

## **EAST AREA COMMITTEE**

### **REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES**

**24 NOVEMBER 2008**

#### **SPORT AND LEISURE IN EAST SUNDERLAND**

##### **1.0 PURPOSE OF THE REPORT**

1.1 The purpose of this report is to provide the East Area Committee with information relating to provision of sport and leisure services.

##### **2.0 NATIONAL CONTEXT**

2.1 The Department for Communities and Local Government in April 2008 published the New National Performance Framework for Local Government (see below) that replaces all other sets of sport performance measurement. Whilst only a very small number of performance indicators exist which focus 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.

NI 8 Adult participation in sport and active recreation

NI 57 Children and young people's participation in high quality PE and sport

NI199 Children and young people 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 excellence. 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.

##### **3.0 SUNDERLAND CONTEXT**

3.1 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 recently establishing the ActiveSunderland Board, which will drive forward participation in sport and physical activity at a local level. The aims of the Board will be to drive forward the implementation of local priorities, including the prioritisation of funding and the increase in physical activity participation levels.

3.2 The Council's Sport and Leisure service are working towards the delivery of a universal 'core offer' to all residents. All residents will have the opportunity to participate in four core areas of physical activity. This core offer comprises of:

- Sport
- Wellness
- Aquatics
- Play

3.3 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.

- 3.4 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.
- 3.5 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. Given this changing context nationally and indeed locally, it is important the service has a structure which is fit to perform and work in partnership.
- 3.6 The Sport and Physical Activity Strategy adopted by the Sunderland Partnership in September 2005, defines the development of sport and physical activity into three main processes:
- Increasing Participation in Sport and Physical Activity
  - Improving Facilities in Sport and Wellness
  - Developing New Facilities

#### **4.0 AREA WORKING AND PROVISION IN EAST SUNDERLAND**

4.1 As detailed above, the 'core offer' consists of **Sport, Wellness, Aquatics and Play**. In addition, there are a number of 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 delivery within East Sunderland is detailed below:

#### **4.2 Sport**

**Sport Unlimited** is a nationwide £36 million investment to get younger people taking part in sport and physical activity that most interests them outside of school. This three year programme offers young people a 10 week block of taster sessions, which aims to get young people to continue with the activity once the weeks are completed. The programme is funded by Sport England in partnership with the Youth Sports Trust through the County Sports Partnership and is delivered locally by partners, from City Council facilities and the three School Sport Partnerships. The programme will make a significant contribution toward the Government's target of giving young people the opportunity to do 5 hours of PE and sport a week at school or in the community.

The city has received £45,011 to run the initial first stage of the programme until April 2009. The programme is still in the initial development stages, all secondary schools across the city, City of Sunderland College and the University have been offered access to the programme. It is estimated that 100 young people in East Sunderland will take part in the programme in the first two term's of the delivery programme.

**Diversionary Activities for Young People;** additional funding from the Working Neighbourhood Fund has been used to deliver the successful components of the Targeted Youth Engagement project and work towards a more sustainable model of provision. The programme was designed to support youth organisations and community groups to encourage young people to participate in physical activity and to provide pathways for sustained use of leisure centres, community clubs or programmes. This is also linked with the promotion of the city's Lifecard to ensure a more sustainable model for youth activity.

The project worked closely with Hendon Young Peoples Project and the Raich Carter Sports Centre Fitness Friday programme. 69 young people were able to access smoking cessation sessions with additional 222 young people gaining access to sporting activities.

The project has also enabled Young Asian Voices and the Blue Watch Youth Project to upskill 9 youth workers, who now are able to deliver the sport and fitness elements of the Asdan award.

### **Active Sunderland Bus Project (awaiting Sport England funding of £347,000 for three years)**

The Active Sunderland Bus Project scheduled for roll out in early 2009 is about targeting non-participating adults on an area basis with a combination of:

- Lifestyle 'check and testing' services using a newly fitted SAFC Foundation bus
- A range of beginner's activities which offer extra 'handholding' and support
- Partnership working to develop new volunteers.
- Training and support for new volunteers
- Smart monitoring of increased participation.

The area based approach will be a partnership, harnessing the skills and energy of local agencies, from community centres to sports clubs. The funding enables each area to be allocated a part time Activator who will help to lead some activities, network and support the programme development across the locality. It is anticipated that in East Sunderland, the three year funded programme would offer an estimated ten additional hours of activity each week targeting 20 new participants every 15 weeks.

### **Sport in Schools**

Sport in Schools is a mentoring programme to up skill primary school teachers in sports coaching. Qualified sports coaches provide high quality sports and physical activity experiences for the young people, whilst sharing good practice with the teaching staff. The East Area received 13 hours of tuition during the summer term. The school involved in the project was St Paul's CE Primary School.

## **4.3 Wellness**

The aim of the Wellness Service within the city is to improve individual's health and well-being through the provision of physical activity opportunities, lifestyle advice and education. Working with Sunderland Teaching Primary Care Trust (STPCT), the local Voluntary and Community Sector and the Wellness Service is developing a citywide network of Wellness Centre 'hub' sites, 'spoke' sites and Community Wellness venues to provide opportunities for all.

Through the development of programmes and interventions the Wellness Service is targeting those individuals who are not yet engaged in physical activity, ensuring there are a range of preventative services, targeted interventions and specialist support services at a local level. 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.

## Wellness Centres

The Raich Carter Sports Centre is a Wellness spoke site for the East of Sunderland. Spoke sites are venues that operate under the Wellness Service umbrella by offering the same joined up service.

Services delivered from the Wellness Centres includes:

- Physical activity opportunities
- Healthy eating advice
- Smoking cessation support
- Weight management advice
- Stress management advice
- General well-being and lifestyle advice
- Information on support services

In the first six months of this year (April – September) there have been over 31,000 visits to the Wellness Centre and over 4,500 attendees at the children's gym classes.

The Sunderland Exercise Referral and Weight Management programme (formally known as HELP) delivered in partnership with STPCT and has had 300 local referrals in less than two years, including 10 from the local BME community.

The Centre uses Technogym equipment to track individual exercise achievements. Adult keyholders have 6-monthly health MOTs / Wellness checks with specially trained Centre staff. There are free, supervised sessions for local primary schools and community groups and the smaller fitness room also offers women-only (in response to requests from BME groups), children-only and family-only, sessions. There have been approximately 1200 members through the Wellness Service with 52 members from the BME community.

The Centre has adopted best practice from America to become the only provider in the region to offer 'KidzPower' fitness equipment. This equipment is specially designed to allow children to easily use fitness machines that are often designed for adults. The Centre also offers 'TeenSpirit' fitness sessions for young people between the ages of 13-16 year olds.

The Centre is in partnership with the City Council to introduced 'Zig Zag's XerDance' mats which is the most advanced multi-player dance mat system available. The system provides 12 dance mats for children to perform and work out to, which includes;

- running three levels of difficulty simultaneously, so that all dancers feel comfortable with their ability and have fun at the same time!
- the ability to senses each users dance level and adjusts the difficulty rating to suit each player mid-game
- a variety of fitness workouts including fat burner, interval and steady
- a function to allow dancers to join the game at any time

Dance steps are projected onto a blank wall or displayed on plasma screens alongside a leadership board with instant feedback for each platform. These dance platforms have been a huge success with children in the community.

The programme has reached young people who would not normally visit the Centre, as it is a different and "funky way" of exercising.

In order to promote the city's wellness agenda at a neighbourhood level, the Centre in partnership with a local greengrocer, run a 'Grab a Bag of Goodness Club'. Local people order and receive low-cost fresh fruit and vegetables at the Centre.

### **Community Wellness Programme**

The Community Wellness Programme was primarily designed to increase the provision of the Wellness service, enabling residents of Sunderland to access Wellness facilities at a local level. There are currently two Community Wellness venues in East Sunderland at Ryhope Community Association and Hudson Road Primary School.

The functionality of the Community Wellness Programme allows other initiatives to 'bolt on' to the main theme with ease. There have been two recent additions which compliment the core offer of Community Wellness sessions. The first new programme offers seated and low intensity exercise for older adults and the second is the expansion of the exercise referral scheme into community venues, thus providing greater choice for the referred client and increased capacity for the programme.

#### **Case Study**

Since Denise Collinson discovered the Community Wellness Programme at Ryhope Community Association she has never looked back.

After being informed by her GP to loose weight, Denise was determined to improve her quality of life and set herself a target to loose the excess weight and improve her health and wellbeing.

"So far I've lost 3.5 stone and I've managed to tone up, reduced my waist and body fat. The Community Wellness Programme has helped me to feel so much better and I've made new friends too", Denise commented.

### **Exercise Referral Programme**

From 3 November 2008, a new city-wide exercise referral and weight management programme will be operational providing greater choice of activities for patients. Exercise referral activities currently take place at the following venues in the East, Hudson Road School, Ryhope CA and the Raich Carter Sports Centre.

The Exercise Referral Programme (formally known as the HELP programme) is a physical activity referral system which enables health professionals to recommend a course of exercise for patients with a variety of medical problems. The programme ensures that people at risk are identified sooner and referred to the appropriate health, diet and physical activity advice that will make a difference to their long term well-being.

The Exercise Referral and Weight Management programme is delivered by three partners: Sunderland City Council (Sport & Leisure), NHS Teaching Primary Care Trust and City Hospitals Dietetics Dept. The programme lasts for 15 weeks (10 weeks for weight management) and patients are supported through an individually designed exercise programme by a team of fully qualified exercise referral consultants.

Further developments include the launch of a new cycling on referral programme and plans have been identified to continue to increase the opportunities for referred clients to include walking and swimming on referral from 2009.

### **Lifestyle Activity and Food Programme**

The Lifestyle Activity and Food programme is currently delivered jointly by City Hospitals Dietetic Department and the Wellness Service. The programme is for identified overweight and obese children and their families. The 8-10 week programme consists of both healthy eating education and advice and physical activity for both the child and their family. Programmes have been delivered from Ryhope Community Association.

### **Classes for over 50's**

Exercise classes for people over 50 started in September 2008. 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 at Ryhope CA (Mondays and Wednesdays 10-11am) and are part of the Community Wellness Programme. The sessions are reasonably well attended, averaging 15 people per session.

As people become fitter, participants can progress from this programme to other community activities and Wellness Centre programmes, ensuring they continue to exercise and improve their general health and fitness.

## **4.4 Aquatics**

As Members are aware, the Raich Carter Sports Centre is the primary site for public swimming within the area and is a Local Authority Controlled Company (within the meaning of the Local Government and Housing Act 1989) overseen by a Board of Directors. Strategic alliances with the community are vital to empower local residents and the Council values its excellent working relationship with the Centre.

The programme and usage of the pool between the months of April-September includes:

- Casual swimming attracting 40,000 attendances between April-September 2008 (an increase of over 3,500 on the previous year)
- The Learn to Swim programme attracted 10,200 attendances between April-September 2008 (an increase of over 1,500 on the previous year)
- Aqua Fit sessions, with over 2,400 visits
- Sessions for children and young people, with over 6,500 visits
- Support for Key Stage 2 curriculum swimming. Raich Carter currently has 10 schools using its pool
- Over 2,300 visits from Age Concern members
- Fab Fifty sessions, with 1,750 visits

Members may be aware of the announcement in June 2008, by the Secretary of State for Health and the Secretary of State for Culture, Media and Sport, in relation to a free swimming scheme to be delivered in partnership with local government. In November 2008, Cabinet endorsed acceptance of the Government's two year funding grant offer to enable the delivery of a two year experimental programme of free swimming to the target group of 60 years and over and 16 years and under. Free swimming supports the Council's objectives in relation to increasing participation, improving health, tackling obesity and addressing anti-social behaviour through providing accessible positive activities. The Government funding, made available over the next two years may have potential to move the Council towards achieving its aspirations in relation to increasing participation. It is anticipated that the new initiative will be implemented from April 2009.

#### **4.5 Play and Urban Games**

In 2007, the Play and Urban Games Strategy (adopted in 2004) was revised to meet the revised government guidelines - 'Moving Forward 2007-2012'. The strategy was based upon citywide consultation on the needs and wishes of young people; these are captured on a young people's friendly DVD version interviews.

The new strategy, based upon clear GIS mapping, sets out clear aspirations to improve access to high quality play and urban games facilities 1km from the doorstep. Just 15% Children and Young People had access to high quality provision citywide at the point the strategy was adopted. This has already improved to 19%. MORI satisfaction rates have progressively improved from the original strategy in 2004 from 37% to 43%.

The recent Play Pathfinder award of £2.1million (combined with a further £2million citywide from developer contributions and city funds), recognises the citywide progress and qualitative consultation led by children and young people will accelerate the delivery still further. The funding is however conditioned by extremely challenging deadlines which require a pragmatic approach towards engagement and delivery. Failure to deliver the first year's sites on schedule by March 2009 and the second year programme by 2010 has potential to result in funds being clawed back.

Since 2004 the following play developments have been undertaken in the East Area, Barnes Park, Backhouse Park, Black Road kick about, Ryhope Recreation Park Play Area, Beechbrook Play Area, and through the Big Lottery Fund, Hudson Road Play Area. Over the next two years the Play Pathfinder programme will see five new developments, prioritised by the Play and Urban Games Strategy. These are Mowbray Park, Ryhope Recreation Park, Grangetown Primary School and Millfield Park. Further details on these projects are provided at Appendix 1.

Pathfinder will also enable some educational projects to be delivered. Building upon feedback from young people, current discussions are underway around connecting the eco-rangers work with some of the current play provisions to use a high profile campaign against 'anti-social' litter in play areas, such as dog fouling, graffiti and needles.

In 2005/2006 the City Council worked with Back on the Map (BOTM) to develop a localised play plan for the area. Detailed consultation with children and residents identified the new Hudson Road site as the preferred location for an extensive equipped play facility. The location on the edge of a school site was chosen by the children for 'ease of access' and 'safety'. The facility would be supported by improved access to the high quality multi use games area at Hendon Young People's Project. To further compliment this equipped provision and provide a varied play environment the Council has supported BOTM with assistance in the development an improved natural green space on the Town Moor. This will include will include children's football posts and natural play mounds and trees.

Completion of the Pathfinder programme will see an estimated 5,600 additional children and young people having access to high quality equipped sites in East Sunderland. The Play Pathfinder programme will realise an additional investment of over £437,000 into Play and Urban Games facilities in East Sunderland.

Members will be aware that the strategy has identified 28 sites citywide for development and improvement by 2010. Work will start shortly to determine the process for prioritising sites beyond 2010 and the Committee will receive a further report on this issue in due course.

**In the meantime the Committee is requested to provide feedback on locations they consider would benefit from future investment in play provision.**

## **5.0 RECOMMENDATION**

5.1 The Area Committee are requested to note this report for information and provide Officers with feedback in relation to content and specifically in relation to the issue highlighted under Section 4.5.

## **6.0 BACKGROUND PAPERS**

6.1 The following background papers were relied upon to compile this report.

- Leisure Facilities Research 2004
- New National Performance Framework for Local Government 2008
- Active Sunderland Bus, from application to Sport England 2008
- Leisure Centre statistics from Centre records
- Play Pathfinder Terms and Conditions 2008



## Appendix 1

### Play Pathfinder Projects in East Sunderland

Project	Number of Young People Accessing High Quality Play
<p>Review of the development of <b>Mowbray Park</b> (1) Play and Urban Games provision</p> <p>Consultation undertaken by Sport and Leisure.</p> <p>A high quality sub-area resource (estimated NPFA play value 50+)</p> <p>Completion due March 2009.</p>	1,741 within 1 km
<p>The development of a teenage multi use games area in <b>Mowbray Park</b> (2).</p> <p>Consultation undertaken by Sport and Leisure.</p> <p>Completion due 2009</p>	1,741 within 1km
<p>Enhance the <b>Ryhope Recreation Play Area</b> with MUGA provision for older young people</p> <p>Consultation by Sport and Leisure</p> <p>High quality local area resource (estimated NPFA play value 35+)</p> <p>Completion due 2009.</p>	546 within 400m
<p>A new development of a play site in close proximity to <b>Grangetown Primary School</b>. The old school site has recently been agreed as the location in partnership with the school, children's services, BOTM and Sport &amp; Leisure.</p> <p>BOTM to undertake the consultation.</p> <p>A high quality sub-area resource (estimated NPFA play value 50+)</p> <p>Completion due March 2010</p>	1,196 within 1 km
<p><b>Millfield Park</b> enhance to create a 'chillout' zone</p> <p>Consultation to be undertaken by Tyne &amp; Wear Play Association.</p> <p>A high quality local-area resource (estimated NPFA play value 35+)</p> <p>Completion due March 2010</p>	434 within 400m