

**WYRE FOREST DISTRICT COUNCIL****CABINET**  
**20<sup>TH</sup> NOVEMBER 2008****Best Foot Forward**

<b>OPEN</b>	
<b>SUSTAINABLE COMMUNITY STRATEGY THEME</b>	Improving Health and Wellbeing
<b>CORPORATE PLAN AIM</b>	A Better Quality of Life
<b>CABINET MEMBER</b>	Cllr Marcus Hart
<b>HEAD OF SERVICE</b>	Head of CAPS
<b>CONTACT OFFICER</b>	Kay Higman ext 2902
<b>APPENDICES</b>	None

**1. PURPOSE OF REPORT**

- 1.1 To make Members aware of the Best Foot Forward project, which has successfully attracted external funding.

**2. RECOMMENDATION**

The Cabinet is asked to **DECIDE** that:

- 2.1 **The external funding of £65,900 be allocated to the Council's revenue budget for the period of 2 years of the project. In addition this Council's Partnerships budget of £10,000 gives a total of £75,900 which will be allocated; £9,520 in 2008/09 (part year), £36,970 in 2009/10 and £29,410 in 2010/11 (part year). In addition to this cash funding, a further £20,220 in kind contribution will be provided by this Council and £5,000 from the Pathfinder.**

**3. BACKGROUND**

- 3.1 In 2007/8 the County Sports Partnership led a portfolio of projects to be submitted to Sport England under the Community Investment Fund (CIF). WFDC is an active member of the Sports Partnership.
- 3.2 CIF is targeted at increasing adult (over 16) participation in sport and physical activity. The target is to increase participation by 1% each year until 2020; it is a national and also an LAA target.
- 3.3 The Active People survey in 2006 revealed that Wyre Forest has the lowest percentage population who walk regularly in Worcestershire.
- 3.4 The Best Foot Forward project was the Wyre Forest application to endeavour to meet this target. In simple terms the project aims to encourage adults to take part in walking activities who do not currently participate in any physical activity.
- 3.5 This project will expand on the existing Walking for Health opportunities within the District and build resources to target groups who traditionally participate less in

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physical activity than others and do not potentially see the associated health benefits, for example 45 year plus and people with disabilities.

- 3.6 The project will develop a range of led and independent walking opportunities and engage with those in the community who are less active. The programme will also concentrate in areas of need, including areas of deprivation, rural isolation and health inequalities. The walks will also be routed onto the Council's local nature reserves.
- 3.7 The funding for this project will be utilised over 2 years to fund the salary of a full time co-ordinator and a part time leader.
- 3.8 The project will form part of the wider initiatives taking place in the district such as Health Trainers and the Activity Referral programme (where GP's refer people for exercise where this will benefit their health), all of which will be interlinked and able to sign post those who are currently less active.
- 3.9 In addition the programme will aim to offer or signpost other additional forms of activity to those participating in the walking project, for example through sports clubs, leisure centres, and sports development. It is anticipated that some of the participants on the walking programme would also be receptive to, in time, joining a gym; playing bowls; or other sports activities.
- 3.10 One of the aims of the scheme will be to publicise independent walking routes through the web site and other media.

#### 4. **KEY ISSUES**

- 4.1 The 1% increase in physical activity target is set nationally and is also an LAA target. There may be reward monies available if these targets are achieved. This project is a major part in potentially achieving this target.

#### 5. **FINANCIAL IMPLICATIONS**

- 5.1 The total budget is £101,120 over 2 years and this is made up of cash and in kind contributions as follows:

<u>Funding Source</u>	Cash £	In Kind £	Total £
Sport English	60,900	-	60,900
WFDC (Partnership Budgets)	*10,000	20,220	30,220
Pathfinder	5,000	5,000	10,000
Total Project Cost/Funding	<u>75,900</u>	<u>25,220</u>	<u>101,120</u>

- 5.2 The cash element is to be allocated to the revenue to cover the cost of 2 posts and delivery of the project. For example publicity as follows :-

2008/09 £ 9,520 (part year)  
2009/10 £36,970  
2010/11 £29,410 (part year)  
£75,900

Details of the 2 posts to be funded are :-

- FT Grade E, walking co-ordinator, 2 year fixed term post
- PT Grade A, activity assistant, 2 year fixed term post 18 hours

5.3 These posts will be managed within the Countryside section by the Countryside and Conservation officer.

## **6. LEGAL AND POLICY IMPLICATIONS**

6.1 Any formal documentation for receipt of grant will be entered into formally.

## **7. RISK MANAGEMENT**

7.1 The 2 posts to be created to deliver this project are fixed term for 2 years and therefore will not incur any additional revenue implications for the Council.

## **8. CONCLUSION**

8.1 Best Foot Forward is a major initiative for Wyre Forest to endeavour to improve upon the percentage of residents participating in sport or physical activity. It is a recognised national and local target to increase participation amongst adults by 1% per year. It is hoped that this project will achieve and hopefully exceed this target.

## **9. CONSULTEES**

9.1 Head of Financial Services

9.2 Head of Human Resources

9.3 Head of Community and Partnership Services

9.4 Councillor Marcus Hart, Cabinet Member for Leisure Services

## **10. BACKGROUND PAPERS**

10.1 Active People survey

10.2 Primary Care Trust Health report

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