

# North Tyneside Council Report to Council Date: 23 July 2015

## ITEM 5

Title: Active North Tyneside

Portfolio: Health and Well Being

Cabinet Member : Councillor L Spillard

Report from Service Area: Public Health

Responsible Officers : Wendy Burke, Acting Director of Public Health Tel: (0191) 6432104  
Phil Scott, Head of Environment and Leisure Tel: (0191) 6437430

Wards affected: All

### PART 1

#### 1.1 Purpose:

The purpose of the report is to present to Council information on the first year of the Active North Tyneside initiative.

#### 1.2 Recommendation:

It is recommended that Council note the contents of 2014-2015 report on the The Active North Tyneside initiative and its success to date.

#### 1.3 Forward Plan:

This report first appeared on the Forward Plan that was published on 13<sup>th</sup> July 2015

#### 1.4 Council Plan and Policy Framework

This report relates to the following priority in the 2014/18 Our North Tyneside Plan:

Our people will be supported to live healthier and longer lives.

#### 1.5 Information:

##### 1.5.1 Background

In April 2014, following consultation with the Cabinet member for Health and Wellbeing and the Cabinet member for Leisure, Culture and Tourism, the Public Health and Sport

and Leisure Services began to develop and deliver the Active North Tyneside programme.

The primary purpose was to improve the health and wellbeing of residents in the borough by increasing physical activity levels. This was in line with the national strategy 'Everybody Active Everyday' produced by Public Health England.

The Sport and Leisure service had previously operated primarily on a commercial model focused on income generation and increasing user numbers. In order to keep overall subsidy levels for the service low this is important. However it was apparent that those individuals in North Tyneside who would benefit most from physical activity were not readily accessing the services provided.

A new, parallel approach, embracing public health principles was required in order to tackle health inequalities. The challenge was to provide improved universal access to physical activity opportunities and to specifically encourage and promote uptake in areas and in communities within the borough where people were inactive.

To meet this transformational change the Authority's Sport and Leisure team was restructured. Some job descriptions and roles were changed and relevant training for the wider sport and leisure team was developed.

The aims of Active North Tyneside are:

- To increase participation in physical activity across the borough
- To increase participation by new service users
- To increase physical activity in low income groups, vulnerable populations and older people with a particular focus on areas of deprivation
- To improve access to and affordability of services and activities
- To improve engagement with inactive populations and community connectivity and capacity
- Improve wellbeing in the population

As a result public health is now firmly embedded within the Sport and Leisure service of the Authority. This service redesign will continue to develop in line with local needs.

### 1.5.2 The Active North Tyneside Offer

A comprehensive offer of both universal and targeted programmes of physical activity has been made in year 1 of Active North Tyneside. This was underpinned by extensive community engagement in the lead up to the launch of Active North Tyneside.

Universal activities such as free swimming and sports clubs for young people or health walks for adults have been offered. These run alongside bespoke activities, either targeting a particular geographical location or group.

Active North Tyneside also offers community based weight management programmes for both adults (Weight Worries Programme) and for children and their families (Healthy4Life).

Building community resilience and capacity also forms part of the work and programmes to recruit Community Health Champions and health walk volunteers are included.

The appendix to this report outlines the offer during 2014-15.

### 1.5.3 Highlights and outcomes of 2014-2015

The Appendix to this report also provides a comprehensive description of the outcomes and successes of the first year of Active North Tyneside. It also describes some of the important lessons learned.

The engagement and consultation programme produced quantitative data from a survey and demonstrated that people broadly understood the health benefits of physical activity.

It also demonstrated that there was willingness for residents to become more active however, finding the time, overcoming illness and health issues, finding the energy and the cost prohibited access.

This feedback was used to develop some early pilot initiatives and the branding and marketing messages of Active North Tyneside. The initiative was formally and successfully launched in January 2015 with a comprehensive marketing campaign and the launch of a bespoke website.

During 2014-2015 there were 25,696 attendances to universal and targeted programmes.

All the programmes were free of charge for those attending.

Some of the highlights include:

- A 41% overall rise in attendances to “No Limits” sport and play clubs since removing the admission charge.
- A 62 % rise in attendances to “No Limits” swimming session since removing the admission charge.
- There were over 2500 attendances to weekly health walks.
- 82 individual young women aged 17-25 attended the “us girls” programme.
- Over 700 individual children attended the “Kicks” programmes in partnership with the Newcastle United Foundation.
- Over 500 individual children and adults attended basketball programmes in the community in partnership with Newcastle Eagles.
- Of the graduates of the adults’ “Weight Worries” programme 75% reduced their weight; 87% reduced their body fat percentage and 74% increased their self esteem.
- Of the graduates of the childrens’ “Healthy4Life” weight management programme 80% improved their Body Mass Index (BMI), 86% improved their eating habits, 82 % increased their physical activity and 76% improved their self esteem.
- 40 volunteer community health champions have been recruited.
- 45 member of the Sport and Leisure team attended public health training courses.

In addition to the work on the ground, Active North Tyneside is being recognised as a national exemplar of good practice in relation to embedding public health into mainstream Authority services. Following a visit to North Tyneside in April 2015 the Chief Executive of Public Health England, Duncan Selbie, described the Active North Tyneside initiative as “public health in action”

#### 1.5.4 Development in 2015/16

Building on the successes and the lessons learned during year one a comprehensive delivery programme for 2015- 2016 is already in place and is being rolled out.

The Healthy4Life public health nurses and Food and Health Team are firmly embedded within the Active North Tyneside initiative and the work of these specialists is coordinated and managed by the Sport and Leisure service. They are co-located in the same office as the Active North Tyneside team.

More bespoke and wider public health training for the Sport and Leisure team will further embed the principles of Making Every Contact Count within the service. This will help to provide brief advice to residents in relation to a number of lifestyle factors. It is also anticipated that in time this training will be rolled out by the Sport and Leisure team to other Council front line services.

#### 1.6 **Decision options:**

The following decision options are available for consideration by Council:

##### Option 1

That Council note the contents of this report.

##### Option 2

That Council do not accept this report and requests Officers to provide further details to Council of the Active North Tyneside programme.

Option 1 is the recommended option.

#### 1.7 **Reasons for recommended option:**

Option 1 is recommended for the following reasons:

To provide Council with information on the Active North Tyneside programme.

#### 1.8 **Appendices:**

Appendix: Active North Tyneside Summary Report Year 1 2014 – 2015

#### 1.9 **Contact officers:**

Wendy Burke, Acting Director of Public Health 643 2104  
Paul Youlden, Senior Manager – Sport and Leisure 643 7430  
Alison Campbell, Senior Business Partner – 643 7038

#### 1.10 **Background information:**

The following background papers/information have been used in the compilation of this report and have been provided as an appendix to this report

## **PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING**

### **2.1 Finance and other resources**

There are no additional financial implications arising directly from this report. During the financial year 2014-15, £0.622m was allocated to Active North Tyneside from the ring fenced Public Health grant. Funding is also available in 2015/16.

### **2.2 Legal**

There are no legal implications arising from this report

### **2.3 Consultation/community engagement**

#### **2.3.1 Internal Consultation**

Table 4 in the appendix to this report outlines the internal consultation carried out in the planning of Active North Tyneside.

#### **2.3.2 External Consultation/Engagement**

Table 4 in the appendix to this report outlines the external consultation and engagement carried out in the planning of Active North Tyneside.

### **2.4 Human rights**

There are no human right implications arising from this report

### **2.5 Equalities and diversity**

There are no equality and diversity implications arising from this report

### **2.6 Risk management**

There are no risk management implications arising from this report

### **2.7 Crime and disorder**

There are no crime and disorder implications arising from this report

### **2.8 Environment and sustainability**

There are no environment and sustainability implications arising from this report

**PART 3 - SIGN OFF**

- Deputy Chief Executive  X
- Head(s) of Service  X
- Mayor/Cabinet Member(s)  X
- Chief Finance Officer  X
- Monitoring Officer  X
- Head of Corporate Strategy  X