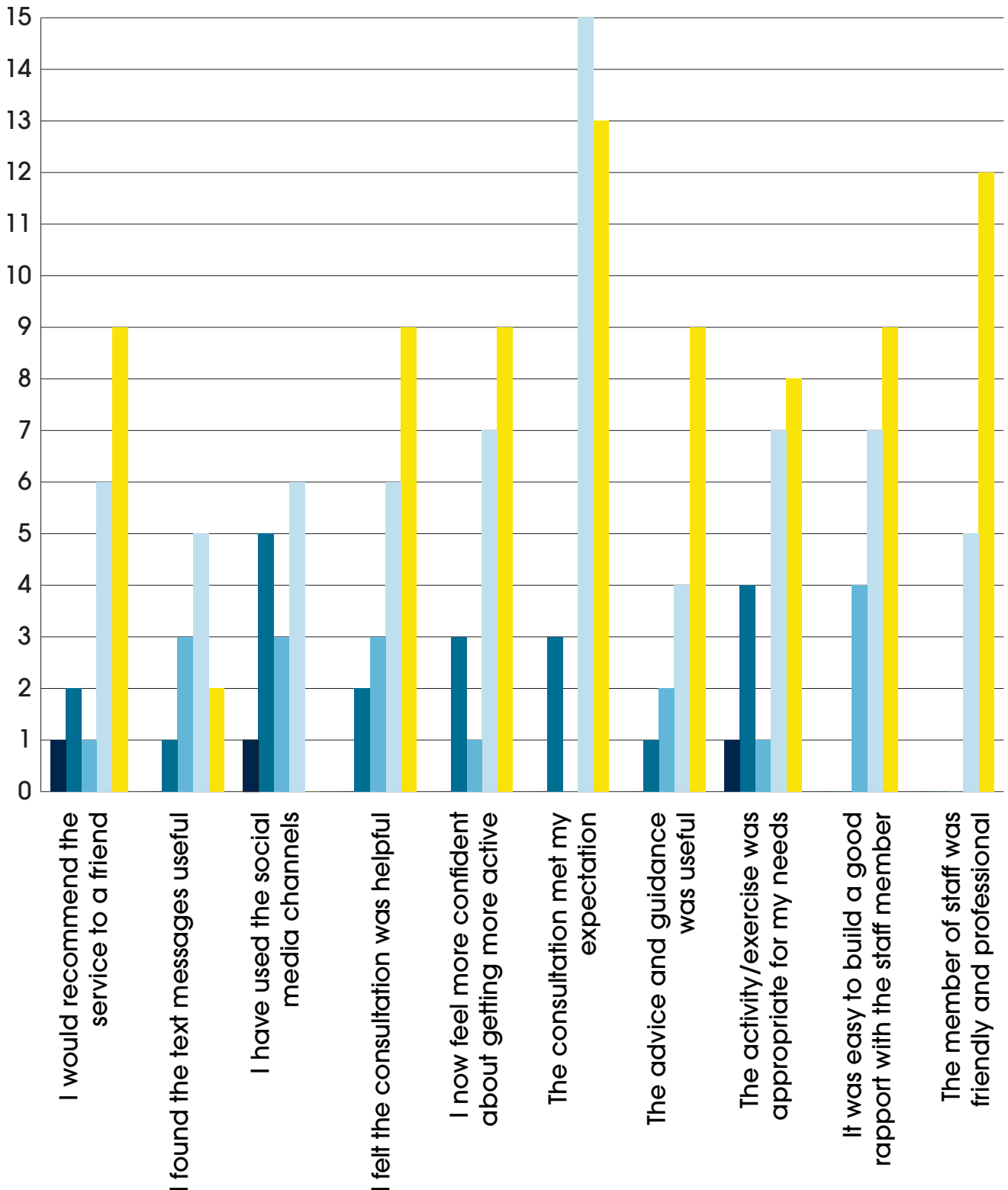
CHANGES IN HEALTH

AW3R participants were asked whether a number of statements about their health were true since joining AW3R.



EVALUATION OF SERVICE

AW3R participants were asked to rate whether they strongly agree, agree, are uncertain, disagree or strongly disagree with a number of statements in an evaluation of the AW3R service.



REFERRAL CRITERIA

- Over 16 years old
- Lives in Watford or Three Rivers
- Inactive (does less than 30 minutes of physical activity per week)

WAYS TO REFER

- Use the referral form on DXS - search for 'Active Watford & Three Rivers'
- Self-referral into the scheme
- Send the patient a text message with Alison's phone number or email address and ask them to make contact



THE REFERRAL PROCESS IS VERY EASY AND TAKES ONLY A COUPLE OF MINUTES TO COMPLETE.

WHEN I CARRY OUT CONSULTATIONS I AM VERY TIME LIMITED SO IN ORDER TO MOTIVATE A PATIENT IN THIS TIME IS VERY CHALLENGING.

IT IS A LOT EASIER TO INFORM THE PATIENT ABOUT THE SERVICE WITHIN THE CONSULTATION AND GAIN THEIR CONSENT FOR REFERRAL.

THE PATIENT THEN BENEFITS FROM YOUR SERVICE AND IMPROVES THE CHANCES OF THEM BECOMING MORE ACTIVE AND IMPROVING THEIR HEALTH.



SANDRA BRADLEY
Nurse, Vine House



DELIVERING ON OUR STRATEGY

In 2020 the Trust launched their three-year strategy outlining areas of focus for their work, this included:

PRIORITY ONE - HEALTH & WELLBEING

We will play an active role in improving peoples' physical and mental health and wellbeing.

FOCUS ONE

To encourage people to maintain a healthy weight and lead an active lifestyle.

Our work at Active Watford & Three Rivers is already contributing to this priority and focus.

7 out of **10**

have increased the amount of physical activity they are doing since taking part in AW3R

THE **MAJORITY**

of participants have seen an increase in their confidence and self-esteem

To find out more about the Trust's strategy visit:
www.watfordfccsetrust.com/about-us/our-strategy/

COVID-19 RESPONSE

MARCH TO JULY 2020 PARTICIPANTS SEEN: **100**

THE COVID-19 PANDEMIC IMMEDIATELY AFFECTED AW3R IN THE FOLLOWING WAYS:

- Stadium base shut down
- GP surgeries shut down – no consultations
- Increased workload of health care professionals – unable to refer in
- Community centres shut down – no exercise sessions

AW3R COVID-19 6 STEP RESPONSE:

- 1 Working from home established
- 2 New project contingency plan formed
- 3 New referral pathway designed
- 4 Existing participants supported
- 5 Consultations delivered online and over the phone
- 6 Exercise classes delivered

AW3R COVID-19 RESPONSE IN NUMBERS:

3 exercise classes per week

7 consultations per week on average

10 support calls per day

20 enquires into the service per week on average

DAILY

posts on social media with ideas on how to be active

WEEKLY

Facebook campaigns during lockdown

WORKING FROM HOME ESTABLISHED

1

activity, especially during a time like this, is so important. We started by researching what activities were still running, then

We knew we had to continue the service when the pandemic hit as physical

created a call schedule calling existing AW3R participants to check in on their wellbeing, find out if they were keeping active, and if they needed support. Next we thought about how we could reach more people as we knew health care professional workload was high, leading us to advertise on Facebook. Looking at the consultation process and how that could be delivered, we decided that Zoom would be the best platform to use.

OVERVIEW OF CONTINGENCY PLAN

- 1 Send out messages prior to the government lockdown encouraging people to engage with the social media pages
- 2 Upload daily activities to give people ideas on how to be active at home
- 3 Create a plan to call 10 people a day to check wellbeing and if they are keeping active
- 4 Send out resources on what is currently on offer if requested
- 5 Set up a coffee morning where people can choose what support they currently need
- 6 Give participants the option to attend a weekly exercise class

**NEW PROJECT
CONTINGENCY
PLAN FORMED**

2

**NEW REFERRAL
PATHWAY
DESIGNED**

3

Ad placed on
Facebook



Emails sent to participants
to gauge support needed



Zoom call Action
Plan created



Telephone call to book in
Zoom call

USING VIDEO CONSULTATIONS

- The participant being able to see the health and wellbeing specialist leads to better participant engagement
- We work with the participant to access Zoom for the consultation, they can then choose to join the exercise session
- We found higher engagement in the Zoom exercise sessions when we helped the participant set up Zoom at the consultation stage
- Reinforcing the brand during Zoom calls leads to better brand recognition and engagement
- With the option of screen share we are able to share the consultation booklet with the participant
- We are able to share resources with the participant and work through them

Every AW3R participant has received a call during lockdown, which is something we wouldn't normally be able to do.

Hi Alison. Sorry I missed your call, I was actually working out at the time. I am doing good. I spend at least 40 mins 3 times a week on my treadmill and cross trainer. I am looking forward to coming back to class when this Covid situation is all over. Thank you for your support.
Mel Lancaster

Hi Alison. Thank you for reaching out. We are all well and staying at home. I've also been relapse free for a while so I am managing to keep active by working out at home - yoga/ cardio/ strength everyday for up to 30 mins. I definitely feel better for it, and more myself. Thank you for all the help and support.
Kind regards, Shaman.

Hi Alison. Thanks for getting in touch. I am keeping very well and fit being able to go out for an hour's walk each day.
Best wishes, Clive.

**EXISTING
PARTICIPANTS
SUPPORTED**

4



First Touchpoint:

320

calls made



Second Touchpoint:

320

text messages sent



700+

contacts made,
with further
increase expected

**CONSULTATIONS
DELIVERED BY
PHONE AND
ONLINE**

5

At the time of writing (08/2020):

7

consultations have
been delivered on
average per week

100

consultations have been
delivered online with:



7 by phone



93 on Zoom

CASE STUDY

Name: Rebecca

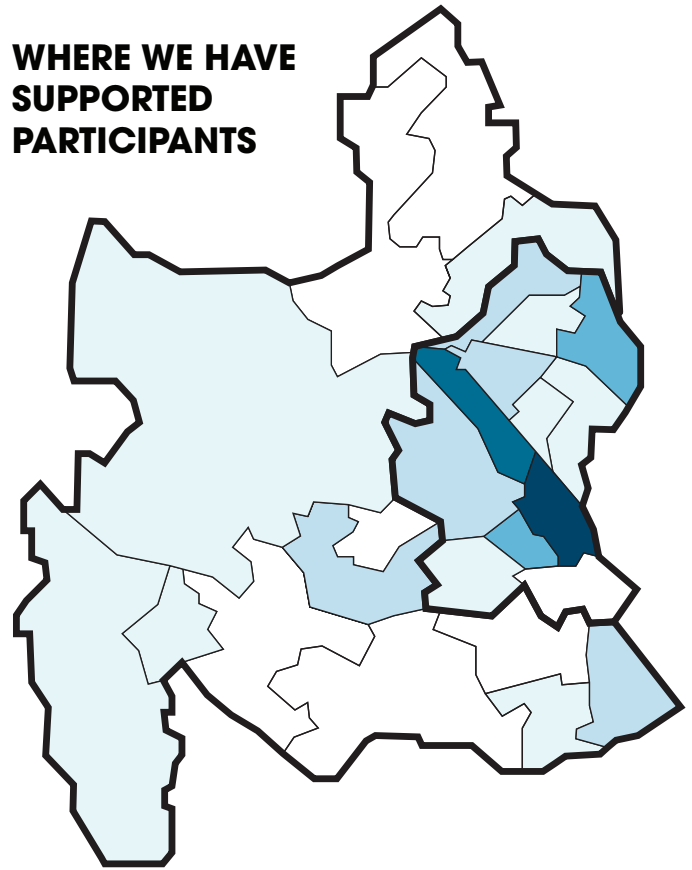
Age: 53

Surgery: Attenborough Surgery

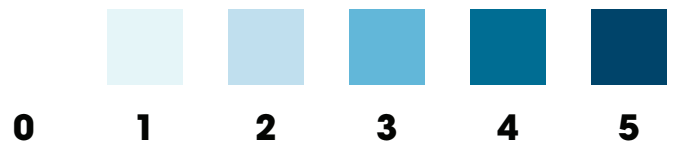
Referred by: Self-referral

“ Since speaking with Alison 2 weeks ago I have been feeling a lot better than I was. When I decided to refer myself into the programme I was not very active. I had stopped my weekly swim, had not replaced it with anything else, and I found the weight starting to creep back on. After having the consultation and receiving the booklet, I had a read through and it made me feel motivated. Since our call I have been planning my work day so that I can get outside out for walks. I have also found that because I have been going on walks I have been eating better. ”

WHERE WE HAVE SUPPORTED PARTICIPANTS



Key: Number of participants we have supported per ward



PARTICIPANT FEEDBACK OF WEEKLY ZOOM CLASS

“ Thank you for the workout it was just what I needed after being stuck on my laptop all week. ”

I really enjoyed last week's zoom class.

Thank you for the exercise session today.

As you could see, I am out of shape but I will be doing more during the week. I've cooled down now and feel that I have achieved something.

EXERCISE
CLASSES
DELIVERED

6

My sister was joining in.

It was lovely meeting fellow exercisers too. ”

Active Watford & Three Rivers

WITH THANKS TO OUR PARTNERS



Premier League
Charitable Fund



Herts Valleys
Clinical Commissioning Group



WATFORD
BOROUGH
COUNCIL

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