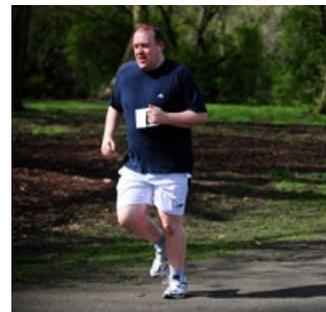




Healthy Sports Clubs and Stadia

Healthy Sports Clubs and Stadia are those that promote the health of communities, visitors, players and employees by providing places people can go to have a positive healthy experience playing, or watching sports.



Part of the

HEALTH
EQUALITIES
GROUP



Our Network

Originally commissioned by NHS Ashton, Leigh and Wigan in 2011, the Wigan Borough Healthy Stadia Network is the first borough wide approach to working with both amateur and professional sports clubs and stadia in the UK.



Benefits to sports clubs and stadia:

- Giving clubs access to free training and capacity building
- Helping clubs gain local recognition for their current provision
- Building partnerships with local health services and other key contacts
- Opportunities to share best practice with other clubs across the borough
- Broadening the offer of the club via new services/activities delivered at the club
- Introduction of new members
- Promotion of the club via the Network
- Opportunities for clubs to apply for funding to develop their club or new activity

Innovative Methodology

Over 3 years we have worked to engage both amateur and professional sports clubs and stadia within the Borough.

Using health impact assessment techniques, we have provided clubs with a health profile of their local community and a baseline for their activities relating to healthy lifestyles. Developing individualised action plans for each club, our role has been to support the delivery of key actions and activities which benefit the club's members and the communities they serve. Supporting clubs using a one-to-one and flexible approach has involved signposting to partners and services that can provide further support and assistance.

“Healthy Stadia have been extremely supportive to our club in our wish to move forward with healthy life style initiatives. They gave us sound advice and the tools to build the necessary foundations.”

ROB ATHERTON
LEIGH GENESIS FC



Network Achievements

- Working on a one-to-one basis with over 40 clubs
- Supporting clubs to change the food provision available to include healthier options
- Supporting 10 amateur clubs in the establishment of smokefree touchlines
- Partnering with lifestyle services to deliver new physical activity and healthy lifestyle sessions at 9 clubs
- Supporting a number of clubs including one of the borough's main stadia to participate in environmental impact and energy efficiency audits
- Supporting clubs to successfully apply for funding for:
 - Kitchen refurbishments to allow them to provide healthier food options
 - Kit and equipment for newly developed teams or activities
 - Refurbishment of changing facilities to increase reach to include women/girls
 - Training to increase the number of qualified sports coaches and instructors
 - Refurbishment of unused spaces into gyms or fitness studios

Getting the Message Out

Working with sports clubs and stadia across Wigan Borough for 3 years in delivery of a borough-wide Network, we were able to reach an estimated **34,500 (11% of the population) Wigan and Leigh residents**, through their involvement and engagement of sports clubs.

- Website achieving 1,227 sessions, with 1032 users and 2,251 page views
- 20 E-bulletins sent to a distribution list of over 350 partners and clubs
- Twitter @WBHealthyStadia with 418 followers, sending out 173 tweets
- Press coverage on 18 different occasions
- Coordinating a conference with over 70 delegates
- Hosting 2 workshops with 14 new sports clubs
- Attending 3 Wigan Sports Awards and presenting clubs with awards in recognition for their achievements



What our members say...

Member and stakeholder evaluations were completed and the following was reported:

- 90% of Network members would recommend the Network to other clubs
- 90% of clubs made significant positive changes as a result of their involvement in the Network
- The Network greatly endorses partners and other local services with 60–80% of clubs becoming actively involved with WLCT, Trim Down Shape Up, and the Tobacco Control Alliance
- 67% of members have reported increased funding due to Network membership
- Referrals to partner services were evidenced with all clubs making established links with at least 2 local services

“The Wigan Borough Healthy Stadia and Sports Club Network has been invaluable over the last 3 years in supporting both the Community Trust and the club in making many positive changes to improving the health of our fans and local community.”

TOM FLOWER
HEAD OF COMMUNITY,
WIGAN ATHLETIC COMMUNITY TRUST



Looking Forward

There are many opportunities for the Wigan Borough Healthy Stadia and Sports Club Network to continue supporting clubs across Wigan and we are currently exploring ways of expanding the Network in the years ahead.

Get in Touch

For more information or to discuss how you could support the future of the Network please contact us:



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