



Impact Report

2022 – 2023

Foreward

Mr Christopher Attrill, CEO of Valley Leisure Ltd.

I am proud to share our latest Impact Report, showcasing the benefits of our I Can Therapy Centre service in Andover.

The Centre affords the location, environment and space, enabling us to deliver our excellent service and fulfil our charitable objectives, **'move more, feel better'**. I strongly believe there are multiple factors contributing to the success of the centre: excellent operational standards, committed and supportive staff and volunteers, adaptable Innerva equipment, an inclusive health condition approach designed to enable, recognised evaluation measures and the motivation and determination of our customers.

This report cements what we see and feel in the centre, day in and day out. Helping people to age well, gain confidence and independence, giving us a great sense of satisfaction and pride.

We have successfully created a service that enables people to reach their goals, helping them overcome everyday challenges. I am proud of the improvements shown in the functional fitness measures and of the stories shared via our series of lived experience case studies. We are making a positive difference in our local community.

I would like to thank everyone involved in creating this Impact Report, including our customers, the staff and volunteers at the Centre and the wider Valley Leisure Ltd team. Through our extensive years of operating the site we have forged strong relationships with a variety of organisations both locally and nationally, relationships we will be developing and networks we will be growing in the coming years. Your continued support is appreciated.



Move More, Feel Better

I Can Therapy Centre is operated by charitable trust, Valley Leisure Ltd. Our mission in all we do is simply, help people move more and feel better through the delivery of excellent community services.

We are delighted to present our latest Customer Impact Report, 2022 to 2023, the first following the global Covid-19 pandemic and our re-establishment of the service from new premises.

The new Centre lies in the heart of Andover, with ground level access and eye-catching visuals, securing our spot as an essential health and wellness service provider. We re-opened our doors in April 2021 and were shocked at the toll the pandemic had taken on our customers inactivity, deconditioning, loss of strength, unsteadiness and frailty.

The evidence base for the health benefits of an active lifestyle is vast and forms the foundation of our work. We deliver recognised behaviour change principles and implement the Chief Medical Officers' physical activity guidelines for older adults.

Never has a service like 'I Can' been more important. Active and healthy ageing has increasing national presence, aimed at combatting the rising health and social care pressures caused by inactivity, ill-health, immobility, a lack of social connectedness and increasing dependence.



“There is no point in life where doing more exercise does not improve health in multiple ways”.

Professor Chris Whitty, UK Chief Medical Officer, HM Government

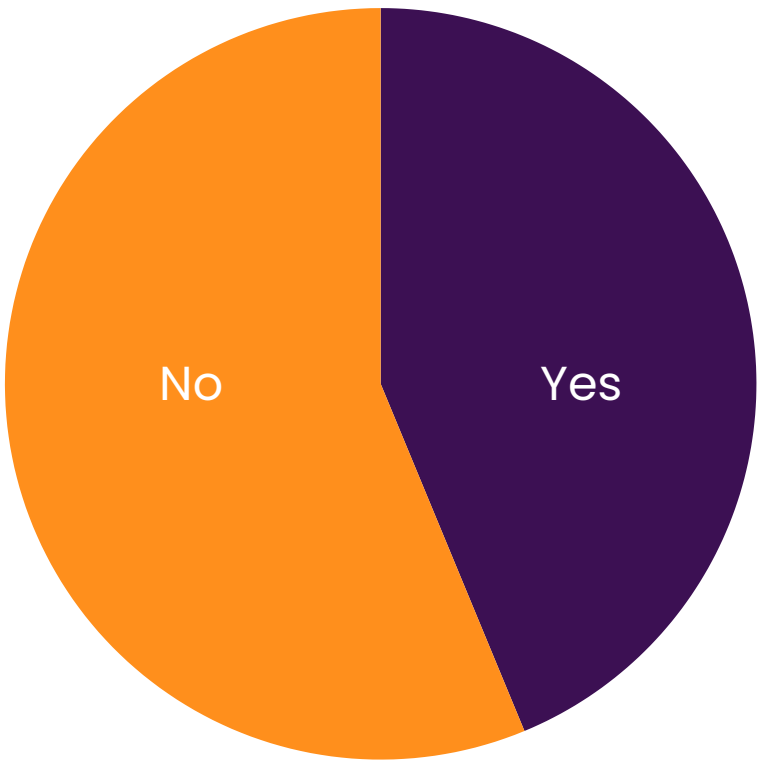
Our Customers

A total of 180 customers data were included within this report:



Gender:
62% of customers are female indicating a ratio of 2:1 female to male.

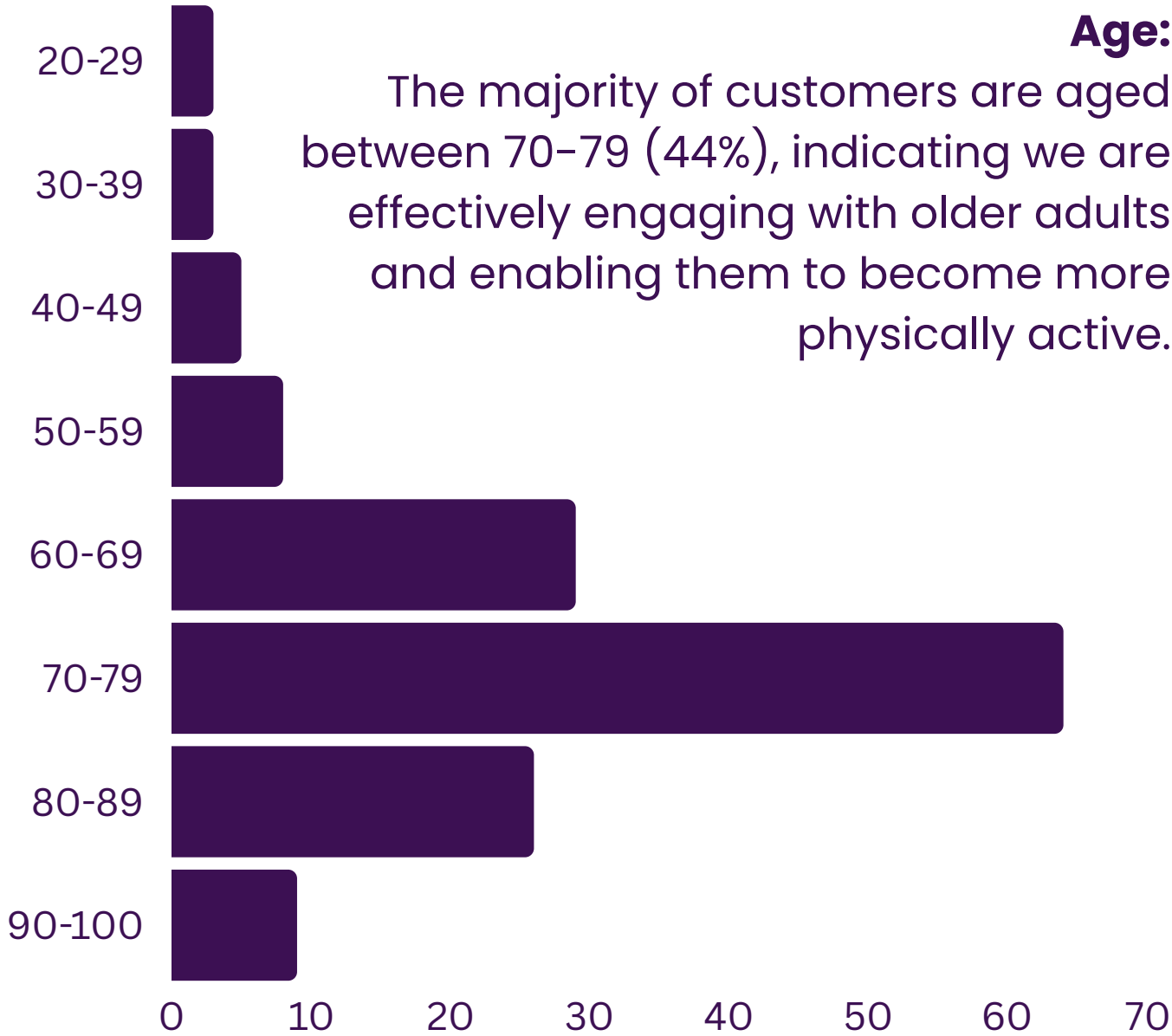
Disability:
Nearly half of customers accessing I Can consider themselves to be disabled (44%).



Employment Status:
The majority of customers are retired (75%). 'Unable to work due to illness' and 'long-term sick leave' account for 13%.



Ethnicity:
The majority of I Can users consider themselves to be White British, which is reflective of the local demographic data for Test Valley.



Age:
The majority of customers are aged between 70-79 (44%), indicating we are effectively engaging with older adults and enabling them to become more physically active.

Reach, Travel & Access

The majority of customers live within the Andover town area and surrounding villages. More specifically, the SP10 2 postcode demonstrates the highest prevalence of customers. This postal code area can be found to the south of Andover town centre and is within a 5 minute drive time of the centre.



Customers seem willing to travel to access I Can. The vast majority travel within a 20 minute drive-time radius, however, there are a couple of exceptions with people travelling over 20 minutes, but within 30 minutes.

Case Study

Glynn – Parkinson's Journey

Glynn, a 66-year old man living in Andover with his wife, has historically been active and sociable. However following a Parkinson's Disease diagnosis in 2020, he adopted a more sedentary lifestyle and experienced weight gain.

After submitting a pre-screen in July 2021, Glynn was promptly scheduled for his initial assessment. His primary objective was to correct his posture and gait, which will lessen his shuffling and lower his risk of falling. Glynn performed timed-up-and-go and sit-to-stand to evaluate his functional ability.

During his first review, Glynn shared that there had been a remarkable enhancement in both his posture and walking. He scored 9 repetitions on the sit-to-stand tests and completed the timed-up-and-go test in 10 seconds, a huge improvement compared to his initial assessment.

Despite the progression of Glynn's Parkinson's, he observed a decline in his walking ability and mental state. Nevertheless, he remained determined to give his best effort, stay active, and remain mobile for as long as possible.

Glynn is continuing to attend the I Can Therapy Centre three times a week, along with one Steady and Strong session. **"The I Can Therapy Centre has given me the tools to help with everyday life!"**.



Health Conditions



We take pride in being an inclusive service, helping as many people as possible move more with us at I Can. With the majority of our customers being over 60 years old, many are living with not one, but multiple long-term health conditions.

Our robust screening and assessment process, coupled with our low-risk, maximum gain exercise experience, is unique to I Can. We proactively engage with many 'high-risk' exercisers, those who are most in need of moving more, giving them confidence, hope and control over their health and their lives. We are the '**missing link**' between clinical exercise provision and mainstream exercise opportunities.

On first contact, all customers are asked what they perceive their primary health condition to be. This may not always reflect their clinical diagnoses but provides the team with insight into which health condition most impacts them or is most important to them.

Over 45 different primary health conditions have been listed at I Can, however an overview of conditions is presented in the graph. Musculoskeletal conditions include osteoarthritis and low back pain, neurological conditions include MS and Parkinson's, diabetes and obesity are included within metabolic conditions and cardiovascular conditions incorporate stroke, angina and high blood pressure.

Power Assisted Exercise

Machine Condition Map

		Chest & Legs	Cross Cycle	Seated Climber	Side Bend Stepper	Tricep Dip & Leg Curl	Flys & Thighs	Rotary Torso	Ab Pullover	Tummy Crunch
Example Conditions	Exercise aim									
NEUROLOGICAL CONDITIONS										
MS	Stretch									
	Reduce Pain									
	Reduce Fatigue									
	Improve Aerobic Fitness									
	Strengthen Trunk &/or Limbs									
Stroke	Strengthen Trunk &/or Limbs									
	Improve Aerobic Fitness									
	Stretch Trunk &/or Limbs									
Parkinson's	Improve Posture & Mobility									
	Increase Aerobic Fitness									
	Improve Balance									
METABOLIC CONDITIONS										
Obesity	Increase Metabolism									
	Increase Aerobic Fitness									
	Improve Muscular Strength									
Diabetes	Aerobic exercise to generate light breathlessness									
CARDIORESPIRATORY CONDITIONS										
Heart Disease	Increase Aerobic Fitness									
Respiratory Conditions	Increase Aerobic Capacity									
	Improve Muscle Strength									
MUSCULOSKELETAL CONDITIONS										
Osteoarthritis	Decrease Pain									
	Increase Muscle Strength									
	Improve Mobility									
Back Pain	Decrease Pain									
	Improve Flexibility									
	Improve Muscular Strength									
	Improve Mobility									
OLDER ADULTS										
Falls & Frailty	Increase Balance									
	Increase Strength									
	Improve Agility									

HIGH

MEDIUM

LOW

Power assisted exercise provides the ideal movement solution for those who are older or managing complex combinations of health conditions, immobility and disability. Our circuit of nine power assisted exercise machines, manufactured and supplied by Innerva, are inclusive and adaptable, ideal for our customers.

The health conditions map highlights the versatility and benefit of each piece of power assisted exercise equipment for a multitude of conditions, supporting our inclusive approach of **low risk, maximum gain.**

‘Five Elements of Healthy Ageing Study’ - An evaluation of the biomechanical, muscular and physiological responses to power assisted exercise amongst healthy older adults - The Advanced Wellbeing Research Centre, Sheffield Hallam University (2021).

Case Study

Mick – Stroke Recovery

Mick is a 72-year old male, who lives in Andover with his wife. Mick has always been an active individual both through his job and many hobbies.

In March 2016, Mick suffered an Ischaemic Stroke.

After being recommended by a friend, Mick booked his first assessment at the I Can Therapy Centre. It was identified that Mick's right side was affected by the stroke and that he was also pre-diabetic. Mick completed several tests and provided self-assessment ratings for his physical health (4/10) and mental health (7/10). Mick's main goal was to keep active, improve his walking ability and try and reduce his chance of having another Stroke.

In May 2021, the I Can Therapy Centre re-opened after the COVID-19 pandemic restrictions. Mick completed his review and expressed that he'd noticed a decline in his mobility and strength, which showed during the functional assessments. He rated his physical health (3/10) and mental health (5/10). Mick was determined to get back to how he felt pre-pandemic.

In October 2021, Mick was diagnosed with type 2 diabetes, but this didn't stop him. He worked hard for two months, attending the centre regularly. Come December 2021, Mick was able to walk to the shop for a paper and back without having to stop for a rest.

"I look forward to coming to the I Can Therapy Centre every week, it always has a really friendly atmosphere!"

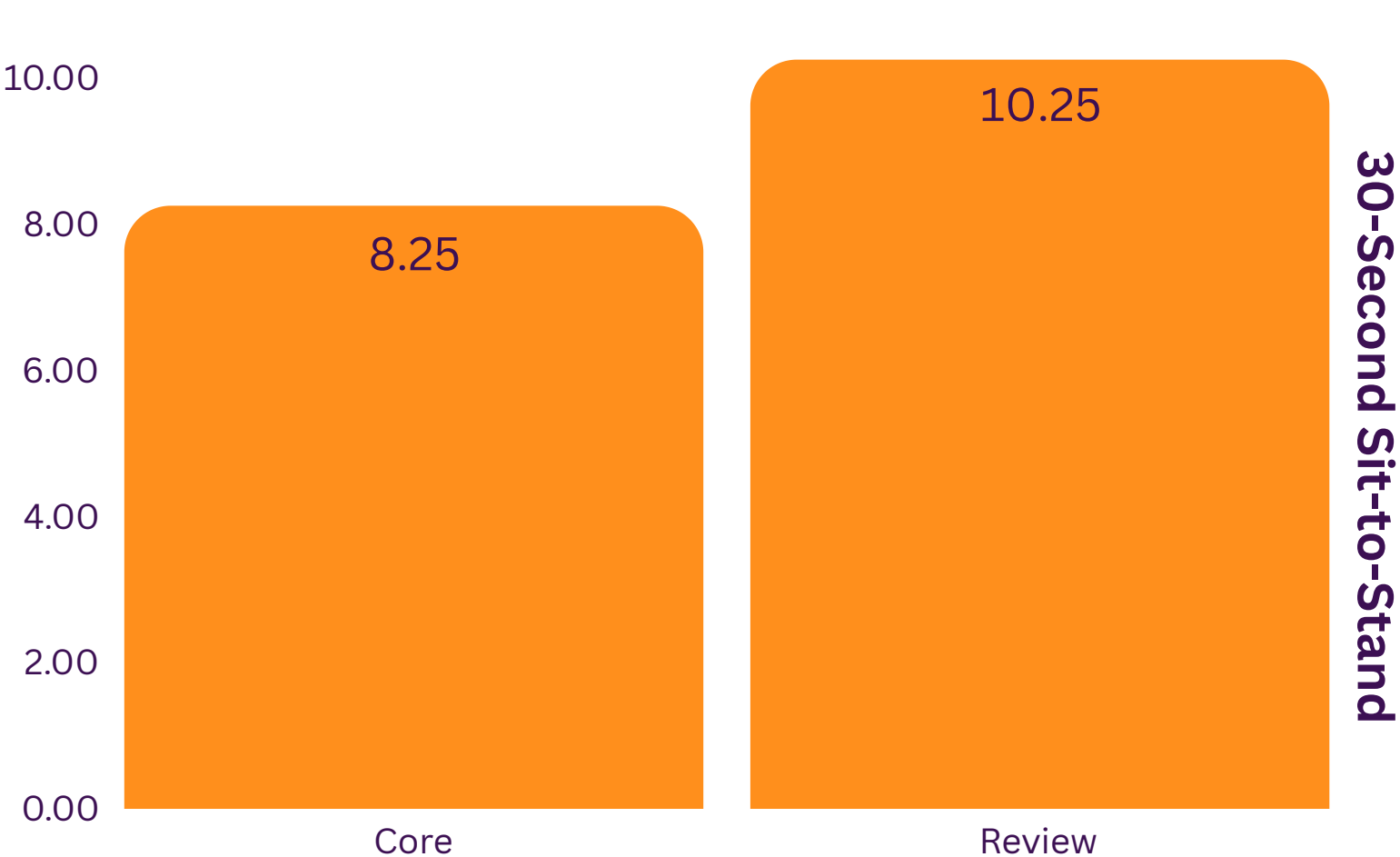


Lower Limb Strength

The strength of the lower body is important throughout life, after all, we expect our legs to carry us around all the time, enabling us to do what we want to do. In older age however, lower limb strength is vital to achieve everyday tasks, maintain independence and dignity, including climbing the stairs, getting out of the chair, bath or car, rising from the floor and getting up off the loo. Lower body strength also helps to reduce the risk of balance problems and falls.

30-Second Sit-to-Stand

The 30-second sit-to-stand or chair rise assessment measures lower body limb strength. Customers are asked to complete as many full sit-to-stand repetitions as possible within a 30-second period. Ideally, customers complete this with their arms folded in front of them, for those who are unsteady on their feet however, support can be used. The total number of repetitions are recorded and customers are provided with feedback about their results compared against population norms.



At I Can



Mobility

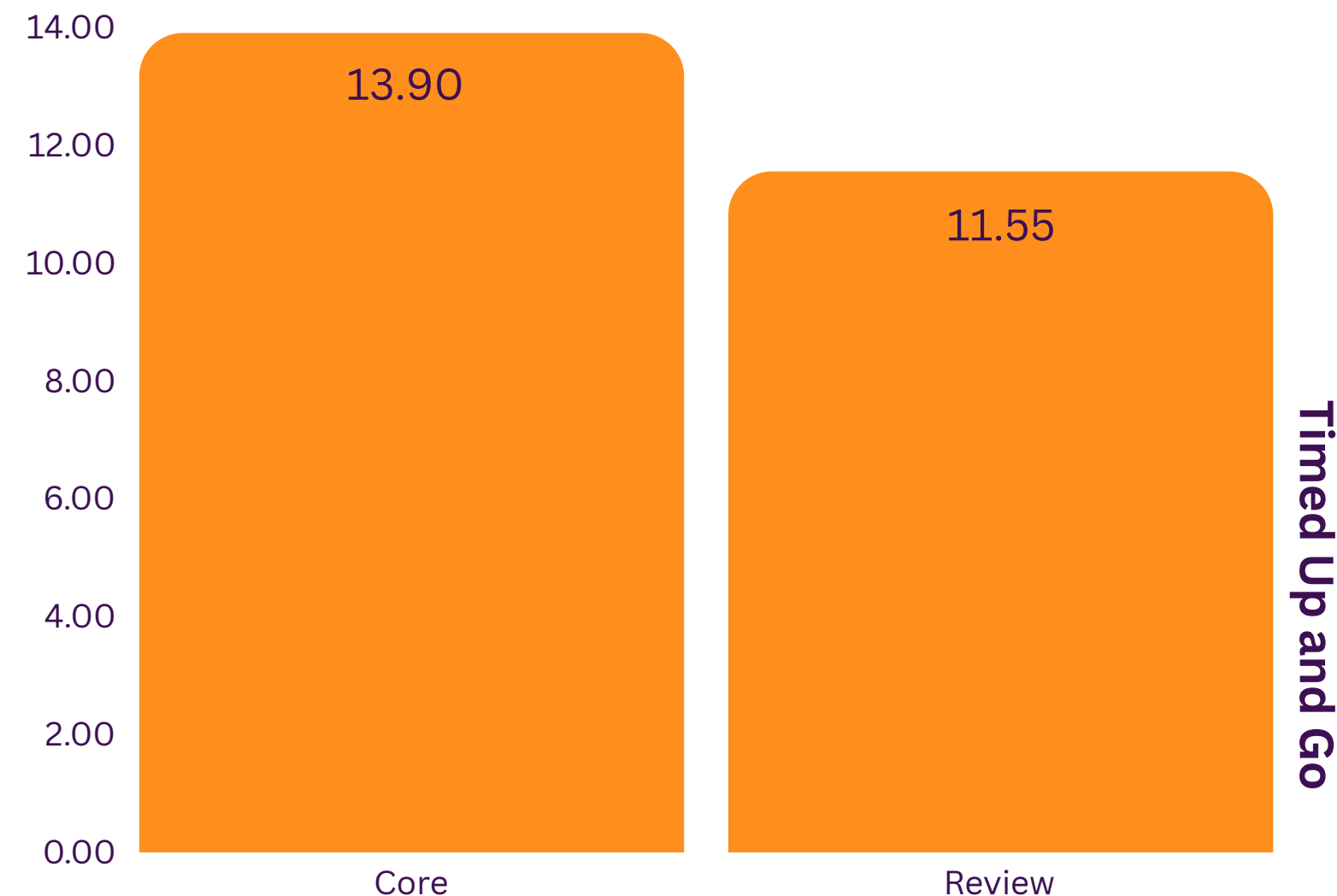
Mobility relies upon two elements of functional fitness, dynamic balance and coordination. A good degree of mobility enables us to avoid obstacles when walking, manoeuvre around people or pets, get up to answer the door, right ourselves following a stumble and remain active in the sports and pastimes that we love. These everyday occurrences can happen at any age but as we age, the risk of injury increases if we are less mobile.

Timed Up and Go

The Timed Up and Go assessment measures dynamic balance and coordination. Customers are asked to stand from a seated position, walk forwards and around a cone placed 8-feet away then return to their seat. The total time taken is recorded for each individual and compared against age-related population norms.

At I Can

17%
Improvement

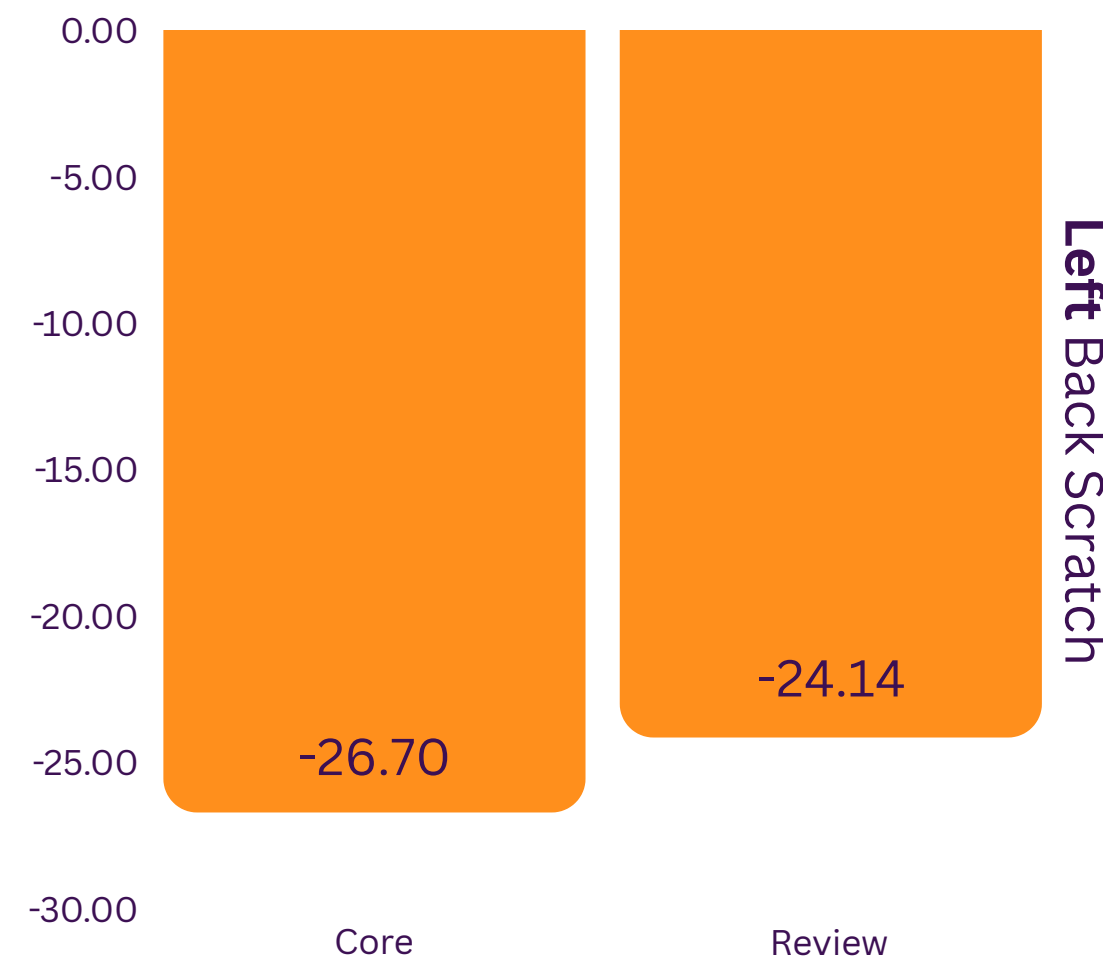


Shoulder Flexibility

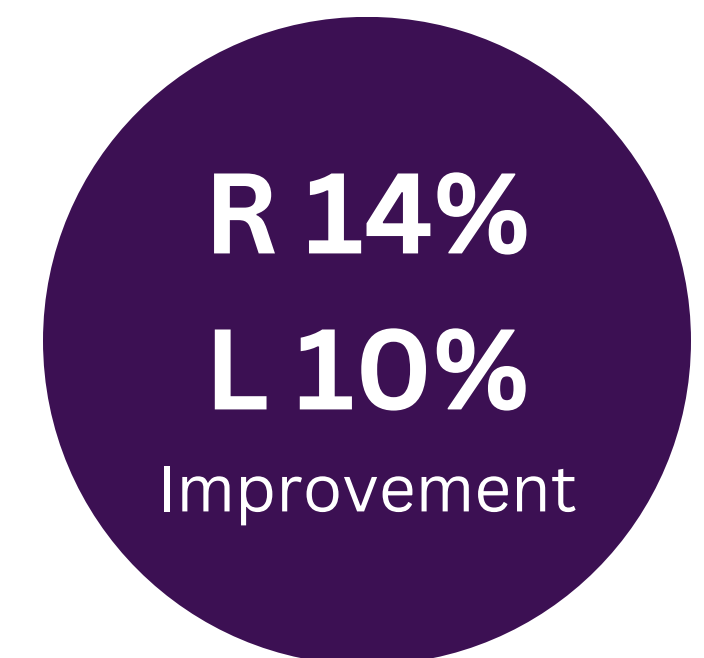
The shoulder is one of the most complex joints in the body allowing circular movement in addition to up-down, in-out and side-to-side. The shoulder joint helps us go about our daily lives with ease. Washing, dressing, reaching, lifting, pushing and driving all require good shoulder flexibility.

Back Scratch

The overhead back scratch assesses upper-body shoulder flexibility. Customers, either seated or standing, are asked to reach one hand up and then reach down behind their head, lowering the hand down towards their neck and shoulder blade whilst the other hand is lowered, reaches to touch the low back and up to meet the fingers of the other hand. Both right and left shoulder flexibility is assessed. A minus (–) score indicates fingers do not meet, a plus (+) score indicates an overlap of the hands.



At I Can



Case Study

Rita – Falls Recovery

Rita is a 91-year-old retired housekeeper who lives alone in Andover. Rita has always been active having previously attended the leisure centre where she used to take part in a range of classes and enjoyed swimming. In December 2021, Rita had a sudden fall resulting in a broken right hip.

It was identified, during her first assessment, that Rita also had macular degeneration in her left eye. This and her past events contributed to her expressing a big fear of falling and a lack of confidence when walking.

Rita scored 1 on the 30-second sit-to-stand and 47 seconds on the timed-up-and-go. During the assessment, Rita explained her main goal and reason for joining the I Can Therapy Centre, was to help improve her balance and increase her leg strength, contributing to her fear of falling.

Rita attended her review in December 2022. She successfully completed 4 repetitions of the 30-second sit-to-stand and 23-seconds on the timed-up-and-go test. This was a big improvement compared to her first assessment.

Rita was asked, 'what would you say to someone considering I Can?'. Rita explained, **"I would advise anyone to come and use the centre, it doesn't matter what your ability is, you will benefit from using the circuit. I wish I had found it a few years ago!"**.

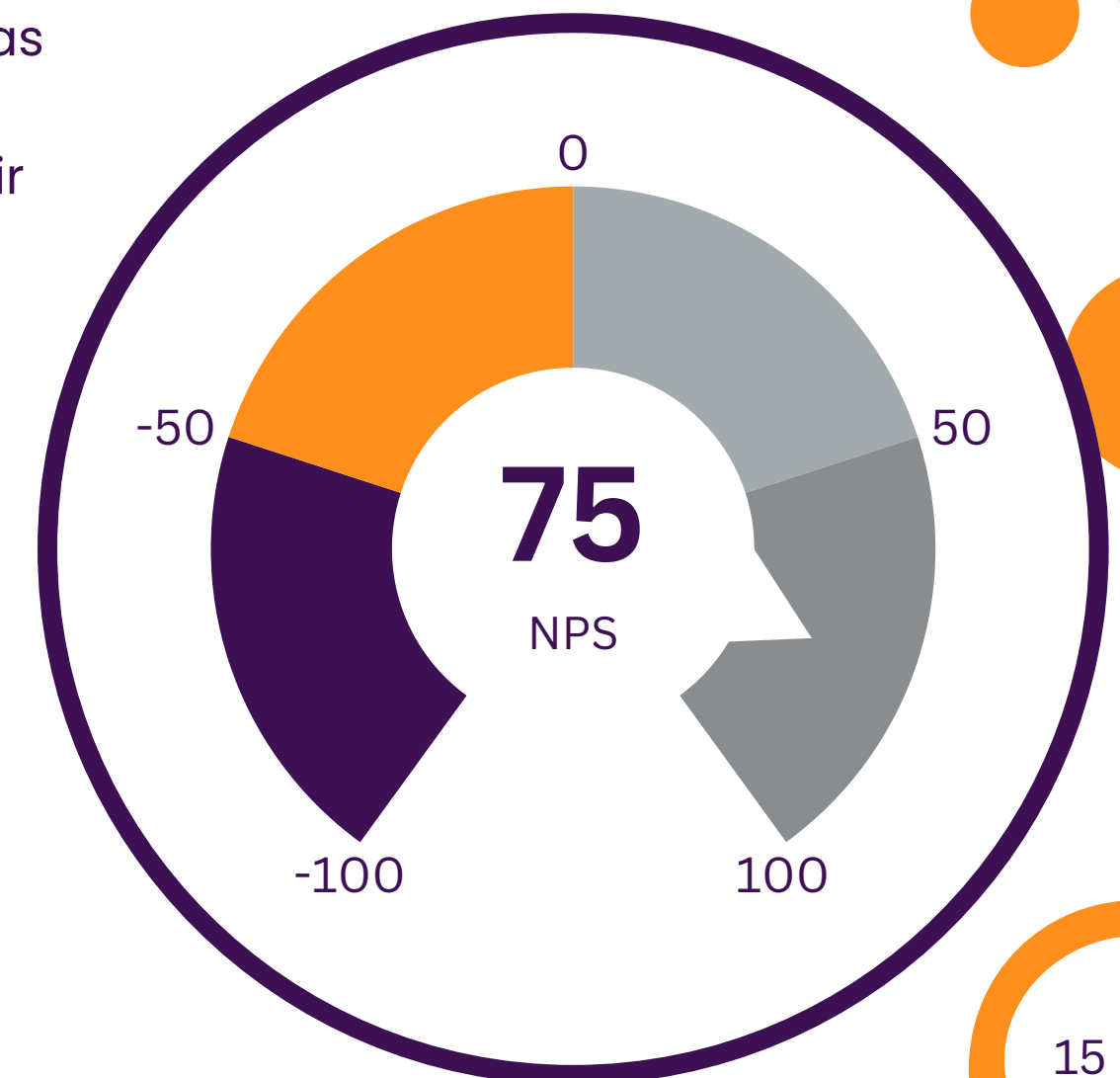


NPS (Net Promoter Score)

NPS (Net Promoter Score) is a measurement of customer experience based upon feedback about two key customer behaviours, the value of the customer and the potential value of the customer via referral (Active Insights 2024).

In 2023, we supported Innerva with data collection for their End User Impact Report 2023. NPS was an integral measurement within the report. Participating customers were asked “How likely is it that you would recommend the I Can Therapy Centre to a friend or colleague?” and scored their response on a scale of 0 to 10. Organisational NPS scores range from -100 to 100.

At I Can we achieved an NPS score of 75, noticeably higher than the leisure industry average of 34. 78% of customers are ‘Promoters’, again higher than the industry ‘Promoter’ average of 54%. Only 3% of I Can customers are ‘Detractors’, lower than the leisure industry average of 19%.



Case Study

Noel – Staying Independent

Noel is a 92-year-old retired management consultant who lives in the Andover area. Despite Noel's longstanding enjoyment of playing music on various instruments, his lack of physical activity, coupled with a recent decline in health, has meant he's had to stop playing his musical instruments.

Due to Noel's decline in mobility, Deborah (Noel's daughter) found the I Can Therapy Centre. Noel submitted a pre-screen and got his assessment booked.

Noel explained at his first assessment how he developed pneumonia and then subsequently sepsis. He'd also had a full right knee replacement. Noel completed 7 sit-to-stands using his walking stick to help with his balance and completed the timed-up-and-go test in 20 seconds.

Noel explained his main goal was to increase his confidence when walking, as well as increase the strength in his legs. His biggest goal was to be able to play his instruments again!

After attending the I Can Therapy Centre for 6-months, Noel had a review. He scored 7 on the sit-to-stand and 21 seconds on the timed-up-and-go. Although similar to his assessment results, Noel was able to complete this without his walking stick, which he was very pleased about.

Noel also explained that he had started trying to play some of his musical instruments again, especially the saxophone. **“Just do it, you won't look back!”.**



Summary

Our latest Impact Report highlights how essential the I Can Therapy Centre is for enabling adults of all ages, but particularly those over 60, to move more and feel better.

I Can is the missing link in the health, care and community system, bridging the gap for those who have progressed through clinical care and have been discharged, but who are living with complex combinations of long-term health conditions, immobility and disability, rendering them 'too high-risk' for mainstream exercise and activity provision.

We have bounced back after the pandemic. We have embedded I Can within the heart of community service provision in Andover, delivering a gold standard operating model by an experienced team, verified with a high NPS score. We have a proven financially viable service securing our long-term future.

We are bucking the upward trend of inactive older adults, enabling people to take control of their health, empowering them with hope for their futures, using the positive power of movement. Our impact is clear to see and we are helping to prevent dependency, slowing down the effects of ageing, helping people remain independent, living the lives they want to for as long as they can.

Andover is not alone with its rapidly ageing population. Many towns across the country are experiencing similar population growth amongst those aged over 65 which presents subsequent pressures on already stretched public services. However, no other town can boast an I Can, an essential service and a sustainable solution, enabling people to live as well and as independently as possible for as long as possible.

Our mission is to help people move more and feel better and over the coming years, we will be securing new locations, sprinkling our magic and bringing the power of I Can to the people in areas who need it most.





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Move More – Feel Better

The I Can Therapy Centre is operated by Valley Leisure Ltd.
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