



353

people attended a KMKY session (target was 260)



18

average return visits (range 0-29)



The Ah Ha Moment: How Leisure Centres Engage with the Public

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208

(59%) of participants completed a qualitative evaluation. Of these:

46

(22%) had a health condition expected to last >12months

92

(44%) did not use a leisure centre prior to KMKY

188

(90%) found KMKY sessions helpful

158

(76%) now intend to use the facility more

152

(73%) participated to improve their health

185

(89%) would recommend KMKY to a friend

Summary

The *Knowing Me Knowing You* (KMKY) initiative demonstrated an increase in the usage of leisure centres by members of the public who previously had low, or no usage through a facilitated invite and introductory session.

Following the success of the initial 6 month programme KMKY has been embedded into the mainstream High Life Highland leisure facilities programmes and continues to attract non-participants to use leisure centres across the Highlands.

Objectives

- Leisure centres offer opportunities to meet the needs of non-participants.
- Non-participants use their local facilities.
- Health professionals have confidence to signpost their clients to leisure centres.

The Ah Ha moment...

Working together, both centrally and locally, has achieved a greater level of engagement with individuals in communities.

Better evaluation of the staff involved (both leisure and health) would improve the development and delivery of the programme.

Method

An initial 6 month programme, funded by NHS Highland, in 4 phases which targeted 'non participants' and invited them to a KMKY session – a visit to their local leisure centre at specific times and meet with trained staff to discuss their needs (*Knowing Me*) and explore the range of activities that the leisure centre can offer which will meet these (*Knowing You*).

- Staff in 16 leisure centres established a list of contacts in their local area through liaising with colleagues in health and the wider 3rd sector organisations.
- KMKY sessions offered to local groups and health professionals.
- KMKY sessions offered to individuals.
- Evaluation process using leisure centre data and customer questionnaires.



High Life Highland (HLH) is the biggest single provider of culture and leisure services in Highland and as such plays a vital role in improving the health and wellbeing of local communities through promoting healthy lifestyles and engaging communities, families and individuals in managing their health and wellbeing and reducing health inequalities. HLH delivers a wide scope of services including the operation of 22 leisure centres, 14 with pools, across the Highland Council area within a mix of urban and rural settings.

