



Sport & Active Lifestyles

# annual report

2010/2011

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# Foreword

## Welcome to the annual report of Huntingdonshire District Council Sport & Active Lifestyle Team

The team has had yet another successful year helping people of all ages to be active. From walking to adventurous activities to 'Playtimes' the team offer a wide range of sports and activities.

Huntingdonshire District Council recognises the importance of healthy and active communities to a prosperous and sustainable district and the Sport & Active Lifestyles team makes an invaluable contribution to the achievement of this Council aim.

As well as getting people of all ages and abilities active the Sport & Active Lifestyles Team bring additional benefits around workforce development, community cohesion, employment skills and the sporting infrastructure which all contribute to making Huntingdonshire an attractive place to live, work and play.

I would like to take this opportunity to thank all our partners for their contributions to the service over the past 12 months, in particular NHS Cambridgeshire for their continued support.

**Cllr Tom Sanderson**

*Executive Councillor for Healthy & Active Communities*



# Setting the scene...

The Sports & Active Lifestyles team is part of the Environmental and Community Health Services Division within Huntingdonshire District Council.

This Annual Report is to inform elected members, stakeholders, partners and other interested parties of the activities, programme and performance of the Sport & Active Lifestyles team during 2010/11

All our activities and services are focused on promoting active lifestyles and reducing health inequalities. In particular we target those under represented in sport and physical activity or those requiring additional support to exercise.



**In 2010/11 there were over 6,200 different individuals between 4 and 88 taking part in physical activity and sport delivered by the Sport & Active Lifestyles team. These individuals recorded over 32,700 attendances.**

The aims of the service are to promote active lifestyles and reduce health inequalities by increasing participation in sport and physical activity.

The service objectives are:

- Increasing participation in physical activity
- Increasing participation in sport
- To improve, enhance and sustain the sporting infrastructure (facilities, clubs, finance and people)
- Raising the profile of sport and physical activity

The service also contributes to the achievement of the Council Plan priorities of:

- Help vulnerable and disadvantaged people to live independently by working to reduce the risk of disabling injury by keeping older people active and reducing the risk of falls and encouraging mobility
- Support strong communities by assisting individuals to take responsibility for their health and well-being and encouraging community involvement, volunteering & service, particularly to support those less able

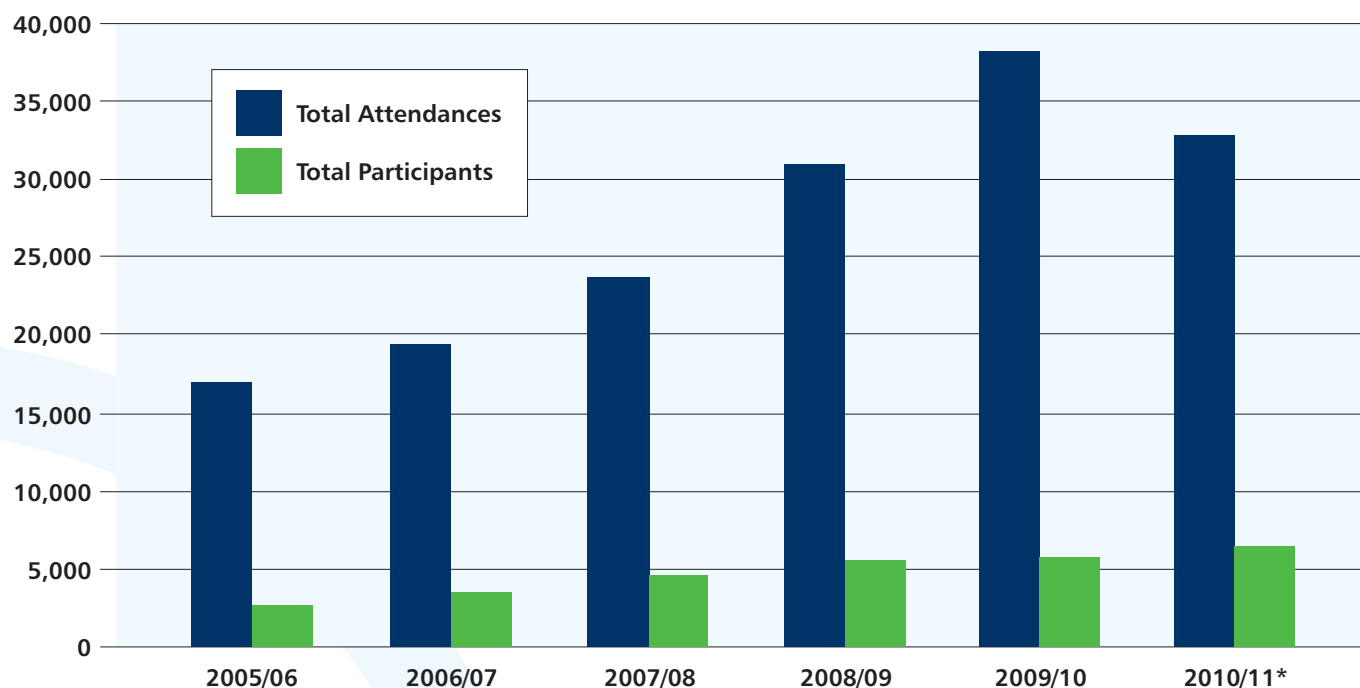
Further detail on the specific activities and services of the team is available on pages 13 and 14.

A wide range of local, regional and national strategies, policies and guidance shape and influence the work programme of the team. The following are a guide to these influences:

## Strategies

- Huntingdonshire Sports Facility Strategy (2009)
- Be Active, Be Healthy; a plan for getting the nation moving (2009)
- 'Grow, Sustain, Excel' Sport England Strategy (2008)
- Healthy Weight, Healthy Lives (2008)
- Cambridgeshire Joint Strategic Needs Assessment (Adults of Working Age)
- Office of Children & Young People 'Big Plan 2'
- Cambridgeshire Health Inequalities Strategy
- NHS Cambridgeshire Obesity Plans
- NICE (National Institute for Clinical Excellence) guidance on obesity, exercise referral and physical activity etc
- Change 4 Life

## Sport & Active Lifestyles Attendances and Participants



\* Reduction in attendances in 2010/11 due to changes in lottery funding agreements which meant withdrawal of lunchtime activity in primary schools.

# Highlights from 2010/11

## Focus activity: DASH

April 2010 saw the launch of the exciting DASH project (Delivering Activity & Sport in Huntingdonshire). DASH won funding from the highly competitive Rural Themed funding round from Sport England.

The project consists of 11 different interventions from adult sports tasters to workplace programmes (TimeOut) to Street Sports for teenagers and village festivals for the whole family as well as community disability schemes working in local care settings.

The project was awarded the prestigious London 2012 Inspire Mark which recognises outstanding and innovative projects inspired by the 2012 Olympics and Paralympic Games.



In 2010/11 over 30 local sports clubs actively participated in DASH.

## Focus activity: Right Start 123

The Right Start classes commenced in 2008 as part of the lottery funded 'Active at 50' project. Aimed at people who need additional support to exercise following illness or injury or who may have a long term condition and cannot access mainstream exercise provision. The programme covers three levels including chair based exercise, strength and balance and older people's exercise.

Eight classes are delivered weekly both in 'One Leisure' sites and in community settings. The lottery funding ended in March 2011. The classes have continued due to their increasing popularity.

In 2010/11 there were 2,783 attendances – an increase of 49% in attendances from the previous year.

## Focus activity: Play Project

The Play project has had its most successful year to date. Once again it started in 2008 following a lottery award. Sessions in school term time have been delivered after school in rural locations, and school holiday activities have been delivered across the district at a variety of venues.

The sessions have comprised of free play and structured games and activities. From Yaxley to Somersham to Little Paxton to Needingworth children across the district have benefitted from these free sessions. A reduced programme will continue to operate in 2011/12 but there will be significant reductions due to the end of the lottery funding in May 2011.



In 2010/11 there were 2,071 attendances – an increase of 51% in attendances from the previous year.

**The 'Right Start' and 'Play' projects demonstrate it takes a minimum of 3 years to fully establish health inequalities projects. Unfortunately both will be subject to an uncertain future in the current financial climate.**

# Financial Highlights

The following was a new award in 2010/11:

£1,823 Hunts Obesity Group grant for disability access to the Impressions Fitness studios and the Gym Buddy scheme

<b>Summary Financials</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>	<b>2011/12</b>
Direct Service Controllable Income	£95,000	£137,000	£141,000	£151,000	£213,000
Direct Service Controllable Expenditure	£251,000	£321,000	£335,000	£354,000	£384,000
Direct Service Controllable Net Expenditure	£156,000	£184,000	£194,000	£203,000	£171,000
Capital	£1,000	£1,000	£4,000	£3,000	£2,000
Non Controllable Expenditure	£72,000	£77,000	£90,000	£131,000	£127,000
<b>Total Net</b>	<b>£229,000</b>	<b>£262,000</b>	<b>£288,000</b>	<b>£337,000</b>	<b>£300,000</b>

<b>Performance Indicators</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>
Staff cost as % of expenditure	64.5%	66.9%	61.7%	60.0%
Income as % of controllable expenditure	37.8%	42.7%	42.1%	42.7%
Subsidy per visit	£6.61	£5.95	£5.04	£5.90
Individual participants	4,520	5,460	5,518	6,275
Admissions	23,615	30,927	38,523	32,279

<b>Expenditure History</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>	<b>2011/12</b>
Employees	£209,000	£267,000	£283,000	£293,000	£325,000
Premises	£5,000	£8,000	£9,000	£14,000	£15,000
Supplies and services	£24,000	£30,000	£25,000	£27,000	£23,000
Transport	£13,000	£16,000	£18,000	£20,000	£21,000
Non Controllable (inc Capital)	£73,000	£78,000	£94,000	£134,000	£129,000
<b>Total Gross Expenditure</b>	<b>£324,000</b>	<b>£399,000</b>	<b>£429,000</b>	<b>£488,000</b>	<b>£513,000</b>

# Review of the Year

## Service inputs

- In total the team organised and delivered **2,590 physical activity or sports sessions**
- **642 Group Exercise Classes delivered** (Right Start, Cardiac Rehab Phase IV and Outdoor Gym)
- **464 Health Walks delivered** (including themed events)
- **824 Exercise Referral appointments** (1:1 sessions including inductions, programme reviews and final appointments)
- **172 Disability Activity Sessions** (Active and Able, Holiday Sessions, festivals, bespoke sessions and DASH Disability Activities)
- **383 Organised Young People Activities** (Street Sports, Sixth Form Activities, Roadshows, Holiday sports activities, Playtimes, Netball festivals, Schools supported with sports days, Multi-sports clubs and community engagement sessions)
- **66 DASH Adult Sports Tasters, 20 Not the Big Fours sessions, 12 TimeOut sessions**

## Performance highlights

- **Health Walks:** Achieved record attendances to date with 8,775 visits recorded
- **Right Start Classes:** Attendances up 49% on previous year with 2,783 visits recorded
- **Playtimes:** Attendances up 51% on previous year with over 2,000 visits recorded
- **DASH:** Individual participant targets for year 1 were surpassed at 6 months with a final total of 1,573 individuals participating in at least 1 of the 10 different interventions
- **Workforce:** A record 177 accredited sports related qualifications were gained in 10/11

## Customers satisfied or better with services

- Overall - activities for adults: 96.5%
- Health Walks: 99.5%
- DASH Adult Sports Tasters: 98.9%
- Cardiac Rehabilitation Phase IV Programme: 98.9%
- Holiday programmes (parents or guardians): 98.3%

## Young people who think services are brilliant or good

- Overall - activities for children & young people: 93.1%
- DASH Street Sports: 96.0%
- Playtimes: 94.3%
- Holiday programmes: 91.8%

## Customers rating value for money of fee paying services good or better

- Overall - all services: 95.8%
- Right Start exercise classes: 99.4%
- Holiday programmes (parents or guardians): 98.6%
- DASH Adult Sports Tasters: 95.4%

## Promotions and Events

- Youth Games+
- Living Sport 'Sports Awards'
- Huntingdonshire School Sport Partnership days
- Competitions PLUS structure through Cambridgeshire and Peterborough County Disability Sports Forum
- Cambridgeshire Celebrates Age
- Community Health Improvement Programme (CHIP) (x7)
- Hinchingsbrooke NHS Trust Health and Wellbeing Staff Event
- Papworth Hospital Health and Wellbeing events
- Papworth Hospital Cardiac Phase 3 visits x 3
- Priory Fields Patient Health Checks x 5
- Stroke Awareness Day
- Rotary Club Working Together
- Stilton Family Event
- Buckden Community Day

## Service improvements in 2010/11

- DASH: a new Sport England funded project aimed at increasing and improving sports participation was implemented
- 'Gym Buddy' Scheme for Disabled Gym Users rolled out across all five Impressions Fitness Studio sites following small grant award from NHS Cambridgeshire. 10 volunteers trained to act as 'Gym Buddies'
- Text messaging campaigns for DASH
- Healthy living and eating games implemented into school holiday activities and playtimes
- New healthy living day option for schools piloted at Somersham Primary School
- Newcomer walks for less able walkers initiated in Huntingdon (in partnership with the Health Trainers) and in Ramsey
- New sports including table tennis and badminton in school holiday activity programme
- Inspire Mark awarded for DASH project – recognising innovative and exceptional projects inspired by London 2012

## Planned service improvements for 2011/12

- New DASH Project Officer post established to support roll out of DASH project
- Staff to be trained in postural stability exercise in preparation for GP commissioning priorities
- On line booking and payment of activities
- New sports and clubs active in service delivery (Holidays and DASH)
- Funding obtained to continue school holiday 'Playtimes' sessions
- Greater use of social media to promote activities and services
- Working with School Sports Coordinators to assist with roll out of school mini-Olympics

# Review of the Year

## What our customers had to say

### ACTIVITIES FOR CHILDREN AND YOUNG PEOPLE

#### DASH Street Sports

- Response to 'what have you enjoyed best?': "Playing football and different sports that are unavailable in school."

#### School Holiday Activity Programme: Parents/Carers

- "This was an excellent opportunity for my two children to learn proper badminton. They are both now keen to pursue this interest and would like to attend the badminton club. I am very impressed by the sports & active lifestyle programme. Thank you."
- "For the community, this is an excellent and well organised activity that's free and keeps kids fit and stops boredom. The kids enjoyed this session more than a previous one, they said there was more to do."

#### School Holiday Activity Programme: Young people

- Response to 'what part did you enjoy best?': "Keeping active and making new friends."
- Response to 'what part did you enjoy best?': "Tennis, games organised, playing sports that have never been played before."

#### Playtimes (Parent/Carers)

- "It provides a fun and safe environment for children to play and socialise, whilst remaining active"

#### Playtimes (Young People)

- "I like Playtimes because there is lots to do."

### ACTIVITIES FOR DISABLED PEOPLE

#### Active and Able

- "The leaders are very good, helpful; let everyone have a go, friendly and hard working."
- "The leaders were polite and friendly and made me feel welcome."

#### Disability Sports Festivals

- "I liked the Kurling and Squash best of all for getting a bull's-eye in Kurling and 50 points in squash."
- "I am glad we had the chance to try different sports and I really enjoyed the squash."

#### DASH Community Disability Scheme

- "We are so grateful to your team of very professional staff who have given the service users, who attend the Sports4All session a real buzz and a fun time exercising. There is a marked increase in their individual hand/eye co-ordination and the difference in each service user is obvious in their improved mobility and confidence in their every day actions. The variety of activities that the service users participate in, are very specific and tailored to each persons needs and abilities and of course they enjoy it, which is always a bonus. The service users all miss the session when it doesn't run due to holidays etc."

## ACTIVITIES FOR ADULTS

### Health Walks

- "Walks are doing me and my partner good. Our general health and well-being much improved, as well as losing weight."
- "When I started the scheme 3 years ago my fitness was low. The companionship and health benefits of the walks make it a pleasure to turn out at least twice a week in all weathers. May the scheme go on forever!"

### Right Start

- "Before joining the class I was finding it difficult to walk. Since joining the classes my strength and balance have most definitely improved. Instead of having to take taxis everywhere I am now able to step on and off buses and walk unaided for short distances."
- "After being diagnosed with breast cancer and having a mastectomy, my self esteem plummeted and although I needed exercise and to meet people my confidence was shattered. Then I noticed an advertisement for people who wished to get fit again who have health issues. The Right Start classes have helped me enormously and I would be lost without it."
- "I am over 80. The class has helped a great deal with mobility and balance - as well as the feeling of general well-being."

### Exercise Referral

- Multiple Sclerosis customer: "It has given me a new lease of life. I have a better outlook and look forward to the sessions which have also helped in my home life too."
- Liver Transplant customer: "After the operation I had no stamina and could only walk 100 yards before I needed to sit down and rest. I could not do much around the house or enjoy singing in my local choir. After attending the scheme I can now walk easily and with confidence, do all sorts of jobs around the house including sawing logs and I have returned to singing. I feel the scheme has made a huge difference to my confidence, posture and all round health."
- Heart Condition customer: "My illness made me feel extremely lethargic and I was afraid to do too much. I was suffering from breathlessness, stiff joints and bad circulation in my hands and feet. The scheme has made a huge impact on my life, I have more energy than before which means I can do more with my family and friends – my illness isn't the main thing in my life anymore. My joints are no longer stiff and I can walk for longer without pain or being out of breath."

### Cardiac Rehabilitation

- "Phase IV is an excellent way of maintaining a healthy lifestyle for heart patients. It helps keep us fit and healthy, reducing the possibility of returning to hospital for further treatment, reducing the strain on NHS resources."
- "The classes are essential as they provide the friendship, help and motivation that you need during your lower moments. Please don't stop them as they help people like me get better."

### Outdoor Exercise

- "I suffer with depression so this class is very good for me; an hour concentrating on something positive. The instructor is great and everyone in the class is very friendly."
- "Very much enjoying Monday morning class as it is local and free. I wouldn't be able to attend otherwise."

### DASH Adult Sports Tasters

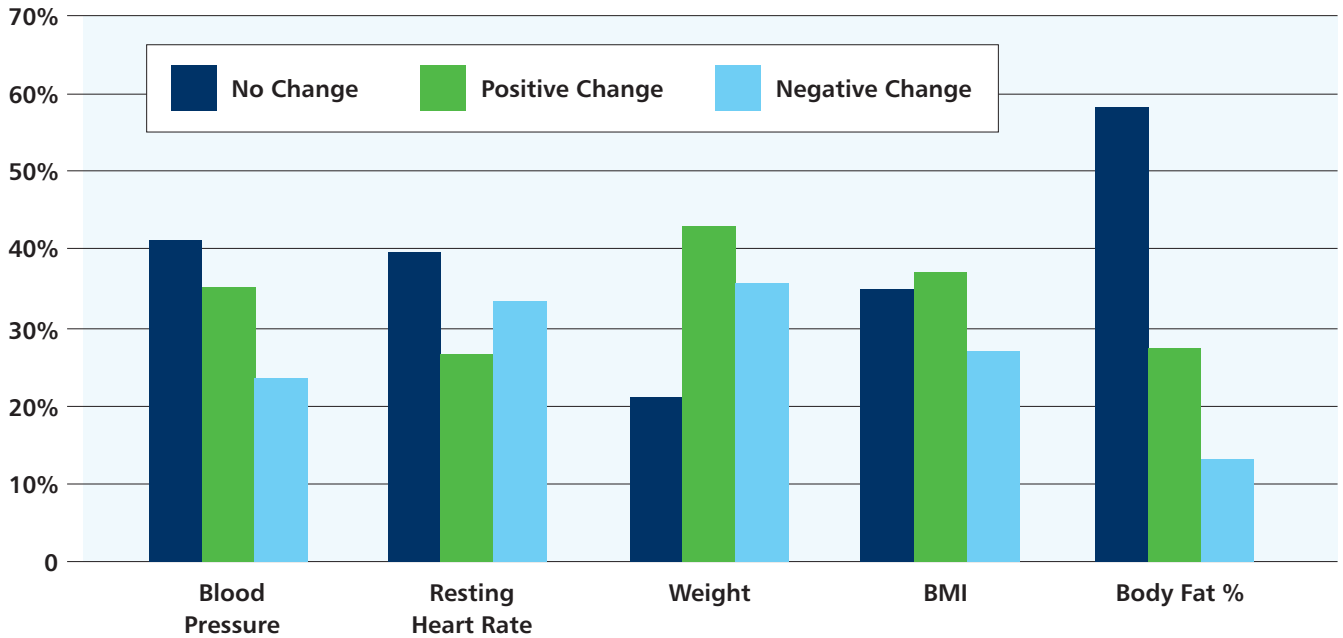
- "An excellent evening - good instruction, very hands on. Will do more activities, well organised."
- "Really enjoyed the archery lesson. Good fun and open to all ages which was great. Looking forward to the next lesson. Very organised."

### DASH TimeOut

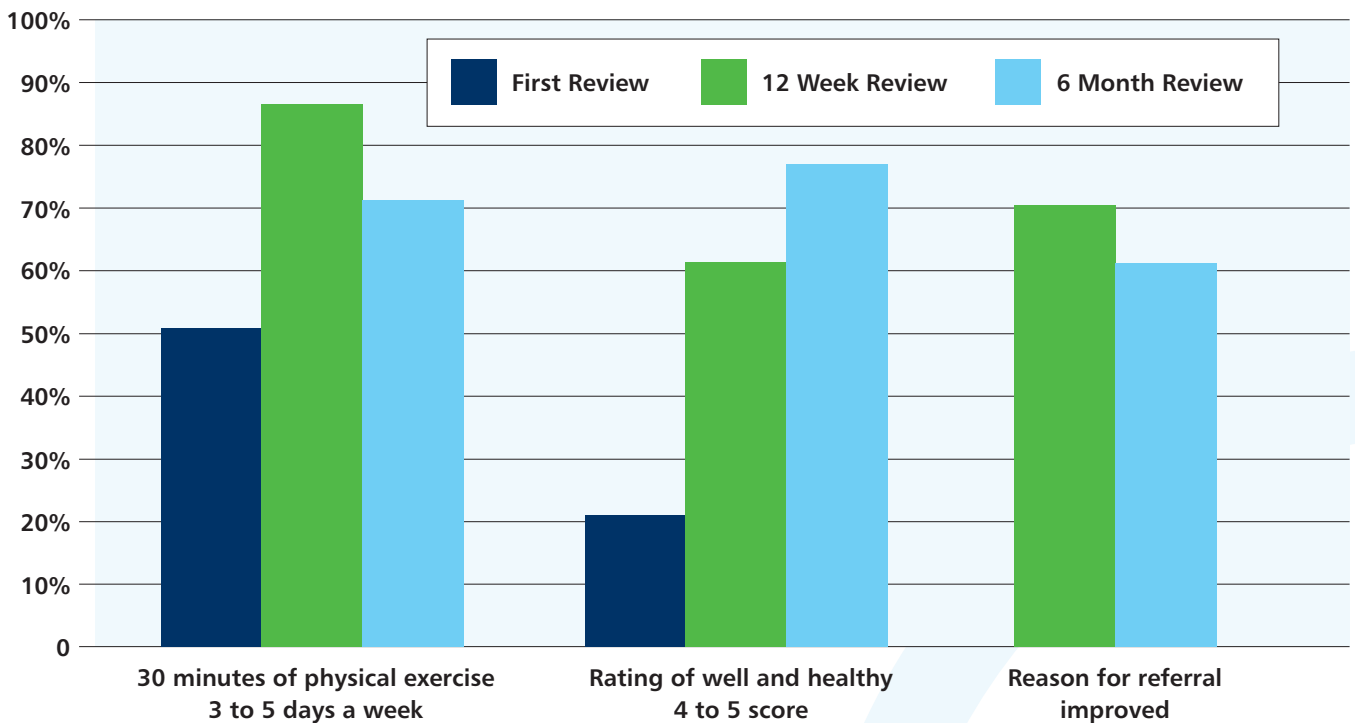
- "It was nice to try some new activities and one I hadn't done for many years! My favourite activity was table tennis and my legs ached the most after Rounders!"
- "Really enjoyed it, never tried Pilates before. Will try and find classes to join."

# Exercise Referral Results

## Anthropometric Data\* 2010/11 (Data source: results at 12 week review)



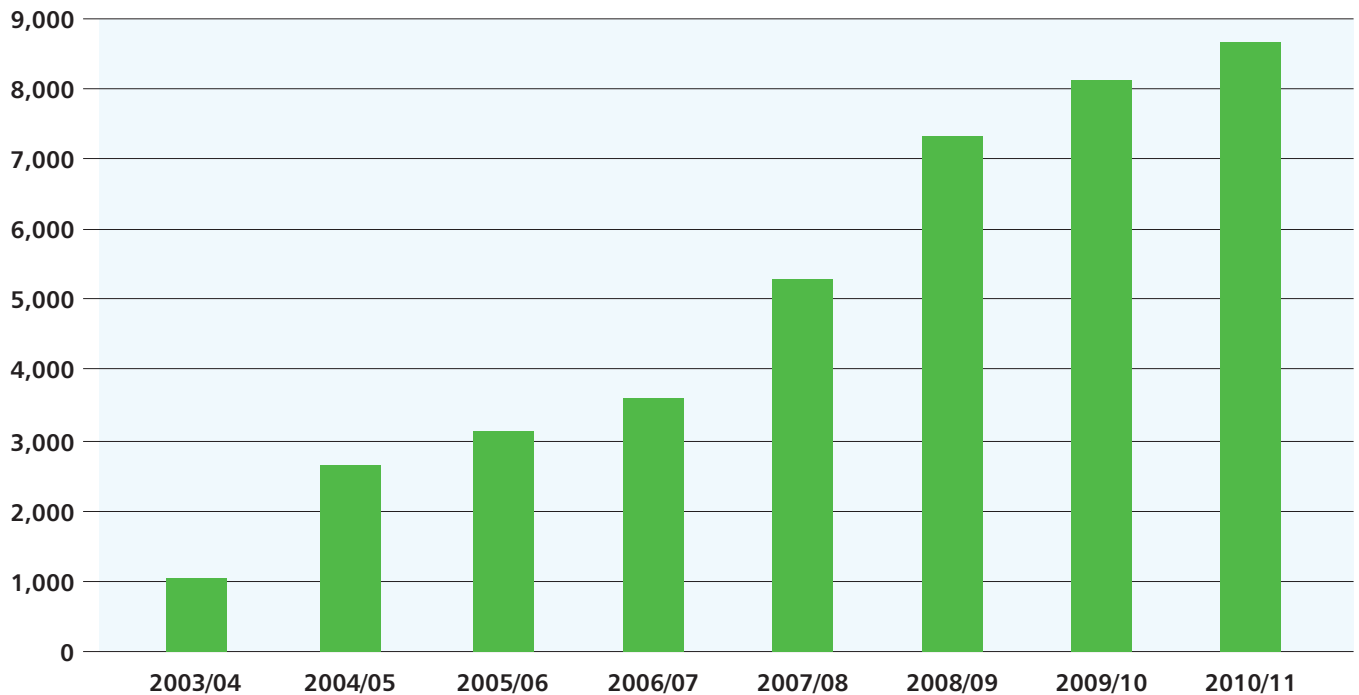
## Outcome Data\* 2010/11



\* Data is a snap shot at 26th May 2011.

# Health Walks Results

## Attendances by year



## Health Walk Facts and Figures

40,184	Total number of attendances to the Health Walks scheme since it began in 2003
1,270	Volunteer hours contributed to running the Health Walk scheme in 2010/11
1,074	Highest monthly attendance in March 2011
672	Walkers in 2010/11
464	Walks delivered in 2010/11
381	New walkers in 2010/11
56	Highest individual walk total - Paxton Pits Walk in St Neots (March 2011)
56	Active volunteer leaders
19	Average attendance per walk

# What We Do

## Increasing participation in physical activity

### Exercise Referral

Individuals with medical conditions and requiring additional support to exercise are referred to Impressions Fitness Suites and looked after by a REPS Level 3 or Level 4 instructor from the Sport & Active Lifestyles team or Impressions Fitness Suites.

### Health Walks

Nationally accredited this scheme involves a team of 50 volunteers who lead a programme of walks across the district; the walks range from 30 to 90 minutes and are based on the national 'Walking for Health' initiative.

### Cardiac Rehab Phase IV

Individuals who have had a heart attack or heart surgery are able to access community based exercise classes based on the national 'British Association of Cardiac Prevention & Rehabilitation' programme in a safe and sociable environment with others who have undergone similar experiences.

### Right Start Classes

Eight group exercise classes targeting over 50's and those who require additional support to exercise but favour a class setting over the gym environment are being delivered across the district at seven venues.

### Outdoor Gyms

There are two sets of Outdoor Exercise equipment in the district at Coneygear Park, Huntingdon and Hinchingsbrooke Country Park. A weekly class operates at the Coneygear Park during the spring, summer and autumn. Programmes are available on-line for people to follow in their own time.

### Play Project

Offering free Playtimes sessions to young people predominantly in rural areas (Big Lottery Funding ends May 2011; a reduced programme will operate during 2011/12).

## Raising the profile of sport and physical activity

### Events and Promotion

The team attend a wide range of partner events promoting active lifestyles.

### Partnership Work

The team work with a wide range of statutory and voluntary sector partners to increase participation in active lifestyles.

### Communication & Marketing Strategy

The team implement a communications and marketing strategy to raise the profile of the numerous sports and active lifestyle opportunities in the district.

### Better use of web and internet services

The team is always seeking to make better use of technology to improve the effectiveness and efficiency of the services.

## Increasing participation in sport

### Youth Sport Development

Including School Holiday Activity Programmes, School Festivals, After-school Clubs and Sports Days.

### Disability Sport

Working with Huntingdonshire Disability Sports Forum to increase and enhance opportunities for disabled people to participate in sport including festivals, sports clubs and competition opportunities.

### Equity Sports Development

Improving opportunities for those under-represented in sport to participate in the district.

### DASH (Delivering Activity and Sport in Huntingdonshire)

Aims to increase sports participation in the district and awarded the London 2012 Inspire Mark. This project is focused on 16 to 34 year olds but also delivers interventions for other targeted groups. Comprising 11 interventions in total there is something for everyone in DASH.

### Street Sports

For young people (13 to 19 years) offering free sports sessions as a positive diversionary activity. Running in Yaxley, Ramsey, Sawtry and St Neots and delivered in partnership with the Office of Children and Young People for Cambridgeshire.

## Improve, enhance and sustain the sporting infrastructure (facilities, clubs, finance & people)

### Coach and Volunteer Education & Development

Fundamental to improving sporting and active lifestyle opportunities is improving the number and quality of coaches and instructors in the profession. 177 people gained a sports related qualification through the work of the team in 2010/11 which makes a significant contribution to the sporting workforce in the district.

### Sports Facility Strategy

The strategy helps to inform and identify sporting priorities across the district.

### GIS mapping project

Mapping of all the known sports and active lifestyle facilities in the district has continued – now over 200 sites and 400 facilities.

### Facility Development

The team offer support to Huntingdonshire District Council facilities and offer funding advice to clubs seeking to develop their own facilities.

### Club Development and Support

The team offer advice and support to clubs around developing junior sections, gaining funding for equipment and issues around safeguarding or becoming a constituted organisation. An ongoing piece of work has identified 250 sports clubs in the district to date.

### Planning Related Developments

The team seek to ensure sport and active lifestyles are represented when new developments are planned or social infrastructure requirements need to be met.



[www.huntingdonshire.gov.uk/activelifestyles](http://www.huntingdonshire.gov.uk/activelifestyles)

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