



Community Services Scrutiny Committee

Briefing Paper

Report of: Kay Higman, Cultural Services
Manager

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Open

Partnership Activities related to Health jointly provided by DC Leisure, WFDC and other partners

1. Summary

- 1.1 There are many joint activities and initiatives which have also involved attracting external funding and have been received very positively by the local community.

2. Background

- 2.1 DC Leisure through Wyre Forest Community Leisure Association Limited has been managing the Council's sports and leisure centres since April 2003 in a formal partnership.
- 2.2 Sports development and DC Leisure has developed a very positive relationship which has resulted in many joint initiatives being developed particularly with health/physical activity benefits.

3. Key Issues

- 3.1 The following projects are currently being delivered in the Wyre Forest as a result of partnership working:

ENERGIZE

These are sessions currently taking place across all 3 leisure centres and are being offered to children and young people of all ages. It forms part of the 5 hour offer, whereby all youngsters should be taking part in 5 hours of physical activity per week; 2 hours at school and 3 hours out of school. Sessions on offer include:

- Dodgeball
- Netball
- Multi – Skills
- Kwik Cricket
- Indoor Athletics
- Fitness sessions in the gym and fitness classes
- Tri-Golf
- Badminton

The sessions are being run throughout the centres to give youngsters the opportunity to continue afterwards to participate in facilities other than at school. It has been difficult to fill the sessions, despite the young people asking for these sessions not to be at school, however lots of hard work is taking place to increase numbers. In April 2009, activities will be run from the Glades and Stourport Sports Centre as well as other facilities such as clubs.

MEND

MEND is a programme aimed at educating young people so that they stand a better chance of a long, healthy life through reducing obesity. DC Leisure has partnered up with MEND and now operate the programme through a number of sites across the country. The Wyre Forest Glades, with a proven track record of making schemes work, were chosen as a site to deliver the sessions. We have run 3 programmes now, and we have discovered that although the programme is free of charge to children and their parents, transport comes out as a barrier to participation. With this in mind, we have decided that we will deliver "MEND in the Community" in order that we can deliver this to the people that need it the most. We will be starting at Birchen Coppice Primary School in January, and are working closely with the Head of Birchen Coppice school to ensure successful delivery.

ACTIVITY REFERRAL

The Wyre Forest Glades will be launching the GP Activity Referral programme in February 2009. This will benefit hundreds of people within the Wyre Forest who need help with making lifestyle changes to improve their health, and will concentrate on exercise. There are 2 Fitness Instructors who have had the relevant training and through the partnership with the PCT and working closely with the Health Trainers and the Health Improvement Practitioner, the scheme will be up and running in February.

HEALTH IMPROVEMENT FUND (HIF)

The Glades has applied for some funding through the HIF to run a Swim Bus. This scheme involves collecting adults and children from Oldington and Foley Park and Horsefair and Broadwaters and bring them to the centre once a week for a free swim session. This will be aimed at all ages and will run for 50 weeks of the year. These wards are being targeted because of the greater need for health improvements in these areas.

KIDS SWIM FREE

Now in its second year, the under 16's free swimming scheme for 2 hours a day in school holidays has been a huge success with over

18,000 free swims at the 2 pools so far. The support local Members have given through their County and community fund District allocations has proved invaluable in keeping the scheme running. From April 2009 over 60's will be able to swim free at either of the Council's pools. This Government funded scheme runs for 2 years and will finish in March 2011.

PASSPORT TO LEISURE

Passport to Leisure is a scheme offering people who receive benefits half price for the activities on offer at all of the centres. Numbers of people using the scheme have increased since the scheme was re-launched last year. It has also been heavily promoted through partners such as Pathfinder and Age Concern and at many community events that have taken place throughout the calendar year.

DISABILITY SESSIONS

The Glades is IFI (Inclusive Fitness Initiative) accredited which means a gym is provided which can be used by people with disabilities. DC Leisure was nominated for 2 awards at the IFI award ceremony in December 2008 and collected the award for corporate commitment. There is a dedicated person who looks after the development of the disability sessions. Free usage of the sports hall and swimming pool is given for sessions to take place. Over 35 disabled people take advantage of these sessions.

ACCESS GOLD

Our long term athlete development plan, access gold provides promising athletes the chance to train free of charge at our facilities. They apply through WFDC and then attend a brief interview.

OVER 50'S

The Forever Active Club provides a varied programme of physical activity for people over the age of 50. These sessions are offered at a subsidised rate. This has been promoted through the Wyre Forest Healthy Aging Group.

4. Options

- 4.1 Option 1 would be for the Council to endorse the positive partnership working on health activities which is taking place at the sports and leisure centres and the significant amount of external funding which has been attracted.
- 4.2 Option 2 would be for any Members comments to be sent back to Wyre Forest Community Leisure Association Ltd through the Management board.

5. Consultation

- 5.1 Consultation takes place regularly with the local community and partners and activities are monitored and evaluated through questionnaires and the customer forum.

6. Relevant Council Policies/Strategies

- 6.1 Wyre Forest Matters Community Strategy has a key theme of improving health and well being and this is also reflected in LAA targets and the Children and Young People Plan.

7. Wards affected

- 7.1 All wards are targeted through the partnership activities.

8. Appendices

- 8.1 None

9. Background Papers

- 9.1 None

Officer Contact Details:

Name: Kay Higman
Title: Cultural Services Manager
Contact Number: 01562 732902