

SLOUGH BOROUGH COUNCIL

REPORT TO: Overview & Scrutiny Committee

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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 work programmes to increase participation in sport and physical activity.

2 Recommendation(s) proposed actions

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

Capital funding has been received from the Swimming Challenge Fund (Free Swimming) and £27,000 has been used to make improvements to the Langley Leisure Centre changing facilities for the anticipated increase in numbers through

the Free Swimming initiative. A further capital bid for £500,000 from the Swimming Challenge Fund was unsuccessful.

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
- Barclays Spaces for Sport - £16,000 over 3 years

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 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%

Slough's performance is not unusual compared with other similar authorities, and it is clear the targets set are very challenging.

6.0 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%. Attached as appendix 1 is a list of audit family comparators and their performance against NI 8.

6.1 This reduction in Slough's performance is in some ways reflecting the economic climate as subscriptions to leisure activities are reduced (see appendix 2 for SCL usage). The loss of the Sports Development Team in 2007 has also had an impact on the Council's ability to promote and engage the community in sport and physical activity in previous years.

7 Improving performance

Evidence shows that there are lower levels of participation amongst some groups, including particularly poorer socio-economic groups, women, older people, black and other ethnic minority populations, and people with a limiting longstanding illness or disability.

- 7.1 A new delivery plan to address this issue has been developed. In addition two new members of staff in the Active Slough Team (recruited in October 2009) have key tasks to provide impetus in implementing the plan and getting more people more active. This is being done with the support of partners, including Slough Community Leisure and the Slough Sport and Physical Activity Forum. The action plan includes:
- Helping sports clubs increase membership
 - Encouraging more physical activity sessions at 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
- 7.2 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. Activity will be targeted at women, individuals with a disability or with long term health conditions and other groups highlighted with poor participation levels.
- 7.3 It is also proposed to develop two mass participation events this year, promoting community engagement and participation. The first event is scheduled for March 21st; a family fun run in aid of Sport Relief at Upton Court Park, over 1, 3 or 6 mile course. It is hoped that over 1,000 individuals will participate in this event. The second event will be held in July over a full weekend, promoting the 2012 Olympics and World Cup themes.
- 7.4 Links are being made with other local authorities to learn from good practice and develop similar programmes and initiatives in Slough if appropriate. The Improvement and Development Agency (IDeA), who are funded by the Local Government Association to support local authorities, are providing expert challenge, benchmarking and practical advice to make sure Slough's improvement plan for NI 8 is the best it can be.

8 Local measures

A number of local measures are being 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
 - Usage of local leisure centres
 - Sports pitch usage
 - Sports clubs membership
- 8.1 The detail behind these indicators is being finalised with support and challenge from the IDeA. Measures will be extended to reflect further development of the action plan.

They 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 will begin in April 2010.

9 Risk Management

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.

10 Free Swimming Initiative

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 has agreed to take up the offer of national funding towards providing free swimming for all residents over sixty and under sixteen. It is the only local authority in Berkshire to do this.

- 10.1 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 December 2009 are as follows:

25,517	Free swims
70%	Free swims by under 16s
30%	Free swims by over 60s
9,786	Live cards in circulation, double the number in June
92%	Of participants live in Slough
7.5%	Of participants live in South Bucks
0.5%	Of participants live elsewhere
88%	of applications from under 16s
12%	of applications from over 60s

- 10.2 The increase in take-up for free swimming has slowed since its launch in April 2009. However there has been an increase in numbers of over 60s taking up the free swimming offer since September, following a positive marketing campaign.
- 10.3 The total of 25,517 swims is broadly half the number of people who swim casually at Slough's two pools. There are significantly more free swims taken at Langley than Montem. The total of free swims excludes customers attending swim lessons, swimming clubs and other organised sessions. Income from swimming lessons is being used by Slough Community Leisure to help fund free swimming.
- 10.4 Funding for free swimming ceases in March 2011 and discussions are already underway with SCL to see what could be put in place to ensure there is a continued legacy from the Swimming Challenge Fund initiative

11. Pricing

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. It also allows for holders to book activities 21 days in advance. 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.

- 11.1 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.

12. **Comments of Other Committees**

Community, Leisure and Environment Scrutiny Panel (30th November 2009) recommended that a large, full scale event be considered to promote peoples participation in sport and physical activity. These recommendations have been taken on board and the first of two planned events will take place in Upton Court Park in March 2010.

13. **Conclusion**

The town's performance against national indicator 8 is worsening. Active steps are being taken to address this in a way that reflects and meets the needs of local people. A new more targeted and robust delivery plan is in place and local proxy indicators will help ensure progress and relevance to Slough's community. Reducing performance against NI 8 is a national issue and is not unique to Slough. The Council will continue to work with key partners to learn from good practice and encourage and develop further opportunities for access to sports and physical activity programmes.

14. **Appendices Attached**

Appendix 1 – NI 8 Audit Family Comparators
Appendix 2 – Usage at SCL venues.

15. **Background Papers**
None