4 eight-hour days a week, 364 days a year operation

Approximately 520 staff at Ginsters in Callington – 20% ethnic minority

Extreme deprivation

Set in a rural location where there is a low income economy and pockets of

Increasingly automated and computerised labour

Selling own brand labels to Marks and Spencer and Tesco

Bakes over 3 million pasties per week

Annual turnover of £220 million at retail price – growing by 12% each year

Part of the large Samworth Group

Background to Ginsters
Promotion would be effective in the private sector.

Time there was no robust evidence available to suggest that concentrated health

This highlighted significant gaps in knowledge on positive health choices but at the

(2004) Caradon initiated health assessments with all the local businesses

significant opportunity for health promotion

Choosing Health: Making Health Choices Easier - Identified the workplace as a

and Health Authority to address health inequalities in South East Cornwall

2003 Caradon District Council employed a Health Development Officer to look at

Government target to increase participation in activity by 2012

Obesity

Government target was an holistic approach to improve public health and tackle

provide opportunities for everybody to enjoy healthy lifestyles

Caradon District Council targeted Health and Wellbeing as one of its main priorities to

Background to Project
and Nationally, are airlines at regular intervals to broadcast good practice.

is such that requests for presentations at seminars and conferences, both Regionally
and Sport have already expressed interest in the outcomes of this project and its profile
Department of Work and Pensions, Sport England and Department of Culture, Media

wills.

individuals in the workplace can not only benefit their health but also their families as
Far exceeding expectations and demonstrating already that engaging with
but within 1 year the project has been so successful that over 90% of staff have taken
baseline data indicated that there was general apathy around health amongst the staff

Cornwall Council and St Austere.
PCT, University of the West of England, Bristol Business School, Sport England,
Commissioned lead partners who consisted of Citizens Ltd, Cornwall and Isles of Scilly

partnerships.

assist with the project therefore we needed to make use of existing resources and
make quality of life a priority for their staff. There were limited resources available to
evidence using the major employer in the area, who had already demonstrated a desire
Cardigan District Council decided to try to establish good practice and supporting

What Happened Next
Of those that live within a 2 mile radius of Cinemas - 75% drive to work!

<table>
<thead>
<tr>
<th>Why walk/cycle routes are unsuitable</th>
<th>Why I need someone to exercise with</th>
<th>Why I am not fit enough</th>
<th>Why I am too old or at risk of heart disease</th>
<th>Why I can't be bothered</th>
<th>Why I have no facilities available</th>
<th>Why I have no time enough</th>
</tr>
</thead>
</table>

Main reasons given for not being physically active:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High % of smokers</td>
<td>Very poor fitness levels</td>
</tr>
<tr>
<td>Poor diet choices and nutritional awareness</td>
<td>Poor diet choices and nutritional awareness</td>
</tr>
<tr>
<td>Higher than average levels of raised blood pressure</td>
<td>Higher than average levels of raised blood pressure</td>
</tr>
<tr>
<td>Perceptions of fitness vastly different from the reality</td>
<td>Perceptions of fitness vastly different from the reality</td>
</tr>
</tbody>
</table>

Initial data collected suggested:

Investment in health promotion within a workplace

To work with partners to provide the evidence to support the

**Project Idea**
Project Aims

- Develop vibrant volunteer programmes demonstrating activity isn't just about sport and competition.
- Promote active travel to work.
- Make cliffsers an icon of good practice within the manufacturing sector.
- Reduce health inequalities and social exclusion in a rural area.
- Improve productivity, attendance, morale, mental well-being and self-esteem.
- To improve levels of fitness and increase participation in physical activity.

- Especially important as many couples work alternating shift patterns, especially in industries where the whole family is involved.
- To ensure the project was inclusive and incorporated the whole family, this was important.

- Improve general health and quality of life for employees.
Fitness suite

24hrs

Tel: 07894672458

Co-ordinator

Active Workplace

Cradon District Council

Steve Smith

How far we have come
54 Surfers at Polzeath

Down the Tamar

67 people Canoeed

25 people Kayaking
A Healthier (Smokefree) Workplace from 1st July

Healthier Workplace
Free Fruit
GP Referrals
Gym Built
Slimming Club
Local Providers
Smoking Cessation
Purchase of Footpath
Volunteer Programmes
Physical Activity Fully Funded
Induction/Incentive Programme
Activities chosen from initial data

Feeling of being valued
Increasing self-esteem and

Year 1
Advice from CAB

Awareness to dental health

Health promotion campaigns every 6 weeks ranging from cancer

Reflexology to help reduce stress levels

Local therapist provides alternative holistic treatments i.e. subsidised

Free chiropody and chiropractor assessments on site across all shifts

Heath assessments covering all shifts
Salad bar
Nutritional talks
Free fruit available to staff
Healthy meals available at all times

Restaurant

Into the project
Other Samworth companies integrated
Good practice
Choosing health@work toolkit based on
Exit strategy
Encourage external use
Staff trained to deliver classes
On-site facilities

Sustainability
Case Studies

Climbing Instructor
Training to become Climbers

Skating
Scuba Diving, Canoeing, and Ice Climbing every weekend

Gym 3 times a week
Cardiac Rehab
Quit Smoking
Heart Attack 2 years ago

Jake Johnson
<table>
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<th>Month</th>
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<th>Actual</th>
<th>Predicted</th>
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<th>Actual</th>
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**Activity Figures**

- Number of New people participants
- Predicted and actual figures
- Predicted and actual figures of workplace project
- The active participants in the engagement activities through New people and actual figures
Rather than a last resort for money, time a walking list of potential employees, making Ginsters an employer of choice, these results have also been compounded by better retention of staff and for the first time a walking list of potential employees, making Ginsters an employer of choice, these results have also been compounded by better retention of staff and for the first

Evaluation

Interact with their colleagues and team spirit has improved immeasurably.

Quantitative data demonstrates how different shift patterns and departments now

Non-cover researchers in the bakery

of investment in health promotion within the workplace

Data collected by Bristol Business School to obtain robust data to demonstrate validity

Over 80% of pre-initiative questionnaires collected

Data collected on-site at regular intervals

Kensney a sister company is the control site
Investment in Health Promotion within the Workplace

Clustering are able to demonstrate to other businesses the economic viability of

Business Case
the full impact of the many, many courses and events introduced so far take effect.

"We are delighted with the progress of the Active Workplace programme which has made a huge impact on the majority of our staff regardless of their working hours or lifestyle. We are looking forward to making an even bigger difference in 2008 as far as we can.

Bakery Labour Turnover

Labour Turnover percentage

14% 16% 18% 20% 22% 24%

Business Case
Consultant in Public Health

Lindley Owen

best wishes.

Upgrading and Improving a Route so it can be walked/run or cycled every day of the year.

and the County Council, who together have ensured that the environment linking the factories with local housing, by

The energy, enthusiasm and vision of the original partners has been backed by other organisations like Sustans

quickly become a benchmark against which other employers can compare themselves.
by Sport England and the Lottery, with the academic input of the University of the West of England. This work has

organisations, the investment in some much-needed facilities, and the skills of an enthusiastic, energetic, backed

the Community approach is fast becoming an example of what can be achieved, given support at every level of an

Il Lyne were with us today, she would be proud and amazed at what this has led to. What has become known as

about the fitness of the workforce.

officer who knew both the leisure and health arena, and who would visit workplaces where there was concern

Health (the late and much missed Lyne Kendall) and the District Council decided jointly to fund a new post, an

formally quiet town of Callington, SE Cornwall. It all started several years ago when the then Director of Public

Everywhere I go these days I find myself advising people to acquaint themselves with what is going on in the

consultant's agenda which other employers can compare themselves against.
government for health incentives in the workplace
National Implications of the data could affect future funding from
Additional external sponsorship
Use of local providers and existing resources so anyone can do it!
Marketing - plasma screen, notice boards, emails, bakery briefs, newsletters
Good partnership working with other agencies/organisations
CATS – Community Action Team
Full Time Active Workplace Co-ordinator
Management Drive
Specifically targeted families

What has made it
a success?