

Sport, Wellness, Aquatics and Play

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 This report highlights how Sport, Wellness, Aquatics and Play contribute to the 2010-2011 review topic; *the role of art and culture in supporting sustainable communities*. Examples of how the service contributes to this topic area will be provided throughout the report.
- 1.2 The report will additionally provide an overview for Members regarding work relating to the service area of Sport, Wellness, Aquatics and Play.

Members may recall that an annual Sport and Leisure update report, together with selected review topics, is provided to Scrutiny Committee for consideration. Previous annual review topics have focused on areas such as sports development, play and urban games, pricing of activities and swimming. Therefore, rather than focusing on individual topic areas, it was agreed that the 2010-2011 Scrutiny calendar would include one report focusing on progress, achievements and future work in relation to the service area. As part of this report, Members also requested that specific updates were provided with regard to the impact of the Aquatic Centre, new facilities (ie. 25m pools and play) and consider the level of accessibility / equality within leisure facilities.

2. Context

- 2.1 Sport and physical activity has a clear and lasting impact on every aspect of Sunderland life and positively affects the physical and social health of communities. Sport can regenerate estates, help tackle crime, engage those who are 'hard to reach' and raise achievement in our schools, colleges and universities.
- 2.2 Sport is valued in its own right for friendship, fun, enjoyment. It brings people together, breaks down barriers and helps to build communities. Further, sport and physical activity play a key part in helping us live longer, healthier and more active lives within Sunderland's communities.

3. 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. An important part of achieving an active lifestyle is to take part in regular physical activity and the choices of facilities, programmes and opportunities available have improved in the last year.

3.2 Sport

Active Sunderland Board

The Active Sunderland Board comprises partners from all sectors, which contribute to the development and delivery of sport and physical activity within the city.

- i) Overall the Board leads the implementation of an effective single delivery system to increase participation in sport and physical activity. The Board links into the 'Healthy City' agenda, but it is recognised that sport is unique in its cross cutting role on virtually all themes in the Sunderland Strategy.
- ii) The Board has been active in appointing two externally funded posts. The Community Sport Network (CSN) Coordinator has a specific remit for developing the city's sports network and a Football Development Officer was appointed in November 2010 with a remit to increase participation for over 16's.
- iii) The ActiveSunderland website has been redesigned and now includes a Funding Section which has benefited 20 different organisations and 80 volunteers have accessed training opportunities. In addition, a monthly newsletter has been launched site visitors have increased to over 2,500.
- iv) A number of key cross cutting partnerships have been formally endorsed to take work forward including, a PE and Sport for Young People Group (nationally recognised group by the Youth Sports Trust), cycling and walking networks.
- v) The Board was the commissioning lead, for Play and Positive Activities from Children's Services. The project aims to engage a minimum of 925 young people across the city and is also working with play providers to ensure the workforce is upskilled with nationally recognised qualifications.

Football Investment Strategy

Members will 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 which will help to ensure football sites have a defined purpose, and that development principles are embedded into the delivery. The first two projects of the Football Investment Strategy have been secured, which will see two new full size 3G pitches being installed at Biddick and Farringdon Community Sports College. Work is ongoing with the Football Foundation and Football Association to deliver a project portfolio for the city.

Sport Partners and Development Pathways

Sports development is essential to ensure that local sports clubs thrive. It is important the Council take a lead role in supporting the sport community and works with agencies such as Tyne & Wear Sport, in offering core services to providers.

- i) Supported the University to develop new clubs in netball and basketball
- ii) Supporting 30 adult football teams to gain the FA Charter Standard
- iii) Supported the Raven's Ski Club to form a disability ski group
- iv) Developed an innovative partnership between 7 of the city's largest junior football clubs and secondary schools
- v) Supported 6 clubs in gaining Club Mark status
- vi) The Council supports the Sunderland Sports Fund which awards grants to talented young people.

Sustainable Communities: Evidence of how the service has excelled and improved sustainability in local sport, can be demonstrated through the 2010 Active People Survey results, showing Sunderland higher than the Tyne & Wear, the North East and England average for residents involved in local Volunteering (7.20%), Coaching (18.20%) and Competitive Sport (14.80%).

The percentage of adult participating in sport and physical activity has increased in Sunderland since the last survey from 19.5% to 22.5%, with the Sunderland performance levels higher than average scores for Tyne & Wear, the North East and England. Sunderland's outstanding performance has not gone unnoticed.

On behalf of Sport England I wish to congratulate Sunderland on their excellent Active People results. Participation rates have risen significantly and Sunderland has seen some of the biggest increases both in the region and nationally. Sunderland have always support the importance of sport for local communities and the recent results are testament to the significant investment into facilities and the excellent sport, health and well-being opportunities provided in the city. Well done.
Judith Rasmussen, Strategic Lead, Sport England

Inspiring Sports Events

- i) Thrillseeker was held during the Easter holidays and was delivered in partnership with the BBC's national Dropzone campaign. The week encouraged families to take part in adventure sports such as rowing, rock climbing and fencing. In total 600 people took part across the whole week.
- ii) The ActiveSunderland Week took place between July and August 2010. The week saw three major events take place across the city
 - Sunderland FIFA International Beach Soccer Trophy at the Stadium of Light
 - Active Sunderland Beach Festival at Roker Park and beach.
 - Active Sunderland Open Weekend, when Council leisure facilities opened their doors free of charge.

Sport and Youth Inclusion

- i) Sports Unlimited is a sub regional programme which targets young people who have some interest in sport, but are not particularly engaged with community or club sport. By working with the CSN, over 3500 young people accessed 25 sports, the highest levels in Tyne & Wear.
- ii) Funding was secured from the Coalfield Regeneration Trust to develop a youth inclusion program focused on football and to support up to 40 coaches to gain a Level 1 - 2 coaching qualifications. The programme is being delivered from Community North Sports Complex with 40 young people regularly engaged.

Houghton Primary Care Centre

In 2009, construction of the Primary Care Centre commenced. To be built adjacent to Houghton Sports Centre, the new building will be joined to create shared circulation space and encourage greater participation in sport and physical activity opportunities. The external site will be developed to include improved parking areas and landscaping with completion in spring 2011. As part of the development, a new multi-use games area will be built, together with a new Wellness Centre and reception facilities. The leisure centre will also refurbish its changing rooms.

3.3 Wellness

Sunderland's unique Wellness Service has a primary aim to improve residents' health and well-being through the provision of physical activity opportunities, lifestyle advice and education. Its vision, is to continue developing a citywide service that 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.

The Wellness Service will continue to support the Council's Strategic Community Leadership role in delivering and influencing services that address lifestyle choices as a risk factor. It will continue to provide new, and re-focus existing services that contribute to disease prevention, positive lifestyle change, health maintenance and therefore health improvements of local residents, Council employees through universal services, targeted interventions and specialist services. The Wellness Service works with both internal and external partners to ensure services are

integrated, accessible and appropriate to the needs of those who are in greatest need of health improvements.

The service area continues to analyse evidence and relevant data to continually improve and focus the Wellness Service, as both a commissionable service, and a key deliverer of Sunderland's Way of Working. The work achieved clearly makes a significant contribution to increasing life expectancy, reducing health inequalities and therefore the city's Healthy City agenda.

Sustainable Communities: Physical activity opportunities can be found at the heart of Sunderland communities thanks to the Community Wellness Programme. Sessions take place at 8 community venues, each one providing multiple sessions, ensuring that the programme is accessible to as many people as possible. The programme uses Technogym Easyline equipment and aims to reduce barriers to access and also encourage residents to sustain activities through a volunteer led programme.

"The fitness sessions get me out of the house and I have met some lovely people". Jack, Herrington.

Appendix 1 provides a summary of programmes that are delivered through the Wellness Service and the outcomes achieved from April - December 2010.

3.4 Sunderland Aquatic Centre

Sunderland Aquatic Centre opened on 17 March 2008 and the interest shown by members of the public since that time has exceeded all expectations. The majority of users have been very impressed by the facilities on offer. There has been a large demand for casual swimming, but the Centre offers much more, from fun with floats, to learn to swim (LTS), dive classes and aqua fit sessions for all ages.

The total number of attendances at the Centre in 2009-2010 was 553,084, compared to 515,487 in 2010-2011 (projected). The reduction in attendances can be attributed to the withdrawal of the Free Swimming Programme in July 2010 for those over 60 and 16 and under.

Category	2009-2010	2010-2011 (projected)
Casual Swim	182,331	118,112
Learn to Swim	36,578	47,118
Clubs	97,502	98,849
Schools	15,384	15,640
Dry Visits	22,349	49,065
Wellness	198,940	197,843
Total	553,084	515,487

The LTS programme offers opportunities for up to 1,300 young people and adults each week and the new National Teaching Plan is also currently provided to 23 city schools. Alongside the aquatic programme a number of dryside activities are operated including the GP referral programme, birthday party bookings and Wellness Centre reviews. The Centre also hosts the Specialised Weight Management programme and "Totally Tranquil" (via a local business), offering physiotherapy and complimentary therapy treatments.

In terms of events, the 2010 UK School Games was hosted across Gateshead, Newcastle and Sunderland and attended by 1,600 elite school aged athletes. The Games included competition across 10 Olympic sports and Sunderland's contribution towards the Games included the hosting of events at the Aquatic

Centre (swimming) and Silksworth Sports Complex (table tennis and fencing). In addition, the Centre staged the ASA National Championships (50m) in August, which was the final qualifying event for the Commonwealth Games in Delhi.

The interest shown in the Aquatic Centre is not only at national level, but also internationally, with delegations visiting the facility from Columbia, Zambia and Canada as a potential venue for a Pre-Olympic Games Training Camp.

Sunderland Swimming Club

The City of Sunderland Swimming Club moved into the Aquatics Centre in early 2008 and since then the club has grown. The club has evolved to become more professional and now manages 6 full or part-time coaches and 3 volunteer coaches. There have been many notable successes in 2010 (please refer to **Appendix 2**).

Silksworth Community Pool

The pool opened to the public on the 11 January 2010. Since 1 April 2010 the Centre has performed as follows:

- 49,700 casual swimming attendances
- 12,500 children on the Learn to Swim Programme
- 339 customers are currently enrolled on 35 swimming classes
- The Centre has established an Academy, that provides links with the Beacon Coach and Sunderland Swimming Club, to encourage more competitive swimming
- Three new aquafit classes, with over 30 users per class
- 13,034 Lifecard holders of which 4,378 are concessionary.

Hetton Community Pool & Wellness Centre

The pool opened to the public on the 14 January 2010. Since 1 April 2010 the Centre has performed as follows:

- 61,800 casual attendances
- 26,600 children on the Learn to Swim Programme
- 527 customers are currently enrolled on 55 swimming classes
- Four new aquafit classes, which currently has over 25 users per class
- 38,500 Wellness Centre attendances
- 1,100 gym membership packages
- 7,895 Lifecard holders, of which 3,336 are concessionary.

Aquatic Development Pathways

Detailed as a separate item on the Scrutiny Committee agenda, a report will be presented on the Sunderland Aquatic Pathway.

3.5 Play

Since the Play and Urban Games Strategy (PUGS) was produced in 2007 and endorsed by Cabinet, the Children's Trust and the Sunderland Partnership, substantial progress has been made. Following completion of the Play Pathfinder programme, significant improvements have been made to objectives within the Play and Urban Games Strategy (2007-2012) Moving Forward. These improvements are shown in **Appendix 3**.

In December 2010 an update of the PUGS was adopted by Cabinet. The update provides a new strategy direction and a framework from which to guide investment and resources with a view to further increasing satisfaction and participation in play. **Sustainable Communities:** The Play Pathfinder Programme has seen the development of new or significantly refurbished 28 plays areas since 2009. In 2007,

just 19% of children had access to high quality play 1km from their door. Currently, 70% of children have access to high quality play facilities. New facilities and programmes have been developed to enhance local provision and to make a positive contribution to social inclusion and community cohesion.
“Since the new play area has opened at Barnes Park, Josh has made loads of new friends”. Margaret (Josh’s Grandmother)

4. Access and Equality

4.1 Sunderland City Council is committed to improving the quality of life for the residents and an important element of this includes ensuring opportunities are accessible, especially to those residents in greatest need.

4.2 Equality Standard

It is a requirement of law and the Equality Framework for Local Government, that the Council specifically measures the impact of services relating to; Race, Gender, Disability, Age, Sexual Orientation and Religion and Belief. The Sport and Leisure Service contribute to the Council’s Equality Framework by demonstrating impact across all of the above measures.

Sustainable Communities: The Council has undertaken a significant investment and modernisation programme to support continuous improvement, and to reach out into local communities. One area where significant progress has been made is ensuring that each area of the city has a swimming pool and Wellness Centre, therefore encouraging community involvement, access and participation.

In planning new facilities we have ensured that residents have access to facilities which are fully compliant with DDA legislation, such as the Aquatic Centre, new 25m pools, City Adventure Play Park and the Tennis Centre Sensory Room. For example, the Aquatic Centre has many features that accommodates customers with disabilities, these include:

- Induction loop fitted in all reception areas, meeting and performance rooms
- Changing facilities include a unisex changing village, which has changing and WC. facilities for wheelchair and ambulant disabled users
- Changing facilities have been provided for sensitive groups, who can be accommodated within the group change rooms
- Swimmers can be assisted into the pools by staff, who have two types of hoist available at seven locations around the pool. Pool hoists are also available at Washington, Raich Carter and Hetton Community Pool.

Accessible changing accommodation is imperative to encourage participation for those with disabilities. Detailed consultation with Children and Adult Services has resulted in bespoke changing accommodation at Hetton, Silksworth, Barnes Park play area and the refurbishment at Houghton Sports Centre.

4.3 Pricing Framework

Members may recall that the Culture & Leisure Review Committee implemented arrangements associated with the development and review of the pricing policy framework. Within the parameters of establishing a new pricing framework, one of the principals was to prioritise access to sports facilities for residents and a pricing structure has subsequently been developed that ensures affordable access predicated on ability to pay.

Sustainable Communities: A new pricing framework and leisure card was introduced in 2008. All young people in the city under 18 years receive a free leisure card to sustain and build participation. This approach ensures that an inclusive approach is adopted towards pricing regardless of a resident's ability to pay.

There was no price increase applied in 2009 and only a limited increase in 2010. In 2011 it has been necessary to implement an average percentage increase which equates to 5% to selected activities, which incorporated the VAT increase on 1 January 2011. Activity prices have been extensively researched and Sunderland's prices are more than comparable with neighbouring local authorities.

4.4 Reducing Health Inequalities

The successful working partnership and commissioning relationship between Sunderland City Council and NHS SOTW (STPCT) has enabled the delivery of numerous, successful front line services across the city, which positively influence the lives of residents on a daily basis. Many of those who do not access provision are recognised as living within our areas of highest deprivation and work still needs to be completed to meet the needs of residents. The service continues to close the health 'inequalities gap', following on from national Beacon Status in 2008, for Reducing Health Inequalities.

Sustainable Communities: Residents have access to a comprehensive exercise referral and weight management service, designed to reduce or reverse the onset of lifestyle associated conditions. Over 3000 residents have successfully been supported through referral programmes and have benefited from improved physical wellbeing, weight loss and generally feeling 'healthier'.

5. 2011- 2012 Focus

- 5.1 Since May 2010, we have seen a reduction in investment programmes, for Sport England, the spending review represents a 33% reduction in grant aid revenue funding by 2014/15.
- 5.2 The 2010 Spending Review, whilst announcing reductions to national sport budgets, emphasised Government's commitment to devolve greater power to communities. Over the four years to 2014 -15, funding will be directed to building the capacity of the voluntary and community sector. Moving forward, we will continue to work with partners to identify more ways in which residents can be engaged to participate in sport and physical activity.
- 5.3 The Sport, Wellness, Aquatic and Play Service is currently being reviewed as part of the Sunderland Way of Working. The conclusion of the review will inform the service's focus for the year ahead in more detail.
- 5.4 It is clear from national policy that the focus for sport and physical activity will be aligned to the 2012 Olympics and Paralympics. The Olympics will be the catalyst to increase participation levels and provide an opportunity to engage residents and reaffirm the importance of sport and physical activity to sustain local communities.

6. Recommendation

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

7. Background Papers

- 7.1 The following background papers were relied upon to compile this report
 - Area Committee reports September 2010.
 - Sustainable Scrutiny Committee – Sport, Wellness, Aquatics, Play update 2010

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Appendix 1

Wellness Service Performance

Programme of Service Area	Summary Outcomes
Preventative Services	
Wellness Guide	<ul style="list-style-type: none"> • 38,000 copies have been produced and distributed since 2006
Community Wellness Programme	<ul style="list-style-type: none"> • 8 community venues • 65 weekly classes • 51 of the 65 delivered by the community venue staff and volunteers • Since April 2010 there have been 10,042 attendances in the programme • Over 42,000 attendances since it began
Mums on the Move	205 participated in programme since it began
Wellness on 2 Wheels	181 employees have participated across the 3 years
Wellness Walking Programmes	<ul style="list-style-type: none"> • 10 of the city's parks now have 1,2 and 3 mile walks signposted • Team of 7 volunteer walk leaders delivering 5 weekly walks • Walking network established • Since August 2010, 1,850 individuals have participated in one of the many walking programmes
Active Sunderland Project	Over 1500 individuals engaged with project to date
Nordic Walking	216 active Nordic Walkers and 921+ attendances since launch in May 2010
Cycle Sunderland	74 participants in the programme
Targeted Interventions	
Exercise Referral and Weight Management Programme	<ul style="list-style-type: none"> • During 2010/2011, 2,505 referrals were received from GP's and health care professionals * • 1,746 were supported through some or all of the programme * • 786 completed their 15 week support programme * • For the first 6 periods of 2010/2011 there have been 22,000 attendances and projecting 42,000 at the end of March 2011. • Since April 2010 there have been 1137 attendances in other programme activities <p>* figures upto the end of Nov 2010</p>
Lifestyle Activity and Food Programme	<ul style="list-style-type: none"> • Since May 2010 262 referrals have been received and it is projected that 349 referrals will be completed by March 2011 • 107 families have started there programme with 67 families completing to date • All families completing showing changes in lifestyle behaviour
Workforce Health and Wellbeing Project	107 employees supported though the 15 week programme
Specialist Services	
Specialist Weight Management Service	Over 150 clinically overweight individuals are accessing this service
Maternity Lifestyle Service	488 individuals have accessed the service with over 1700 contacts being made
Stop Smoking Service	Support service now delivered from leisure facilities

Wellness Service – Impact and Achieving Outcomes

The Wellness Service continues to deliver important initiatives, ensuring that in all of the commissioned programmes outcomes are achieved, which positively influence the lives of residents on a daily basis. The programmes continue to be an excellent vehicle to help 'close the health inequalities gap'. Many of those who do not access provision are recognised as living within our areas of highest deprivation and much work still needs to be completed to ensure opportunities meet the needs of the residents.

The Wellness Service is core to the delivery of a number of City Council corporate objectives relating to health and well-being, health inequalities and addressing the needs of residents. Although the National Performance Framework and indicator set will be changed in the near future it is recognised that the Wellness Service is able to support and add value to a wide range of areas and indicators such as, positive activities for young people, volunteering, regeneration, education, older people and health and community safety targets.

Much discussing takes place on a day-to-day basis on the importance of value for money and the ongoing requirement to consider at all levels cost benefit analysis.

As an example, for every individual who has a stroke in the UK, the cost to the NHS is £15,000 over five years. In 2009/10, there were 82 individuals referred to the Exercise Referral and Weight Management programme due to a stroke. As a result of participating in the support programme the risk of having a subsequent stroke has been significantly reduced. The basic unit cost of this intervention programme is £148 per person and as a result, it may and does, prevent a further £15,000 being spent by the NHS. Although limited data on the potential economic savings of physical activity interventions is available for England, at this stage, we know that the unit cost of these programmes are inexpensive in comparison to the potential costs if such interventions were not in place.

Opportunities Promoting Sustainable Communities

Best Practice: For the past year, the Sunderland Active Project has employed a special team of Activators to work in the city's communities and with local businesses to help residents become more active. The Activators help people to overcome the barriers which are preventing them from being more active and signpost them to activities which they would like to try out.

Best Practice: Sport and physical activity has made demonstrable impact on tackling crime and fear of crime in our localities through our targeted programmes into tackling youth disorder eg. Positive Futures Programme and the Football Friday Programme.

Best Practice: Walking is the perfect way to become more active and improve your health and well-being, and the Wellness walking programme offers three weekly health walks to residents. led by trained walk leader volunteers. All walks are free of charge and are a great way of meeting new people, making friends and enjoying the outdoors.

Best Practice: For residents who don't own their own bicycle but who would like to start cycling, Cycle Sunderland sessions delivered by the Activators are a great place to start. Instructors provide support and assistance, enabling you to get back on a bike, feel safer, build your confidence, and enjoy cycling again.

Both the walking and cycling sessions are aimed at providing residents with the incentive to continue participation outside of the instructor led sessions and encouraging sustainability in participation.

Appendix 2

Sunderland Swimming Club

There have been many notable successes of the Club in 2010 and these are shown below:

- Club membership has grown from 120 to 176 swimmers
- The Club now has Beacon status (only 6 in the country)
- A new Club structure implemented in April 2010 to best fit with the principles of Long Term Athlete Development
- 8 swimmers currently on the Beacon regional performance programme
- The Club 'Diddy League Team' for swimmers aged 9 – 12 years are now in the top regional division and have been runners up for the last 2 years
- A partnership agreement with the City Council to host four swim meets per season which attracts swimmers from all over the UK
- Club members were an integral part of hosting the ASA National Championships in August 2010 and the UK School Games in August 2010
- The Club works in partnership with the City Council to establish 3 Swimming Academies (another Academy coming on stream in January 2011) to complement the city wide learn to swim programme
- Secured a joint funding package to continue to employ a full time swimming coach until 30 June 2011, in the first instance, to support aquatics talent ID.

Appendix 3

Play Achievements

<p>Objective 1: Ensure that that play is strategically planned and resourced</p>	<ul style="list-style-type: none"> • Play developments have been undertaken in line with the priorities identified in the PUGS. Since 2004, £6million has been invested in the development of play and urban games facilities and within the lifespan of the current PUGS £4.9 million has been invested since 2007.
<p>Objective 2: Create, improve and develop free and inclusive play spaces</p>	<ul style="list-style-type: none"> • 58 new or significantly refurbished play areas have been developed since 2004, with 34 have been completed between 2007 and 2010. • In 2007 just 19% of children & young people (C&YP) had access to high quality play 1km from their door. By the end of March 2010, this had increased to 70%. • Wheeled sports provision has risen from 3 facilities in 2004, to 6 in 2010. The standard being one facility in each area of the city.
<p>Objective 3: Seek innovation in play development and play opportunities</p>	<ul style="list-style-type: none"> • Developments have included the city Adventure Play Park which provides a challenging and exciting play environment with facilitated play sessions. The development features include indoor, sensory and outdoor play facilities. • The design and development of play spaces has developed significantly, by using more natural features mixed with traditional fixed play.
<p>Objective 4: Involve children in the development of play opportunities</p>	<ul style="list-style-type: none"> • Almost 6,000 people have been involved in the consultation and engagement process, including C&YP, their families, residents and local communities. • Over 500 disabled children, their families and carers have participated in play consultation. • 25 schools, community organisations and youth groups have been involved in delivering consultation arrangements for neighbourhood facilities.
<p>Objective 5: Work to develop, support and promote high standards for play</p>	<ul style="list-style-type: none"> • A range of services have been commissioned from the voluntary sector to support play eg. neighbourhood consultation, direct delivery of play activities. • Launch of the 'Lets Play' campaign to inspire families to enjoy their local play spaces and to challenge negative perceptions of children playing.
<p>Objective 6: Ensure that the city monitors and evaluates the impact of play</p>	<ul style="list-style-type: none"> • Since 2003, resident satisfaction levels have risen from 26%, to 50% in 2008 and levels are now at 59% in 2010. In addition, those residents dissatisfied with the services have encouragingly decreased from 36% in 2008 to 30% in 2010.