

BIG TEAM CHALLENGE

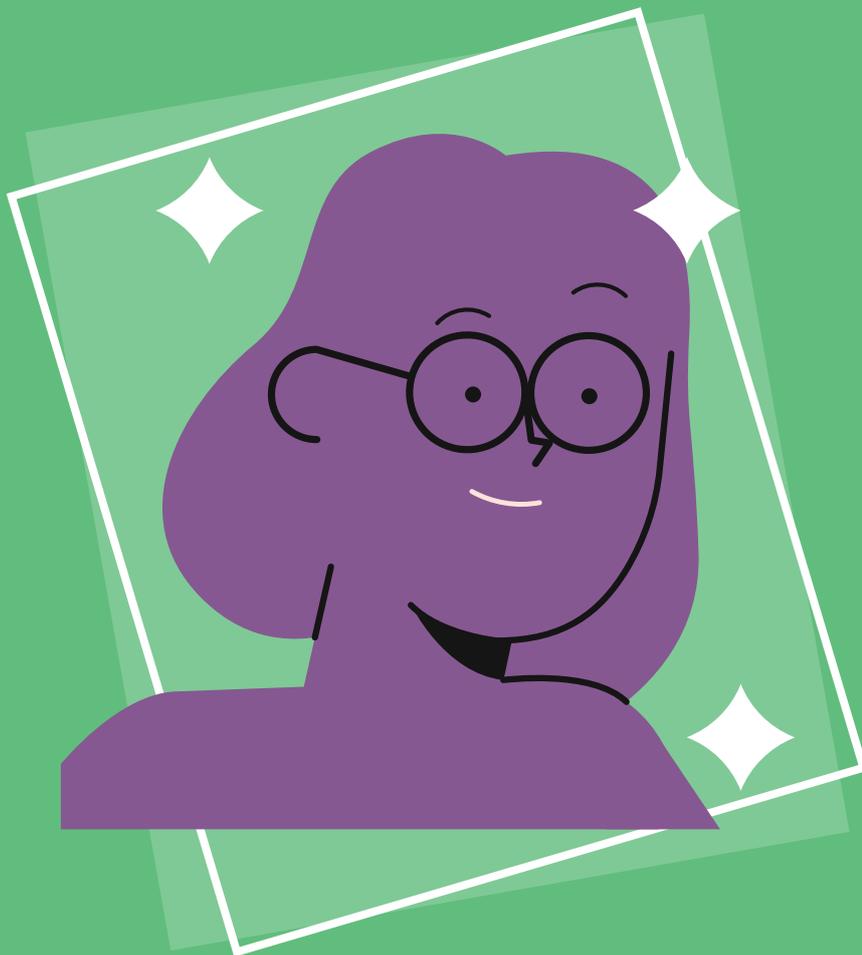
PUBLIC SECTOR CASE STUDY



BIG TEAM
CHALLENGE

01. AN INTRODUCTION

In 2023, we were excited to help support **Cwm Taf Morgannwg University Health Board**, a part of NHS Wales, in their new employee health initiative.



CWM TAF MORGANNWG UNIVERSITY HEALTH BOARD (CTMUHB)

CTMUHB provides primary, community, hospital and mental health services to the 450,000 people living in three County Boroughs in Wales, UK.

Situated between Wales' capital city of Cardiff and the stunning Brecon Beacons, CTMUHB aims to provide excellent health care to their local communities.

World Values Day in 2020 saw the health board launch its new organisational values and behaviours statement.

These changes were made in order to help make a positive difference not only to their employees' wellbeing, but that of their region too. With health behaviours below that of Wales' average, a strong emphasis was needed to help raise these figures and get everyone more active on a daily level.



" Beyond the numbers, the initiative has strengthened team morale, improved both physical and emotional wellbeing and has even influenced how staff support patients"

- CTMUHB - Employee Experience team

02. THE PROBLEM

What was the driving force that led the CTMUHB to decide to run a step challenge?



LOW LEVELS OF PHYSICAL ACTIVITY WITHIN EMPLOYEES



In 2022, **CTMUHB** Public Health Team conducted a Health Needs Assessment and found that the healthy life expectancy for the region falls below the Wales average.

In addition, the community falls behind Wales in terms of healthy behaviours with 64% of adults regarded as being overweight or obese. Furthermore, the CTM Employee Wellbeing Survey 2022 showed only 15% of staff engaged in the recommended levels of exercise. As 85% of staff live within the health board's region, this population data is likely to reflect the state of health of the staff.

“Physically inactive employees are more likely to take sick leave and suffer from major health problems.”

“This is likely to put further pressure on NHS Staff as these conditions may result in staff absence.”

CTMUHB - Employee Experience team

03. THE SOLUTION

What approach was taken to help get people motivated and moving?



MULTI-LAYERED APPROACH TO SUPPORT STAFF

Alongside providing excellent web resources such as physical wellbeing and lifestyle workshops, the team at CTMUHB ran their first step challenge with Big Team Challenge in May 2023.

In response to the demanding nature of NHS roles, and clinical demand preventing staff from attending courses, on-demand workshops were introduced, allowing staff to access wellbeing resources anytime, from any device. To further promote self-care, the Big Team Challenge Step Challenge was launched, becoming the first Health Board in Wales to do so. Initially aiming for 100 participants in 2023, the challenge was a run away success with 396 staff taking part. By 2025, participation had grown to 1042, demonstrating the enthusiasm for accessible, team-based wellbeing initiatives.



“ Using staff feedback, we have tailored the challenge to suit all levels of physical activity, from beginners to those already active.”

- Heather Lloyd-Jones

04. THE RESULTS

98% OF PARTICIPANTS
WOULD RECOMMEND THE
BIG TEAM CHALLENGE TO
OTHERS

SOME KIND WORDS
FROM THE USERS

"The team, with varying fitness levels, were all motivated to contribute – every step counted. Great for team morale!"

"Would definitely say to anyone to take part – it motivates you and your team to get moving."

"Brilliant challenge and fantastic app. Really has motivated the team and organisation to be more active. Keep up the good work, see you next year"

AN ACTIVE AND ENCOURAGED TEAM



Since hosting their first challenge in 2023, the health board has had over 2,100 staff participate and covered an extraordinary 440,000 miles - that's over 17 times around the world!

In terms of healthy outcomes, the health board used pre- and post-challenge questionnaires to measure impact.

At the start of the 2025 challenge, only 31% of participants reported doing over 4 hours of exercise per week but this figure had increased to 51% by the time the challenge ended. Encouragingly, 88% said they were likely to maintain this level, and **80% felt they would increase their activity in future.**

The challenges have already resulted in positive Active Travel outcomes, with **47% reduced car use** for local journeys.

The challenge also had a strong wellbeing impact: **90%** reported improved emotional wellbeing and **91%** noted a positive effect on physical wellbeing.

05. HOW CTMUHB CAN HELP YOUR CHALLENGE

The health board considers the physical wellbeing initiative as a long-term program supporting their Population Health Agenda. While hosting the challenge does require time and planning, this reduces year on year as more experience is gained.

Big Team Challenge provides a range of materials to help new challenge organisers understand how to plan their challenge and the support team is always on-hand to answer questions and provide guidance.

Through feedback received from their questionnaires, the health board has concluded that running **three challenges - each targeted at a different level of activity/fitness - works best for their population.** They've also found that focussing on improvement rather than simply the total number of steps walked - i.e. participation rather than winning - is more effective for increasing uptake among their population.

Additionally, encouraging participants to **concentrate on their own goals and achievements** is more beneficial than celebrating the top teams and individuals.

The health board has already shared their positive experience with other boards in Wales.

THEIR TOP TIPS FOR YOU ARE:



1. Start with clear objectives and identify your target audience. This will help creating clear messaging which in turn will drive engagement.
2. Measure impact as this will provide valuable data to secure future funding and demonstrate clear benefits of hosting such a challenge.
3. Promote inclusivity that supports a diverse workforce. Highlight that all fitness levels are welcome as this will help address some of the perceived barriers staff may face in becoming physically active.
4. Celebrate success and share stories and feedback. To add another dimension to the challenge, you can also hold some in-person events throughout the challenge's duration.
5. Link to organisational goals that your participants will recognise.

PARTING WORDS

"Its intuitive interface and flexible customisation options made it an ideal, cost-effective solution for engaging our workforce in healthier lifestyle behaviours."



INTERESTED?

Why not get in touch to learn more and
have a try for yourself?

We can't wait to hear from you.



contact@bigteamchallenge.com