



Move More at Work 2023

Employer: Stagecoach - Slatyford Depot

Area: Removing Barriers to Exercise

Theme: Physical Activity



INTRODUCTION

With funding from Sport England Active Newcastle arranged for a company called ERS Research and Consultancy to conduct a study on the lifestyles of employees of Stagecoach at Walkergate depot, Newcastle upon Tyne.

The study comprised of a survey amongst the staff and also meetings with employees to look at the current situation to determine current activity levels, facilities and initiatives, barriers and limits to activity.

Following the study Sport England were keen to look at trying to improve the physical activity of employees who are in sedentary jobs. They have provided a grant to Stagecoach in Newcastle for Walkergate depot and Slatyford depot to engage with staff and develop a programme. The programme is called 'Moving More at Work and is designed to influence staff who currently do not exercise to make lifestyle changes and become more active.

For those who took part in the study two thirds were over the age of 40. The majority were bus drivers and on an average shift of 8 hours, 5 hours is spent sitting. Half respondents reported sitting for 8 hours per day in total. Levels of activity were low, although some staff engaged in regular exercise.

ACTIVITIES



As we moved forward with our campaign which began in the previous year we were keen to ensure continuity and ensure that any activities promoted physical health for our employees, but also incorporate their families where possible.

Activities carried out during the period were:

- uWalking Football (NUF)
- uInter-depot Football Tournament
- uRambling
- uBoxercise
- uHealth Checks
- uFruity Friday
- uCycle to Work Scheme

BARRIERS TO EXERCISE

The most frequent reported barrier to activity was lack of time due to shift constraints and family responsibilities. 1 in 4 respondents said that they were too tired to participate in activity outside work.

Employees also reported that a poor diet was a barrier to their activity levels.

Almost 40 percent of staff said that making a joint commitment to exercise with a colleague or close friend would encourage them. Short, high-intensity sessions during lunch breaks were seen as a definite possibility. Inter-depot football had been very successful in the past and they want this to be regular rather than occasional one off event.

Employees were encourage with previous healthy eating initiatives such as salad days, healthy breakfasts and Fruity Fridays.

With the assistance of the Health Advocates the programme will cover increased and consistent group activities and these will be as regular as possible.

EMPLOYEE ACTIVITY SURVEY

We are aware that a lot of our workforce didn't do a great deal of exercise and wanted to understand what activities they would be prepared to take part in.

What came to light was the demand for Walking Football (as was already available), but the introduction of Walking / Rambling, which we worked to develop and introduce!

FOOTBALL



- Walking Football

To help engage the workforce and improve levels of exercise following the activity survey carried out by Sport England, Walking football was one of the first activities planned.

This developed into a weekly event, hosted by Newcastle United Foundation before being picked up by employees.

We then hosted a rooftop event at the Newcastle United Foundation.

- Inter depot football competition

The hope throughout was to improve the activity carried out by employees and the Walking Football led to a number of employees building to carrying out 7 & 11 a side football, against other depots across the North East.

"M loves football and already played every week. He found adapting to walking football a little challenging, but still came along and enjoyed it because he likes meeting new people. He found it to be a great opportunity to meet more of his colleagues. He considers himself to be committed to football and, as he is older and has a busy schedule, he considers himself to be an example to others who may not know how to fit sport into their lives. "

RAMBLING

Following the previously mentioned survey, we identified a member of our team who was prepared to be our Walk Leader and he attended Walk Leader Training provided by the Ramblers Association.

This led to the introduction of the Rambling activity, which takes place every 3 weeks on a Sunday, enabling employees and families to take part.

Many of the events have had in the region of 20 participants, far greater than expected and continues to be popular!

OUTCOME

There is a designated project lead who has supported us and has been responsible for communicating with Newcastle City Council and carrying out analysis into the outcome.

As part of the wider Sport England Analysis we have received feedback from them regarding the participation and from an employer perspective, we have noticed a significant uplift in employees



participating in activities and with this being a long term project, we expect to see an improvement to retention and absence levels.

"Cheers Chris for taking care of us, great walk. - PC"

"Another cracking walk with Slatyford Ramblers. Lucky enough to get good weather as well - Chris O'Driscoll (Walk Leader)"

"Cracking Walk, tho I'm not sure who's legs these are. Cheers Chris. - Colin Parker"



The image shows a screenshot of a report with two main sections: 'Feedback' and 'External Analysis Feedback'. The 'Feedback' section includes a sub-section 'Comments and analysis was provided from their perspective as well as some great feedback provided during the activity sessions.' Below this, there are two text boxes: a blue one on the left and an orange one on the right. The 'External Analysis Feedback' section contains a list of bullet points. The background of the report has a blue and orange geometric pattern.

Feedback

An part of a report by Urban Foresight on behalf of Sport England and Newcastle Council.

Comments and analysis was provided from their perspective as well as some great feedback provided during the activity sessions.

John loves football and already played every week. He found adapting to walking football a little challenging, but still came along and enjoyed it because he likes meeting new people. He found it to be a great opportunity to meet more of his colleagues. He considers himself to be committed to football and, as he is older and has a busy schedule, he considers himself to be an example to others who may not know how to fit sport into their lives.

Colin had never played football for about 20 years but was always interested in sports maintenance and other opportunities for people. However, the 11-a-side format that he had never done before was a challenge for him. The walking element of the walking football session encouraged him to join in and now he is looking for it. He loves the camaraderie of the activity and has found that he is getting a little more fit, even just by walking. He has started to take part in the sessions on his days off.

External Analysis Feedback

Walking football proved to be an effective, enjoyable activity for participants and was further supported by the positive atmosphere. The format of the activity was well received and supported by the positive atmosphere. The format of the activity was well received and supported by the positive atmosphere.

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