

COMMUNITY WELL-BEING PDG
7 JUNE 2016

PUBLIC HEALTH AND LEISURE SERVICES – PHYSICAL ACTIVITY AND PARTNERSHIP WORKING

Cabinet Members: Cllrs Colin Slade and Margaret Squires

Responsible Officer: Simon Newcombe, Public Health and Professional Services Manager, Lee Chester, Leisure Manager, Development and Performance, Mid Devon Leisure

Reason for Report: To provide an update on current and proposed partnership and collaborative working to increase participation in physical activity and achieve public health objectives.

RECOMMENDATION(S): The report is noted.

Relationship to Corporate Plan: Priority Area **Community** - Promoting physical activity, health and wellbeing

Aim 1: Work with health partners and community groups to provide a stronger voice for health and wellbeing throughout the District

Ensure the financial sustainability of our Leisure Centres

Aim 3: Work with schools and community groups to encourage young people to participate in sport and other physical activity

Work with partners such as Devon County Council, the National Health Service and other partners on the public health agenda to address health inequalities

Develop cultural, sport, leisure and heritage facilities with activities that benefit the entire District

Financial Implications: There are no specific financial implications.

Legal Implications: There are no specific legal implications.

Risk Assessment: There are no major risks.

1.0 Introduction

1.1 Over the last 50 years, UK physical activity levels have declined by 20%. Projections indicate a further 15% drop by 2030. If trends continue by 2030 the average UK person will use only 25% more energy than if they had spent the whole day in bed.

1.2 Participation in physical activity varies with:

- **Geography** - People living in in the least prosperous areas are twice as likely to be physically inactive as those from most prosperous areas

- **Age** - *Physical activity declines with age. By 75 years only 1 in 10 men and 1 in 20 women are active for good health*
- **Disability** - *Disabled people are half as likely as non-disabled people to be active. Only 1 in 4 people with learning difficulties take part in physical activity each month*
- **Race** - *Different ethnic groups have differing levels of physical activity*
- **Sex** - *Men are more active than women in virtually every age group*
- **Sexual orientation and Gender Identity** - *Over a third of lesbian, gay, bisexual and transgender youth do not feel they can be open about their gender identity in a sports club or leisure centre*

1.3 Organised physical activity programs are likely to have many other benefits such as reducing social isolation and improving mental health and well-being.

1.4 Using our local knowledge, expertise and data will help us to target new participants through innovative programs and will create a positive association with Leisure Centres as places that not only offer rewards in terms of individual physical health but also supports community cohesion.

2.0 Public Health and Leisure Services – building partnerships

2.1 Partnership working is essential for pooling resources, bringing together expertise, establishing and sustaining projects and delivering objectives. Public Health Services and the Leisure Centres need to be proactive in seeking partners that can jointly deliver a range of programs that promote health and well-being. Public Health and Leisure Services will work closely on improving networks, sharing information and collaborating on national, regional and local programs.

3.0 Current and proposed partnership working

3.1 **Active Devon** is the County Sports Partnership (CSP) for Devon, including Plymouth and Torbay, and one of a network of 43 CSPs across England. As a CSP, Active Devon provides a set of core services for Sport England to the sports sector, including over 46 National Governing Bodies (NGBs) of sport, and plays a key role in the delivery of Sport England and other governmental initiatives and programs.

3.2 Mid Devon Leisure are currently working with Active Devon to ensure that Mid Devon residents have access to and benefit from the wide range of programs that Active Devon are currently delivering and developing. Leisure Centre facilities provide perfect venues for Active Devon to utilise and promote its programs. Management and Staff from the Leisure Centres are also well placed and qualified to offer direct support to Active Devon' programs so that they reach their target audiences. The partnership also provides spin-offs such as attracting new customers to the leisure centres. Currently there are a number of Active Devon programs that are run at the Leisure Centres including:

- Inclusive Crediton – Multi Skills / Activity club open to all
- Bollywood Dance – fun, inclusive, adapted to suit participant needs

- Inclusive Swimming – Coached supported sessions open to all impairment groups, sessions structured according to participant needs
- Play Bowls Training
- QE Satellite Club – After school club for disengaged girls

3.3 Other programs involving different partners include:

- Devon Youth games – Rotary Club
- GP Referral program
- Children’s Centres
- Culm Valley Integrated Health Centre – social prescribing

3.4 Other clubs and groups:

- Martial arts groups
- Swimming clubs
- Football clubs
- Netball clubs
- Triathlon clubs
- Schools for swimming and dry facilities
- Devon Senior Voice

4.0 **What will we be doing next?**

4.1 Recently Public Health Services and Mid Devon Leisure have been working with Active Devon, Age UK Mid Devon and Exeter City Football Club to expand the Walking Football program into the Mid Devon region. The program has already commenced in Uffculme and plans are well progressed to begin the program in Cullompton in early May followed by Crediton and Tiverton. The program is aimed at both men and women aged 50+ years and is a slower version of the ‘beautiful game’ that should attract individuals with varying levels of fitness and mobility.

4.2 Cardiovascular disease is a major cause of mortality. Mid Devon Leisure has recently successfully put a member of the team at the Exe Valley facility through Cardiac Rehabilitation Phase 4 training. This will help to deliver group exercise, under the supervision of a Cardiac Nurse, to patients recovering from Cardiac events. In working with the Healthcare NHS Trust the leisure service is working towards funding for more team members to provide this service across the facilities.

4.3 Mid Devon Leisure will be exploring outreach opportunities into the community such as Health & Fitness and Group Exercise in rural areas to those communities not currently accessing, or able to get access to the facilities, utilising small private pools to expand the swimming lesson programme at peak times, and working with the Town Centre Manager to facilitate ‘pop up’ activities and events.

4.4 As a district council we will also provide a leadership role in delivering national programs such as Move More Live Well, One You and Active Villages and in supporting Devon County’s overarching public health strategy.

- 4.5 Matching future programs to take advantage of spare capacity at the Leisure Centres at times when the facilities are less busy.
- 4.6 Taking a coordinated approach to the provision of physical activity programs across Mid Devon working closely with a network of agencies.
- 4.7 Joining up business and strategic planning in both services where appropriate.
- 4.8 Developing closer working relationships with social prescribers working directly in the NHS to refer and/or signpost suitable patients to our projects and facilities. This takes a preventative and recovery stance – for example walking football or other physical activities can significantly reduce the risk of cardio-vascular disease whilst cardiac rehabilitation directly supports the recovery of those recovering from cardiac events.
- 4.9 In particular, we will look to influence and work in partnership with the NHS Northern, Eastern and Western Devon Clinical Commissioning Group to expand on social prescribing and stronger partnership working across Mid Devon. There are many wider benefits of social prescribing and joined up working across other Public Health teams such as Private Sector Housing and other Housing and Benefit services.
- 4.10 Evaluating and reviewing our programs and their impact.

5.0 Summary

- 5.1 Partnership working will be pivotal to improving and delivering better public health outcomes for the residents of Mid Devon, achieving leisure service and core public health objectives including those set out in Mid Devon District Council's Corporate Plan.
- 5.2 The projects and initiatives outlined briefly in this report provide a golden thread between ground-level community projects/usage of our leisure facilities and those corporate plan priorities discussed.
- 5.3 The Public Health Services and Mid Devon Leisure will adopt a leadership role in supporting delivery of County and national level initiatives which will deliver real benefits and opportunities for our community.

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