

**IMPACT  
REPORT**  
2021/22

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# Introduction



We finished last year full of hope after being awarded just over half a million pounds from the Government's National Leisure Recovery Fund, via Luton Council, to support our recovery from the pandemic. We continue to be grateful for this funding and the way it supported us in attracting our customers back after such a long period of disruption. If there's one thing the pandemic taught us, it's surely the importance of looking after our physical wellbeing, and how closely linked this is to our emotional wellbeing. We're delighted to see so many of our community recognising this and rising to the challenge of increasing participation in our many varied programmes and services.

It's been exciting to see the libraries swinging back into full action. The development of the Thriving Communities programme has played a big part in embedding wellbeing programmes within the library offer. We're now looking forward to further developing this, having seen the contract extended for a further year.

The challenges for the year ahead will again be different from the past as we strive to maintain a focus on community participation, whilst so many of our community will be battling with the cost-of-living crisis. As a community wellbeing trust we're committed to making a positive impact on the health and wellbeing of Luton's communities; inspiring, motivating and offering opportunities for people of all ages, backgrounds and abilities to learn and take action to improve their lives. We will continue to contribute to Luton's 2040 Vision of Luton being a place to thrive with no one living in poverty.

*Helen Barnett*

**Helen Barnett**  
Chief Executive

# Leisure and Community Centres

Step 2 of the government's roadmap meant that we were able to re-open all of our centres again in April 2021. With the lifting of all formal UK restrictions in July, we continued to work hard to gain customers' confidence to visit us.



We maintained strict, twice-hourly cleaning regimes in high-touch areas.



We kept our popular cleaning stations well-stocked and made sure you could find hand sanitiser throughout our centres.



We maintained ventilation systems to take in and circulate fresh air.

## Lewsey Pool Open

The Lewsey community was delighted to see their beloved local pool re-opening gradually from October.

Investment by Luton Council in essential repairs, plus refurbishment works thanks to a £150k grant from Sport England's Community Asset Fund, have meant that Lewsey Pool is now welcoming:

Over  
**1,350**  
swimmers  
every week

Over  
**480**  
children learning  
to swim



## Building Back

After the significant award from the National Leisure Recovery Fund, we were able to start welcoming our customers back after the long period of disruption. Strong membership offers and increased awareness through marketing, including advertising on Sky TV boxes across Luton, helped us reach potential new customers and entice them back to get active with us again.

By March 2022 we had achieved **91%** of pre-covid membership.

We also put the National Leisure Recovery Fund to good use in inviting children on free schools meals to free swimming lessons during February half term. Our Energise Luton holiday camp teams had noticed a surprising number of children who could not swim.

## Getting Everyone Active

During 2021 we removed the fee for our Go4Less Advantage cards and gym inductions for people on low incomes.

For those who are eligible, a FREE card and induction means you can visit our gyms for £2/session. Or go swimming or take part in group fitness if you prefer – also only £2/session!

We also introduced women-only gym sessions - to ensure that women who wished to work out in a single-sex environment would have this opportunity.



## Boxing Clever

In October we opened a fantastic new boxing training area to further enhance the great facilities at Lewsey Sports Park and Pool.



## Golf Centre

Luton's passion for golf continued in 2021-22, with Stockwood Park Golf Centres' Pay As You Play footfall increasing by a fantastic 9% vs. the previous year, which too had seen an increase in usage. The centre also welcomed many new societies to enjoy the challenging course and the team was able to show off their newly refurbished bar and café.

## Stockwood Park Athletics Centre

The team has established links with a number of external clubs who are making best use of the gym, track and field facilities. There's also a number of very well attended community facing classes for all abilities.

### Athletics and Running

Luton Athletics Club continues to run multiple sessions for all age groups and abilities. Stopsley Striders Running Club use the facility one evening a week and Dunstable Road Runners utilised the facility during the winter months of 2021.

Saints Athletics Club is new to Stockwood. Their sessions focus on more competitive athletics in regional/national competitions.

Root to Rings is a twice weekly sprinting session aimed at individuals competing in multiple sports including football, rugby and athletics.

### Community Sessions

Nordic Walking mixed ability sessions are designed for the community. Running twice weekly, they have proved very popular and attract on average **15** attendees per session.

Fit to Push remains a firm favourite. The session, set up for parents to get active with their young children, takes place twice a week and has a regular following.

Home School groups have also utilised the track, during the day, to support their children to get active.

## Hart Hill Community Centre

Hart Hill continues to provide a range of opportunities for the community such as youth clubs which take place 5 nights a week, over 65s healthy ageing and women only sessions. A Friday prayer group takes place with over 20 attendees per week.

All of our work here is supported and part funded by the Bedfordshire & Luton Community Foundation's Community Investment Fund.

## Lea Manor Recreation Centre

The Lea Manor community missed their local leisure facility during periods of lockdown and this was clear to see when regaining memberships. Since reopening to the public, the team has seen an encouraging return at **94%** of pre-covid levels. In addition to the centre's gym, swim and fitness members being eager to return, the facility also increased attendance on its Learn to Swim programme by a fantastic **50%** as of March 2022.



## Learn to Dive

Diving is back in business and attendances are on the way back to pre-pandemic levels, now showing at 70%.

Diving definitely provides a challenge and the Active Luton Diving Awards are the perfect stepping stone. The programme can take children from complete beginner through to international competitive diving and some of our Active Luton divers are doing just that.

### Junior Divers Shine

It's been a great year for our junior divers, scooping major awards and international honours.

At the Elite Junior National Championships (the top national event for junior divers), our team of seven divers made fourteen finals (top six in the preliminary competition) and came away with six GOLD, four SILVER and two BRONZE medals, finishing a brilliant second in the medal table.

And to top it all, we've also had national champions and divers representing Team GB at the World Junior Championships. Here's hoping the next step will be Commonwealth Games selection.



## Hightown Community Sports & Arts Centre

A new "No Strings" programme has been introduced thanks to a £500 award from Badminton England, which has been matched by Team Beds & Luton, totalling £1,000. This has enabled the team to get a Badminton club off the ground and helped us to develop participation for community players; we are currently averaging 15-20 players a week.

A range of group fitness classes are running, including 'This Girl Can classes', perfect for those who have taken a break from physical activity, are new to it or are simply wanting to try something different.

The Centre is also used by a number of organisations and groups including Community Choices, Total Wellbeing, Thriving Communities and St Matthew's school.





## Learn to Swim

Swimming was definitely missed during the pandemic. With the closure of the Lewsey Pool, lessons transferred to Lea Manor and numbers were **50%** up on figures prior to lockdown in March 2019.

Inspire: Luton Sports Village also saw a revival and was **13%** up on the same period.

**3,313**

children took part in  
the Learn to Swim  
programme

# Luton Libraries

A home for all seasons

**Our libraries swung back into full action from September 2021, welcoming customers back through their doors.**

Despite the best efforts of the pandemic to slow things down, our teams were not deterred and soon had things back up and running, both inside our library buildings and out in the community.

Customers are once again using the 'free request', with levels of books being collected, already similar to pre-Covid levels.

Networking and developing new links have been key, including the ongoing delivery of Thriving Communities, a comprehensive arts and culture offer based in Library settings across the town.

Significant investment has been made in the refurbishment of the conference rooms, including new IT equipment at Central Library and we now operate a fine free system, to help remove barriers to access, supporting the Council's 'Luton 2040 vision' where no one has to live in poverty.

As an organisation, we are delighted that our libraries' operating contract with the Council has been extended.



## Activities for all Ages

A range of FREE activities for adults and children restarted across all our libraries and it has been really encouraging to see attendances growing. Sessions have included Colour Me Calm and Homework Helpers.

### Bookstart Rhyme Times

**180** Sessions run   **1870** Children attended   **1579** Adults attended

### Knit and Natter

**69** Sessions run   **9** Children attended   **291** Adults attended

### Library Games

**82** Sessions run   **654** Children attended   **351** Adults attended

We also set up and ran a brand new Code Club for children. Code Club is a national programme run by the Raspberry Pi Foundation, a registered UK charity whose aim is to spread the power of computing and digital making for young people. In just a few short months, we had nearly **40** budding coders.

## Library Community Outreach

It's so important to encourage a love of reading at an early age and the team has been busy getting out into the heart of the community visiting local primary schools, taking part in activities like class assemblies, and promoting the service at new parent school intake evenings amongst others.

Class assemblies were delivered to **4147** Key Stage 1 & 2 pupils.

## Children Love a Challenge

The Summer Reading Challenge, designed to get children reading during the holidays, with activities and rewards along the way, is a children's favourite and once again proved a great success.



## Home Library Service Continues to Deliver

As restrictions eased and opening hours increased, the Home Library Service also saw an increase in demand with 13,000 books delivered over the year.

Home library has built strong connections with local organisations such as Sight Concern and worked closely with Thriving Communities to strengthen outreach support to people across Luton and service users within Total Wellbeing. The team also completed almost 9 months of partnership working with Luton Town Community Trust, delivering books across the town.

**“I love reading and the social contact with the staff is really good for me, I look forward to my monthly visits.”**

**“I’m housebound – it’s so lovely to have a change from watching TV, I often read a book twice.”**

**“I live on my own, I am 95 years old and having the library come to me suits me perfectly. I don’t know what I would do without the great service.”**

## National Recognition from BookTrust

We were delighted to be selected by BookTrust, the UK’s largest children’s reading charity, to be one of 10 national pilot tier sites to deliver their new targeted BookTrust Storytime offer; encouraging families with children under 5 years, especially those who are disadvantaged, to visit the library and develop an ‘ongoing reading habit’.

**“Sharing stories is invaluable for children in their early years and creates lifelong positive impacts on health, wellbeing, creativity and education, yet children from disadvantaged backgrounds continue to face the biggest barriers to reading.”**

BookTrust

## Thriving Communities

The award of a Thriving Communities grant from the Arts Council made in early 2021, was extended in January 2022 and continues today. As a result, a comprehensive creative, cultural and also physical activity offering, based in Library settings and parks across the town is blooming.

### Art

- ✓ Mosaic
- ✓ Glass Painting
- ✓ Crafts Inspired by Nature
- ✓ Drawing
- ✓ Puppet Making
- ✓ Interactive Portraits and more

### Physical Activities

Based in Central and Legrave libraries.

- ✓ Pilates
- ✓ Mindful Yoga

### Horticulture

- ✓ Conservation
- ✓ Volunteer Gardeners, maintaining flower beds in parks

Thriving communities has provided immense enjoyment for many taking part and the teams have established strong relations among our Social Prescribing Link workers, Library colleagues and the town's Parks and Countryside team.

**"I love it, I go to all the classes, this is a creative, healing and safe space."**

In the period to March

**190** Sessions delivered

**33** Different programmes

**80** People participated in 1 or more programmes

Over  
**50%**  
have attended regularly

Approx.  
**55%**  
have been referred directly by Link Workers

**80%**  
of attendees are female

**60%**  
are from culturally diverse communities

**"Today's workshop was fun, relaxing and therapeutic."**



**"To me, all of you have been so supportive, gentle, it was so lovely, I feel like I am being listened to and understood, there is help there, there is hope there."**



# Careers and Training



## Kickstarting Careers

Our participation in the government's Kickstart Scheme has been hugely beneficial – both to us as an employer and to the young people with whom we have worked.

The Kickstart Scheme supports employers to create jobs for 16 to 24 year olds who are on Universal Credit.

During 2021/22, Active Luton offered 53 Kickstart places for young people.

- 17 Gained permanent employment with us.
- 8 Are doing casual work for us.
- 6 Gained employment elsewhere.
- 1 Young person took up an apprenticeship.
- 1 Young person went to university while also working for us on a casual basis.
- 1 Young person went on to university.
- 9 Young people are continuing the programme into 2022.

## Supporting Mental Health

We recognise the importance of supporting our teams with their mental as well as physical health. Our team members, whether they work in our libraries, our centres, or in our Head Office support services can all find a colleague who's trained to listen and to support them to find any help they may need.

We've trained 67 Mental Health Champions across our organisation this year.

We've also signposted our team members and customers to support organisations across Luton through our Mental Health information plaques in our centres and libraries.

*"It has been so helpful to talk to someone about how I feel and have them listen."*

*"I have used the training to support myself as well as family and friends through difficult times."*

We also worked in partnership with Team Beds and Luton on a Sport England Workforce Project to offer mental health first aid training to coaches at a local swimming club.

*"I have learnt new coping strategies such as journaling, music, exercising, reading and drawing. Which helped distract myself from what was going on. I feel like I am able to cope better with my emotions and comfortable to talk to her about anything that is going on."*



## Community Led Local Development (CLLD)

CLLD is a European Union Social Fund to target deprived areas with projects to build employment skills among local residents. Our Link CLLD projects are aimed at people living in the following wards across Luton: Biscot, Dallow, South, High Town, Farley, Northwell, Leagrave, Lewsey, Round Green, Crawley and Sundon Park.

CLLD Objective 4 is about providing **free training opportunities and qualifications** to people who are:

- Over 18
- Unemployed & not in education
- Working less than 16 hrs per week
- Looking to upskill or learn new skills to improve employment prospects

During the year, we worked with 125 different people and delivered 219 'outcomes' (qualifications or training courses). As a result, 25 people gained employment, 23 people started volunteering and 2 people went on to further education.

CLLD Objective 1 is aimed at young people aged 15-24 who are at risk of not being placed into education, employment or training.

This includes young people who are undecided about a career pathway, or who need to gain skills and experience to pursue their chosen pathway or career.

Work on this objective started in December 2021. By April 2022 we had worked with 34 young people and delivered 106 'outcomes'.

Among these, 8 young people went into permanent employment, 2 went into casual employment and 1 went into volunteering.

## Training for Success

Our Training team's work has been vital in our success rebuilding back after COVID to ensure everyone is competent and confident to welcome our customers.

1,773

Training courses delivered.

492

Aquatic qualifications  
NPLQs, Aquatic Rescue  
and Swimming Teacher  
qualifications.

909

First Aid  
qualifications.

38

Activity leadership  
qualifications.

334

Additional accredited  
and non-accredited  
qualifications.

Our team also trained over **1,000** people to use automated electronic defibrillators (AEDs).

**Did you know?** Use of an AED when someone suffers a cardiac arrest can increase survival rates by up to 70%?

# Schools

Our Active Education team of qualified teachers works with Luton's schools to develop PE and physical activity, not just in PE lessons but also to incorporate more physical activity into the whole school day to support children in their overall development.



## Professional Development

During the year, over 600 learners from schools benefitted from professional development opportunities delivered by the Active Education team.

### Case Study

Beechwood Primary School chose to adopt the 'Real PE' approach as they wanted all their staff to feel confident in delivering engaging, high quality PE lessons and for their children to develop skills such as resilience, embracing challenge and working together.

Active Luton delivered a staff training day, followed by a 'showcase lesson day' where staff could see lessons in action with their own children to bring the concepts to life.

**"You've really taken the pressure off and I can see that I can do that."**

**"The children are really loving it because I'm loving it."**

### Case Study

The Shire Foundation provides Initial Teacher Training to around 40 students every year. Active Luton delivers three half-day PE sessions to upskill and engage trainee teachers in the importance of PE in a child's education.

## Learning Outside the Classroom

Throughout the pandemic, advice, guidance and support was given to schools to help them navigate the restrictions imposed on them in relation to educational visits and provide them with resources to support the delivery of opportunities for Learning Outside the Classroom on their own school sites.

As restrictions eased, and schools were once again able to resume educational day visits and then residential visits, the team approved over 3,000 school visits via the online system managed by Active Education.

Among these visits, 43 were residential and over 110,000 children and young people benefitted from these enriching opportunities once again.

## FA Girls Football Development Programme

We are supporting the FA girls' development programme which pledges to have the same access to football for girls as for boys in schools. There is online CPD for teachers and a commitment to providing access to competition and training on a par with boys.

Currently 25 Luton schools are signed up to the programme.





## School Games

**93%**

of Luton schools engaged in School Games events this academic year.  
**38** primary,  
**13** secondary and  
**5** infant.

**Over 16k**

children took part in events across **34** different sports - **80%** of the children were from diverse ethnicities and **14%** had additional needs or disabilities.

**538**

young leaders from all secondary schools and Luton Sixth Form College supported the events.

**140**

volunteers from clubs, community groups and NGBs helped support events.

**Over 5,800**

children took part in a virtual event.

**104**

leagues, tournaments and festivals offered.

New opportunities were offered in trampolining, indoor bowls, adventure games and shooting, with additional targeted opportunities for girls and SEND children.

## School Competitions

**The Active Education team supports schools to deliver intra-school competitions. These are particularly valued as they enable ALL pupils in the school to experience and benefit from appropriate competition, not just those selected to compete at inter-school events.**

Activities can be tailored to the needs of each school and its curriculum. Popular events include multi-sports and multi-skills competitions; individual and team challenges; Outdoor and Adventure Activities; and specific sports/games competitions (e.g. athletics, team games and speed stacks).

### Case Study

Stopsley Primary School books in a range of different intra-school competitions for its pupils each year. Activities this year ranged from multi-skills competitions for Key Stage 1, to adapted team games and outdoor adventure activities at Key Stage 2.

Every pupil had the opportunity to participate, contributing significantly to the school's School Games Mark application.

Staff reported the benefits of seeing their pupils participating in a different environment outside the classroom, and also the opportunity to assess their levels of progress in PE (particularly at KS1).

# Community Health and Wellbeing

Exercise really is a form of medicine

## Long Term Conditions

The work carried out by the Long Term Conditions team is testament to the benefits of exercise support for general health and wellbeing.

Over **1,000** people with Long Term Conditions (LTCs) were supported by the LTCs team during this last year; this despite fears caused by the pandemic.

The team has worked hard to rebuild existing, and develop new relationships after returning from Covid. Working closely with networks like 'Live, Longer, Better', linking in to campaigns such as 'We are Undefeatable' and working with the Luton Health Check team, all have helped open up pathways into the Total Wellbeing Luton (TWL) programme.

Exercise sessions have been created within the community to reach out to less engaged areas. Programmes such as Hydra Health have been expanded and innovative activities such as Good Boost, a therapeutic water-based exercise programme for musculoskeletal (MSK) conditions, have been introduced. Talking Therapies workshops have been created to deliver specific LTCs group sessions and a clear pathway has been established from GP classes to our programmes.

Strong associations with national health facing organisations continue and several events have been held such as Macmillan Coffee Morning (Cancer), Make May Purple (Stroke) and Asthma and Lung UK; all helping to raise the profile of LTCs programmes.





## Taking Control of Your Health

The new SISU Health Stations operated in partnership with the Bedfordshire, Luton and Milton Keynes Commissioning Group are having a significant impact on the health of the town. More people than ever are showing an interest and taking control of their health.

The internet-enabled station allows an individual to undertake a free, self-service health check in just 5 minutes and enables tracking of height, weight, BMI, body composition, heart rate and blood pressure.

### Have you checked your blood pressure lately? Do you know your numbers?

A blood pressure project using the Health Station is encouraging people to know their numbers and where unknown high blood pressure is identified, Active Luton trained specialists can signpost to the right support.

Over  
**6,000**

health checks since  
project started

On average  
**34**

health checks  
per day

**75%**

of users had not had  
their blood pressure  
checked in last 12  
months

Over  
**50**

referrals made to  
specialist inhouse  
BP service

## Power our Minds

Exercise is important for our emotional health as well as our physical health, and over this past year alone, the Power Our Minds (POM) programme has helped over **500** people with their emotional health, through exercise support.

The team has been focused on developing existing relationships and building new partnerships, to ensure there is a seamless transition from hospital to community and from primary care to community.

Each transition supports service users gain back a sense of control, so improving their emotional and physical wellbeing.

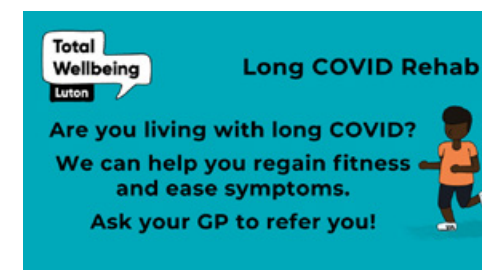
Classes have been expanded, providing more access to people who work during the day, exclusive POM gym sessions have been created, and the pathway from hospital inpatient wards to community has been rebuilt as a 5 step plan for patients.

## Fighting Back Against Long Covid

The after effects of Covid-19 have for some been both physically and emotionally draining. Symptoms of extreme tiredness, joint pain and shortness of breath lasting for up to 12 weeks and longer are affecting a diverse range of the Luton population.

The team has linked with the Luton & Dunstable Pulmonary Rehab team to create a Long Covid referral pathway. Links have also been created with our Talking Therapies service to refer clients for group emotional health sessions.

Over 60 people with Long Covid symptoms have accessed support.



### Case study

#### Using Exercise to Fight the Long Covid Battle

"Before starting the programme, I suffered a lot with fatigue, aches and pains, breathlessness which started to affect my moods and me being able to do things that I would normally do. Since starting the programme I was introduced to the gym and had a plan set up for me to follow which I enjoyed but then I wanted to try some other activities such as the group classes at Inspire. Now since completing my programme I'm doing 3x sessions a week and I feel I'm almost back to normal but I'm still getting there."

## Social Prescription – Making an Impact

The Social Prescription (SP) Team hosted an event to talk about their work and showcase the impact that Social Prescription is having in Luton.

Organisations such as the Red Cross, Reconnect Yoga, Ground Works, Dementia UK and Fatherhood Solutions all attended.

Link Workers who support people in Luton who are feeling lonely or isolated, struggling with a personal situation or living with a long term health condition, are providing invaluable support.

Local GP Dr Sajid Mehmood spoke at the event, highlighting the benefits of SP to the NHS and how well it has worked for GP surgeries within Luton.

SP is growing. Link Workers are now servicing **6 Primary Care Networks** and the relationships go from strength to strength. A new Link Worker has also been employed to take referrals solely from the Talking Therapies team.

To date **60 referrals** have been made direct from this service.

**1,758**  
people completed a Social  
Prescription intervention  
with their Link Worker



## Transforming Our Approach

A full time Link Worker and a part time Healthy Lifestyles Specialist (HLS) have been employed as part of our Transformation Team to work closely with the Community Mental Health Team (CMHT) and their service users. They provide extra support to those attending groups and sessions and the outcomes have been very positive.

Developing positive working relationships is crucial to the success of the programme and the team works collaboratively with a number of organisations including Luton All Women's Centre, Penrose, Mind BLMK and Resolutions.

There have been **102 referrals** to date.

### Case study

Person X was referred to SP link worker (Tau) by his Doctor following a close family bereavement and a number of work issues with management. He had also gained a lot of weight.

He chatted through his concerns with Tau and about being optimistic about the future despite facing a hearing that threatened his 25 year career.

"After our chat, I felt very motivated and started going for long walks every morning. Walking helped my mental health so much. The pandemic hit and I was able to keep focused on my weight loss through Total Wellbeing's online programme that Tau referred me to."

He was unfortunately made redundant a month later.

"I felt down for a little while but remembered the few conversations that I had with Tau. The redundancy pay afforded me a little bit of time to think about my next move. My wife and I decided that we should move to Dorset and start a new life. I now work for myself and I'm able to earn more money and work when I please. I am so much happier now and very grateful for the help that Tau and Total Wellbeing gave me."

# Life Hacks – Children and Young People’s Social Prescription (CYPSP)

Life Hacks continues to work in the heart of the Luton community, supporting young people aged 11–19. The nationally recognised programme connects young people with community-based support and services, to help with different aspects of emotional, physical and social wellbeing, as well as providing training and development opportunities.

The team has continued to develop a strong network of partners, including local organisations and National charities.

A pathway for young people being supported by the Youth Offending Service (YOS) has been created; young people engaging with YOS can receive a free Junior Advantage Card, allowing access to our centres for just £1.



## Referrals

Regular referrals are received across Luton through numerous networks including the Family Partnership Service and schools and the team is continuing to work with Commissioners to increase referrals.

Each child or young person referred to Life Hacks has a dedicated Link Worker to provide support and coordinate access to different activities in the community. This may be in the form of physical activity, social or support groups, creative groups, education or training opportunities or advice from specialist services.

New materials have been designed and created including Life Hacks leaflets and a new referral form which is being used well by partners across Luton.

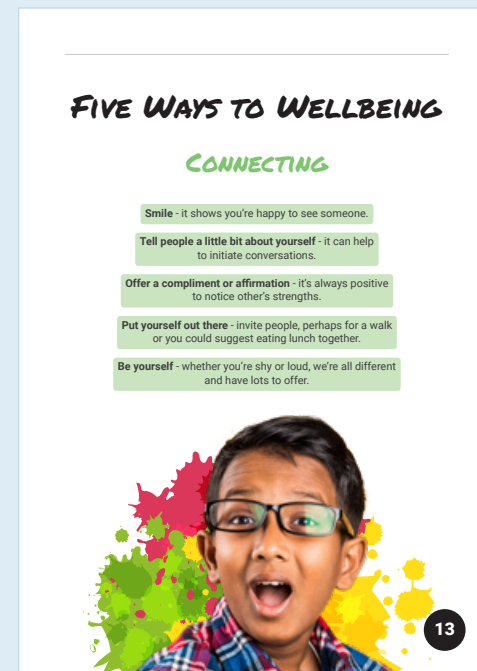
### Case study

Person Z is a young carer who was not accessing activities outside of the home; his behaviour and wellbeing was affected. He was referred to the Next Generation Youth Theatre.

“He is so happy with the theatre group you found for him. I have never seen him so animated and full of joy when talking about an activity. He told me that he has already made friends which he usually finds difficult and could not wait for his next session.”

Person Y was told about the programme by his class teacher and he agreed to meet with Link worker Jane. Despite being nervous and doubting himself he talked and was given ideas about activities he could try. He wanted to go to the gym to try to lose some weight and help him feel better about himself.

“The programme has helped change my thoughts, because I was negative about myself and worried about going to the gym, but when I went, I saw there were lovely people and that there was nothing to worry about.”



A **personal plan booklet** has also been produced. Designed by the team, the booklet is used in 1:1 meetings with Link Workers and young people to help record their journey throughout the programme. It contains helpful ideas that can be used to implement the five ways to wellbeing.



## Keep Luton Tidy

In March 2022, together with Asset Based Community Development (ABCD) in Luton, we pledged to #KeepLutonTidy - An ongoing campaign which encourages everyone who lives, learns, works or plays in Luton to take action by committing to do something that will help keep our town's open spaces clear of rubbish and weeds. Our teams across centres, libraries and head office have all taken action joining and hosting regular litter picks across the town. Launching as part of the Great British Spring Clean, we are proud to have helped to clear over 1000 bags of rubbish.



## Working Towards a Healthier Lifestyle

The Healthy Lifestyles Programme (HLS) which was created by nutritionists and personal trainers, takes a holistic approach to health and wellbeing. The goal of the team is to support families, adults and children throughout Luton to make healthier choices and to become more active.

**“By improving my diet and level of physical activity, I feel that my mental health has improved. I feel much better and my self-esteem has clearly improved.”**

Not to be defeated by the pandemic restrictions, the HLS 10-week programme was successfully launched online, supporting individuals remotely to reach their Healthy Lifestyle goals. Once restrictions were lifted, face-to-face group classes restarted in September, and it was great to welcome people in person. Our Maternal Healthy Lifestyles programme, supporting new mums to be was also successfully relaunched.

**68 participants**

have completed the Healthy Lifestyle programme.

**3–20kg**

Weight Loss of individuals.

**“I can’t say that it is easy to change the habits of a lifetime but I am now prepared to try new ways of eating and also do more exercise. My weight, my blood sugar levels and my blood pressure have all gone down and I am looking forward to continuing some of the lessons that I have learned on this course.”**



## Giving Mum and Baby the Very Best Start

The Starting Well programme aims to improve health outcomes and reduce inequalities for children from pregnancy to Early Years and it really has got off to a great start.

158

**mums supported through social prescription to date.**

84

**mums have completed healthy pregnancy classes.**

43

**mums have engaged in our Early Years parent and baby groups.**

The team has also responded to the Luton and Dunstable's request for support around gestational diabetes in pregnancy. A recently launched workshop is already supporting 8 new mums to be.

### Case study

"I have had and continue to have such an amazing experience. It has helped me to be the best version of myself as per doing the absolute best for raising my baby daughter. I get to learn new things and talk with other parents to exchange ideas. It is supportive to create a bond and know that you are not alone in things and that there is help on the other side. I can't describe how grateful I feel for all of these lovely ladies helping us mums raise strong and healthy babies as well as taking care of ourselves too"

## High Intensity Use Programme (HIU)

The HIU service offers support to people who make high intensity use of health services particularly A&E and Primary Care.

Service users' comments included:

"He has supported me in many ways such as helping me maintain and manage my allergies and preparing me for my new job role... I really liked the approach, how casual and related the conversation was. This helped me open up more and was comfortable to have conversations."

"She met with me weekly and phones twice a week just to check in how I was doing which was a life saver.. she took time to get to know me and understand me which I am grateful for."

The programme continues to develop and an extension to the funding has been received until March 2023.

# Stop Smoking Service

It's been a very busy time for our Stop Smoking Service, with the Pandemic heightening awareness of the associated dangers of smoking.

A range of mixed marketing activities, networking and word of mouth has enabled the team to reach large numbers of smokers, wanting to quit.

Our work with the targeted lung health check project created over 500 referrals between Dec 2020-March 2022 and the team has helped over 1800 people in Luton to quit smoking in this last year. To date 930 people have successfully stopped smoking for more than 4 weeks.

## Stoptober

Stoptober is a nationally recognised smoking cessation campaign to encourage the nation's smokers to make a quit attempt for the month of October and beyond. We have used the campaign to great effect and 2021 was no exception.

**200** referrals received

**125** smokers quit during the 4 week period

The success of the campaign carried over into January 2022 with a New Year Quit campaign, encouraging smokers to make their New Year's resolution to stop smoking this year and to join the prize draw offer.

In January **182 quit dates** were set and **110 clients** quit smoking for **4 weeks**.

We were delighted to award **3 winners** with their one month free gym membership.



**TODAY IS THE DAY  
TO STOP SMOKING**

**It's time to take  
back your health!**

**No Smoking Day 2022  
9 March**

**Total Wellbeing Luton** Text **QUIT2022** to **60066**

**No Smoking Day**

A second campaign centred around No Smoking Awareness Day on the 9th March and smokers were incentivised with another campaign offering 10 gym, swim and fitness vouchers for just £2.50 each. Events also took place in Luton during this week.

**171** Referrals received for March 2022.

**144** Total number of quit date sets.

**68** Total number of 4 week quits.

**20** Winners were picked at random to receive ten gym, swim and group fitness vouchers.

## E-cigarette Pilot

Vaping is at least 95 per cent safer than smoking conventional tobacco and this can be very beneficial to many people looking to make the switch. Public Health England states that if there is a choice between smoking and vaping, you're better off vaping.

The Stop Smoking service is now able to offer a direct supply of E-cigs to service users who are willing to sign up to the programme. Smokers ready to quit can access a supply of semi-disposable vapes for up to 4 weeks including liquids in a choice of different strengths and flavours.

## Case study

Shaz, was a 20 a day smoker over a number of years, secretly smoking in the garden shed. For the 43-year-old father of two, it was the realisation that he was harming his family, his health and his finances, that finally brought him to his senses. He signed up to the Stop Smoking Service and is now reaping the benefits.

"The health benefits are immense. I don't feel the fatigue, I'm more energetic, I feel more alert, my heart rate has normalised and my clothes don't smell. We are kidding ourselves if we think, 'Oh I'm stressed I need a cigarette,' because tobacco is a stimulant. I was going through some difficult personal issues and when stressed, perhaps before a difficult meeting, I'd light a cigarette, but it's a stimulant. It was making me think for the first ten minutes that I was back in control, but then the withdrawal happened and I needed another one. I was using it as a coping mechanism, psychologically, I thought it was helping and it was the opposite."



## ME TIME for Women

The award-winning ME TIME programme continues to play an important role in developing women only activities.

While there was a slow return to ME TIME activities following the lifting of pandemic restrictions, the team has worked hard to re-build confidence to ensure safe spaces for women only activities.

International Women's Day in March provided the perfect focus for several networking and promotional events during the same week.

- EVOLVE – Women and Philanthropists Network
- Luton All Women's Centre Activity Taster Morning
- Simply Deez Events – International Women's Day
- Precious Pearls – Celebrating Women Across Faiths and Cultures



**30**

Through these events 30 women signed up to the Me time programme.

**26**

Through the year we returned to 26 sessions per week.

**750**

By March 2022 we were back to a monthly attendance of 750 women enjoying ME Time.

## Energise Luton

'Energise Luton', is Luton's Holiday Activity and Food programme (HAF) and it is part of a nationwide movement to ensure that children aged 5-16 on free school meals, enjoy healthy, enriching, inclusive experiences during school holidays.

Funded by the Department for Education, the Luton programme is all about having fun, making new friends, sharing food together and experiencing a range of creative and physical activities.

The strength of our programme lies in teamwork. Partnerships currently number over 30 and they just continue to grow. There is a united and overriding desire to make the project work. As a result, HAF has been a huge success and the programme has been extended for a further three years.

**5049** young people attended the camps.

**1141** attendees had additional needs.

As each camp takes place, new systems are added and the team learns from each event. Referrals were made through the Foodbank, Level Trust and faith groups, as well as schools and other community routes. Support came from a variety of sources; Tesco remained with the programme increasing their involvement providing water and healthy snacks to the camps and the Amazon Community funding enabled the purchase of hygiene packs, stashed with a number of products, such as shower gel, shampoo etc for family use, all packed in a handy, lightweight drawstring bag.

More local catering companies engaged with this December programme providing healthy food within their own communities and this number will grow over the coming year.

The groups enjoyed a range of activities including arts, drama, book making, games, music and more with swimming proving extremely popular.



# Volunteers

As a community wellbeing trust, volunteers are always welcome to support us and we are actively working to encourage more volunteers to come on board. Last year we had volunteers helping us in many different areas of our work.

Over 70 different people volunteered their time last year to support us in our work to improve the health and wellbeing of Luton in lots of different ways.



Spending time as a golf ranger supporting the team and golfers at Stockwood Park.



Helping our Energise Luton teams make sure that children had a great time at our holiday camps



Supporting our Healthy Lifestyles team at adult and child weight management groups.



Helping children learn to swim as volunteer swimming teachers, as part of internal and external teacher training courses.

We've also provided multiple opportunities for young people to volunteer and develop their skills and employability at our Energise Luton Holiday Camps and also through mentoring young leaders from local high schools to support with School Games events.



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