

HUNTINGDONSHIRE DISTRICT COUNCIL

Title/Subject Matter: One Leisure Active Lifestyles Annual Report 2017/18

Meeting/Date: Overview and Scrutiny Panel (Customers and Partnerships)
– 12th July 2018

Executive Portfolio: Councillor John Palmer, Executive Councillor for
Partnerships & Well-being

Report by: Sports Development Manager (Martin Grey)
Active Lifestyles and Health Manager (Jo Peadon)

Wards affected: All

Executive Summary:

The purpose of this report is to inform members on the performance, work programmes and highlights of the One Leisure Active Lifestyles Team (Active Lifestyles) during 2017/18.

Recommendation(s):

The Panel is requested to comment on the performance of the One Leisure Active Lifestyles Team, with any suggestions for future areas of priority.

1. WHAT IS THIS REPORT ABOUT/PURPOSE?

- 1.1 The purpose of this report is to inform members about the performance of the One Leisure Active Lifestyles team (Active Lifestyles) during 2017/18 and endorse ongoing commitment to supporting health and wellbeing outcomes through Council activities.
- 1.2 It is a covering report to the main Annual Report attached at Appendix 1 within the agenda pack.

2. BACKGROUND

- 2.1 Each year an Annual Report (Appendix 1) is produced to inform elected Members, stakeholders, partners and commissioners of the activities, programmes and performance of the Active Lifestyles team.
- 2.2 2017/18 saw a significant change in funding and delivery with the end of the Sport England funded DASH (Delivering Activity and Sport in Huntingdonshire) project in March 2017. This meant that a number of activities, particularly around family engagement and adult sports courses were no longer delivered. Some elements that were sustained such as disability care home sessions came at a cost to the participants and this is reflected in the value for money customer feedback in this area.
- 2.3 The Active Lifestyles team deliver work that is complementary to and supportive of the One Leisure Facilities Team (OL Facilities). The team deliver activities out and about in the community at a range of venues including but not limited to the One Leisure sites.
- 2.4 Part of the team's work is to introduce customers to the One Leisure facilities and the broader range of activities available. Many of the team's service users are not traditional leisure centre users and we help to break down barriers and get new people through the doors of the centres. This could be walking sports for older adults, Active and Able for disabled people or cardiac rehabilitation for people with long term health conditions. This helps people to sustain activity after their direct involvement in formal support programmes ceases and also contributes to conversion of engagement into ongoing new formal OL memberships.
- 2.5 In 2017/18 the total attendances at activities delivered were 46,540. This was from 3,772 activity sessions delivered (classes, sports sessions, commissioned activities etc). Whilst this was down on the previous year (52,811 attendances from 4,053 sessions) it was up by 13% on the year target (39,700) that had been adjusted to reflect less funding as detailed in 2.2.
- 2.6 Across the whole service 96% of all customers were satisfied or better with the Active Lifestyles services. 94% of customers rated the value for money of paid services as good or better. This is broken down within the Annual Report for the individual programme areas.

3. OPTIONS CONSIDERED/ANALYSIS

3.1 The team's priority areas for 2017/18 were:

- *Provide targeted activities to promote active lifestyles and reduce health inequalities:*
 - *Older people*
 - *People with long term health conditions*
 - *Young people*
 - *Disabled people*
 - *Miscellaneous e.g. family engagement events*
- *Undertake a strategic and enabling role (facilities, clubs, finance and people)*
- *Support and facilitate employment, leadership, volunteering and skills.*

4. COMMENTS OF OVERVIEW & SCRUTINY PANEL

4.1 This report is intended for Overview and Scrutiny Panel (Customers and Partnerships) only.

5. KEY IMPACTS

5.1 As the Active Lifestyles team continues to evolve and moves forward and delivers targeted activities, participation rates can become increasingly volatile and may fluctuate year on year impacted by funding opportunities. The service continues to use enterprising methods to recover costs through commissioned work with partners.

5.2 The services delivered impact on people's lives aiming to provide a positive experience of physical activity and sport, whilst creating a 'habit' and improving health and wellbeing outcomes for our population.

5.3 The Active Lifestyles Service works to help improve Sports and Leisure Facilities across the district with recommended S106 project contributions.

5.4 The work of the Active Lifestyles team supports a number of partner organisations to deliver their objectives e.g. NHS and Youth Services, contributing to outcomes shown within the case studies in the Annual Report.

6. WHAT ACTIONS WILL BE TAKEN/TIMETABLE FOR IMPLEMENTATION

6.1 Not applicable

7. LINK TO THE CORPORATE PLAN

7.1 The Active Lifestyles team contributes to 'Enabling Communities' and in particular the priorities of 'Support people to improve their health and well-being' and 'Stronger and more resilient communities to enable people to help themselves'.

7.2 The Annual Report identifies where the team has helped people improve their health and contribute to their community, this includes personal case studies and the difference the team have made.

7.3 'Delivering Sustainable Growth' – Active Lifestyles helps to make the district a better place to live and work by working with One Leisure Facilities, sports

clubs and other sports providers across the district. The 'Huntingdonshire Sports and Leisure Facilities Strategy' (2016-21) identifies priorities for the district going forward and seeks to strengthen HDC's position when influencing formal sports provision through new housing developments. The team also provides training/qualifications opportunities and volunteer opportunities which contribute to developing a skilled and flexible workforce. The value of partnerships, grants and club development work in 2017/18 was worth £624k of inward investment to the district (cash and in kind).

7.4 Becoming a more Efficient and Effective Council – a £6.5k saving on the budget was achieved in 2017/18

7.5 Increasing people's health and wellbeing has a direct impact on the economic productivity and call on wider public support services. This is reflected in the Council's key risks and Annual Governance Statement. The Council is beginning a number of partnership pilot interventions to test the 'whole systems' approach to resolving health impacts and inequalities. In particular, we are leading an initiative in Ramsey, using the Design Council methodology, to address healthy weight issues.

8. CONSULTATION

8.1 Not applicable

9. LEGAL IMPLICATIONS

9.1 None arising from this report

10. RESOURCE IMPLICATIONS

10.1 The service has traditionally relied on grants and external funding contributions to deliver services. The Active Lifestyles Team has though over the last few years increasingly adopted new ways of working including direct delivery that is sustainable in its own right (e.g. group exercise classes) and in particular the launch of the Sport Development Business Model. Innovative ways of working are also being explored such as the work with local technology company Activ8rlives in providing alternative methods for people to manage their health and wellbeing.

10.2 An improved link with OL Facilities has increased staffing levels for 2018/19 with the view to deliver more physical activity and sports opportunities, making better use of our facilities to increase participation levels and income levels.

10.3 Whilst risk remains with all funding sources the Active Lifestyles team is actively sourcing new revenue funding streams to mitigate against this. This includes increased commissioning and introducing voluntary donations for some services. Work is actively ongoing at identifying and implementing areas where expenditure can be reduced including negotiation on room hire charges with external and internal partners. Each service area is being challenged to become sustainable in its own right.

10.4 A proportion of the Active Lifestyles budget is directed to the Strategic and Enabling Role. Whilst it is difficult to recoup direct costs the resource enabled the team to secure £624k in 2017/18 in inward investment to the district in the form of partnership working, grants and volunteering.

- 10.5 The Active Lifestyles team is actively manoeuvring itself to be ready to deal with any eventuality and to ensure the funds that are available are targeted at the areas where health inequalities will not be exacerbated by potential loss of funding.

11. OTHER IMPLICATIONS

- 11.1 Pressure on funding amid increasing service demand in the future may lead to an increase in health inequalities across the district.

12 REASONS FOR THE RECOMMENDED DECISIONS

- 12.1 The Panel is requested to comment on the performance of the Active Lifestyles team and suggest any areas for future priority.

13. LIST OF APPENDICES INCLUDED

Appendix 1 - Active Lifestyles Annual Report 2017/18

BACKGROUND PAPERS

NONE

CONTACT OFFICER

Martin Grey Sports Development Manager
Jo Peadon Active Lifestyles and Health Manager
Tel No. 01480 388244 / 01480 388048
Email: martin.grey@huntingdonshire.gov.uk
jo.peadon@huntingdonshire.gov.uk