

**PROMOTING BETTER HEALTH IN OLDER PEOPLE THROUGH PHYSICAL
ACTIVITY**

(Report of the Service Delivery Overview and Scrutiny Panel)

1. INTRODUCTION

- 1.1 The purpose of this report is to notify the Cabinet formally that the Scrutiny Panel's study on Promoting Better Health in Older People Through Physical Activity has been concluded.

2. BACKGROUND

- 2.1 It will be recalled that the Cabinet considered a report by the Overview and Scrutiny Panel (Service Delivery) on this matter on 4th October 2007 (Minute No. 60 refers). As a result the Cabinet requested "clarification of the Council's financial commitment to support a pilot programme of exercise for older people in the sum of £5,400". A table containing details of the financial commitment referred to, which was submitted, is reproduced as an Appendix hereto.

3. FINANCIAL COMMITMENT

- 3.1 The appended table shows the predicted costs against income for a fledgling programme of activities for those aged 50+ including facility hire, marketing, training and equipment. It was originally predicted that approximately £5-£6k would be sufficient to deliver a one year programme although some of this would be recouped in income.
- 3.2 In the meantime the Council's Leisure Development Team has successfully acquired grant funding from "Well Being in the East", a National Lottery linked agency, for a post of Older Person's Physical Activity Officer. This is a part time post (15-20 hours a week) for two years. This person's role will be to deliver activities for the 50+ age range both on and off Leisure Centre sites. The grant funding for the post comes with provision for marketing, training and equipment. In addition, the Council's Leisure Development Team has submitted an MTP bid for an additional £5k for both years 08/09 and 09/10 to support the role. This is MTP Bid No. 845 Physical Activity Initiatives for Adults.
- 3.3 The complete MTP together with the Budget and Financial Plan was considered by the full Council on 20th February 2008 and the bid was approved. It is suggested that in taking a decision on the MTP the need to provide the information the Cabinet requested has been removed and that the original recommendation made by the Panel regarding a pilot programme of exercise for older people has been supported.

4. CONCLUSION

- 4.1 In the circumstances the Panel has requested that the Cabinet is formally informed of these developments and that, as a result, the study on Promoting Better Health in Older People Through Physical Activity has been concluded.

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Background Documents – Reports of meetings of the Older Persons Working Group, the Overview and Scrutiny Panel (Service Delivery), the Cabinet and the Council.

APPENDIX

Older Persons Working Group

Breakdown of *annual* costs incurred by Leisure Centres to support the “Out and About” pilot project.

	Quantity	Approx Cost	Notes
Leaflet Production	10,000 glossy	£400 (£800 if twice)	Once or twice a year specific to 50+ activities. Based on Leisure Centres but incorporating any other agency wishing to advertise
Leaflet Distribution	5,000	£1,000 (£2,000 if twice) (5,000 x 2 nd class)	Requires data base sharing and access to addresses of those of target age. Various means to distribute but posting might be the best option. Again, once or twice a year.
Instructors	2 per week	£2,370 (£20 per hr x 50 weeks)	£20 (Level 3) plus on costs @ 18%. Based on one instructor per class at two centres per week.
Facility Hire	2 hrs per week	No charge	Leisure Centres at St Ivo and Huntingdon will offer one hour free per week whilst instructor costs are underwritten by Out and About
Equipment	2 sets	£400	Exercise bands and stability discs – Centres do not currently possess
Training	4 courses per annum	£300 £900	2 x Chair Aerobics (2 x £150) 2 x Old Peoples YMCA (2 x £450)
Training attendance	14 days (2x2 day chair course, 2x5 day YMCA course))	£800	Cost based on existing hourly Fitness instructor (gym) rates c £8 per hour (7 hr days)
Total		£5,400	

Income examples					
Pilot classes	Average attendance	Cost per head	Total Income	Total Expenditure	+/-
St Ivo/Huntingdon	10	£2.50	£25	£23	+£2
St Ivo/Huntingdon	4	£2.50	£10	£23	-£13 **
St Ivo/Huntingdon	9	£2.50	£22.5	£23	-£0.5
<p>** Losses incurred on classes during the pilot scheme will be underwritten by “Out and About” Group.</p> <p>Members of the public who are not members of the “Out and About” Club will be able to attend the classes for the same price. These admissions will be included in any payment calculations.</p>					

Subsequent developments for the “Out and About” scheme in relation to the Leisure Centres will be dependent on the successes of the pilot classes. However, irrespective of the longer-term diagnosis and partnership, the Leisure Centres will be producing its own guide to activities for the 50+ age-group and will include references for external agencies within its covers.