



Sport & Active Lifestyles

annual  
report

2013/2014

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  - Improve, enhance and sustain the sporting infrastructure (facilities, clubs, finance & people)

# Foreword

## Welcome to the annual report of Huntingdonshire District Council's Sport & Active Lifestyles Team

Huntingdonshire District Council recognises the importance of healthy and active communities and working with our communities to improve the quality of life for the people of Huntingdonshire whilst providing value for money services.

The team has had a successful year winning further Sport England lottery funding and expanding the Right Start programme despite the continued uncertainty of the economic climate and the organisation going through a period of significant change.

Sports clubs, other sports providers, volunteers, care settings, schools, and health professionals, are key partners as the team offer services and activities that are fun, safe and high quality for more than 5,000 individuals. 2,650 opportunities were offered for residents of all ages and abilities to take part in sport and physical activity.

The team support many others in the course of their work with information, advice and guidance provided on many issues including participation in sport and physical activity, facilities, funding, workforce development and safeguarding.

I would like first of all, to thank the Sport and Active Lifestyles team for the cheerful and professional manner in which they carry out their work and to take this opportunity to thank all our partners for their contributions to the service over the past 12 months, in particular Cambridgeshire County Council's Public Health Team and Sport England for their invaluable support.



*Robin Howe.*

**CLlr Robin Howe**

***Executive Councillor for Healthy & Active Communities***

# Setting the scene...

The Sports & Active Lifestyles team is currently part of the Environmental and Community Health Services Division within Huntingdonshire District Council. It is planned the team will move to a new 'Leisure and Health' division during 2014.

This Annual Report is to inform elected members, stakeholders, partners and other interested parties of the activities, programmes and performance of the Sport & Active Lifestyles team during 2013/14.



All our activities and services focus on promoting active lifestyles and reducing health inequalities. In particular we target those under-represented in sport and physical activity or those requiring additional support to exercise.

**In 2013/14 there were over 5,000 different individuals between 1 and 90 taking part in physical activity and sport delivered by the Sport & Active Lifestyles team. These individuals recorded over 37,500 attendances.**

The aims of the service are to promote active lifestyles and reduce health inequalities by increased participation in sport and physical activity.

The service objectives are:

- Increasing participation in physical activity
- Increasing participation in sport
- To raise the profile of sport and physical activity
- To improve, enhance and sustain the sporting infrastructure (facilities, clubs, finance and people)

The service contributes to the achievement of the Corporate Plan 2014-2016 strategic themes of:

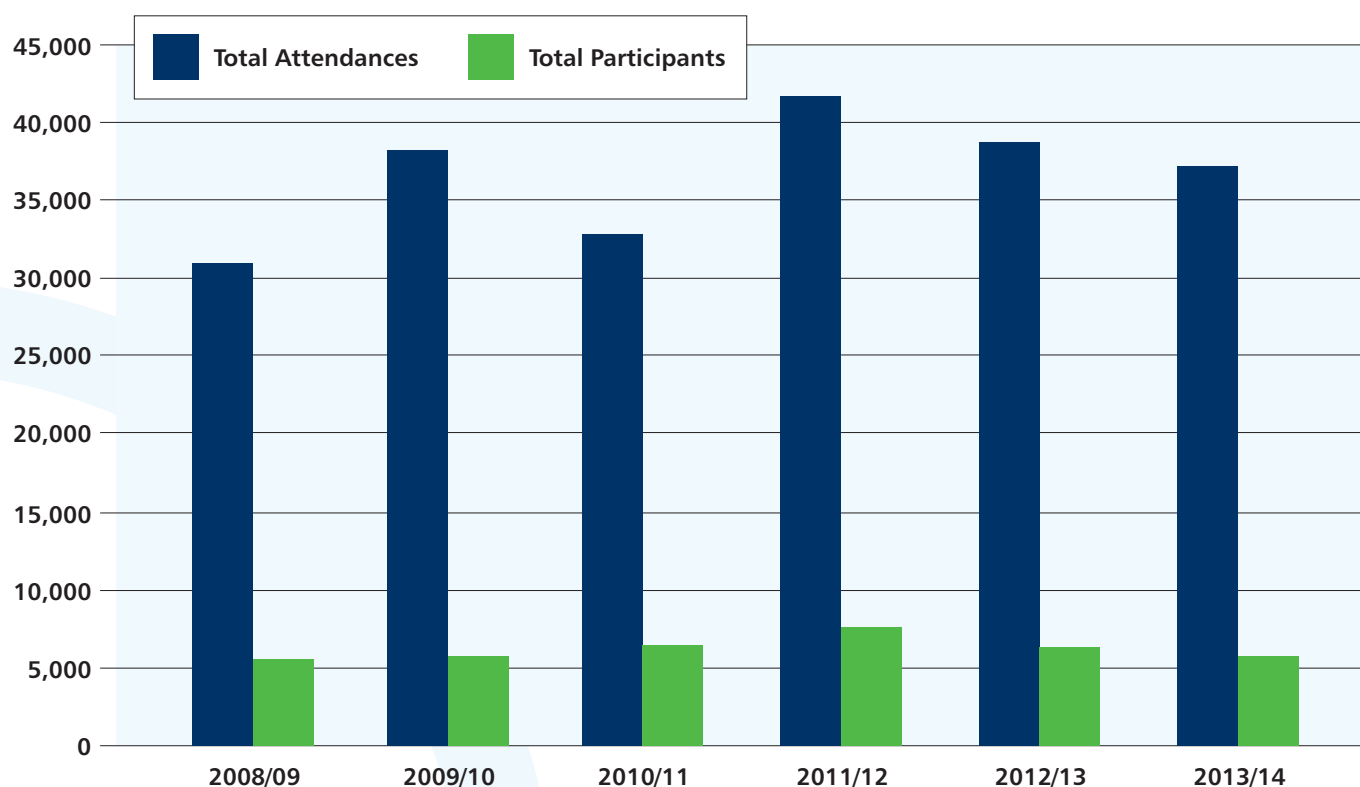
- Working with our communities:
  - Creating safer, stronger and more resilient communities
  - Improving health and wellbeing
  - Empowering local communities
- A customer focussed and service led council
  - Ensure customer engagement drives service priorities and improvement
  - Become more business like and efficient in the way we deliver services
- A strong local community
  - Develop a flexible and skilled local workforce

Further detail on the specific activities and services of the team is available on pages 13 and 14.

A wide range of local, regional and national strategies, policies and guidance shape and influence the work programme of the team including the following national, regional and local strategies, policies and guiding documents:

- AGE UK: Falls Prevention Exercise - following the evidence (2013)
- British Heart Foundation: evidence base, including the cost of physical inactivity at Local Authority level
- Department of Health: Service Specification for Cardiac Rehabilitation Services (2010)
- HM Government: Moving More, Living More. The physical activity Olympic and Paralympic legacy for the nation (2014)
- NHS: National Quality Assurance Framework of Exercise Referral Systems (2001)
- National Institute for Health and Care Excellence (NICE): including Public Health guidance on exercise referral (PH2), behaviour change (PH6), the built environment (PH8), the workplace (PH13), promoting physical activity to children and young people (PH 17), cardiovascular disease (PH25), diabetes (PH 35 & 38), walking and cycling (PH41), obesity (PH42) and brief advice for adults in primary care (PH44) (2006-2014)
- Sport England Strategy 'A sporting habit for life' (2012-2017)
- UK Active: Turning the tide of inactivity (2014)
- Cambridgeshire Health & Wellbeing Strategy (2012-2017)
- Cambridgeshire Joint Strategic Needs Assessments (various) (2011-2014)
- Cambridgeshire Obesity Prevention & Management Strategy (2012)
- Huntingdonshire Health & Well-Being Action Plan (2014-2015)
- Huntingdonshire Sports Facility Strategy (2009-2014)

## Sport & Active Lifestyles Attendances and Participants



# Highlights from 2013/14

## Focus activity: DASH Phase II

DASH Phase I was scheduled to end in November 2013 due to the end of the lottery grant funding period. An inevitable running down of some activities led to staff leaving the team and a reduction in final year participants and attendances.

However a new lottery award was secured for DASH Phase II during the year which has allowed the team to take the best bits of Phase I and add some new activities for Phase II.



These activities are possible with the support of national lottery funding and key partners who have committed to help us deliver Phase II and we look forward to three exciting years of new DASH activity to increase participation in sport in Huntingdonshire.

## Focus activity: Right Start Group Exercise Classes

The Right Start programme continues to exceed expectation. With the addition of a new class in Warboys the programme has exceeded the previous year's attendance by 37% to record its highest ever total attendances at 5,781.

The classes run at four incremental levels allowing for progression and are aimed at older adults and those who require additional support to exercise.

A key strand of the District Council's Falls Prevention offer, the classes complement Exercise Referral, Cardiac Rehabilitation Community Classes and Health Walks and offer another alternative for participants to increase their participation in physical activity to meet the Chief Medical Officer's guidelines.

## Focus activity: Cardiac Rehabilitation Community Group Exercise Classes

Group exercise classes for those who have had a heart attack or cardiac event requiring medical intervention. A mainstay of the team for many years the programme has also achieved its highest ever total attendances. 17% up on the previous year, over 2,300 attendances were achieved for the first time with an average attendance of 15 per class.

The service provides an invaluable option for people once they are discharged from hospital based rehabilitation.

# Financial Highlights

The following were new awards in 2013/14:

£145,000: Sport England lottery fund grant to roll out DASH Phase II

<b>Summary Financials</b>	2010/11	2011/12	2012/13	2013/14	2014/15
Direct Service Controllable Income	£151,000	£140,000	£141,000	£131,000	£151,000
Direct Service Controllable Expenditure	£354,000	£363,000	£350,000	£312,000	£332,000
Direct Service Controllable Net Expenditure	£203,000	£223,000	£209,000	£181,000	£181,000
Capital	£3,000	£2,000	£2,000	£2,000	£2,000
Non Controllable Expenditure	£131,000	£116,000	£119,000	£113,000	£117,000
<b>Total Net</b>	<b>£337,000</b>	<b>£341,000</b>	<b>£330,000</b>	<b>£296,000</b>	<b>£300,000</b>

<b>Performance Indicators</b>	2010/11	2011/12	2012/13	2013/14	2014/15
Staff cost as % of expenditure	60.0%	61.8%	62.6%	63.0%	54.3%
Income as % of controllable expenditure	42.7%	38.6%	40.3%	42.0%	45.5%
Subsidy per visit	£6.29	£5.36	£5.38	£4.83	
Individual participants	6,275	7,317	5,953	5,183	
Admissions	32,279	41,585	38,881	37,461	

<b>Expenditure History</b>	2010/11	2011/12	2012/13	2013/14	2014/15
Employees	£293,000	£298,000	£295,000	£269,000	£245,000
Premises	£14,000	£14,000	£12,000	£11,000	£9,000
Supplies and services	£27,000	£28,000	£24,000	£20,000	£66,000
Transport	£20,000	£22,000	£19,000	£12,000	£12,000
Non Controllable (inc Capital)	£134,000	£120,000	£121,000	£115,000	£119,000
<b>Total Gross Expenditure</b>	<b>£488,000</b>	<b>£482,000</b>	<b>£471,000</b>	<b>£427,000</b>	<b>£451,000</b>

Data Source - Business Objects reports run on codes LB01 to LB50 for the different years.

# Review of the Year

## Service inputs

**In total the team organised and delivered 2,650 physical activity or sports sessions**

- 742 Group Exercise Classes delivered (Right Start, Cardiac Rehab Phase IV and Outdoor Gym)
- 477 Health Walks delivered (including themed events)
- 809 Exercise Referral appointments (1:1 sessions including inductions, programme reviews, final appointments)
- 246 Disability Activity Sessions (Active and Able, holiday sessions, festivals, bespoke sessions, DASH community day settings disability sessions)
- 253 Organised Young People Activities (Street Sports, sixth form activities, roadshows, holiday sports activities, netball festivals, multi-sports clubs and community engagement sessions)
- 73 Sports sessions for adults (Adult Sport Tasters, 'Not the Big Four', 'TimeOut' for business)
- 15 Family orientated events.

## Performance highlights

**Overall service: total visits (37,461) and individual participants (5,183)**

- **Right Start Classes:** attendances up 37% on previous year with 5,781 visits and a record high since the scheme started in 2008
- **Cardiac Rehabilitation Community Classes:** attendances up again over 17% on previous year with 2,371 visits and a record high since the scheme began in 1998
- **Sports Qualifications gained:** up 60% on the previous year and the best result since records began in 2006 with 199 qualifications gained

## Customers satisfied or better with services

- Overall - activities for adults: 95%
- Cardiac Rehabilitation Community Classes: 100%
- Outdoor Exercise group exercise class: 100%
- Disability Sport (combined activities): 100%
- Holiday programmes (Parents or guardians): 100%

## Young people who think services are brilliant or good

- Overall - activities for children & young people: 96%
- DASH Sixth Form Activities: 100%
- DASH Street Sports: 96%
- Holiday programmes: 96%

## Customers rating value for money of fee paying services good or better

- Overall - all services: 95%
- DASH Adult Sports Tasters: 100%
- Cardiac Rehabilitation Phase IV exercise classes: 100%
- School Holiday Programmes (Parents or guardians): 98%
- Cardiac Rehabilitation Community Classes: 96%





## Promotions and Events in 2013/14

- Cambridgeshire Celebrates Age
- Community Health Improvement Programme Sessions (CHIP) (x21)
- Community Navigators event
- Diabetes Management event
- Estates Excellence Physical Activity Sessions for local businesses (x2)
- GP Trainee Information Session
- Health related events and talks (x4)
- Local Access Forum Board
- Papworth Hospital Cardiac Phase 3 visits (x4)
- PEDALS Consultation Events (x2)
- RAF Wyton Family Day
- School Games, School Games Plus and Competitions PLUS events
- Walk For Life health walk

## Service improvements in 2013/14

- **Cardiac Rehabilitation Phase IV:** new class at One Leisure St Neots to cater for demand
- **Health Walks:** new walks introduced
- **Right Start:** new functional MOT's implemented for customers
- **Right Start:** new class added to the programme in Warboys
- **Disability Sport:** assisted Huntingdon Indoor Bowls Club to integrate Huntingdon Boccia club into mainstream club after winning £10k equipment grant

## Planned service improvements for 2014/15

- **DASH Phase II:** new project to be fully implemented following successful grant application
- **Right Start:** new classes to be subject to feasibility and added to programme where sustainable
- **Exercise Referral:** new free 10 month pilot to be trialled from June 2014 to March 2015
- **Schools:** new and improved offer to schools

# Review of the Year

## What our customers had to say

### ACTIVITIES FOR ADULTS

#### Health Walks

- "I have been very pleased that I joined the Ramsey health walks. It has improved my fitness, mental health and socialising. I find my fellow walkers to be friendly and companionable and the leaders very good. Please continue these walks."
- "The social interaction of the scheme should not be underestimated, especially for those who live on their own and/or may not be able to afford to join other clubs/groups in their vicinity."
- "The leaders are kind & friendly, I always feel welcome and really enjoy the walks, they are exhilarating! The people taking part are friendly & sociable."

#### Right Start

- "Suffering from a health condition, I thought I would never be able to exercise again, going to the Right Start class I have improved my general health and feel more confident in meeting a wide range of different people."
- "I knew how important exercise was but I just couldn't walk without a stick due to the pain from arthritis. But since doing the class I am much more mobile and hardly use my stick."
- "I know from experience that after an illness it is hard to find the courage to get out and socialise again. But the RightStart class was very welcoming and soon had me settled in and enjoying myself feeling both fitter and better. I recommend this class at every opportunity that presents itself."

#### Exercise Referral

- "With your assistance & professionalism I have significantly improved my health, fitness, physique, dramatically reduced my BMI. Cannot thank you enough particularly my Physical Activity Officer."
- "Found the exercise referral scheme more helpful than physiotherapy because of consistency and amount of one to one time you have with fitness consultant. Big thanks to my Physical Activity Officer for all her help."
- "Excellent scheme. It changed my perception of a gym environment. Showed me that people of various ages and levels of fitness attend the gym. I would never have joined a gym without the referral scheme plus my Physical Activity Officer is a great instructor, encouraging and non-judgemental."

#### Cardiac Rehabilitation

- "Attendance at these classes has become a regular part of my weekly activity - that must be a recommendation! I welcome the 2 days a week, it gives me greater flexibility - I can attend one, either or both."
- "As in previous years, attending the class on Thursday at St Neots is a priority spot in the week as I regard this session as an important element in my keep fit regime following a stroke and heart surgery in 2003 and 2004."

#### Outdoor Exercise

- "The instructor is excellent and knows everyone's strength and weaknesses and makes sure we do things correctly."
- "Really a benefit to be outside exercising rather than being cooped up in a gym."

#### DASH Adult Sports Tasters and Courses

- "In my opinion, I thought the session was brilliant but would have been good to have a two hour session and pay a bit extra for it."
- "An excellent way to try out activities that are a new venture."

## ACTIVITIES FOR CHILDREN AND YOUNG PEOPLE

### College & sixth form activities

- "Dodgeball as a way to relieve some lesson stress through exercise."
- "Being able to relax and have fun in the morning before working."

### Street Sports

- "Street Sports is fun! Really great to have free football sessions in my town."
- "It was brilliant."

### School Holiday Activity Programme: Parents/Carers

- "A fantastic afternoon for children promoting sports and games! An invaluable service during the long summer holidays!"
- "Thank you, yet another wonderful day for my daughter. Well worth the money. I got lots of mud for free... What can I say, this is what a childhood is about. Well organised wonderful/supportive leaders. Please run again."
- "Please keep providing these activities. My children are 11 and 13 and it's good to see activities for the slightly older children so they do not need to mix with very young children."
- "Fabulous afternoon! Great that for once we didn't have to do any travelling! Would definitely do again."

### School Holiday Activity Programme: Young people

Response to 'what part did you enjoy best?':

- "No best bit, it was all great. The mud and water puddle was great fun. Hard work but great fun."
- "The range of play equipment on offer to play with was brilliant and the games were fun."

## ACTIVITIES FOR DISABLED PEOPLE

### Active & Able Club

- "It is very important for me to have access to leisure activities. Active and Able club is fun, I learn new skills and it gives me a chance to socialise with my friends as well as to keep myself active and fit."
- "John is very enthusiastic about attending on Thursday mornings. It is his only opportunity to experience a range of sports with peers in supportive and non-competitive surroundings."

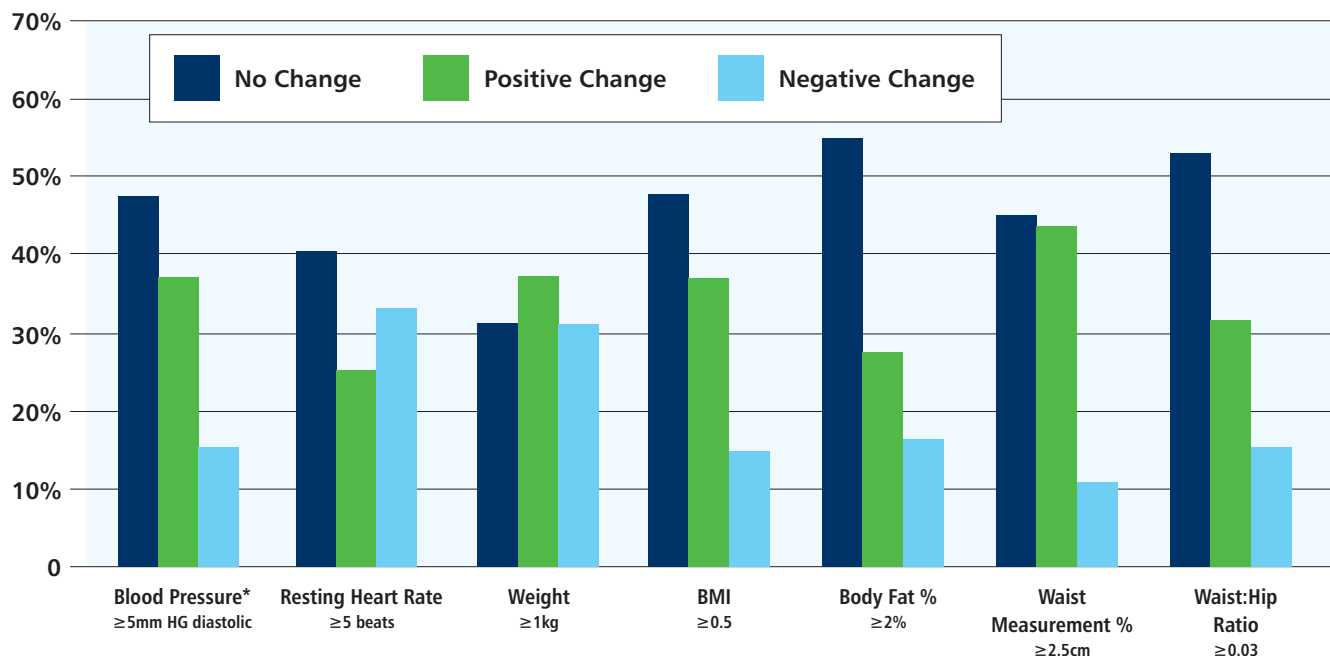
### Sport for all sessions

- "I enjoy golf, it is fun."
- "I enjoy the sessions."



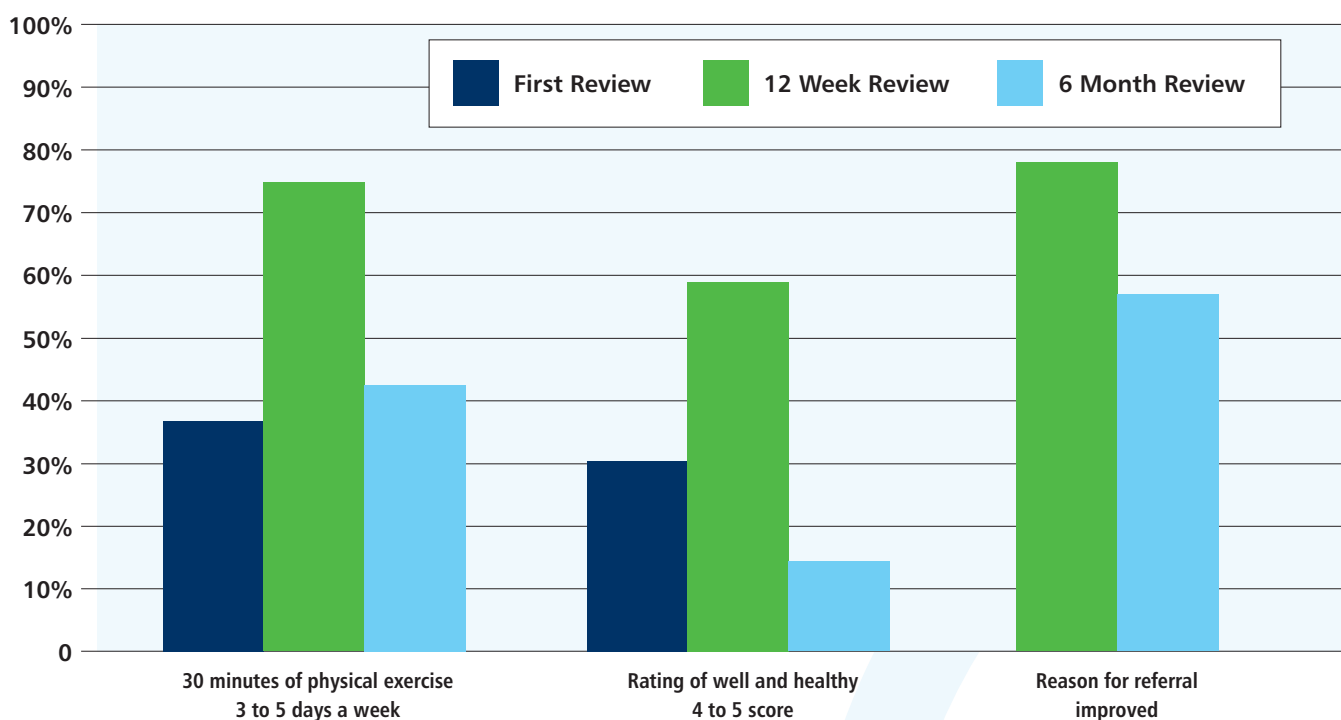
# Exercise Referral Results

## Anthropometric Data\* 2013/14 (Data source: results at 12 week review)



\* Blood Pressure – please note although some results recorded as negative change due to increase of 5 beats or more in diastolic pressure many results actually still within 'normal' scales.

## Outcome Data\* 2013/14

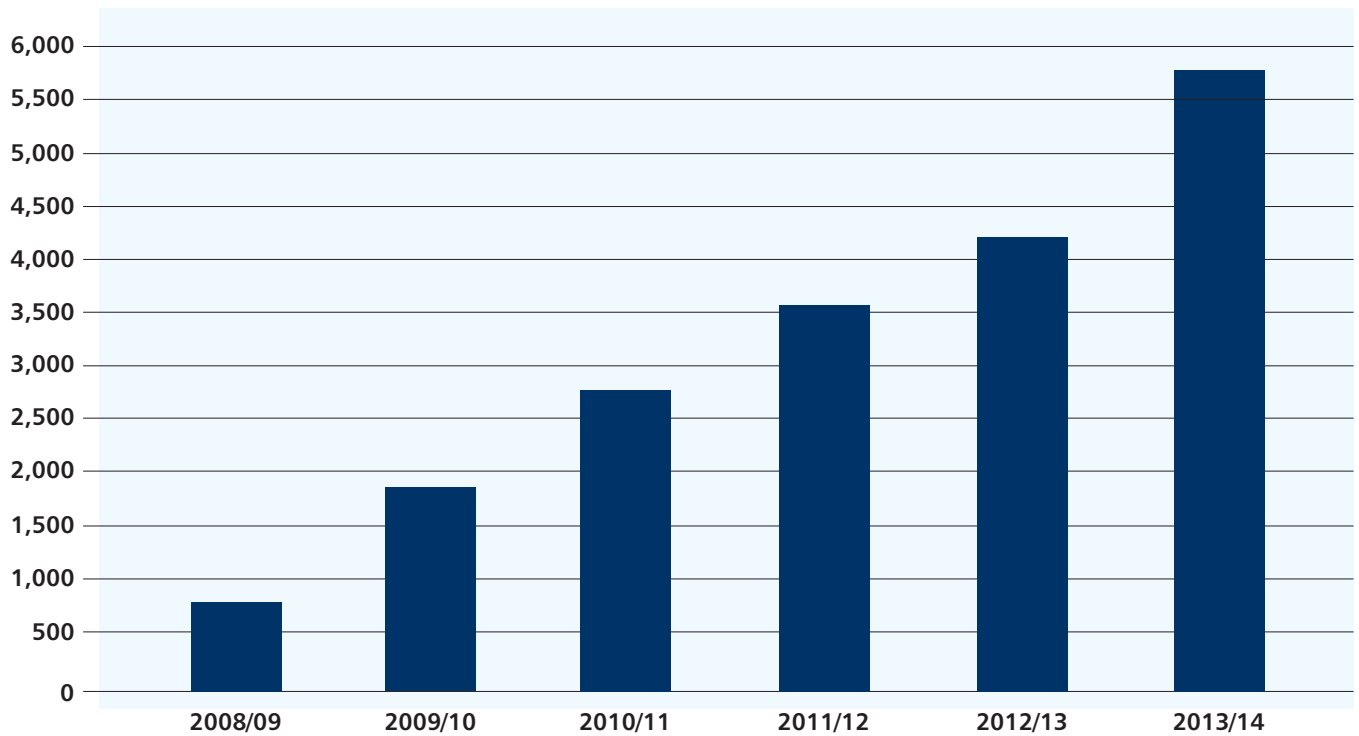


\* Data is a snap shot at 20th May 2014.

# Growth Areas

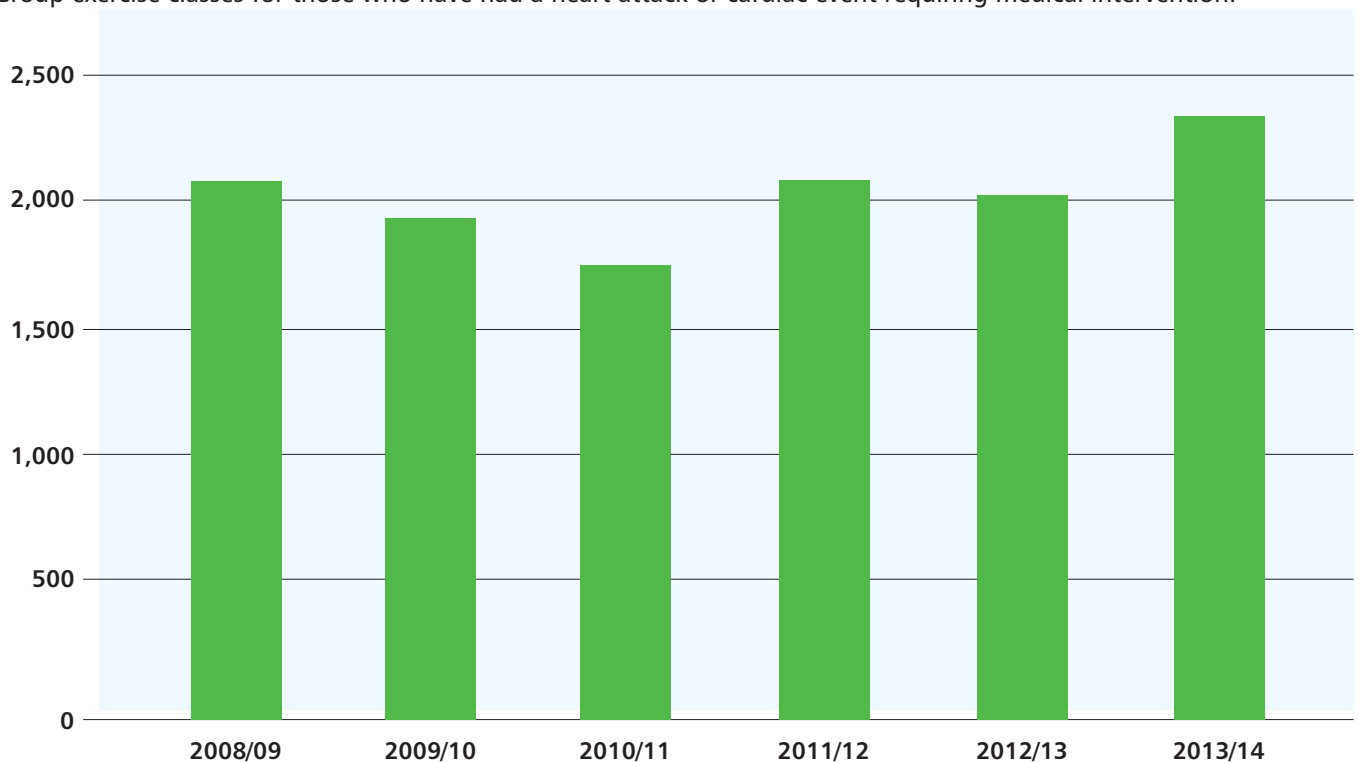
## RightStart Attendances

Group exercise classes for older adults and those requiring additional support to exercise.



## Cardiac Rehabilitation Community Classes Attendances

Group exercise classes for those who have had a heart attack or cardiac event requiring medical intervention.



# What We Do

## Increasing participation in physical activity

### Exercise Referral

Individuals with medical conditions and requiring additional support to exercise are referred to Impressions Fitness Suites and looked after by an exercise specialist qualified to REPS Level 3 or 4 from the Sport & Active Lifestyles team or Impressions Fitness Suites.

### Health Walks

Nationally accredited this scheme involves a team of 30 volunteers who lead a programme of walks across the district; the walks range from 30mins to 90mins and are based on the national 'Walking for Health Initiative'.

### Cardiac Rehabilitation Phase IV

Individuals who have had a heart attack or heart surgery are able to access community based exercise classes based on the national 'British Association of Cardiac Prevention & Rehabilitation' (BACPR) programme in a safe and sociable environment with others who have undergone similar experiences.

### Right Start Classes

Group exercise classes targeting over 50's and those who require additional support to exercise but favour a class setting over the gym environment are being delivered across the district at various venues.

### Outdoor Exercise Class

Weekly class offering instruction and supervision on the outdoor exercise equipment based at Coneygear Park, Huntingdon. Outdoor gym equipment is also available at Hinchingsbrooke Country Park, Huntingdon. Sample programmes are available on line for people to try in their own time.

## Raising the profile of sport and physical activity

### Events and Promotion

The team attend a wide range of partner events promoting active lifestyles.

### Partnership Work

The team work with a wide range of statutory and voluntary sector partners to increase participation in active lifestyles.

### Communication & Marketing Strategy

The team implement a communications and marketing strategy to raise the profile of the numerous sports and active lifestyle opportunities in the district.

### Better use of web and internet services

The team is always seeking to make better use of technology including social media to improve the effectiveness and efficiency of the services.

## Increasing participation in sport

### **DASH (Delivering Activity and Sport in Huntingdonshire)**

From village festivals to PEDALS sessions, sixth form activities to community disability schemes, adult sports tasters and courses to the Sports Festival in the Park there is something for everyone in DASH.

### **Youth Sport Development**

Including school holiday activity programmes, school festivals, and sports days.

### **Disability Sport**

Working with Huntingdonshire Disability Sports Forum to increase and enhance opportunities for disabled people to participate in sport including festivals, sports clubs and competition opportunities.

### **Equity Sports Development**

Improving opportunities for under-represented groups to take part in sport and physical activity across the district.

### **Street Sports**

For young people (13-19 years) offering free sports sessions as a positive diversionary activity. Running in Yaxley, Sawtry and St Neots and delivered in partnership with the Office of Children and Young People for Cambridgeshire.

## Improve, enhance and sustain the sporting infrastructure (facilities, clubs, finance & people)

### **Workforce Education & Development**

Fundamental to improving sporting and active lifestyle opportunities is improving the number and quality of coaches, instructors, volunteers and administrative personnel in the sector.

### **Sports Facility Strategy**

The strategy helps to inform and identify sporting priorities across the district.

### **GIS mapping project**

Mapping of all the known sports and active lifestyle facilities in the district has continued – now over 200 sites and 400 facilities.

### **Facility Development**

The team offer support to Huntingdonshire District Council facilities and offer funding advice to clubs seeking to develop their own facilities.

### **Club Development & Support**

The team offer advice and support to clubs around developing junior sections, gaining funding for equipment and issues around safeguarding or becoming a constituted organisation. An ongoing piece of work has identified over 250 sports clubs in the district to date.

### **Planning Related Developments**

The team seeks to ensure sport and active lifestyles are represented when new developments are planned and social infrastructure requirements are met.



[www.huntingdonshire.gov.uk/activelifestyles](http://www.huntingdonshire.gov.uk/activelifestyles)

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