



The GCC 2010 Organisation Report

Swindon Borough Council

The GCC is a health and fitness initiative developed specifically for the corporate workplace. It was created to address the emerging health crisis resulting from the triple threat - longer workdays, sedentary occupations and little or no exercise.

This year, 13,972 teams from 775 different organisations across 41 countries worldwide took part. Together, participants in the GCC walked a remarkable 115,124,637,968 steps.

That's equivalent to 73,679,768 kilometres or 45,782,485 miles of walking, or in other words 194 trips to the moon! It also represents 19,340,939,179 kilojoules or 4,641,825,403 calories of energy expended and that's a lot of fat that is no longer on tummies and around critical organs.

The GCC would like to thank you for your support and commitment to the health and wellbeing of your employees. We hope that over the course of this year's GCC you have noticed an improvement in the health, wellbeing, engagement and productivity of employees within your workplace.



"The GCC helps leading organisations develop a competitive spirit and a culture of health, fitness, teamwork and fun"

Herb Elliott

AC. MBE, Olympic Champion, GCC Chairman



"41% less sick days taken by GCC participants compared with colleagues who did not take part"

Shane Bilsborough

MSc (Human Nutrition), GCC Director



"In the previous GCC, the average woman lost 6kg and the average male lost 5kg"

**Associate Professor David
Cameron-Smith**

HDDP

As the Global Corporate Challenge has now come to a close, this report provides an overview of your participation.

The report includes a breakdown of the participants that took part this year, a review of your organisation's results over the past 111 days and also the specific findings from your staff that completed the GCC Behavioural Surveys. These findings are particularly interesting as they look at the impact that the GCC has had on their activity levels and nutritional habits. *Due to the fact that personal data entry and survey participation was not compulsory, all the results are shown as percentages of your staff that responded and reflect the information given to GCC.*

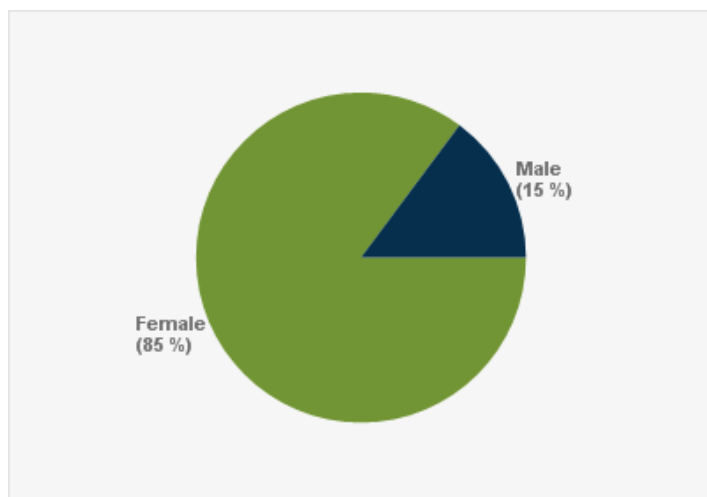
Overview

Total Teams: 11

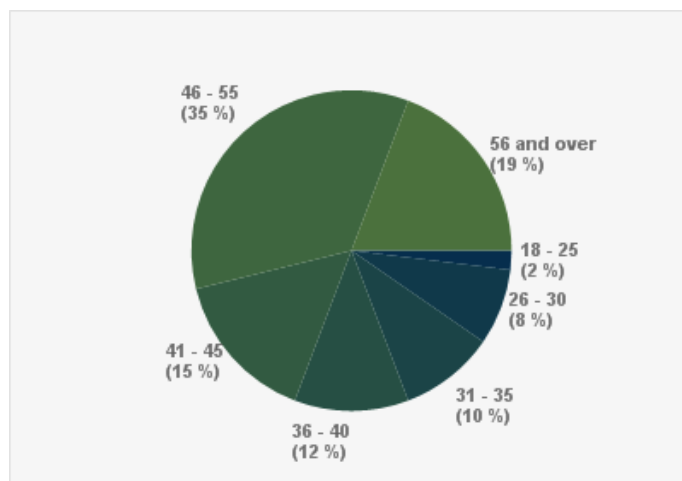
Total Participants: 77

Throughout the 111 days of the GCC, Swindon Borough Council walked a total of 113,167,398 steps (walk, bike and swim steps)!

The following charts show a breakdown of Swindon Borough Council GCC Participants by gender and age.



Gender breakdown of participants



Age breakdown of participants

Steps: 110,359,035

Bike Steps: 1,607,876

Swim Steps: 1,200,487

Total Steps: 113,167,398

Total Distance: 72,427 kms / 45,004 miles

Carbon Abatement: 2,716.0 kgs of CO₂† which is equivalent to taking 0.9 cars off the road

† Figures are generated using Sustainability Victoria's 2007 Carbon Abatement calculation.

Averages

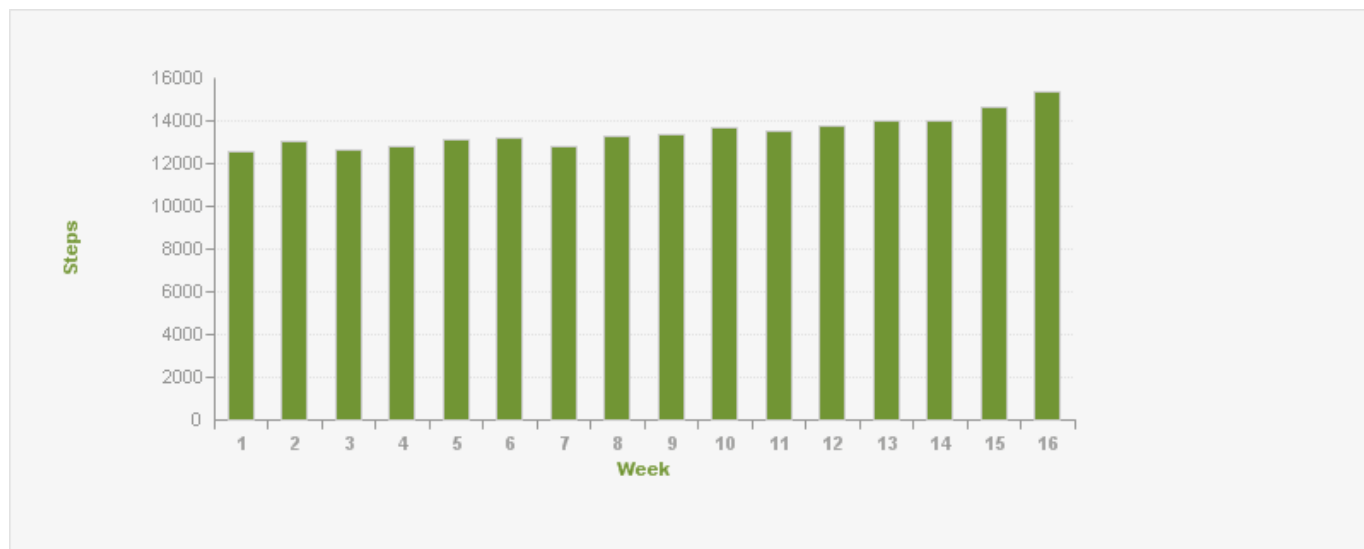
Daily Step Average: 13,485
Average Kilojoules / Calories burnt: 2,265 kilojoules / 541 calories
Average Distance Per Day: 8.6 kms / 5.4 miles

People Averaging Over 7,500 Steps per Day: 94%

No. of Participants averaging < 5,000 steps per day	1%
No. of Participants averaging > 5,000 < 7,500 steps per day	5%
No. of Participants averaging > 7,500 < 10,000 steps per day	12%
No. of Participants averaging > 10,000 < 12,500 steps per day	36%
No. of Participants averaging > 12,500 < 15,000 steps per day	13%
No. of Participants averaging > 15,000 + steps	32%

Swindon Borough Council average steps per day through each of the 16 weeks of the GCC can be viewed below

Average steps per day



Statistics in this report are reflective of all steps entered by your participants.

Behavioural Findings

At the beginning of the Global Corporate Challenge™ in May 2010, every Swindon Borough Council participant was asked to complete a 5 question survey on their activity and nutrition habits. The same survey was available for participants to fill out at the conclusion of the event to compare changes in the participants' activity and nutritional habits.

Perceived Wellbeing Changes

The end of GCC Behavioural Survey asked participants to comment on whether their participation in 2010 changed their energy level, fitness level and/or weight. Based on their responses, Swindon Borough Council staff experienced the following changes:

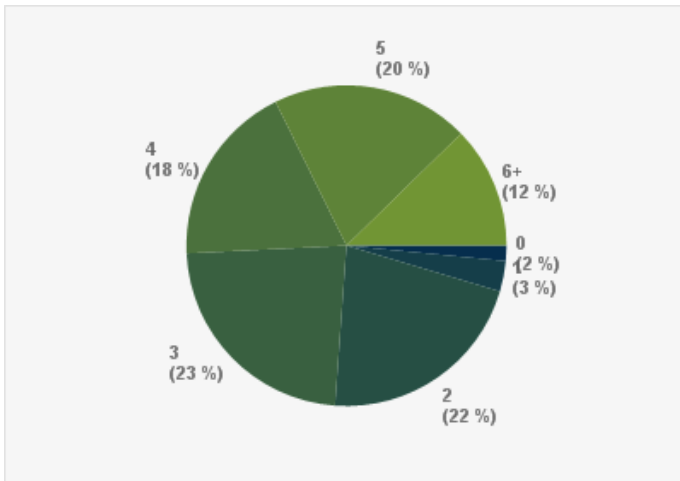
- 71% reported an increase in their overall health and wellbeing
- 69% reported an increase in their energy
- 38% reported an increase in ability to handle stress
- 42% reported an increase in quality of sleep
- 55% reported a loss in weight, with the total weight loss 124 kgs / 273 pounds, and the average weight loss 5 kgs / 11 pounds

GCC Impact on Nutritional Habits

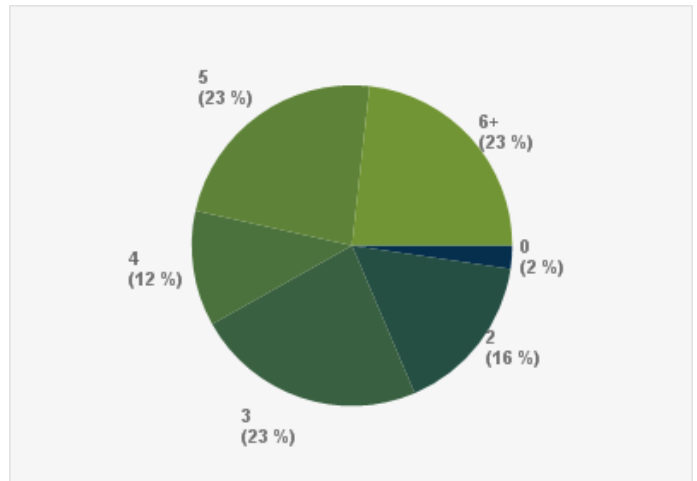
To examine the change in nutritional habits from before the GCC to the conclusion, the survey asked participants the number of fruit and vegetable serves that they ate each day.

Prior to the GCC, Swindon Borough Council participants ate an average of 3.6 servings of fresh fruit or vegetables per day. By the conclusion of the GCC, this had increased to an average of 4.0 servings per day.

Fresh Fruit and Vegetable Consumption



Before



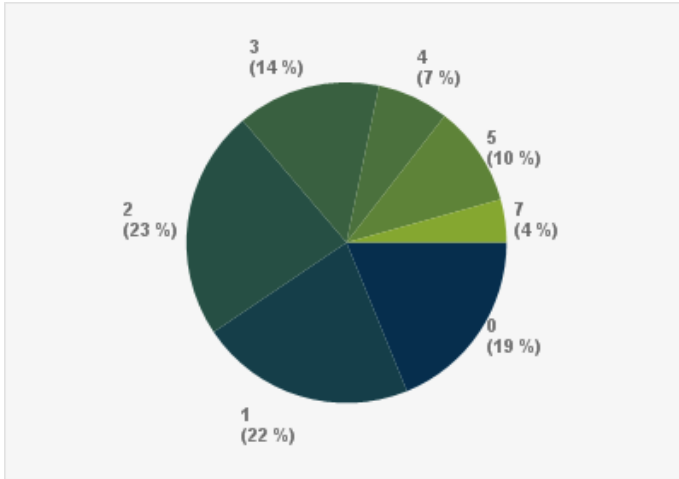
At Conclusion

GCC Impact on Activity Levels

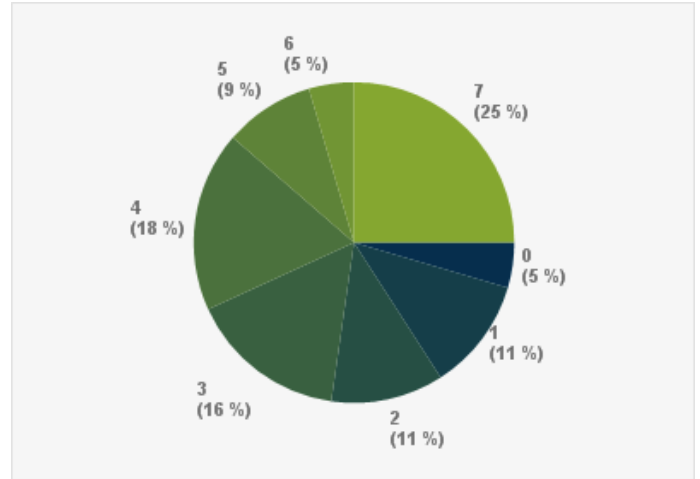
To examine the change in activity levels from before the GCC to the conclusion, the survey asked participants the number of days they exercised per week, and how long they exercised for on those days.

Prior to the GCC, Swindon Borough Council participants exercised an average of 2.2 times per week. By the conclusion of the GCC this had increased to an average of 4.0 times per week.

Number of days exercise per week

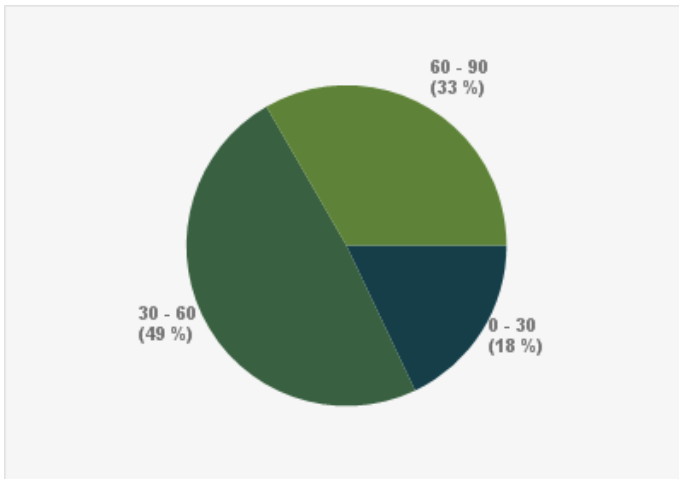


Before

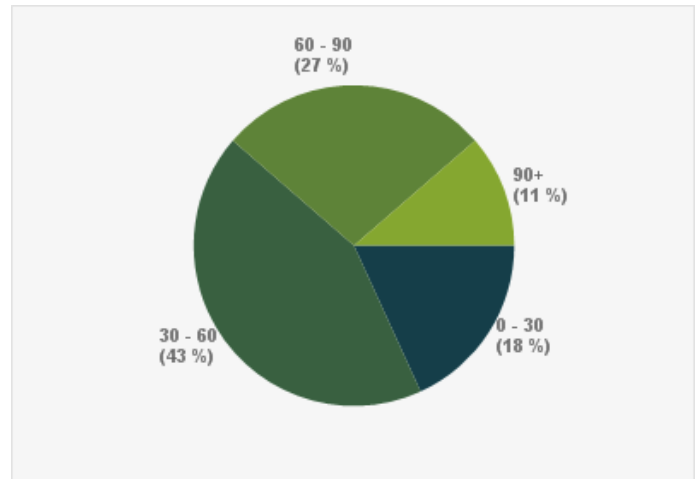


At Conclusion

Time spent exercising each day (minutes)



Before



At Conclusion

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