

Active For Health - Guidance for Public

1. Introduction

Fenland District Council (FDC) recognises the importance of people leading healthy, active lifestyles. It also recognises the position of the Council to enable and empower all individuals to be able to take part in positive activity through its various facilities, programmes and services offered by its leisure provider Freedom Leisure and in partnership with Huntingdonshire District Council's Active Lifestyles team.

2. Benefits of exercising

There are many benefits of being active. It is medically proven that people who do regular physical activity have a lower risk of:

- coronary heart disease and stroke
- type 2 diabetes
- bowel cancer
- breast cancer in women
- early death
- osteoarthritis
- hip fracture.
- falls (among older adults)
- depression
- dementia

Exercise can also improve your general mood by releasing endorphins, which you could think of as happy hormones. Self-confidence and sleep quality can also be improved as well as giving you more energy and reducing stress levels. It can help you lose weight if you need to and keep the weight off after you have lost it. It is important to remember that being active is even more beneficial if you are also making healthier food choices, not smoking, and getting enough sleep.

3. What?

We will be running group programmes of 'Active for Health' across the district.

The Active for Health programme is for adults (18 and over). You can sign up for the 'Active for Health' programme if you have a BMI of 25 or over, or 23.5 if you are from the BME community.

Anyone who takes part will be currently inactive (doing less than 30 minutes of activity per week).

Located in a leisure centre initially, the programme consists of 12 weeks of group activities including fitness classes, walking sports, team games, healthy eating, and wellbeing walks. Activities will be chosen by the group in consultation with the Coach.

Participants in the programmes will be offered a 12 week 'Active for Health'* membership for Freedom Leisure to run alongside the 12-week programme. Participants will have free use of the facilities to attend activities of their choice included within the Membership, amongst other targeted activities delivered across Freedom Leisure and by Active Fenland. *Subject to eligibility criteria being met.

At the end of the 12 weeks, depending on certain targets being met, participants will be offered a further 12 weeks free use of the centres.

* Additional free 90-day Freedom Leisure offer is subject to additional eligibility criteria. Individuals who are a current member of Freedom may take part in the course but will not be eligible for this secondary benefit. Memberships cannot be exchanged for the duration of the programme.

4. Eligibility Criteria

- Adults (18 years and over) with a BMI of 25 or over, or 23.5 if you are from the BME community **OR**

AND

- be inactive, (undertake less than 30 minutes of exercise per week)
- residents of Fenland District
- customers will only be 'eligible' for one 'Active for Health' offer.

4.1 Allocation of Active for Health Place

Eligibility will be the final decision of the Scheme Manager.

4.2 Proof of eligibility

Proof of eligibility will be required from all applicants.

- Self-certified BMI of 25 or more **OR**
- Self-certified as being inactive (completing less than 30 mins of physical activity per week)

5. How to apply

Sign up for the programme through completion of an electronic form. The form will be available on-line only.

Applicants will be informed within ten working days if you have been accepted onto the scheme.

6. Cost

The Scheme is free of charge for the customer. (Funded by Cambridgeshire County Council's Public Health Service)

7. Duration

The initial programmes will be for 12 weeks.

Following the end of the initial 12 weeks, subject to targets having been met, participants will be offered a further 12 weeks free use of Freedom Leisure.

Customers will only be 'eligible' for one 'Active for Health' cohort.

8. Existing Freedom Leisure Members

Existing members who are currently inactive with a qualifying BMI are eligible to take part in the 12-week course. They are not eligible for the additional 90-day free Freedom Leisure pass.

The additional incentive offer applies to NEW members only as we are targeting those who are currently inactive (undertaking less than 30 minutes of exercise per week). Existing Pre-Paid Members are NOT eligible for this additional incentive but can still take part in the 12-week programme. Eligibility will be subject to a 10-day application and verification period.

9. Centre Regulations

All 'Active for Health' card holders will be subject to the standard [Freedom Leisure Regulations](#)

10. Summary

Eligibility will be the final decision of the Scheme Manager. FDC and Freedom Leisure reserve the right to withdraw the 'Active for Health' offer if false declaration is given or in the event of misuse. Membership is not transferable. Information is correct at the time of publication but as this is a new scheme terms and conditions are subject to change.