



One Leisure Active Lifestyles

# annual report

2015/2016

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# Foreword

## Welcome to the annual report of Huntingdonshire District Council's One Leisure Active Lifestyles Team

Huntingdonshire District Council's strategic priorities include 'Enabling Communities' (to support people to improve their health and well-being); 'Delivering Sustainable Growth' and 'Becoming a more efficient and effective Council'. The Active Lifestyles Team helps the Council to achieve these priorities through their many programmes, activities and services.

The Active Lifestyles team work with One Leisure Facilities (the districts five leisure centres), sports clubs, other sports providers, volunteers, care settings, schools, and health professionals to deliver positive outcomes for residents from enabling disabled people and people with long term health conditions to access sport and physical activity, delivering the Sports and Leisure Facilities Strategy for the district and developing a skilled and flexible workforce including supporting and developing coaches, volunteers, officials and administrators.

I am pleased to note the number of case studies in this year's report, and the impact the team are having on improving individual lives from delivering better health outcomes to providing volunteering opportunities and improving places for people to play and enjoy sport and physical activity.

I would like 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.



**Cllr John Palmer**  
*Executive Member for Leisure and Health*



# Setting the scene

The One Leisure Active Lifestyles team (OLAL) is part of the Leisure & Health Division within Huntingdonshire District Council.

This Annual Report is to inform elected members, stakeholders, partners and other interested parties of the activities, programmes and performance of the One Leisure Active Lifestyles team during 2015/16

In 2015/16 there were almost 5,500 different individuals between 1 and 90 years old taking part in physical activity and sport delivered by the One Leisure Active Lifestyles team. The team achieved a best ever total attendance of over 48,000 visits; 5% up on the previous best ever from 2014/15.

During 2015/16 the service undertook a comprehensive review of activities and it was agreed with members and the Senior Management Team that the service will provide targeted activities for: older people, people with long term health conditions, disabled people and other groups under-represented in sport and young people focussing on healthy weight. Alongside this the service will retain its strategic and enabling role supporting the planning and growth agenda, delivering the Sports and Leisure Facilities Strategy, and developing and supporting sports clubs. Underpinning this work the team will carry on its programmes supporting employment, leadership, volunteering and the skills agenda.

To achieve this we will:

- Provide targeted activities to promote active lifestyles and reduce health inequalities
- Raise the profile of sport and physical activity opportunities
- Work to improve, enhance and sustain the sporting infrastructure across the district (facilities, clubs, finance and people)

The service contributes to the achievement of Huntingdonshire District's Council Corporate Plan 2016-18 strategic priorities of:

- "Enabling Communities"
- "Delivering Sustainable Growth" and
- "Becoming a More Efficient and Effective Council"

The team also works towards helping the Cambridgeshire Health and Wellbeing Strategy (2012-17) achieve its priorities in particular:

- "Support older people to be independent, safe and well"
- "Encourage healthy lifestyles and behaviours in all actions and activities while respecting people's personal choices" and
- "Create a sustainable environment in which communities can flourish"

Further detail on the specific activities and services of the team is available on pages 13 to 15.

# Highlights from 2015/16

## Adults Sports Activities

Adult Sports Tasters and Courses are provided as part of the Sport England lottery funded project: 'DASH' Phase II (Delivering Activity and Sport in Huntingdonshire). The programme in 2015/16 was delivered in partnership with 24 local voluntary sports clubs and other providers.

Free taster sessions were delivered leading to short term courses which were subsidised by the lottery funding. In 2015/16 there were 1,642 attendances 105% up on the previous year from 445 individuals. Participation in Huntingdonshire in sport and physical activity is lowest in the 16-34 year age group (Active People Survey). The sessions were therefore programmed using market segmentation data and local expression of demand to provide targeted activities aimed at increasing participation in this age group.

Activities included ballroom dancing, kayaking, golf, fencing, indoor climbing, scuba diving, wake-boarding and water-skiing.



*"The instructors were very welcoming and encouraging and inspired me to continue with this activity (squash). I really enjoyed it and would recommend the tasters to my friends."*

*"It was great to try a new activity and find out about a club that I didn't even know existed. An excellent experience all round."*

## Cardiac Rehabilitation Group Exercise Classes

Cardiac Rehabilitation classes have been part of the team's offer for many years. Individuals who have had a heart attack or heart surgery can be referred to these community based classes for supervised exercise once they have successfully graduated from time-limited hospital based rehabilitation sessions.

The team works closely with the Cardiac Rehabilitation Team at Papworth Hospital to ensure a smooth pathway from the clinical environment to a community session for patients. Team members attend the hospital-based sessions building professional networks and ensuring mutual benefits and outcomes for both stakeholders.

In 2015/16 the classes recorded their best ever attendances, 2,847, 4% up on the previous year from 118 individuals demonstrating the benefits of the close working relationship with Papworth.

*"The discipline is probably necessary; otherwise I doubt that some (including me) would carry out such exercise. I have little doubt it does me good."*

# Case studies

## Andrew's story (Health Walks)

It all started when the doctor advised me to enrol for a Community Health Improvement Program. The course started about September 2014 and was held every other Monday. At the start of every meeting we were all weighed and had our BMI taken. I weighed just over twenty stone and being type II diabetic, I had to lose weight. About two thirds of the way through the course I was introduced to the Huntingdonshire Health Walks scheme run by HDC. I started doing the walks every Monday during November 2014; the first walk I took part in was the Three Lakes in Little Paxton Pits lead by Bill Musk. On the second walk I suffered breathing problems and ended being encouraged by the group leader at the back. After that I've been on numerous walks and filled up the incentive card in about 6 months as I could only walk on Mondays. I improved immensely as noticed by the group leaders and after a while I was at times near the front of the group. I managed a walking holiday in April 2015 to the Peak District. So far I've lost over two stones and feel better for it.



## Gaye's story (Health Walks)

My name is Gaye Vivian and in the past, I had been feeling very low, very unhealthy and not getting out the house much. I was told about the Huntingdonshire District Council Health Walks which I turned up to. This first walk was in my flat shoes in the summer and the people I met were nice and friendly, thereafter I had the confidence to go back again. However I was worn out at the end of the walk, but I persevered and built up my fitness by regularly attending the Huntingdon walks. I noticed that my health improved with the fresh air, exercise, being outdoors, friendly people and a cup of tea or coffee at the end of the walk with toilet facilities. Over seven years I have built up friendships and have gone to Birthday meals and walking holidays with some of the walkers. I am fit and healthier and now have all the gear - walking boots, gaiters, cagoule and plastic trousers for the rain and snow. I highly recommend the walks.



## Bernard's story (A Health Walks Volunteer Leader's perspective)

In the late 90s, unbeknown to me, my aortic valve was beginning to 'play up' and, by late 2000, when I was 62, I was described as having an "aortic stenosis", which is life-threatening unless the deficient aortic valve is replaced - a major op. The valve was duly replaced and the post-op consultant said that it was absolutely vital that I follow a regular walking programme in the future, to regain lost strength and to reinforce the condition of the heart, which had suffered adversely from the effects of the aortic stenosis. This is perhaps the wisest advice I have ever had!

I made a point of walking more and at the end of 2003, having reached a certain age, I decided to retire from paid work and do a little more walking, to keep the new-found stimulus going.

In 2004, I saw a Health Walk Brochure prominently displayed in a hospital waiting area at a routine check-up and, soon after that, I joined a Huntingdon group walk in my village. In fact, I have an HDC certificate for being the 50th person to sign up to the group!

I soon found that the walk-leadership, the interesting routes chosen, the comfortable pace, and the variety of like-minded companions on the walks, were all contributing to an even better all-round state of health than I had enjoyed ever before. And it was interesting to think about new walks, to map them out, and have the scheme coordinator judge its suitability and safety.

I volunteered to become one of group walk leaders, not because I wished to 'manage' folk again, but rather to look out for similar improvements to mine in other walkers' fitness and sense of well-being, as their time with health-walking continued...and it has been really gratifying to see the progress some walkers have made after an hour's walk with the group, showing signs of having much benefited from the outing, physically and mentally.

So, like Gaye, I can really recommend the scheme, not only to those who simply like a 'walk-and-talk' but also to those who are trying hard to regain their strength and spirit after an experience that has left them feeling less 'up for it' than they would wish.

And walking is fun too, and a profitable use of time if ever there was one: why not give it a try?



## Norman's story (Cardiac Rehabilitation)

Following his heart attack in July 2015 Norman attended the Cardiac Rehabilitation sessions at Papworth Hospital. During his sessions there he met Daniel, Sports Development Officer responsible for the Cardiac Rehabilitation classes who explained about the services available to him at Huntingdonshire District Council (HDC).

He completed his six weeks at Papworth and upon completion of this was referred to the HDC programme. This process was made less daunting by having met someone from the scheme whilst at Papworth by knowing that he was being referred to a suitable class.

Norman started the classes in December and as advised he started slowly but soon started to gradually increase the levels he was working at. He has had a number of benefits from attending the class including: reducing the pain in his knees due to arthritis such that he no longer gets any sharp pain and he is now able to comfortably run in the class; increased muscle tone in his upper body which is better than it has ever been; increased flexibility / comfortable range of movement across all joints and feeling much more alert during the day.

He enjoys the classes more as everyone is there following a cardiac condition so are exercising for their health benefits rather than competing against each other. All of this has increased his physiological and psychological well-being such that his wife now struggles to keep up with him when out for a walk and he feels fitter than he did 10 years ago long before he had any cardiac related issues!

## Gemma's story (Disability Sports)

Gemma has always loved sport from an early age; however Gemma has Cerebral Palsy and has always been shy about doing things in front of people. "I haven't done lots of sports for myself, but since starting Boccia I have grown to love the game with support from Paul and his team, I love doing sports."

Gemma's sporting interest began at the Huntingdonshire Disability Sports Forum's Sports Festivals. The Festivals provide disabled people the opportunity to come and try different sports all in one day. Gemma has continued to attend the Festivals and various other sporting events and has been able to try a range of sports from Indoor Archery to Zumba and Sailing in turn increasing her participation levels.

Gemma has been able to increase her participation further through the Care Home sessions run at Leonard Cheshire Manor through the DASH project and has increased her confidence and sporting ability.

Gemma commented; "I am very shy about doing things for myself. As I have learning difficulties I find it hard to take everything in. They (the Sports Coaches) make me laugh which makes me feel better and I relax. I like to go to sports festivals and take part with them. This has helped me with my confidence, not being shy as much. My coordination has got much better, and doing physiotherapy without knowing it is fun, and I really love them coming into The Manor, where we can all join in, and its sports adapted for us, with support from the coaches and staff, we all feel the same".



## U-Canoe (Young People - Targeted Interventions)

Partnership working with Cambridgeshire County Council staff has led to young people from the Sawtry area engaging in U-Canoe. U-Canoe uses indoor Kayaks and runs out of the One Leisure swimming pools as part of the DASH project

22 young people were targeted to receive this opportunity including young carers, young people who have experienced poor mental health and young people who are at serious risk of being excluded from mainstream education.

One of the participants who was at risk of exclusion has experienced benefits of taking part and U-Canoe has now formed part of his support plan. Becca Hoy, Young People's Worker, commented:

"U-Canoe has given him the chance to spend time with friends and to help make new friends in a safe environment where he can relax rather than being aware that his behaviour is being monitored. U-Canoe has also given the young person something to be proud of as he is pushing himself to take part in the project and activities, which he clearly enjoys as he always has a huge smile on his face and wants to take part in any future sessions. The project has also given him the opportunity to talk to his family about something which he has enjoyed and taken part in as part of a group rather than any negative situations from his day. This young person is overweight and although he does play some sports during school time this has provided him the opportunity to take part in sports outside of school in his community which he would not normally do. This has sparked his interest in sports and his family are now thinking of trying to get him involved in more sports in the community to further increase his fitness levels including swimming lessons at One Leisure".



# Review of the Year

## What we did

In total the team organised and delivered 3,482 physical activity or sports sessions.

### Physical activity or sports sessions delivered

	2013/14	2014/15	2015/16	14/15 v 15/16 comparison
<b>Disability* &amp; Equity</b> (including Active & Able, holiday sessions, festivals, bespoke sessions, DASH community disability day sessions)	246	311	269	-14% ↓
<b>Older People</b> (Right Start and Cardiac Rehabilitation Community Classes, Health Walks)	1,219	1,285	1,435	+12% ↑
<b>Young People (Healthy Weight)**</b> (Street Sports, sixth form activities, roadshows, holiday sports activities and community engagement sessions)	253	292	285	-2% →
<b>Long Term Conditions</b> (Exercise Referral Appointments)	809	1,146	1,205	+5% ↑
<b>Adult Sports Activities</b> (DASH Sports Tasters & courses)	73	114	249	+118% ↑
<b>Family Based &amp; Miscellaneous/Bespoke events</b> (including Village Festivals, RAF events, Coach education events, Papworth sessions)	50	63	39	-38% ↓
<b>TOTAL</b>	<b>2,650</b>	<b>3,211</b>	<b>3,482</b>	<b>+8% ↑</b>

## How well we did

Attendances/Visits	2013/14	2014/15	2015/16	14/15 v 15/16 comparison	Target 2015/16	2015/16 Actual v Target
<b>Disability* &amp; Equity</b>	3,606	3,015	2,280	-24% ↓	2,000	+14% ↑
<b>Older People Services</b>	15,977	18,361	19,410	+6% ↑	16,700	+16% ↑
<b>Young People (Healthy Weight)**</b>	2,020	1,622	1,393	-14% ↓	1,900	-27% ↓
<b>Long Term Conditions</b>	13,272	18,763	19,617	+5% ↑	8,800	+123% ↑
<b>Adult Sports Activities</b>	148	803	1,642	+105% ↑	900	+82% ↑
<b>DASH &amp; Events Balance</b>	2,438	3,546	3,950	+11% ↑	2,150	+84% ↑
<b>TOTAL</b>	<b>37,461</b>	<b>46,110</b>	<b>48,292</b>	<b>+5% ↑</b>	<b>32,450</b>	<b>+49% ↑</b>

\*Active & Able St Neots mainstreamed so no longer counted – not like for like.

\*\* Challenging environment for Under 17's with market competition, inclement weather increasing cancellations, resources and programming all causing issues.

\*\*\* Results within 10% swing downward considered similar performance (and at least 90% where satisfaction concerned) due to number of responses. Results greater than 10% swing downward trend however mitigating factors in all instances.

## What our customers told us

### Satisfaction with services

	SATISFACTION LEVEL			VALUE FOR MONEY		
	2014/15	2015/16	14/15 v 15/16 comparison	2014/15	2015/16	14/15 v 15/16 comparison
Disability & Equity	91%	98%	+7% ↑	100%	100%	- →
Older People Services	98%	97%	-1% →	97%	96%	-1% →
Young People (Healthy Weight)	99%	95%	-4% →	99%	97%	-2% →
Adult Sports Activities	98%	99%	+1% ↑	100%	98%	-2% →
Long Term Conditions	100%	90%	-10% ↓			
<b>TOTAL</b>	<b>97%</b>	<b>97%</b>	<b>- →</b>	<b>99%</b>	<b>97%</b>	<b>-2% →</b>

## Health outcomes

### Long Term Conditions – Exercise Referral

	2014/15	2015/16	14/15 v 15/16 comparison
Total Weight Loss (kg)	230	134	↓
Total Reduction in Waistline Circumference (cm)	170	265	↑
Reason for Referral Improved at 6 months	45%	57%	↑
% achieving 30 minutes of physical exercise 3 or more days a week at 6 months	64%	77%	↑

### Older People – Right Start Classes

	New Starters	Annual Survey	14/15 v 15/16 comparison
% Right Start Customers undertaking ZERO 30 minutes of physical exercise at least once per week (greatest health benefits achieved getting the inactive active)	16%	4%	↑
% Right Start Customers confidence levels in undertaking Physical Activity (rating 4 or 5 out of 5)	64%	84%	↑
% Right Start Customers increasing their knowledge of the benefits of physical activity	78%	95%	↑

\*\*\* Results within 10% swing downward considered similar performance (and at least 90% where satisfaction concerned) due to number of responses. Results greater than 10% swing downward trend however mitigating factors in all instances.

# What did we achieve

## Provide targeted activities to promote active lifestyles and reduce health inequalities

- Worked with four disability day care settings providing opportunities for disabled adults to take part in physical activity. The sessions were reported to have helped improve coordination, balance and confidence among participants. Disabled people participate at a much lower rate than those with no limiting disability (70% of people with a limiting disability undertake zero participation in sport and active recreation compared to only 40% of people with no limiting disability).
- Agreement was reached with Huntingdonshire Disability Sports Forum for financial support for school holiday activities for disabled people securing their medium term future.
- Increased number of PEDALS sessions and procured three new adaptive cycles which were available from April 2016. The new bikes expand access for disabled people to an activity they otherwise would not be able to participate in. The new bikes include a single hand cycle which allows individuals to access a bike by themselves when they do not have use of their legs to cycle independently. In 2015/16 127 individuals attended the PEDALS sessions (a 63% increase on the previous year) with 332 attendances (111% up on the previous year) as the brand becomes well known. The bikes were also used by SEND schools and specific disability groups.
- New walking football sessions targeted at adults established at One Leisure Huntingdon with 57 individuals and over 300 attendances. Providing appropriate activity for adults is important to help increase participation in physical activity and sport. The challenge is to replicate this success across the district.
- A new RightStart 1 pilot in partnership with Poppyfields Care Home has enabled residents in St Neots access to an entry level chair based exercise class helping residents and 'walk in' customers to maintain and improve functionality and range of movement in activities of daily living.
- An extension to the FREE Exercise Referral has continued to generate unprecedented demand with 395 people accessing the scheme in 2015/16 (9% up on the previous year and 5% up on the previous best ever of 377 from 2003/04). The scheme receives valuable external support by a financial contribution from Public Health. People with long term health conditions including diabetes, obesity, coronary heart disease, cancer, anxiety and depression and neurological conditions have benefited from accessing this scheme leading to physical and mental well-being health improvements.
- DASH Phase II: increased number of village events attended throughout the year which subsequently led to the highest levels of NEW customers attending the Adult Sports Tasters and Courses programme. Reaching non-users is recognised as one of the most significant challenges for sports and leisure providers; making use of pre-organised activities is recognised by Sport England as a key strategy to make contact with people not currently participating in sport and physical activity. The short courses and taster sessions will hopefully encourage the participants to take part in more regular activities.

## Work to improve, enhance and sustain the sporting infrastructure across the district

- Supported One Leisure St Neots with a successful Sport England Lottery Application totalling £270k (70% of the project cost - £390k) for a new 3G surface to replace the aging sand dressed full sized pitch. Improving a pitch that is currently reaching the end of its life expectancy and providing a much higher quality facility to customers.
- The Huntingdonshire Sports and Leisure Facilities Strategy 2016-21 was renewed and adopted by Cabinet in March 2016.
- Introduced new “Playleaders Award” to Primary Schools as part of the Schools Offer for children 9 to 11 years old. 16 students from Asbeach Primary School successfully achieved their first accredited qualification in leading sports and activity. The Playleaders are now able to lead safe and fun activities in the playground during breaks and lunchtimes supporting the other children to be more active.
- 8 volunteers were trained in Somersham to support a linked Health Walks Scheme increasing community resilience and enabling people to actively support their own communities.
- Qualifications achieved by team members include: Level 4 Cardiac Rehabilitation (x1), Level 4 Cancer Rehabilitation (x2), Level 3 Exercise Referral (x1), Level 2 YMCA Fitness Instructor (x2), Level 2 OTAGO (x1), Level 2 RFU Rugby Coach Award (x1), Level 2 Basketball Coach Award (x1), Level 2 Multi-Skills Coach Award (x3), Level 1 Futsal Award (x3). The achievement of qualifications ensures staff are multi-skilled, improves confidence and skill, reduces the need to cancel activities, as well as ensuring a wider programme of activities can be offered across service user groups.
- Supported five One Leisure Facilities staff to achieve Level 2 Multi-Skills Coach Award upskilling staff and increasing confidence in delivering activity to wider user groups.

## Raise the profile of sport and physical activity opportunities

- Support of the inaugural Tour of Cambridgeshire Cycle event; this large scale strategic event is a significant part of the District commitment to improving the number of people cycling (along with Cyclone, PEDALS and the HDC Employee Cycle Scheme). Alongside this there were significant economic benefits through tourism and visitors to the district for the event.
- Delivery of Sport Relief Mile event at Hinchingsbrooke Country Park supporting families to participate together in a fun and safe environment and raising funds for good causes.
- 14 free articles were published across various media including local press, and targeted magazines.
- The Health and Wellbeing Board Newsletter carried an article on ‘Freda’s Story’ which was subsequently picked up by the Carer’s Trust Magazine. Freda’s story told the tale of how attending RightStart classes had a positive outcome on her ability to perform activities of daily living and general range of movement, stability and strength.

# What we do...

## ...and the difference it makes

### Long Term Health Conditions - 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 One Leisure Active Lifestyles team or Impressions Fitness Suites.

*"Since my initial referral my health has improved. I go regularly to the gym and have lost 2½ stone. My life has been turned around. Thank you so much. I have a quality of life I thought I would never have."*

### Older People - 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'.

*"New to the area so great to see and walk in different areas. Having been widowed prior to my move I was on anti-depressants. Am now off them - the walking helped. This is a valuable service, thank you for organising the walks."*

### Older People - Cardiac Rehabilitation Community Classes

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.

*"Excellent instructors – everyone enjoys and looks forward to the classes which are growing. A good workout for cardio rehab. Classes need to continue."*

### Older People - Right Start Group Exercise Classes & Cyclone Start Up

Group exercise classes targeting over 50s 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. Right Start classes are in line with Age UK Falls Prevention Pathway.

*"A happy relaxed atmosphere. Kim our instructor is excellent. A good variety of exercises - from basic to challenging. I personally entered with two knee replacements and a shoulder replacement and have over the weeks, months, years improved beyond my expectations."*

### Older People – Walking Football

New to the programme in 2015/16 is the popular Walking Football that has taken the country by storm. Regular weekly sessions offer a sporting alternative for people wanting to be more physically active without the intensity of the full game.

*"Since starting walking football I've lost 6 pounds! I keep coming back because it's so enjoyable!"*

## Disability & Under-represented Groups including PEDALS

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. Our specially adapted bikes enable disabled people and their families and carers to enjoy the freedom only a bike can give.

*"Really enjoy the sessions. Doing physio without knowing it. Having fun with others."*

*"The leaders are very friendly, fun, and accommodating to all abilities, they are very relaxed and genuinely caring to our service users which brings the best out of them week after week! Thank you."*

*"Great for my child to meet other children with the same limits. With adult supervision who are friendly and encouraging and for me as a parent to be able to relax and watch my children achieve. Thank you."*

## Young People (Healthy Weight) including School Holiday Activities, Street Sports & U-Canoe

For young people (5-19 years) offering free and subsidised sports sessions as a positive diversionary activity and tackling rising childhood obesity rates.

*"It's fantastic to see young people taking part in sports and activities which is different to usual sports."*

*"The confidence the tutors gave us to gain experience/confidence to do the activity/overcome nerves."*

*"Thank you very much for a well organised and professional activity session. The 4 trainers were fantastic, friendly, capable, fun and great with the children, who seemed to enjoy it immensely. Thank you!"*

*"Please do them more often as it may get more kids into sport and reduce the national obesity rate."*

## DASH Phase II (Delivering Activity and Sport in Huntingdonshire)

From village festivals to U-Canoe sessions, sixth form activities to disability day care sessions, adult sports tasters and courses to the Sports Festival in the Park there is something for everyone in DASH.

*"Please, please, please continue with the DASH programme. I found places and people I never knew existed and internet is often not very helpful. Please keep going. I would never have tried fencing if it wasn't for this taster."*

*"On behalf of Festival Events St Ives I would like to thank HDC for the DASH team who came along to The Picnic in the Park on Sunday. They did a fantastic job and lots of children and adults enjoyed the opportunity to sample some fun sport and play games. We got lots of very positive feedback from takers on the day. A very successful day all round."*

# What we do...

## ...enabling and strategic role

### **Raising the profile of sport and physical activity**

#### **Events & Promotion**

The team attend a wide range of partner events promoting active lifestyles and how people can become more active.

#### **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 across the district.

#### **Better use of web and internet services**

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

### **Improve, enhance & sustain the sporting infrastructure (facilities, clubs, finance and 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 profession.

#### **Sports Facility Strategy**

The Huntingdonshire Sports & Leisure Facilities Strategy was reviewed with an updated strategy for 2016-21 adopted by Huntingdonshire District Council in March 2016. The strategy helps to inform and identify sporting priorities across the district.

#### **Facility Development**

The team supports Huntingdonshire District Council's One Leisure Facilities Team and other voluntary sports clubs and facility operators. The support can include funding advice for operators seeking to develop their own facilities.

#### **Club Development & Support**

The team provides information, advice and guidance to clubs on a range of matters including developing junior sections, gaining funding for equipment and issues around safeguarding or becoming a constituted organisation. There are over 250 sports clubs in the district providing sports opportunities to all ages and abilities across the district.

#### **Planning Related Developments**

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

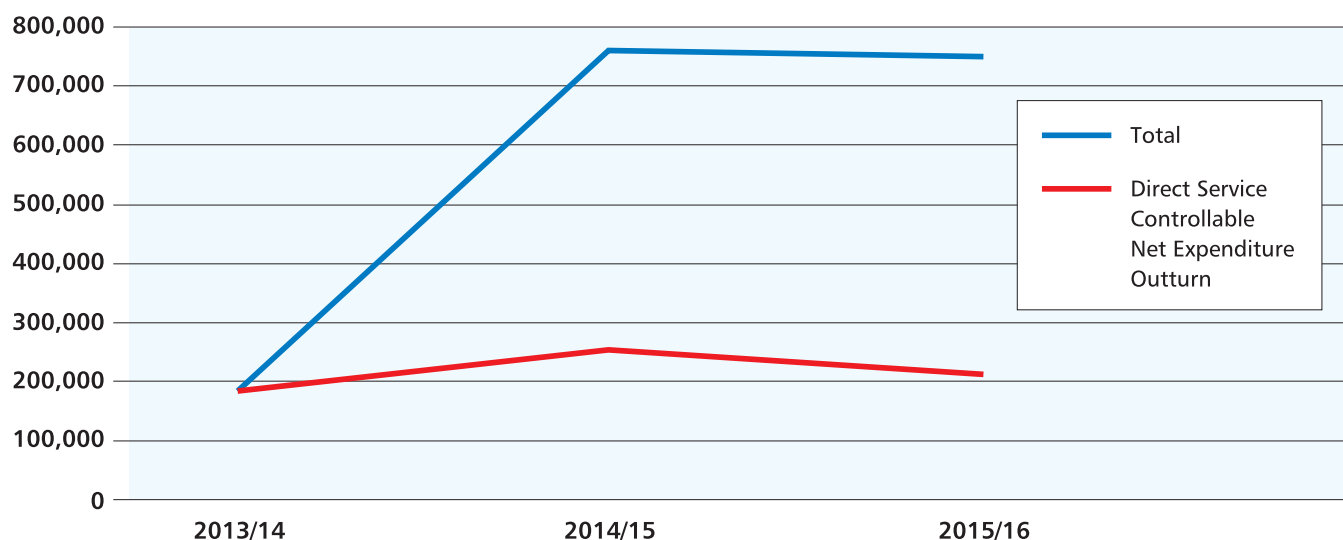


# Putting a value...

## ...on partnerships and grants

The team work with a vast range of partners from the statutory, commercial and third sectors to deliver and facilitate sport and physical activity opportunities. This work brings direct benefits in the form of cash and in-kind support to the services the Active Lifestyles Team delivers. The team also helps a variety of organisations with grant applications to bring further inward investment into the district. Volunteers are also a key part of the service activities, without their support we could not deliver the same levels as the current offer.

	2013/14	2014/15	2015/16
Partnerships (Value of Cash & In Kind Support)	£52,241	£59,548	£63,971
Grants & Club Development	£111,827	£677,528	£670,018
Volunteers	£18,000	£18,000	£18,000
<b>TOTAL</b>	<b>£182,068</b>	<b>£755,076</b>	<b>£751,989</b>
Cost of Delivering the Service (Net)	£181,925	£258,788	£216,040
Return On Investment	£1.00	£2.92	£3.48



## Best Ever Results in 2015/16

	2011/12	2012/13	2013/14	2014/15	2015/16
Group Exercise Classes	5,986	6,635	8,578	9,782	10,887
Exercise Referral	13,354	13,239	13,272	18,763	19,617
Adult Sports Activities	527	456	148	803	1,642
<b>Active Lifestyles Total Attendances</b>	<b>41,585</b>	<b>38,881</b>	<b>37,461</b>	<b>46,110</b>	<b>48,292</b>

# Financial Highlights

- Outturn reduced by 17% on the previous year at £216k (net controllable expenditure)
- Total Course Fee Income increased by 18% on the previous year to £45k
- Total Commissioned Activities increased by 69% on the previous year to £6.7k (excluding short term secondment arrangement)
- Subsidy per visit at lowest recorded level of £4.47
- Introduction of Voluntary Donations Scheme generated £1.5k supporting Huntingdonshire Health Walks Scheme
- Secured £46k contribution from Cambridgeshire County Council Public Health for another 12 months supporting Exercise Referral and Health Walks

## Summary Financials

	2012/13	2013/14	2014/15	2015/16	2016/17
Direct Service Controllable Income	(£141,000)	(£131,000)	(£108,000)	(£155,000)	(£130,000)
Direct Service Controllable Expenditure	£350,000	£312,000	£367,000	£371,000	£353,000
Direct Service Controllable Net Expenditure	£209,000	£181,000	£259,000	£216,000	£223,000
Capital Charges	£2,000	£2,000	£2,000	£5,000	£5,000
Non Controllable Expenditure	£119,000	£113,000	£113,000	£74,000	£74,000
<b>Total Net</b>	<b>£330,000</b>	<b>£296,000</b>	<b>£374,000</b>	<b>£295,000</b>	<b>£302,000</b>

## Performance Indicators

	2012/13	2013/14	2014/15	2015/16	2016/17
Staff cost as % of expenditure	62.6%	63.0%	65.6%	71.6%	
Income as % of controllable expenditure	40.3%	42.0%	29.4%	41.8%	
Subsidy per visit	£5.38	£4.83	£5.62	£4.47	
Individual participants	5,953	5,183	5,467	5,496	
Admissions	38,881	37,461	46,110	48,292	

## Expenditure History

	2012/13	2013/14	2014/15	2015/16	2016/17
Employees	£295,000	£269,000	£316,000	£322,000	£314,000
Premises	£12,000	£11,000	£12,000	£13,000	£13,000
Supplies and services	£24,000	£20,000	£30,000	£27,000	£19,000
Transport	£19,000	£12,000	£9,000	£8,000	£7,000
Irrecoverable VAT	-	-	-	£1,000	£0
Non Controllable (inc Capital)	£121,000	£115,000	£115,000	£79,000	£79,000
<b>Total Gross Expenditure</b>	<b>£471,000</b>	<b>£427,000</b>	<b>£482,000</b>	<b>£450,000</b>	<b>£432,000</b>

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

# Meet the team

**Jo Peadon** Sport & Active Lifestyles Manager  
**Martin Grey** Senior Sports Development Officer  
**Jenna Payne** Team Support Officer (part-time)

## SPORT, DASH, SPORTS PROJECTS, EQUITY & DISABILITY SPORT TEAM:

**Paul Ashbridge** Sports Development Officer (Sport)  
**Doug Finlayson** Sports Activator (temporary until 30th November 2016)  
**Cara Howell** DASH Delivery Officer (part-time) (temporary until 30th November 2016)

The team are supported by a small number of Outreach Workers (variable hours) and volunteers.

## EXERCISE REFERRAL & CARDIAC REHABILITATION TEAM

**Dan Gammons** Sports Development Officer (Health Inequalities)  
**Kim Bebbington** Physical Activity Officer  
**Ron Osborne** Physical Activity Officer (part-time/temporary)  
**Vacant** Physical Activity Officer (temporary)

The team are supported by a small number of Impressions Fitness Consultants, and Gym Buddy volunteers.

## HEALTH WALKS & RIGHT START TEAM

**Danielle Sancaster** Sport Development Officer (Health)

Danielle is supported by a small number of Outreach Coaches (variable hours) and 30 Health Walk volunteers.



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

[activelifestyles@huntingdonshire.gov.uk](mailto:activelifestyles@huntingdonshire.gov.uk)

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