



# Neighbourhood Life

Health and Wellbeing Board  
21<sup>st</sup> April

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# Shropshire Neighbourhood Life



Use of GPPAQ to determine eligibility (inactive)  
Catalyst for 'business as usual'

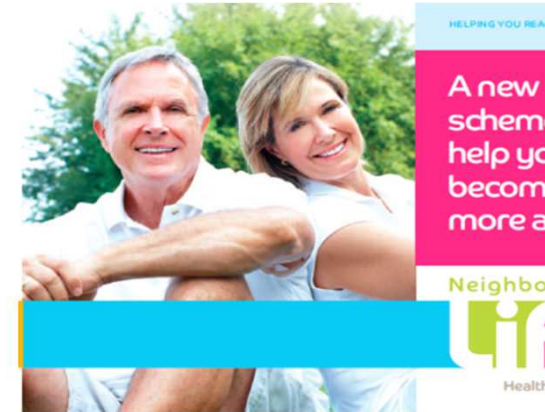
Behaviour change training (motivational interviewing for NL staff)  
1 support session, follow up at 3 and 6 months

6 months access to gym, swim and classes @ £10 per month

Behaviour change support from a Neighbourhood Life for first 3 months

an opportunity to take up step up membership on completion of 6 months

Wendorne Sports Village (200), Oswestry Leisure centre (200), Ludlow Leisure centre (100)



**Enquiry Card**

Title \_\_\_\_\_ D.O.B. \_\_\_\_\_ Today's Date \_\_\_\_\_

First Name \_\_\_\_\_ Gender:  Male  Female

Surname \_\_\_\_\_

Address \_\_\_\_\_ Age Range:  18-24  25-34  
 35-49  50-64  
 65+

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ How Did you Hear About Us?  Leaflet  From a Friend  
 Flyer  Website  
 Health Centre  Social Media  
 Other (Please specify) \_\_\_\_\_

Email Address \_\_\_\_\_

Data Protection: Your details may be used and disclosed to Shropshire Community Leisure Trust Limited so that you can be provided with information about products and services offered by Shropshire Community Leisure Trust Limited and other organisations, which may be of interest to you, or for market research purposes. You have provided your email address and mobile number. Shropshire Community Leisure Trust Limited may use an email or text to contact you. If you would like to receive this information, please tick this box.

# Sign up

Challenge of a community engagement approach

Support for Community Enablement Team, Sports Development,  
Energize STW in engaging inactive groups (voluntary and community  
sector)

Employers (supermarkets e.g Asda, JobCentre)

Oswestry: Inactive = 107, Mod. Inactive = 77 (total 184)

Shrewsbury: Inactive = 96, Mod. Inactive = 76 (total 172)

Ludlow: Inactive = 64, Mod. Inactive = total 29 (total 99)



# Retention



**Oswestry:** 23% retained to full membership

**61**                      **Lapsed = 89**    **Cancelled= 6**    **Step-Up Membership = 24**  
**er Membership = 4**                      **Total = 184**

**Shrewsbury:** 9% retained to full membership

**35**                      **Lapsed = 105**    **Cancelled= 19**    **Step-Up Membership = 9**  
**er Membership = 4**                      **Total = 184**

Reasons for Cancellation: (Oswestry & Shrewsbury)

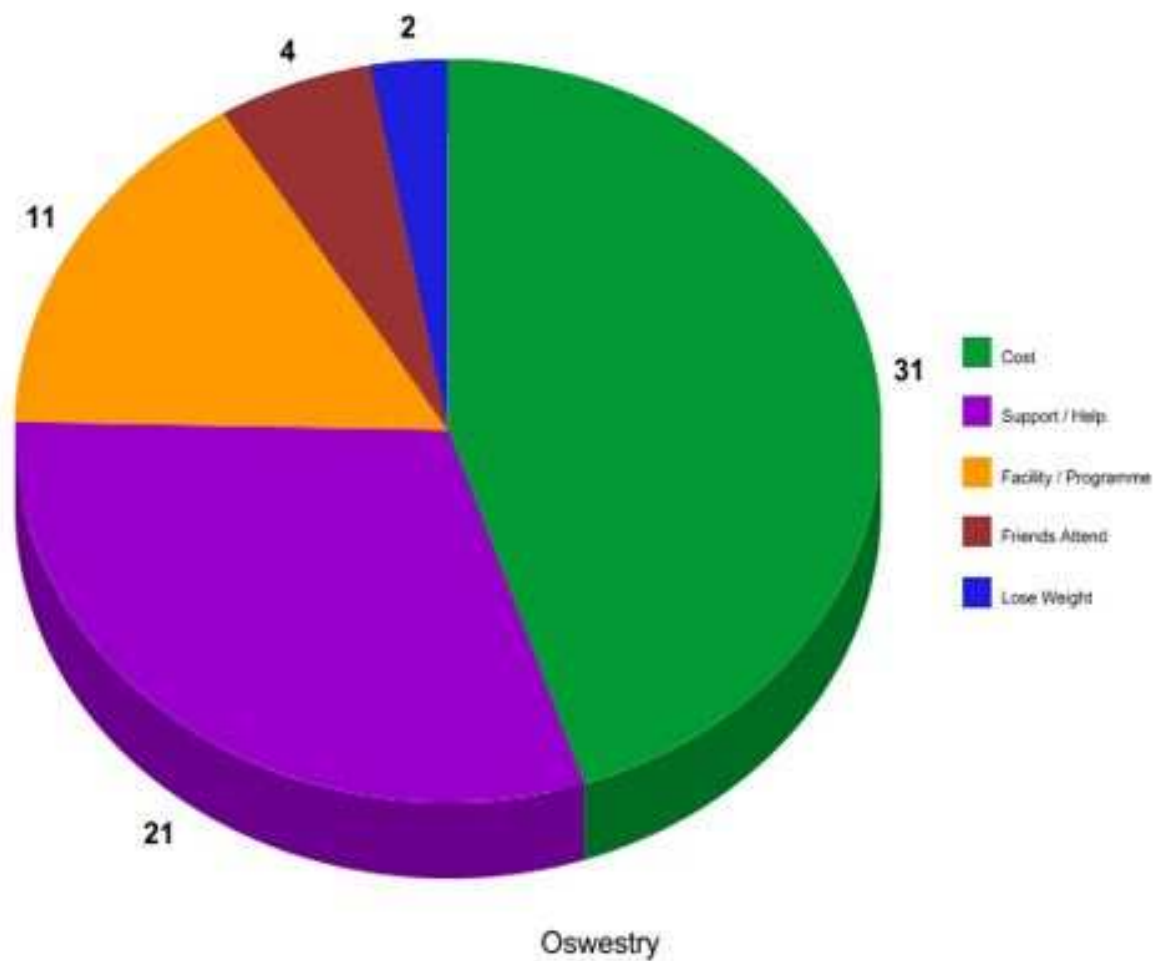
Medical x7	Joint Different Gym x4
Cancelled Direct Debit x 2	Moved Away x4
Lack of Time x3	Lack of Use x 5

**Flow:**

10% of the customers move to the second 3 month phase of the scheme going from the £10 fee to the £20 fee.

7% retained to full Membership (over 60's to £27 and under 60 to £31)

# What appealed?

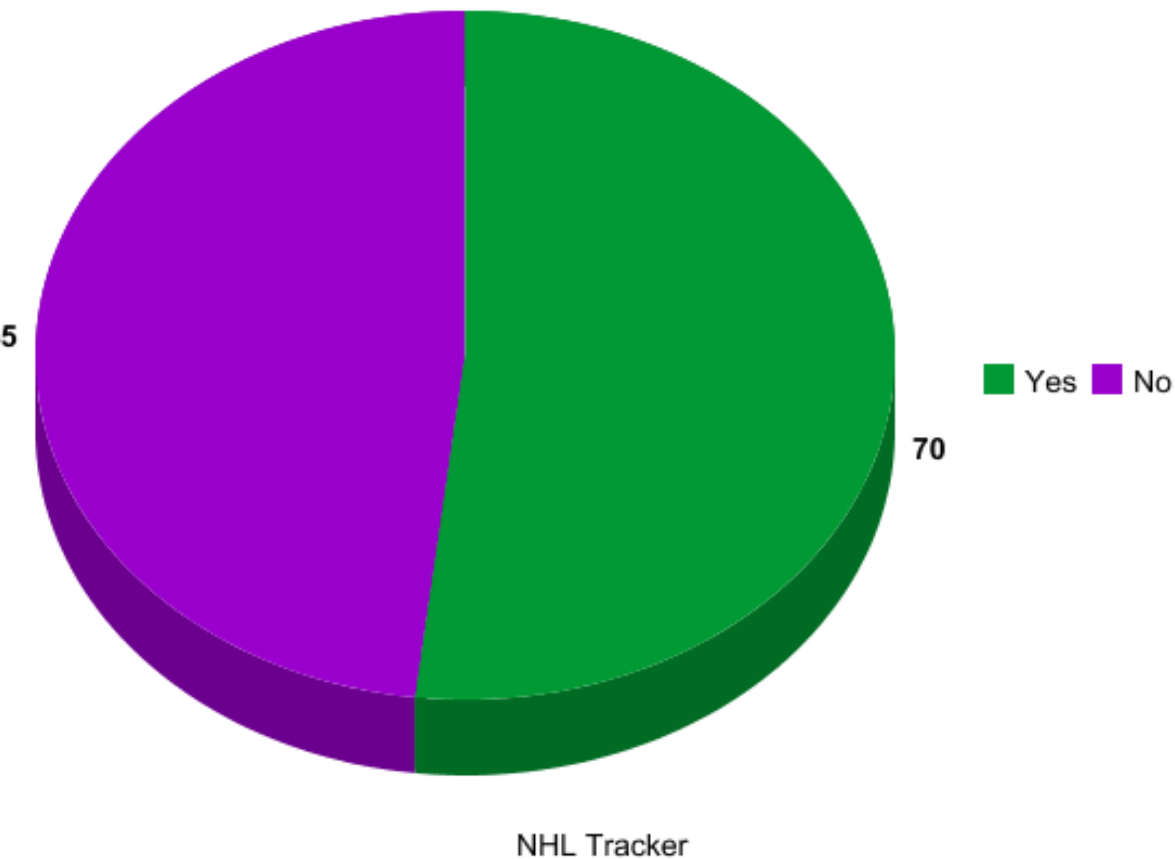






# Follow up: How active are they now? – NHL Oswestry

How many are doing the recommended 150mins?



135 Active 74%

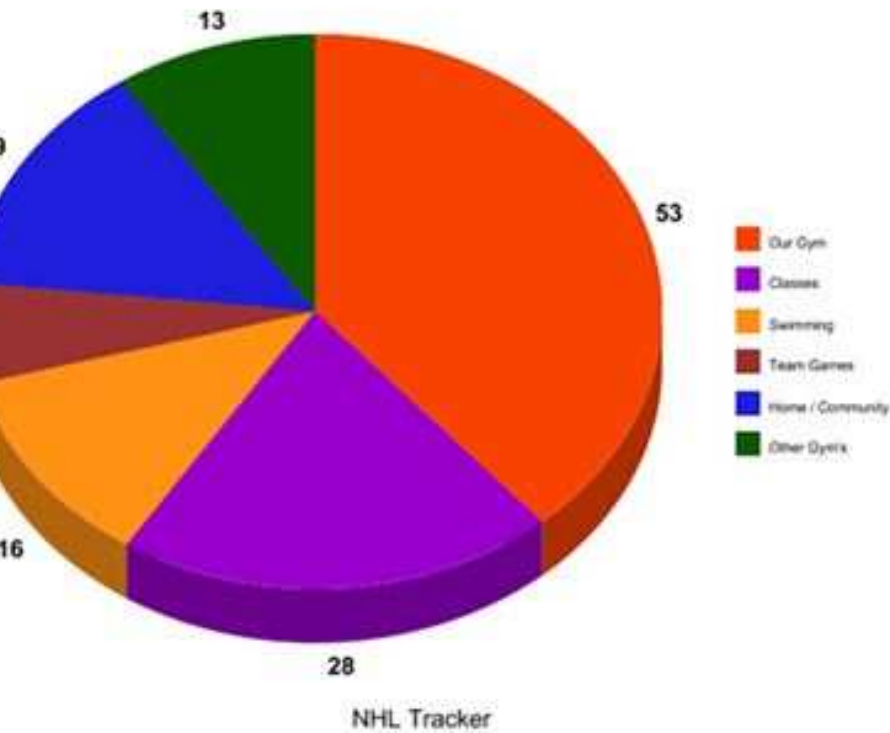
34 Non Active 18%

15 Non Contactable 8%

35 Outside of the Leisure Centre

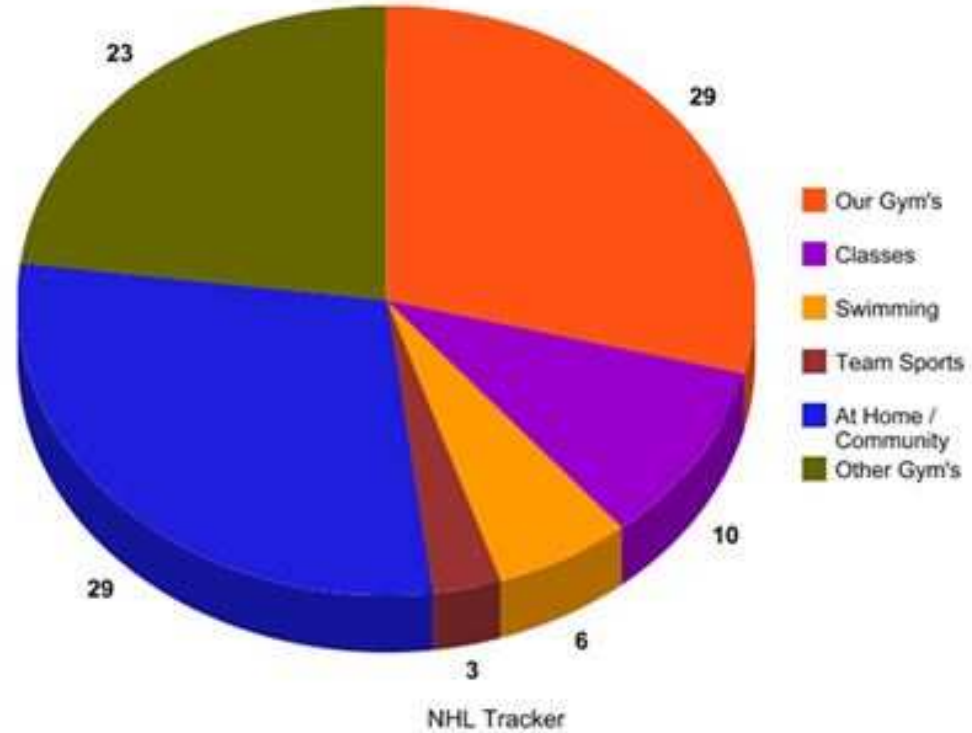
# Where are they active now?

Where are our 135 still active participants keeping active? Oswestry



Active 74%  
 Non Active 18%  
 Non Contactable 8%

Where are our 100 still active participants keeping active? Shrewsbury



100 Active 58%  
 28 Non Active 16%  
 44 Non Contactable 26%



# Next steps



Model embedded in Shrewsbury and Oswestry

Discussion on-going Ludlow

Shropshire Community Leisure Trust 'Everybody Active

Everyday action plan includes MI (behaviour change)

staff training and engagement of 'inactive people'

Inclusion of activity measure in new member induction

Learning from community engagement approach

e.g. businesses