

SLOUGH BOROUGH COUNCIL

REPORT TO: Overview & Scrutiny Committee **DATE:** 7th June 2010

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PART I **FOR COMMENT AND CONSIDERATION**

Adult Participation in Sport and Physical Activity – National Indicator 8

1 Purpose of Report

To inform members of the Overview and Scrutiny Committee and seek their advice on progress of work programmes to increase participation in sport and physical activity.

2 Recommendation

The Committee is requested to note the current status of the authority's performance against the national indicator for adult participation in sport and physical activity (NI 8), and advise on plans to address under-performance in this area.

3 Community Strategy Priorities

Celebrating Diversity, Enabling inclusion
Adding years to Life and Life to years
Being Safe, Feeling Safe
A Cleaner, Greener place to Live, Work and Play
Prosperity for All

Community participation in culture and sport can help tackle poverty and disadvantage by engaging people at risk of exclusion. It supports healthy lifestyles and brings different communities together, providing constructive activity and contributing to a positive sense of place and identity and fostering enterprise.

4 Other Implications

4.1 Financial

External funding has been secured to develop sport and physical activity programmes up to March 2011, targeting particular sections of the community:

- WEBE Project – £83,000 over 4 years
- Active England – £60,000 over 3 years
- Football Foundation, Positive Futures – 43,000 over 1 year
- Stroke Fund - £15,000 over 2 years
- DCMS Swimming Challenge Fund - £367,142 over 2 years
- Lifelong Learning - £3,200 over 1 year
- Berkshire Sports Partnership - £20,000 over 1 year
- Natural England – Walking for Health - £2,000 over 1 year

4.2 Human Rights Act and Other Legal Implications

There are no Human Rights Act or other legal implications at this stage.

4.3 Workforce

There are no direct workforce implications in reference to this report.

5. Participation in sport and physical activity

5.1 National Indicator 8

National Indicator 8 (NI 8) measures the number of people doing 3 x 30 minutes of sport or moderate intensity physical activity each week. The measure is collected through a national telephone survey (Active People) involving 500 individuals in each authority. NI 8 uses a narrow definition of participation in sport and physical activity which means that many people who are physically active would not be included in the performance results, e.g. individuals who regularly walk or cycle. NI8 has been selected as one of Slough's Local Area Agreement (LAA) priority measures.

5.2 Failure to meet agreed targets set in the Local Area Agreement for NI 8 will result in the authority not being able to draw down allocated reward money. Whilst a detailed improvement plan identifies local proxy indicators to be used for measuring performance this cannot be used towards NI 8 targets.

5.3 The baseline and targets for NI8 in the LAA are:

Target:

Baseline	2008/2009	2009/2010	2010/2011
19.4% Active People Survey data 2005/6	20.4%	22.4%	24.4%

5.4 Slough's performance is not unusual compared with other similar authorities, and it is clear the targets set are very challenging. (See appendix 1 for details of performance of other local authorities)

5.5 Actual performance 2008/9

Results for NI8 for 2008/9 were published in December 2009 and reported a further drop in Slough's performance to 16.1% compared with the previous baseline of 19.4% and the 2008/9 target of 20.4%.

6 Improving performance

6.1 Since reporting to the Scrutiny and Overview Committee in February a number of initiatives have continued to be delivered to address the issues Slough faces in improving participation in sport and physical activity. In addition a number of new initiatives have been developed.

6.2 Free Swimming

The provision of free swimming for targeted groups and renovation or replacement of swimming pools is a central government priority and a potential legacy from 2012. Slough agreed to take up the offer of national funding towards providing free swimming for all residents over sixty and under seventeen. It is the only local authority in Berkshire to do this.

- 6.3 Nationally the take up of the free swimming offer, as of September 2009, has resulted in 5.9 million free swims with 4 million of these being by under 16's (68%) and 1.9 million by over 60's (32%). The figures for Slough up to March 2010 are as follows:

32,690	Free swims
69%	Free swims by under 16s
31%	Free swims by over 60s (1% up from December 2009)

- 6.4 Funding for free swimming ceases in March 2011 and options are being developed to ensure there is a continued legacy from the Swimming Challenge Fund initiative

6.5 Improvement action plan

The improvement action plan has highlighted the following key areas to assist in increasing adult participation:

- Assisting sports clubs increase membership
- Encouraging more physical activity sessions at local community venues
- Targeted promotional offers for leisure facilities, including Slough Borough Council staff
- Promoting free swimming for over 60s
- New leisure opportunities at the Trading Estate gym
- Promoting awareness of the importance of physical activity, working with the PCT and others to do this

- 6.6 Initial priorities will be to get inactive people active, participating in at least one 30 minute session per week, making participation opportunities both accessible to all and affordable. We are aware that a percentage of Slough's population are disadvantaged both economically and socially and future programmes need to address these issues.

- 6.7 The following new initiatives are being delivered during 2010-11. Appendix 2 is the current action plan for improving adult participation in physical activity.

- **Healthy Workforce** – targeting participation of Slough Borough Council staff, a survey carried out throughout March/April identified Slough Borough Council's staff participation levels, identifying barriers to participation. From this a number of staff have been asked to join a control group to further analysis participation rates and trends. All staff in the control group will be offered discounted Synergy Gym membership.
- **Synergy Gym Membership** – Discounted scheme for individuals attending a minimum of three times per week. Throughout May free membership offered with a free guest pass.
- **Slough Community Leisure Open Weekend** – to coincide with the national 2012 open weekend on the 24th/25th July all 5 SCL sites will be open to the public offering come and try and taster sessions focusing on Olympic sports.
- **Slough sports clubs open day** – Over thirty Slough sports clubs will be invited to attend the club awareness open day at Montem Leisure Centre on 12th October, along with 6 sports governing bodies. All Slough schools will be encouraged to send pupils along to the open day as well as young people and adults in the evening. Opportunities for people with a disability or long term medical condition will be highlighted at the event.
- **GP Healthy Walks Scheme** – aimed at linking five GP surgeries with the healthy walks scheme, encouraging GP referrals. The walks will be held once a week from GP surgeries.

- **Slough Playday** – targeting young people and their families (estimated attendance 800+) a fun day of play and sporting activities to be held in Salt Hill Park on August 4th to coincide with National Play Day.
- **Gifted and Talented** – An athletics day aimed at disabled athletes to be held at Thames Valley Athletics Centre on 23rd June 2010. The event aims to increase levels of activity by young people with a disability and to create links to disability organisations for those gifted and talented young people who wish to progress. England Athletics will be in attendance to spot potential ‘talent’.
- **Cricket Coaching** – As one of the most popular activities amongst Slough’s community it is proposed to set up a cricket academy offering a comprehensive coaching programme to young people and clients of the New Horizons service with mental health issues.

6.8

Evaluation and development of the action plan

Throughout April the Culture and Sports Team worked closely with the IDeA (Improvement and Development Agency) to develop and take forward its improvement action plan, with the IDeA acting as a critical friend. The process was useful in that the IDeA were able to recommend examples of good practice used by other local authorities experiencing similar issues to Slough. Final feedback from the IDeA was that the Slough improvement action plan was one of the best examples of they had seen to date. (See Appendix 3)

6.9

Key recommendations made by the IDeA were as follows. These will be added to the Slough action plan.

1. Ensure that data from the Active People Diagnostic Toolkit is fully utilised to understand differing levels of participation.
ACTION: Two Active Slough team members fully trained to use diagnostic toolkit
2. Ensure that the SCL ‘swipe card’ is fully utilised and that more comprehensive data is collated and used in future delivery
ACTION: Ensure SCL provide data in agreed format and that this data is used to inform future programmes and delivery.
3. Develop further effective working with key partners including the PCT to ensure the health benefits of 3 x 30 are understood by the community
ACTION: Ensure key partners are represented on the Community Sport and Physical Activity Forum and cross agency and jointly delivered initiatives are developed in partnership.

7

Local measures

7.1

A number of local proxy measures have been developed to help explain local factors affecting physical activity for adults in Slough and to test the value of the actions being implemented. These more detailed and specific measures will include:

- Free swimming programme - % increase in uptake from 2009/10
- Usage of local leisure centres - % of individual users using the facilities x 3 times per week compared to total overall usage. More breakdown of user profile proposed.
- Sport pitch usage – Baseline data to be established for individual sport usage and junior and senior team usage
- Sports clubs membership - % increase in a.) junior membership b.) senior membership (over 16s)
- Take up of physical activity by Borough Council staff – monitor 3 x 30 per week

in SBC staff control group.

- 7.2 The detail behind these indicators will help identify whether actions are effective in increasing participation, give a clear picture of trends and where additional or different actions will be required. Data collection began in April 2010

8 **Pricing**

- 8.1 SCL offers a discount card scheme at their sites across the borough. The Options Plus Card is available to all and provides the holder with up to 35% discount off pay-per-play activities and courses. The Options Card is only available to students in higher education, people with disabilities, unemployed and people over 60 years of age. This card provides up to 50% discount at off peak and 35% discount at peak times. Slough's sports and leisure centre prices are in line with neighbouring authorities, who also offer discounted schemes.
- 8.2 The Active Slough team offer courses to targeted groups in the community included seated exercise classes, healthy walking schemes and yoga and pilates sessions. The majority of these sessions are free, although in some cases a nominal fee of £1 is charged.

9 **Comments of Other Committees**

- 9.1 Community, Leisure and Environment Scrutiny Panel (30th November 2009) recommended that a large, full scale event be considered to promote people's participation in sport and physical activity. These recommendations have been taken on board and the first of three planned events, Comic Relief Fun Run, took place in Upton Court Park in March 2010. Slough Play Day and SCL's open weekend will take place in July and August respectively.

10 **Conclusion**

- 10.1 Slough's performance against national indicator 8 is declining. A much strengthened action plan is being implemented to help improve performance and in particular to understand and measure performance against key local measures that are relevant and meaningful to our local community. Much remains to be done to refine and strengthen both the actions and the local measures, but early evaluation of the plan by the national experts in culture at the IDeA has confirmed it is very much on the right lines. The Council will continue to work with key partners to encourage and develop further opportunities for access to sports and physical activity programmes that impact on the whole community.
- 10.2 The Committee is requested to note the current status of the authority's performance against the national indicator for adult participation in sport and physical activity (NI 8), and advise on plans to address under-performance in this area.

11. **Appendices Attached**

Appendix 1 – NI 8 Audit Family Comparators

Appendix 2 – NI 8 Action Plan

Appendix 3 – IDeA - Critical friend challenge of delivery against culture and sport national indicators – draft report

12. **Background Papers** - None

