

Sport, Wellness, Aquatics and Play Update

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

Strategic Priority : Healthy City

Corporate Improvement Objectives: CIO1: Delivering Customer Focused Services, CIO3: Efficient and Effective Council

1. Why has this report come to the Committee?

- 1.1 The purpose of this report is to provide an overview for Members regarding work relating to Sport, Wellness, Aquatics and Play in 2009. The report will highlight projects that have recently been completed, currently being delivered, or those that are in the planning process. The Committee will also be provided with a presentation relating to the proposed priorities for football investment.
- 1.2 Sunderland's Sport and Physical Activity Strategy 2005-2010 sets out how Sunderland's Local Strategic Partnership would contribute to the achievement of this vision, through the development of sport and physical activity opportunities across the city. Promoting sport and physical activity in advance of the 2012 Olympic Games, and beyond, will support Sport England's target of increasing participation in sport and physical activity by 1% annually, further reducing the city's health inequalities.
- 1.3 The Sport and Physical Activity Strategy 2005-2010 highlights a commitment to residents, stating that, "in Sunderland everyone will have access to quality sport and physical activity opportunities to improve their health and well-being at first class community facilities."
- 1.4 An annual Sport and Leisure update report, together with selected review topics, was historically presented to the Culture and Leisure Review Committee. This report will provided Members with an update on progress, achievements and future work in relation to Sport, Wellness, Aquatics and Play.

2. Background

- 2.1 The Department for Communities and Local Government which in April 2008, published the National Performance Framework for Local Government that replaced all other sets of sport performance measurement. The national indicator which Sport, Wellness, Aquatics influence is, NI8 - Adult participation in sport.

Whilst the NI8 indicator focus is directly on sport and physical activity, as a city we continue to support and add value to a wide range of areas and indicators such as, positive activities for young people, volunteering, regeneration, education, health and community safety targets. The cross-cutting nature of sport impacts on a wide spectrum of other national indicators which include:

NI6	Participation in regular volunteering
NI55	Obesity among primary school age children in Reception Year
NI56	Obesity among primary school age children in Year 6
NI57	Children and young people's participation in high quality PE and sport
NI110	Young People's participation in positive activities

NI137 Healthy life expectancy at age 65
NI199 Children and young people's satisfaction with parks and play areas.

- 2.2 The national review of sport and physical activity by Sport England has culminated in the need to ensure we have one joined up 'Single Delivery System' for sport in order to plan, deliver and evaluate improvements in participation from grassroots through to elite sporting performance. Within the Single Delivery System, the County Sports Partnership is the strategic lead for regional sport in Tyne and Wear, and supports local authorities' work with its partners in a range of areas to increase participation levels. Sunderland currently hosts the Partnership.
- 2.3 At a local level, the Single Delivery System requires a mechanism to plan, prioritise funding and ensure a vibrant network of delivery exists. To achieve this, it is a requirement by Sport England that each local authority establishes a Community Sport Network. Sunderland has responded to this challenge by establishing the ActiveSunderland Board (in 2008), which will drive forward participation in sport and physical activity at a local level.
- 2.4 We are working towards the delivery of a city wide 'core offer' to all residents, which is also referenced in the Corporate Improvement Plan. All residents will have the opportunity to participate in four core areas of physical activity. This core offer comprises of:
- Sport
 - Wellness
 - Aquatics
 - Play

Whilst our 'core offer' has four components, a number of connecting schemes and projects operate at a local level.

- 2.5 In addition to this 'core offer', a range of shorter term targeted services are provided in partnership to reach a specific age group or target audience, predominantly to inspire adults and young people to participate in physical activity with a view to improving their overall health and wellbeing.
- 2.6 A range of specialist services are also delivered on behalf of, and fully commissioned by other partners, such as the Sunderland Teaching Primary Care Trust, the Department for Children, Schools and Families and the Home Office.
- 2.7 The Council has embarked on a significant investment and modernisation programme of its facilities to support continuous improvement in the manner in which services are delivered to reach the previously mentioned targets.

3.0 Sport, Wellness, Aquatics and Play Update

- 3.1 Sunderland City Council takes the health and well being of all who live, work and study in the city very seriously. The Council wants people to live an active, independent life to the full. An important part of achieving this is to take part in regular physical activity and the choices of facilities and programmes available will continue to improve.
- 3.2 As detailed above, the 'core offer' consists of Sport, Wellness, Aquatics and Play. In addition, there are a number of city programmes and projects which are cross cutting in nature and draw opportunities together to ensure provision is 'connected' at a local level. Many of these programmes are increasingly offered with local

partners on an area basis. Progress in the delivery of leisure activity within the city is detailed below:

3.3 Active Sunderland Board

- i) The Active Sunderland Board consists of partners from all sectors, which contribute to the development and delivery of sport and physical activity within the city. Together we aspire to:
 - Lead development of a citywide strategy for increasing participation in physical activity
 - Coordinate and exploit the sport and physical activity facilities in the city
 - Increase the number and improve the quality and skills of the workforce
 - Capitalise on major events including the Olympics and Paralympics
 - Use research and evaluation to understand the physical activity sector
 - Identify and maximise potential funding to support and extend the provision of physical activity.
 - Prepare a collective, citywide response to national sport or physical activity initiatives.
 - Act as an advocate for physical activity in the city.
 - Monitor and evaluate achievement against outcomes.
- ii) Overall the Board seeks an effective single delivery system which increases participation in sport and physical activity. The Board currently links into the 'Healthy City' delivery arrangements, but it is recognised that sport and physical activity is unique in its cross cutting role on virtually all themes in the Sunderland Strategy.
- iii) In the challenging economic climate, it is increasingly important that the Council are clear where and why resources are focused. In recent months, the Board has been refreshing its terms of reference, developing the overall governance arrangements to engage with wider partners, establishing a general approach to business and an accompanying performance management framework to track performance. This will help ensure the Board prioritises its energy and delivers value for money to residents.
- iv) A number of key cross cutting partnerships have been formally endorsed to take the work forward including;
 - A BSF Steering Group being formed, to ensure that a clear PE and Sport vision is embedded in the BSF capital transformational programme and that school developments reflect the needs of the wider local community sport. In the future, this group could develop into a wider sport facility planning group, to ensure partner developments are strategically planned, connected and sustainable.
 - The City Council playing a leadership role in coordinating sub-regional and local partners, and endeavouring to ensure local community sports needs are met with clear policies.
 - A Young People's PE, Sport and Physical Activity Group have also been formed, bringing together the network of specialist colleges, healthy schools leads, college and university.

As can be seen from the above work, the City Council are taking a leadership role in coordinating partners and being the lead for community sport for children and young people beyond the curriculum day.

- v) Evidence of partners recognising the Active Sunderland Board and the wider network, is its role in delivery of the City's Preventative Strategy. The Board is the named lead for the commissioning of £100,000, for Play and Positive Activities from Children's Services. These funds are currently being used to commission a wide range of providers who are part of the extended network of providers. The City Council will take a lead role (with other nominated Board Members supporting) to ensure that such funding delivers high quality services. Similarly, the Board's strategic role is illustrated by the Teaching Primary Care Trust's (TPCT) willingness to contribute £60,000 towards the city's Active Bus project, which is a Board led project. Further, the Young People's PE Sport and Physical Activity Group has planned and commissioned funds to support children and young people in achieving the five hour offer (NI 57).

3.4 Development and Promotion of the Network

- i) When the Active Sunderland Board was launched, it was envisaged that the strength would be the extensive network of deliverers. Work has been underway to develop a detailed database of providers and partners in sport, wellness, aquatics and play.
- ii) The development of a current database network of sports providers has taken some time to compile. The data collection and partner development has been initiated by the Sport England funded Active Bus Coordinator and the recent recruitment of the Community Sports Network Coordinator. It is anticipated that the data will provide the service with greater knowledge of the city's sports providers.

3.5 Outdoor Sports Facilities

- i) The city continues to develop facilities to underpin and support participation in sport and physical activity. In addition, to the substantial aquatics development, the service has focused on three significant pieces of work to develop facilities:

3.6 Football Investment Strategy

- i) Members may be aware the Football Investment Strategy has previously been submitted to Scrutiny Committee. A full assessment of needs and demands for football has been completed, which has resulted in a tiered model of provision and standards which will help to ensure football sites have defined purpose, and that development principles are embedded into the delivery. The Strategy was approved in January 2010 by Cabinet and will be followed by the development of investment priorities to secure a £1million contribution for football to match the City Council's £700,000 contribution. It is intended the Strategy will improve satisfaction rates in community based facilities and increase participation in sport amongst adults and young people.

3.7 Football Centre Developments

- i) Steady progress is being made in the procurement of private sector providers for the Silksworth football facility and Northumbria Centre, despite the challenging market conditions. The Committee will be provided with an update on progress at the meeting.

3.8 Houghton Primary Care Centre

- i) In October 2009, the construction phase of the £19.5m Primary Care Centre project commenced on site. Built adjacent to the existing Houghton Leisure Centre, the new buildings will be joined to create shared circulation space. The external site will be developed to include improved parking areas, aesthetic

landscaping and completion is due spring 2011. As part of the Primary Care Centre development, a new multi use games area will be built on the site.

3.9 Sport Partners and Development Pathways

- i) Developing sport in Sunderland relies upon a strong approach to support key community partners. The City Council is starting to make good progress to ensure that there is a well connected network of partners, although considerably more focus is required to make the most of emerging opportunities such as the Olympics and the 2018 World Cup.
- ii) It is important the City Council take a lead role in supporting the community network and work with sub regional agencies such as Tyne and Wear Sport, in offering some core services to providers. A sports framework is at an advanced stage of development and will set key baselines and targets around the cornerstones of sports development. The framework will also establish key roles and responsibilities in both the development and funding of such sports development activity and will identify support and performance measurement in the areas of:
 - Club development
 - Coaching
 - Sports volunteer support
 - Talented athlete support
 - Funding support
 - Promoting sport and celebrating success
- iii) The City Council in addition to providing sports facilities,, also guides policy, supports, enables and commissions delivery partners to deliver sport. The framework will seek to formalise and strengthen this approach. Further, the framework will seek to clarify the level of service possible across the city in support terms and across the wide range of providers.

3.10 Promoting Sport and Celebrating Success

- i) The city sponsors the Sunderland Sports Fund which awards grants to talented young people. Further work is required to support the programme.

3.11 Inspiring Sports Events

- i) The opportunity for the city to host the World Cup in 2018 would bring substantial legacy opportunities for sport far beyond football. City Services have worked with other key Active Sunderland Board partners (specifically the Sunderland AFC Foundation) to develop the community participation and legacy chapters to the submission. Recent success in Sunderland's presence in the final FA England bid provides a real opportunity for refining this work.

3.12 Sport and Tackling Crime

- i) As referenced earlier, sport can contribute to a range of cross cutting priorities. City Services continue to direct deliver a targeted intervention for children and young people in Southwick, Positive Futures. This programme is nationally funded by Catch 22 (Home Office funding) and is currently under funding review.
- ii) The programme continues to be a popular and requested service in Southwick and localities beyond. Elected Members in both Washington and the Coalfield areas have recently requested information on whether such a scheme could operate in their area using locally devolved funding.

- iii) City Services experience in using such schemes to support communities has also been recognised in a national research project, which followed from Sunderland's Beacon programme for Culture and Sport for Hard to Reach Groups. The research is now complete and has been published nationally. A toolkit evidencing the Council's work is currently being prepared.

3.13 Play

- i) The Strategic vision for play in the city outlined in the Play and Urban Games Strategy – Moving Forward (2007-2012) is that:

Sunderland will work in partnership to provide, support and sustain a variety of high quality and accessible play environments and opportunities for all children and young people up to 19 years. The city aspires to a core offer of free provision citywide supported by affordable supervised provision as appropriate.

- ii) Committee Members will be aware of previous updates on progress against the city's Play and Urban Games Strategy – Moving Forward (2007-2012).
- iii) In January 2008, Sunderland City Council was one of 20 authorities to be awarded Play Pathfinder status, a £2.1million capital investment accompanied by £500,000 revenue support. The award has resulted in an 18 month transformation programme in the delivery of play and urban games city wide. The breadth and depth of the programme, and the team's aspirations to ensure the programme makes a difference to children, young people and their families, has stretched capacity and commanded significant energy, creativity and commitment.
- iv) However, the City Council is now supported by an emerging network of partners in play, who have grown in strength and number through the team's resourceful and visionary approach to the programme. Our partners include Play England, Tyne and Wear Play Association, Gentoo, voluntary sector groups, schools and residents associations.

v) Achievements

The achievements of the Play Pathfinder Programme are as follows:

- Match funding the £2.1million DCFS capital grant and £200,000 City Council funding, by a further £1.8million from external funding. A funding ratio in excess of £19 external funding, to every £1 City Council funding, evidences value for money and efficiencies.
- Developing an inspiring partnership with the Aiming High Pathfinder for disabled young people and their carers, to develop an integrated service model for play.
- Maximising partner skills through commissioning a range of voluntary and community sector organisations, to deliver neighbourhood based consultation and empowering communities and promoting ownership.
- Tackling a mid-programme review of consultation, to reflect local feedback and fully capture the community leadership role of Elected Members.

- Engaging over 3,000 children and young people in the design and development of new play spaces and play services, including a young people's inspection team.
- On target for the delivery of 28 new or refurbished high quality play spaces citywide by March 2010.
- An increase from 31% children and young people, with access to high quality play spaces 1km from their door in 2008, to 70% high quality access by March 2010.
- On target for the delivery of a unique City Adventure Play Park, as a beacon for expertise in family focused and inclusive adventurous play.
- Launch of the 'Lets Play' campaign, to inspire families to get involved in their local play spaces and to challenge a sometimes negative perception of children and young people playing and socialising. The estimated reach of these six activities was over 1000 children and young people.

vi) Overcoming Challenges

The programme delivery has not been without its challenges. The team has been supported by Elected Members to build confidence in communities who fear that play will create problems, rather than solve them. This has included coordinating multi-discipline teams to ensure a 'one council' solution prior to a new play development. Tackling perceptions against play provision remains a key challenge moving forward.

Nonetheless, the developments have led to a sustained improvement in resident satisfaction. Since 2004, a net improvement of 19% to the current date, has been seen through the annual MORI survey (this measure being taken prior to the Pathfinder investment).

vii) Next Steps

It is important the play service identifies resource to ensure that the new areas remain presentable and appropriately maintained. Due to the significant progress against the action plan within the current Play and Urban Games Strategy, an addendum to the document is being prepared. This will consider revised guidance issued by Government and Play England, but mainly seek to review progress and update the action plan. Elected Members have been asked over the last 12 months for their views on possible next steps for play development. Suggestions to date have been distributed to Elected Members for their feedback on a ward basis. It is anticipated that an updated action plan will be available from spring 2010.

viii) In conclusion, Pathfinder has helped formally shift the play service from being facility focused, to a service which engages with communities, educates, challenges perceptions and encourage families above all have fun, but also to lead healthy and active lifestyles. Whilst there is still more to do, progress in the delivery of play in 2009 has been outstanding, with the accelerated delivery of the Play and Urban Games Strategy (2007-2012), by two years. The service has out-performed all agreed targets and exceeded many resident needs, which has been recognised locally by Elected Members, partners and residents of all ages.

In addition, Sunderland has shared their learning regionally and have been selected for a National Best Practice DVD. The progress at Silksworth for the innovative Adventure Playpark is being viewed with interest by the Government, as it emerges as a model of National Best Practice.

3.14 Wellness

- i) Sunderland's unique Wellness Service has developed within the city with the primary aim to improve individual's health and well-being through the provision of physical activity opportunities, lifestyle advice and education within Wellness Centres and in the local community.
- ii) Our fundamental aim is to target those individuals who are not yet engaged in physical activity and through the provision of physical activity opportunities, lifestyle advice and education health improvements are realised. The service supports lifestyle change in order to prevent chronic and lifestyle diseases developing or worsening, and keeps individuals as healthy as possible even when with an established condition.
- iii) The key principles of the Wellness Service is to shift the balance from treatment services to preventative measures and provide Wellness opportunities either as an alternative or support for treatment. As a result of a fully engaged scenario with a range of key partners the service reaches and impacts on the individuals that are most in need and subsequently is contributing to reducing the inequalities that are so prevalent within Sunderland.
- iv) Sunderland's Wellness service brings together all partners working in health promotion, sport and leisure services to create a joined up approach to improving people's quality of life. The service delivers a number of innovative support programmes that have evolved out of necessity to meet the health challenges of a diverse city, and ensures that people at risk are identified sooner, and referred onto the appropriate support pathway and that the programmes are promoted and communicated to all.
- v) Underlying the Wellness Service is the robust monitoring and evaluation framework that ensures evidence can be supplied to demonstrate the positive impact that the Wellness Service is having on the health of the city.
- vi) The City's Wellness Service is now established as a multi component service that is accessible for all ages and abilities and enables individuals at risk of lifestyle related conditions to be identified early and signposted or referred to the appropriate level of support that will make a difference to their long term health and well-being.
- vii) The relationship between Wellness and the wider service area has ensured the Wellness Service is positioned appropriately. There are however a number of other areas within the Directorate that Wellness links to including Streetscene Services and Culture and Tourism. Wider links have and continue to be further developed with other Directorates including Health Housing and Adult Services and Children's Services.
- viii) The Wellness Service has successfully positioned its programmes against the need of the residents and subsequently delivers a range of preventative services targeted interventions and specialist services.

ix) Wellness Centres (Prevention)

One component of the Wellness Service is the citywide network of co-located facilities and programmes. The Wellness Centres, equipped with the latest Technogym equipment, offer opportunities for all residents to participate in programmes of physical activity, as well as receive support specifically designed around their needs. Since 2004, Sunderland boasts 7 state of the art Wellness Centres and a strategic alliance with provider Technogym ensures that Sunderland offer the most up-to-date and accessible equipment available.

x) Community Wellness Programme (Prevention)

The Community Wellness Programme (CWP) was primarily designed to increase the provision of the Wellness service, enabling residents of Sunderland to access Wellness facilities and equipment at a local level. The aim of the Community Wellness programme was and continues to be increasing the number of individuals participating in physical activity. Specific objectives include:

There are currently 8 Community Wellness venues strategically located across the city ensuring that people are never too far away from their nearest Wellness opportunity.

- Fulwell Day Centre
- Downhill Centre
- YMCA Herrington Burn
- Ryhope Community Association
- Pennywell Community Association
- Easington Lane Community Access Point
- St Mary & St Peters Community project
- Hope Church & East End Boxing Club

Part of the success of this programme is attributed to the working relationships with the voluntary and community sector. Providing opportunities in the heart of a community where local people have easy access to a high quality service has proved exceptionally successful. To date impact has been significant, with over 10,000 attendances across the 8 venues.

The CWP currently offers 53 sessions per week across 8 sites: 14 of these are delivered by a CWP coach / wellness coach, 9 sessions are specifically for people aged 50+ and are delivered by sit and be fit, and 29 sessions are delivered by the CWP venues' staff and volunteers. There are over 1,200 attendances per month across all sites.

xi) Community Classes for over 50's (Prevention)

These classes are tailored to the needs of individuals and include both seated and standing exercise. The classes improve mobility, balance and co-ordination which decrease the likelihood of falls and increase ability to continue to live independently into old age. The 'Sit and Be Fit' classes take place in Community Wellness venues. There are currently 9 sessions per week operating in the following venues:

- Ryhope Community Association
- St Mary & St Peter's Community Project
- Easington Lane Community Access Point
- Herrington Burn YMCA

- Washington Millennium Centre

xii) Mums on the Move (Prevention)

The Mums on the Move programme is designed to provide safe and suitable exercise for new mothers. An appropriately qualified instructor leads a session in which new mothers attend, complete with their pushchairs and child. Sessions take place outdoors and promote improved social and mental well-being for the mother, and also physical activity suitable to the participant's physical condition. These sessions take place from the Seaburn Centre and Silksworth Wellness Centre and are now led by the Specialist Exercise Practitioner for Maternity.

xiii) Wellness on 2 Wheels (Prevention)

Employees have been offered the opportunity to take part in supervised, free of charge bike rides. The Wellness on 2 Wheels Summer Cycling Programme was viewed as a safe and fun way to introduce participation in physical activity. Bikes, helmets and equipment were provided for all employees who took part and staff also had the opportunity to take along their own bike if they preferred.

xiv) Wellness.....it's a Walk in the Park (Prevention)

The Wellness Service is in the process of developing, producing and marketing a citywide walking programme. The programme will involve developing a number of 'way marked' routes in 10 city parks, two in each of the city's five areas. Dependant on the size of the park, routes will typically be 1, 2 or 3 miles in distance and will be suitable for walkers, runners, wheelchair users and pushchairs. It is anticipated that the Walk in the Park project will be an excellent addition to the existing health and well-being services in the city. Once established, each one of the 10 parks will have a feature, which will both increase park usage and provide further opportunity for residents to participate in physical activity.

xv) Exercise Referral & Weight Management Programme (Targeted Intervention)

This programme is an innovative example of an exercise referral system that has evolved out of necessity to meet the health challenges of a diverse city and ensures that people at risk are identified sooner.

Success of this programme to date includes 100% compliance from all the city's GP practices, with over 125 GP's and practice nurses referring patients. The programme is delivered within the city's 6 Wellness Centres and 4 of the Community Wellness venues. However, the menu of opportunities available to the referred patient has increased and now includes:

- Traditional 'gym' on referral
- Cycling on referral
- Exercise classes on referral
- Swimming in referral
- Dance on referral
- Walking on referral (from February 2010)

Since the programme was launched in November 2008, throughput has exceeded all targets:

- Total number of referral received - 4,043
- Individuals commencing their 15 week support programme - 2,713
- Individuals completing their 15 week support programme - 366

xvi) Stop Smoking Service (Targeted Intervention)

Since October 2009, the Exercise Referral Team has delivered a Stop Smoking Service to individuals who have made the decision to stop smoking. It was acknowledged that the Exercise Referral Team is positioned to be able to support clients on a number of lifestyle issues including stopping smoking. This truly is an effective partnership approach and is effectively utilising the team who are already working with referred clients to deliver a more holistic service. This service is now provided to all individuals who may access leisure facilities, as it has been recognised that for some individuals receiving the support programme in alternative venues to GP practices, it may contribute to increased numbers of quitters.

xvii) Maternity Lifestyle Programme (Targeted Intervention)

From September 2009, a maternity lifestyle exercise specialist has promoted the benefits of physical activity, nutrition and assisted with improved lifestyle choices for pre and post natal women within Sunderland. This programme is in place to address specific lifestyle factors with families of new born children, which put them at risk of poorer health. The programme targets and offers support to families who are pregnant and up to one year after delivery.

xviii) Supporting People Wellness Project (Targeted Intervention)

A pilot programme has been developed with the Supporting People Team and is working with 10 individuals who are currently residing with the Salvation Army. The aim of the project is to provide people with meaningful opportunities that will assist in the transition from supporting people into encouraging participation in the community. A six month Wellness Centre membership has been provided to encourage the individuals to increase their activity levels, which in turn will improve not only their health and well-being, but also their confidence, self esteem and social skills.

xix) Specialist Weight Management Service (Specialist Service)

This programme was developed and delivered in partnership with STPCT and the City Hospital's. A multi-disciplinary team was commissioned by the STPCT and a team consisting of a psychologist, dietician and an exercise practitioner were appointed. The service is delivered from the Aquatic Centre, providing a traditional clinical programme within a leisure facility, thus enabling the transition into activities easier for the referred client.

xx) Lifestyle Activity and Food Programme

The LAF Programme is a healthy lifestyle intervention programme for families whose children have been identified as overweight or obese developed by Sunderland Teaching Primary Care Trust, City Hospitals Sunderland NHS Foundation Trust (CHSF) and Sunderland City Council to support the City's child obesity pathway of care, which forms part of a life-course approach to addressing obesity in Sunderland.

The programme offers two levels of intervention:

- Tier 2 General intervention programme - Child with a BMI between the 91-97th percentile (as related to the UK 1990 BMI chart to give age and gender-specific information) would be referred and access the general intervention programme

- Tier 3 Specialist intervention programme - Child with a BMI at the 98th percentile or above (as related to the UK 1990 BMI chart to give age and gender-specific information) would be referred and access specialist support

The aim of the programme is to support children and families to adopt and maintain healthier lifestyle choices. This is achieved through fun and engaging interactive group sessions based on accepted healthy eating advice and the opportunity to be physical active, and underpinned by an understanding of the key drivers for behaviour change. In addition children with more complex needs will have access to specialist support should it be deemed necessary.

Specialist support is provided by the Senior Specialist Dietician and Psychologist with additional support from the Consultant Paediatrician and may take the form of one-to-one or group sessions, depending on the child and family's needs and circumstances.

The programme is available to children from aged 2-16 and their families who are registered with a Sunderland GP and reside within the Sunderland area, and who meet the referral criteria. The 8-week programme consists of weekly 2-hour sessions designed to be fun, engaging and interactive, and take place at times and locations that meet the requirements of families. The programme is developed for age-specific groups (2-4, 5-7, 8-11, 12-16) to ensure the activities and interactive sessions are suitable.

Referrals will be received from GP's and other healthcare professionals including Practice Nurses, School Nurses, Health Visitors, Allied Health Professionals

It is anticipated that over 400 families will be supported through this targeted intervention programme in 2010–2011.

xxi) Beacon for Reducing Health Inequalities

In 2008, Sunderland was awarded Beacon status for its ground-breaking and successful work in reducing inequality, its ability to deliver excellent services and willingness to innovate. During the 12 months of Beacon Status we delivered a number of learning exchanges for other local authorities, primary care trusts and the wider audience to share our best practice in a number of areas.

A 'Solutions & Networking for Health Inequalities' event, was held at the Bunny Hill Customer Service Centre on 3 July 2008. This event demonstrated how the Community Wellness Programme was making a difference in the city and how the Bunny Hill Centre had greatly expanded provision to wards in the north of the city

A 'Meeting the Obesity Challenge' event took place on the 9 October 2008 at the Sunderland Stadium of Light. This brought delegates from across the country to Sunderland to learn from our best practice, as well as listen to recognised key note speakers who specialise in obesity.

The final National event organised by the IDeA was the Beacon and Beyond Conference held in London in November 2009. This event attended by over 100 delegates allowed the Beacons to present the areas of work that they and continued to develop since being awarded Beacon Status. Alongside the conference the IDeA produced their 'Beacon and Beyond' document, which

showcases Sunderland City Council and the work that took place during our Beacon year.

xxii) Wellness Guides

Over 35,000 Wellness Guides have been produced to date and distributed to individuals across the city. The Wellness Guide provides easy to follow information targeted at those that require lifestyle advice and education on a number of issues including, healthy eating, weight loss, physical activity, smoking, alcohol and stress.

xxiii) Sunderland Active Project

The 'Active Project' focus is upon targeting an estimated 6,200 people over three years (aged 16 plus) who are 'contemplating' adopting a more active lifestyle and work towards 3 x 30mins of physical activity a week.

Through a successful partnership with Sunderland AFC Foundation, they have provided the revamped bus, appropriately fitted out with a range of equipment suitable for both project target audiences.

The Active Bus is staffed by qualified "activity consultants". The bus is a mobile resource to provide a lifestyle assessment, which aims to raise residents' awareness of their current activity levels and the benefits that exercise and making healthier lifestyle choices can have on their lives.

Those who engage with either project will have a lifestyle assessment and receive appropriate support from the activity consultants. Both projects will ensure that all residents who engage with the Active Bus are signposted and supported into a range of sport and physical activity opportunities within the city appropriate to their needs. Both projects will work closely together, sharing relevant data to ensure maximum impact is achieved.

Since the Active Sunderland project was launched in October 2009, the Activators have engaged with 387 residents. Of the 387, 34% have been between the ages of 16-21 years of age and 25% have been over the age of 50. 57% (190) of all engaged residents have been female and 43% were male. These statistics indicate that we are successfully working with a cross section of Sunderland residents. In all instances, the Activators have provided the residents with a Wellness check, lifestyle advice and information relating to physical activity. All residents who have participated will receive a follow up letter, inviting them for a re-test. This will enable us to assess lifestyle change and programme impact.

xxiv) Wellness Conclusion

The Wellness Service is more than just facilities and equipment. The positive impacts felt by those participating in the various programmes are a result of strong partnership working at numerous levels and significant investment in the personal development of Wellness staff and volunteers. Our success in tackling the health challenges faced in Sunderland, can only be achieved through collective action. Our vision is to increase the impact of the Wellness Service through a fully engaged scenario with a range of key partners. The City Council is working towards a clear, joined-up approach between health care professionals, leisure providers children and adult services so residents of Sunderland can easily access physical activity, lifestyle advice and education.

3.15 Aquatics

i) 25m Pools at Silksworth and Hetton

2009 saw the development of a new Coalfield area provision and a new pool provision at Silksworth.

The design of the Hetton swimming pool includes a 25m x 5 lane pool, learner pool, sauna / steam facility, studio and Wellness Centre. At Silksworth the pool provision includes a single depth, 4 lane 25m pool, enhanced wet and dry change provision and an enhanced reception.

An extensive consultation exercise was carried out earlier in the year, which involved residents, young people and key stakeholders to inform a programme of activities to meet a wide variety of needs. The consultation provided an opportunity to generate awareness around the new facilities. Following analysis of the consultation feedback, the programme will initially include casual swimming, lane swimming, aqua fit classes, together with an extensive Learn to Swim Programme. Additional assisted swim sessions will be programmed at the Silksworth Pool to accommodate disabled and infirm customers, and there will be sessions available for adult and toddler groups.

Both swimming pools planned to undertake a period of operational testing prior to opening. An advert was placed in the Sunderland Echo on 17 November 2009, asking for groups and individuals to try out the new facilities before the pools opened to the wider public in January 2010. As part of the operational testing, a '1st Splash' photo opportunity was arranged in December 2009 at Silksworth, with St Leonard's Primary School and Hetton with Sunderland Rugby Football Club under 15s.

Ribbon cutting ceremonies were arranged at Silksworth on 12 January and at Hetton on 14 January 2010, to mark their opening to the public. An 'official' opening will be organised later in 2010.

ii) Sunderland Aquatic Centre

The Aquatic Centre began the year offering free swimming to over 60s and under 16's as part of the Government's initiative. An overview of work at the Aquatic Centre can be seen in Appendix 1.

The current course of curriculum lessons which ran from September to December 2009, facilitated 17 schools, providing young people with coached swimming lessons towards the Key Stage 3 attainment.

iii) Sunderland Aquatic Centre - Pre Games Training Camp Progress (PGTC)

The Aquatic Centre appears in the region's PGTC Guide for 2012. A separate regional brochure has been produced for the exclusive use of all regional venues in the promotion of their facilities to overseas teams. This brochure details the available sports facilities and supporting infrastructure.

Regional engagement with the London 2012 Games has been formalised through the establishment of a Nations and Regions Group (NRG). The regional approach is focused upon a need to align, where possible, all London 2012 Games activity with existing regional strategies and programmes.

Sunderland sits on the region's PGTC Board chaired by OneNorth East and Sport England. On a quarterly basis, ONE and Sport England meet with the PGTC venues in the region and LOCOG to update partners on progress and detail future actions. From the outset a collective view has been taken amongst the venues, along with ONE and Sport England, which a joined up regional approach is required for the attraction of teams. This is achievable given the small number of PGTC venues but also desirable so as not to duplicate attraction activity and waste resources.

A Knowledge Exchange Site with password access for Sunderland has been set up by ONE. Venues and regional partners are able to post up to date information.

On 23 September 2009 the Aquatic Centre hosted Zambia who visited the region to explore the potential of using the venue as a PGTC location for swimming.

On 19 October 2009 Paul Deighton, Chief Executive, of LOCOG visited the region. Sunderland was present at the visit to Middlesbrough Football Club's training headquarters at Hurworth to field press queries about our regional approach to PGTC issues and provide a practical example of what we do when we have a visiting team, such as Zambia in Sept 2009

Durham University has signed a Memorandum of Understanding with Sri Lanka. Sri Lanka had swimmers competing at Beijing and may have a desire to use the Aquatic Centre as a PGTC venue

At this point regional relationships are also being developed with Cuba, Singapore and South Africa

iv) UK School Games

Preparations in 2009 have been ongoing to stage the 2010 UK School Games together with partner Tyne and Wear authorities.

The UK School Games is regarded as a 'mini-Olympic Games' and will feature young sporting talent from across the United Kingdom. Sunderland, Newcastle and Gateshead will share the 5th UK Schools Games, an event aimed to inspire young athletes leading up to London 2012.

Sunderland City Council holds a seat on the North East UK Project Board, which meets quarterly and provides support on event policy and direction for Sunderland. More than 1,600 young people will compete as part of regional squads. Young disabled athletes will also compete in Paralympics-style events as part of the Games. The tournament will also feature a volunteering scheme giving North-East youngsters the chance to gain experience as sports officials.

The Games will include competition for 10 Olympic sports, with Sunderland hosting events at the Aquatic Centre (swimming) and Silksworth (table tennis and fencing).

v) Washington Leisure Centre

Free swimming commenced in Sunderland for those over 60s and under 16's on 1 April 2009 and will continue until 31 March 2011 at Washington Leisure Centre, Sunderland Aquatic Centre and the Raich Carter Sports Centre. The new pools at Silksworth and Hetton will also be part of the Free Swimming Initiative.

An opportunity has arisen to develop and upgrade swimming facilities at Washington Leisure Centre, as part of the Government's Free Swimming Initiative, Modernising Pool Provision (Capital Challenge Fund)

Nationally, there is £25m per annum in 2009/10 and 2010/2011 to modernise swimming pool provision and support more ambitious plans for free swimming, to be divided between those authorities that choose to apply. Local authorities that signed up to participate in Pots 1 and 2 can bid for the modernisation and enhancement of their pools under the Pot 4 programme. An outline Stage 1 application for Pot 4 funding was made on 4 September 2009 to refurbish the Washington Leisure Centre pool.

As part of the development, and to meet the funding criteria, it is proposed to completely refurbish the pool changing areas by creating a modern changing area. This work will include new changing cubicles, lockers, showers and toilet facilities as well as new sauna and steam facilities. The pool area will also be modernised with retiling work to the main pool and learner pool, as well as renewing all ceiling finishes. Significant mechanical and electrical work will be undertaken to ensure that the infrastructure is capable of supporting the improvements.

vi) Sports Centres and Facilities

Within the context of presenting this report it should be remembered that whilst there are many projects and programmes being developed across the city, the day to day activities of the city's sports centres should also be fully recognised. These facilities play an important role in localities by providing a wide choice of sports activities and programmes and provided in excess of 2.152 million attendances in 2007/2008. The sport facilities include:

- Washington Leisure Centre
- Northumbria Centre
- Silksworth Sports Complex
- Sunderland Tennis Centre
- Houghton Sports Centre
- Crowtree Leisure Centre
- Seaburn Centre
- Community North Sports Complex
- Sunderland Aquatic Centre
- Bunnyhill Wellness Centre
- Elemore Golf Course
- overseeing the Council's interest in the Raich Carter Sports Centre.

An overview of the work and events staged by the city's sports centres can be seen in Appendix 1.

vii) Silksworth Adventure Centre

Since Cabinet approval for the pool (December 2006), Play Pathfinder funding has been awarded at Silksworth enabling further enhancements to the site, which include an indoor Adventure Centre, a sensory room and outdoor play provision. In April 2009, Cabinet also agreed to vary the contract with Pellikan Construction Ltd to include the design and construction of the City Adventure Centre. The Adventure Centre will be completed by 31 March 2010.

viii) Boxing

In Sunderland we have a successful track record of staging professional boxing events, particularly during the mid 1990's, including professional bouts at British, European and World level. On 2 May 2009, Sunderland City Council successfully hosted and sponsored a SKY pay per view professional boxing event at Crowtree Leisure Centre. The event was a SKY Box Office undercard to the Ricky Hatton contest in Las Vegas and it has been estimated that an audience in excess of one million households watching the boxing on television.

This was followed by two SKY televised events held at the Seaburn Centre in July and October 2009. The televised events have featured local Olympian Tony Jeffries who has proved to be a popular attraction with near sell out attendances of 1,600 at all three events.

As a result of hosting these events in the 1990's, the benefits to the city included:

- International, national and regional media coverage
- Partnership working with the Amateur Boxing Association of England
- Attracting between 500 - 1000 visitors to the city per event

3.1.6 **Annual Review of the Affordable Pricing Framework**

- i) Previously the Culture and Leisure Review Committee had scrutiny arrangements associated with the pricing policy framework and had requested an annual update be provided to committee. Accordingly the Directorate can advise that significant research has been undertaken in relation to activities governed by the framework. At the point the new pricing framework was introduced in April 2008, there were instances where, for historic reasons, some sport and leisure activity prices were still below the market average. Where this was the case, a decision was taken to increase the activity price marginally in order to avoid customer resistance against what may have been perceived as a significant price increase compared to what they had previously been paying for the same activity. As a result it has been identified that in some areas, the prices are evidenced as being well below the market rate, such as prices concerning courses, classes and gym activities.
- ii) In order to operate within resources available, it is considered appropriate to gradually increase those prices which have remained low, to a level which is in line with the market rate. Activity prices have been extensively researched and those activities where a price increase is not being proposed remain in line with neighbouring local authorities
- iii) There were no price increases applied to any activities in April 2009.

4. Recommendation

4.1 Members of the Scrutiny Committee are requested to note the content of this report.

5. Background Papers

5.1 The following background papers were relied upon to compile this report

- Sport England meeting notes
- Presentation by OneNorth East 7 August 2008
- Area Committee reports November 2008 and January 2009.
- Sport & Leisure Update - Culture and Leisure Review Report February 2009

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Appendix 1

Sunderland Aquatic Centre

April 2009

- Alistair Johnson was appointed as the Sunderland Beacon Coach to amongst other things lead the ASA's regional elite swimming programme
- UKCCS Swim Coaching Course – 14/16/17/18 April 2009
- The Aquatic Centre's First Birthday celebrations took place on 18 April 2009
- ASA'S - Regional Talent Camp was held on 25 and 26 April 2009
- Flip n Fun CPD Course was held on 26th April 2009

May 2009

- ASA – NE Regional Youth / Senior Championships 50m took place on 2nd and 3 May 2009
- Crowtree LC / Sky TV boxing weigh in was held on 1 May 2009
- Sunderland Swimming Club's first Gala on 30 & 31 May 2009

June 2009

- Level 1 Diving course was held on the 6-13 June 2009
- Level 1 Swimming coach course was held on 13/14/20/21 June 2009
- A Carers' Event was held 12 June 2009. The event offered various activities from aquafit, casual swimming to general exercise and fitness
- The launch of art work for the gas vents at the Aquatic Centre was held on the 20 June 2009

July 2009

- Confirmation that SAC would be hosting the England Level 3 talent camp in January 2010
- Level 1 swimming coach course was held on 4 July 2009

September 2009

- Confirmation that Northumberland & Durham will be holding the 800 metre championships on 23 and 24 January 2010
- Northumberland & Durham will be holding the 1500m championships on 13-14 February 2010
- ASA North East Region will be holding the 25m regional championships on 20-21 February 2010
- ASA-Level 1 Unit 2 Swimming Coaching 22-24 September 2009

October 2009

- Family Fun Day-NHS staff & families. Joint event with SAFC on 3 October
- Police Charity Event - 23 October 2009
- PESSCL Swimming Festival held between 26 -30 October 2009. 23 primary schools attended and 93 young people took part in a water talent identification process, which allows a coaching team to offer an exit route for a learn to swim scheme or club structure.

November 2009

- Level 2 Swimming Coaching 13-22 November 2009
- A swimming meeting scheduled on 13 November 2009 was used as a qualifying event for British swimmers to qualify for the Commonwealth Games in India

- ASA Talent Camp Level 3. The first level 3 Talent Camp was held on 21 and 22 November 2009. This Camp hosted over 60 potential top performance swimmers within the region.
- ASA – BAGCATS 25m Regional Championships 28 and 29 November 2009.

December 2009

- GP Referrals Swimming/Aquafit on Exercise. This additional session has been provided to customers on a Tuesday and Friday. The aim is to provide water based activities for current gym users.
- ASA Adult Free Swimming Lessons-Funding secured to offer free swimming to adults within Sunderland who are unable to swim. The first pilot scheme finished and 65 adults have completed an 8 week course.

Silksworth Ski Slope

20 June 2009 - Ravens Club National

21 June 2009 - Grand Prix (Dual Slalom)

5 Sept 2009 - All England Ski Race

6 Sept 2009 - All England Ski Race

20 Sept 2009 - English Schools Ski Association

17 Oct 2009 - Kings Ski Race (Regional University Ski Race)

Sunderland Tennis Centre

September 2009

- LTA Indoor Series 26th to 27th - 14's & under 4 courts per day 9am-7pm

October 2009

- LTA Indoor Series 3rd to 4th - 14's & under 4 courts per day 10am-5pm
- LTA Ariel Grand Prix 24th to 27th - 18's & 8am-8pm
- BASF D/C LTA 27 to 30 - 16's & under 4 courts per day 10am-5pm

November 2009

- LTA Indoor Series 14th to 15th - 12's & under 4 courts 10am-5pm
- LTA Ariel Grand Prix 21st to 22nd - 12's & under 9am-7pm
- LTA Ladies \$10,000 ITF Futures 1st to 8th - International event 9am-7pm
- AEGON Winter County Cup 26th to 29th - 18's & under 8.30am-7pm
- \$10K ITF Futures Tournament - 2nd to 8th November

February 2010

- LTA 18U Junior County Cup Friday 20th to Sun 22nd February

March 2010

- International Wheelchair Tournament, 26th to 29th March

Crowtree Leisure Centre

- Karate Competition (Sendai Karate Club) – 8th March, 14th June 2009
- Sunderland Echo Jobs Fayre – 18th February 2009
- Mayors Civic Ball - usually 2nd week in November 2009
- Cycle Fayre (Cycle Promotions) - 8th November 2009
- Rolls Royce Christmas Party - 13th December 2009

Seaburn Centre

- Antiques Fayre (1 per month organised by Quintet Promotions)
- Sunderland Schools Football Presentation - 28 April 2009
- Martial Arts Exhibition - 9 May 2009

- After Adoption Party (organised by Adoption Service) - 27th June 2009
- Music In Schools - 30th June 2009
- N.E. Vets Table Tennis Tournament – 5th to 6th Sept 2009
- Horticultural Show – 19 to 20th Sept 2009
- Diwali Festival of Lights (Sunderland Sanghi) - 25th October 2009
- Remembrance Service -11th Nov 2009
- Boxing Day Dip (organised by the Lions Organisation) - 26 Dec 2009

Washington Leisure Centre

May 2009

- Sun City Triathlon Club
- Washington Aquathlon Event (Swim and Run)
- St Robert's School - Record of Achievement Presentation to Pupils

September 2009

- Humbledon Outdoor Activities Association's Special Sports and Activities Day

Houghton Sports Centre

April 2009

- Bowls Fun day and lunch
- Houghton Art Club (Painting event)
- Sure Start fun day in our sports hall
- Chess Congress

June 2009

- Education and Business Connections School event

July 2009

- Sunderland Carers Group (Social bowls event)
- Wearable (Social bowls event)

August

- Connexions Job Fayre

September

- Houghton Feast Age Concern Rally

October

- Houghton Feast Art Exhibition
- Houghton Feast (open ceremony)
- Houghton Feast (Heritage Banner Group)
- Houghton Feast (Horticultural display)
- Houghton Feast (gymnastic display)
- Houghton Feast (5 a side competition)

November

- St Michaels Xmas Fayre

December

- Aikido Xmas Party
- Sure Start Panto