



# IMPACT REPORT 2019



**WATFORD**  
**COMMUNITY SPORTS  
& EDUCATION  
TRUST**

REGISTERED CHARITY NO: 1102239



# Improving Lives, Enhancing Communities

Shape Up is one of over 25 different projects run, managed and delivered by self-financing registered charity Watford Football Club's Community Sport and Education Trust (the Trust).

These projects are specifically designed on the back of clear insights from local and national statistics to ensure they are tackling society's current issues, achieving the best possible outcomes and delivering on the Trust's mission to make a positive difference for all through sport, physical activity and learning.

Whilst Shape Up focuses clearly on adult weight management, the Trust also delivers other Health and Wellbeing projects centred on active lifestyles, mental health and those with a dementia diagnosis. Additional to Health and Wellbeing are programmes within the areas of Social Inclusion, Skills and Learning, as well as a number of

“ We are extremely proud of the innovation and quality of our projects. Shape Up is a perfect example of that. Ever since the project began its first session in 2015, it has grown year on year, expressing positive measurable results that show we are improving lives and enhancing communities.

Rob Smith, Community Director  
Watford Football Club's Community Sports and Education Trust

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If you would like any further information on the Trust, you can visit us online;  
[www.watfordfccsetrust.com](http://www.watfordfccsetrust.com)



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# Our Vision

At Shape Up we aim to **Improve the Lives** of men through our bespoke weight management courses. We strive to ensure that we provide long term and sustainable health interventions that will improve overall wellbeing and **Enhance our Community.**

Nobody wants to lose control of their lifestyle, however in a society with high work demands and decreasing amounts of free time, huge amounts of junk food advertising and an internet saturated with mixed messages about the latest 'fad' diets, it can be very easy to slip into poor habits that can unintentionally last years.

Shape Up courses provide non-judgemental, educational environments that empower men with the knowledge and tools to not just improve their eating and drinking habits for life, but also advise them on dealing with peer pressure, how to be smarter when eating out and enhancing

support from family and friends. You have probably picked this up already, but **the Shape Up way is not a diet, it is about making small changes that you can live with.**

Our coaches are all health and fitness professionals with a history of helping people to get, and stay active at the right level, something they carry over into their Shape Up sessions. Not only are the exercise sessions effective for burning calories and getting the body moving well again, but they are also fun and engaging opportunities to socialise and gain some friends that are working towards a common goal.



- INNOVATION** We keep up to date with the latest medical suggestions and exercise techniques.
- INCLUSIVITY** We welcome any man that fits our three simple criteria, including those with complex health needs.
- INTEGRITY** Providing honest, impartial advice that gets results without any patronisation.





# Welcome

“ Since joining the Trust in September 2018 I have been delighted to lead a service that provides so much positive change and freedom to people that need it across Hertfordshire. My prior roles have always involved helping those that need it most, from rehabilitating cancer survivors to **improving quality of life** for pulmonary rehabilitation patients. In my first year with the programme, I have found that the Shape Up programme is no different. ”

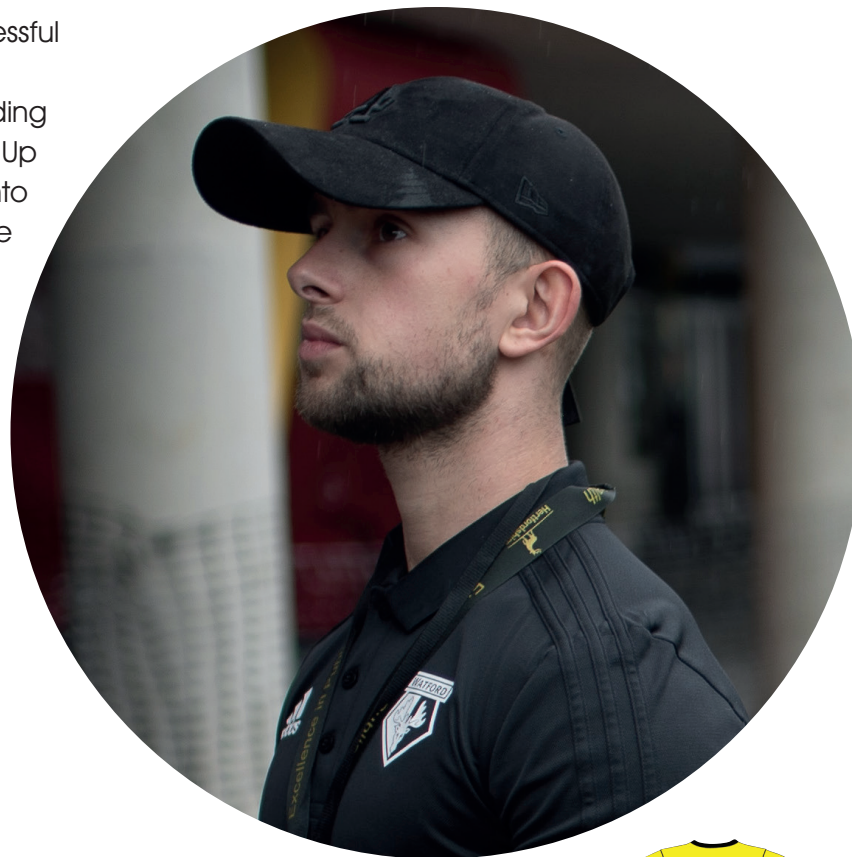
Rhys Ratcliffe - Healthy Lifestyles Project Officer

It can be difficult sometimes to understand the mindset of somebody that has gone through a drastic downturn in lifestyle. In fact, it is difficult sometimes for even the person themselves to understand, which leads to internal questions like:

**‘How did I let things get this bad?’**

There is usually no single ‘golden’ answer to this, and instead a multitude of reasons are often responsible. This could be due to a series of stressful life experiences, a lack of proper education around food and exercise, a busy work life leading you to stop prioritising your health. What Shape Up has taught me so far is that anybody can fall into a downwards spiral and it is important that there is a service that can **re-educate, re-invigorate and re-inspire** these people to improve their health and reach a healthier weight.

I also believe that exercise should be an inclusive activity for the masses, not an exclusive activity for the already able. After all with 67.2% of men in the UK being either overweight or obese, it is those people in need of advice that we should be focused on, not the athletes or gym-goers that are already motivated.



**We know that around 4.7 million people in the UK have diabetes and that 3.9 million men suffer with cardiac heart disease. We also know that 1 in 15 men will get bowel cancer in their lifetime.** The fact remains that the chances of being diagnosed with any of these three major killers can be greatly reduced with improved diet and exercise habits.

**On Shape Up, our participants regularly achieve lowered levels of bad cholesterol, lowered blood pressure and reduced waist measurements - all of which are indicators of these nasty illnesses.**





# Who we are

The ever-growing Shape Up delivery team is currently made up of more than 18 dedicated and knowledgeable health coaches who take personal pride in seeing our participants achieve a healthier lifestyle and a reduction in weight. Each Shape Up course is delivered by the same two coaches for continuity with participants, which leads to a friendly and trust-filled environment.

Meet two of our current coaching staff below

**Joe Pizans - Lead Coach**

**Time with Shape Up: 4 Years**

**Joe's Words:** I coach on Shape Up because it is one of the few programmes I have seen that genuinely puts the participant first and provides them with all the tools to be able to guarantee improved health and lifestyle. I keep my sessions engaging by making the physical activity progressively harder each week, whilst still being achievable, and underlining those improvements week by week. I like to use team building workouts early in the course to encourage group cohesion and interaction, which often continues outside of the sessions!

At the start of a course you see participants start their journey unsure of how they will be able to make progress due to previous failed diet attempts. You then begin to see them make small improvements in health, fitness or reduce their weight each week, which acts as a huge motivator. You also get to see the participants become a team as the courses progress, which encourages them to push each other to exceed targets and keep group morale high.

**Jay Williams - Assistant Coach**

**Time with Shape Up: 1 Year**

**Comments:** I coach on Shape Up to help make a difference. We're able to help people transform their lives. I'm able to help people feel more confident, healthier and happier, and that is the most rewarding part of the job. I am proud that I get the opportunity to contribute to so many people's fitness journeys.

I think it means the world to many of the participants, they appreciate the comradery, attention to detail and effort that is put into each session. Many of them have never been surrounded by so many likeminded and understanding people. They're able to work hard while socialising which ultimately has a positive effect on their long-term progress.

Keeping the sessions varied gives people the opportunity to explore exercises that they've never tried before. I also try to ensure the workouts can be enjoyed by making it competitive or fun. Fun is what keeps people active.



# Who we support

Shape Up supports any 18 to 65-year-old male living in Hertfordshire with a BMI of above 30\* (Classified as Obese). We want to support anybody that is ready to make a change for the better. The service is also open to those with other needs such as learning difficulties, physical conditions and language barriers. We will always try to find a way to accommodate them.

\* BAME  
participants  
with a BMI of 28  
or above can  
access  
Shape Up





# Project Overview: Headline stats since 2015

The Shape Up programme originally started in January 2015 thanks to funding from Hertfordshire Public Health. Since then the programme has grown significantly and made a **substantial impact on the health** of men across the county:

## Total Participants

1,291

from 14 different referral areas

Including: Friends, Facebook, Twitter, Email from Club/Trust, GP, Dietician, Partner, Venue hosting course, Council Newsletters, magazine article, Northwood HQ military base.



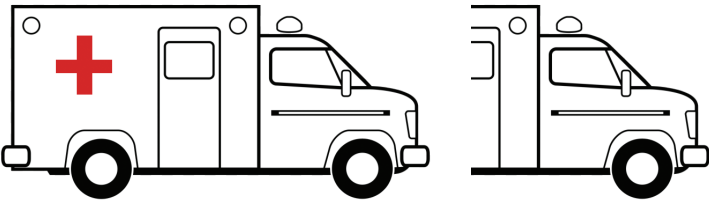
## Energy Burnt Off

54,305,650 cals

Equivalent to

310,318

Deep Fried Wings



## Total Weight Loss

15,515.9lbs

(7.1 tonnes)

(1.5 ambulances)



## Courses Delivered

67

(including September 19)



# Sustainable Health Changes

Whilst the initial focus of the programme is about helping participants achieve 5% weight loss, the main aim is to achieve sustained weight loss at 12 months. Over the past 4 years the programme has achieved the following outcomes 12 months after the initial course\*.

64% of men managed to maintain 5% weight loss at 12 months

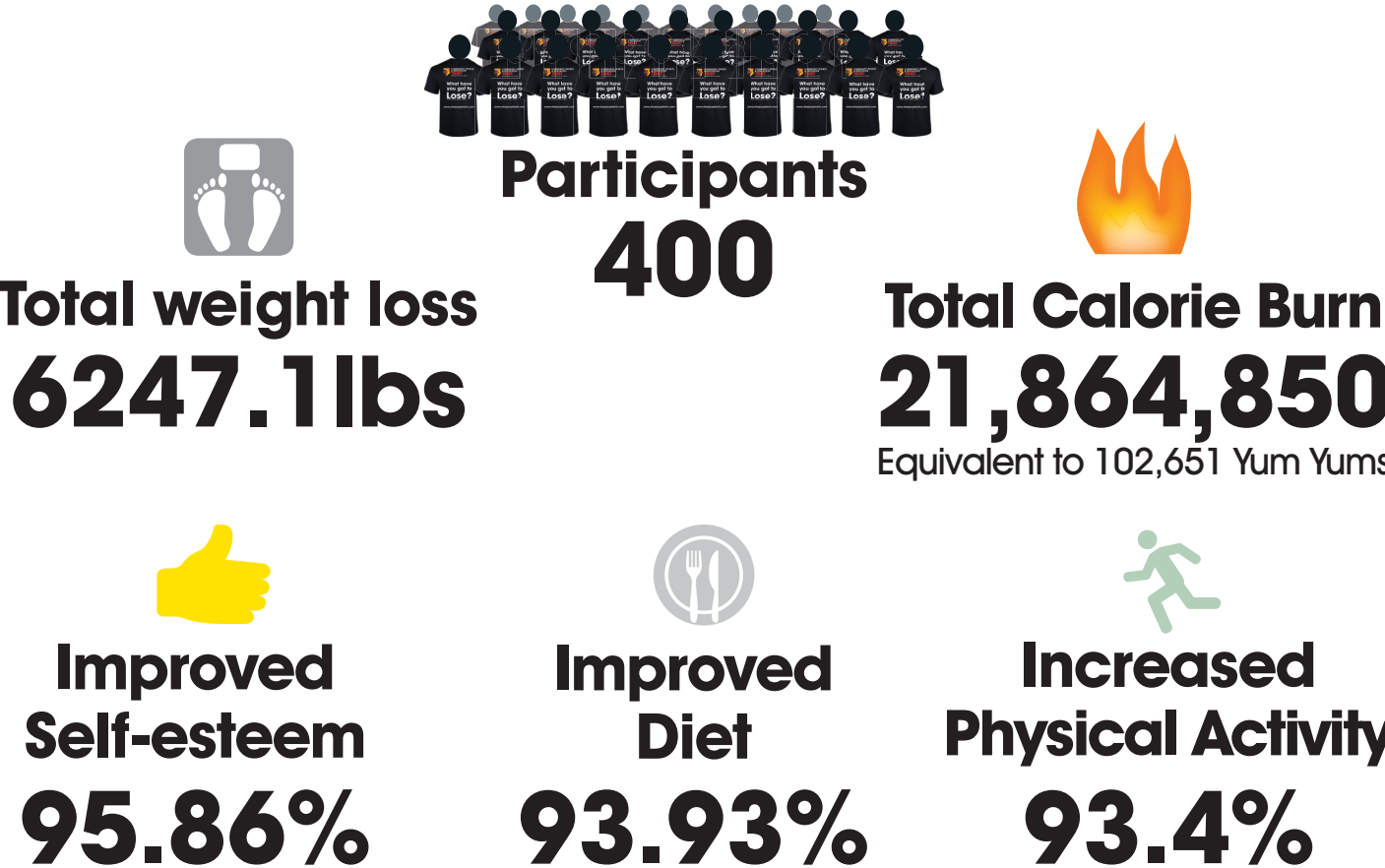


For further information about sustainable outcomes of our participants, please contact us: [rhysratcliffe@watford.com](mailto:rhysratcliffe@watford.com) or 01923 496391





# Shape Up in 2019: Numbers & Percentages



# Sustainable lifestyle changes

The physical and emotional improvements made by our participants over the last year have been phenomenal, however it isn't just about the numbers on the scales. By introducing holistically healthier behaviours, Shape Uppers have also demonstrated sustained improvement in lifestyle factors at 3 months post-course.

- 84.8%** - improved hydration
- 96.9%** - reduced alcohol intake
- 39.4%** - reduced sedentary activity
- 72.7%** - increased fruit and veg
- 54.6%** - improved body image
- 33.3%** - improved sleeping pattern





# Our Network

## Total All-time Referrals: 1,594

Since its humble beginnings in 2015 when Shape Up was delivering roughly 6 courses per year, Shape Up has now had over 1500 referrals, however we have not achieved these referrals alone. In fact, without the **strong network** of referring partners we have built from GP's and Dieticians to Sporting bodies and other community programmes, we may not have achieved half of this number.

**Referral Sources:** 14 (including: Friends, Facebook, Twitter, E-mail from Club/Trust, GP, Dietician, Partner, venue hosting course, Council newsletters, Magazine articles, Northwood HQ military base)

You will also see from the list above that these referrals have come from a **wide variety of sources**. This is once again a testament to the strong network that Shape Up has built across the county.

### A Word from Dr Colin Neal:

*G.P & Practice Manager (Parkwood Drive Surgery - Hemel Hempstead)*

"I believe there is a lack of weight management schemes for men only. A lot of men find it awkward to go to mixed or female-dominant classes, so for these patients, Shape Up is ideal.

The structure of the classes being a mix of education and exercise have been proven to have worked for many patients. The fact that some Shape Up participants have continued to run their own sessions, even when the formal classes have finished, shows how well it has been received"



# Delivering Results

## Total Weight Loss: 15,515.9lbs (7,038kg)

Shape Up participants have a combined total weight loss of over 15,000lbs. This is **equal to more than 54 MILLION calories**, and to put that into further perspective, it is also equal to **270,000 ring doughnuts**.

Although on shape up our focus is to help participants reduce their weight, we also educate people on the benefits that come along with a healthier overall lifestyle. These benefits include:

- ✓ More energy & focus
- ✓ Improved muscle strength and mobility
- ✓ Easier breathing
- ✓ Better sleep duration & quality
- ✓ Can improve social capabilities and work performance
- ✓ Improved pain management
- ✓ Reduced pressure on joints

Shape Up targets those with obesity- a BMI above 30. As we know, prolonged obesity has a huge effect on the possibility of gaining:

**Diabetes:** Research shows obese people are up to 80 times more likely to get type 2 diabetes in comparison to those with a 'normal' BMI of 22.

**Cardiac Heart Disease:** More than 80% of CHD patients are overweight or obese.

**Cancer:** Obesity is now the EQUAL MOST preventable cause of cancer alongside tobacco. Cancer Research UK suggest that 22,800 cases of cancer in the UK could be prevented every year by keeping a healthy weight.



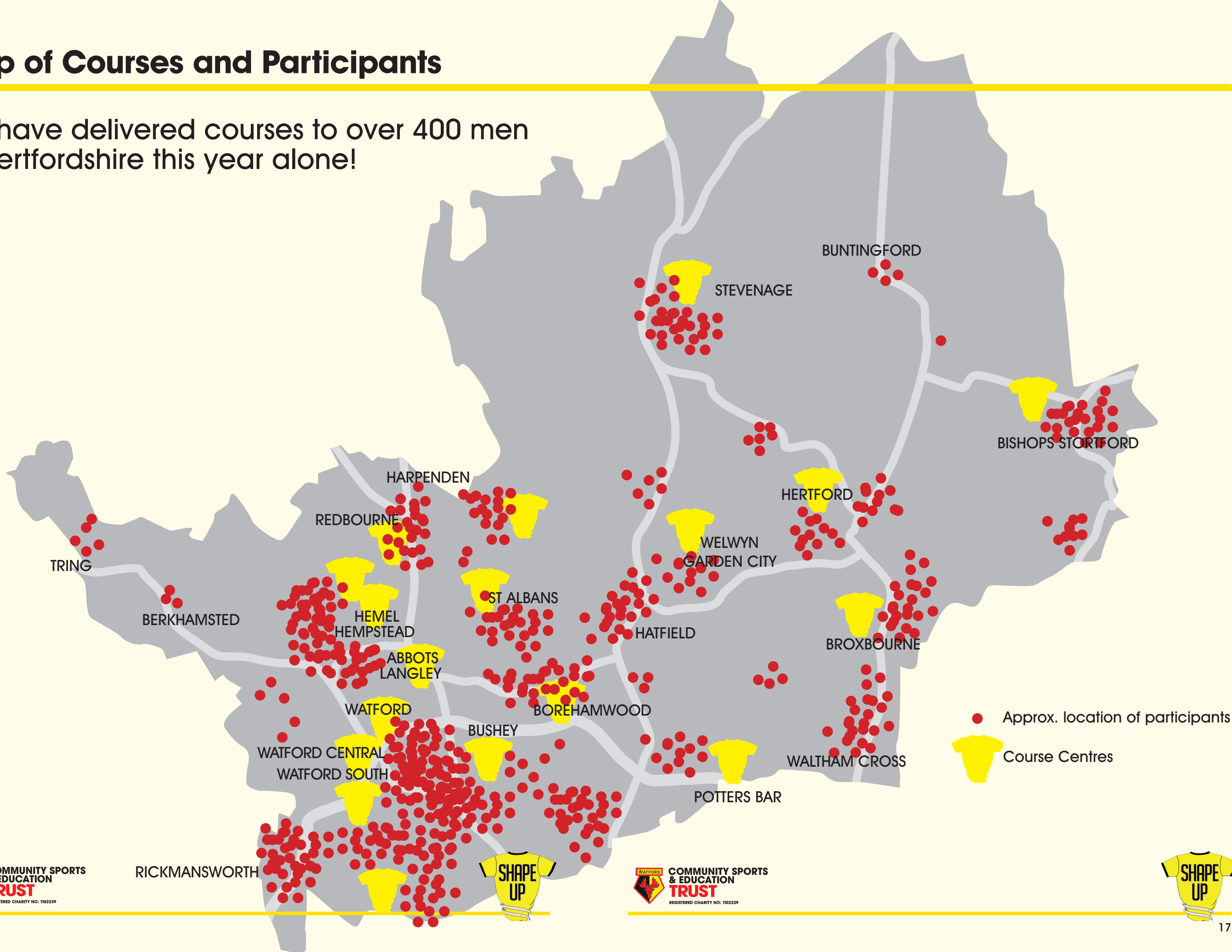
**TOBACCO + OBESITY = 22,800**





# Map of Courses and Participants

We have delivered courses to over 400 men in Hertfordshire this year alone!





# Case Studies

After my annual blood test in spring 2018 my doctor was considering putting me on statins. Healthwise I have now greatly reduced my medicine for Acid Reflux and I am no longer on Statins!

Malcolm Nobbs, Watford

>>>



"The biggest impact is the reduction in my medication for diabetes, reducing my insulin intake by 50%, and the Diabetic team have been impressed with my weight loss."

<<<

Phil Burgess, St. Albans



"Incredible, so many benefits! 11kg off by week 11."

Andy Tyler, Borehamwood

>>>



My family have noticed that I am happier, and I come home buzzing from each session. Great for the confidence.

<<<

Justin Murray, Cheshunt

"My GP tells me my cholesterol has dropped from 6.4 down to 4.2 and blood pressure from 158/110 to 130/80."

Bob Fellows, Hemel

>>>



My blood pressure is now well within the recommended levels (from borderline high) and overall, I am feeling better, sleeping better and looking better.

<<<

Brian Linnegar, Watford





# Delivering for our Community

## We have delivered in all 10 Hertfordshire Districts

Shape Up is no different to the rest of the work of the trust in that it is there to service its community. Thanks to funding from the Premier League, Public Health Hertfordshire and many of Hertfordshire's local district councils, we are able make our courses free for participants. Our district council partners also help us to target areas of deprivation and poor health within their localities so that we can reach those that need us most.



NORTH HERTFORDSHIRE DISTRICT COUNCIL



WELWYN HATFIELD





# A Real Story

### Why did you take part in Shape Up?

After seeing the results of a work colleague who had attended the Shape Up course, I decided to look into it a bit further. Being diagnosed with diabetes approximately 8 years ago, I found it hard to lose weight and keep the weight off. I have joined gyms and other weight loss clubs, but lost motivation so this would seem to be a course that I would enjoy.

### How did the coaching team and content help you to achieve your target?

The coaches and other participants kept me motivated and the weekly weigh in and discussions around weight loss kept me wanting to continue. The content is informative and helped me change my eating and exercise habits. I have continued onto the second course to keep up the motivation as I need support to continue to work towards achieving my ideal weight.



### What changes did you make for yourself?

I have changed the way I view food, and mealtimes. I look ahead and prepare the correct food types. I have changed the amount of food consumed and continue to plan mealtimes. I have increased my exercise routine and completed my first 5k run a few weeks ago. This was something I didn't think I would be able to do, but I enjoyed it. The coaches had suggested this was a natural progression after the 12-week course had finished.

### What has been the impact on you/your life?

The biggest impact is the reduction in my medication for my diabetes, reducing my insulin intake by 50%, and the Diabetic team have been impressed with my weight loss. My energy levels at home have increased, my productivity at work has improved, and my general wellbeing. I have also found a new interest to share with my teenage children - exercising with them. I cook healthier meals for the whole family.



# Thank you To our partners... & To our people...

Public Health Hertfordshire  
Premiere League Charitable Fund  
Watford Football Club  
Watford Borough Council  
St Albans City & District Council  
Dacorum Borough Council  
Three Rivers District Council  
Hertsmere Borough Council  
Welwyn/Hatfield Council  
East Herts Council  
Borough of Broxbourne  
Stevenage Borough Council  
Stevenage Football Club

Shape Up Coaches  
Shape Up Participants  
Hertfordshire GP surgeries  
Hertfordshire Pharmacies  
E/N Herts Dietetics  
Community Trust Volunteers  
Participants' Friends and Families  
Local Schools and Sports Centres  
All Contributing Trust Staff  
Community Director – Rob Smith







**A**



**COMMUNITY SPORTS  
& EDUCATION  
TRUST**

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**to help us continue making  
a difference contact  
[rhys.ratcliffe@watfordfc.com](mailto:rhys.ratcliffe@watfordfc.com)**