



# Active Lifestyles

## Annual Report 2017/18

# Meet the team

## **SPORTS DEVELOPMENT**

Martin Grey, Sports Development Manager  
Pete Thorpe, Sports Development Officer  
Adam Radley, Sports Activity Officer  
Chris Dennis, Sports Activity Officer

The team are supported by a small number of Outreach Workers (variable hours) and volunteers.

Sharon Budd, Business Support Officer (0.5FTE)

## **ACTIVE LIFESTYLES & HEALTH**

Jo Peadon, Active Lifestyles & Health Manager  
Danielle Sancaster, Active Lifestyles Development Officer (0.6FTE)  
Darren Lander, Active Lifestyles Development Officer  
Jenna Payne, Physical Activity Locality Co-ordinator (Lets Get Moving Cambridgeshire)  
Hannah Postlethwaite, Physical Activity Officer  
Steven Head, Physical Activity Officer  
Daniel Godward, Physical Activity Officer  
Bronwen Lowy, Physical Activity Officer (0.5FTE)

The team are supported by a small number of Outreach Coaches (variable hours), Impressions Fitness Consultants, 30 Health Walk Volunteers and Gym Buddy/Right Start Buddy Volunteers.



# Foreword



Welcome to the Annual Report of Huntingdonshire District Council's One Leisure Active Lifestyles Team.

As the Portfolio Holder for Partnership and Wellbeing it gives me great pleasure to be able to present this report detailing the team's achievements over the last year. The report provides a great insight into the work that the team does detailing the level of activities delivered and the impact of the service on our community in terms of wellbeing.

It is evident how effective partnership working is fundamental to a wide range of the services delivered by the team and I would like to take this opportunity to thank all our partners for their contributions to the service over the past 12 months for their invaluable support.

I would also like to thank all of the team for their continued efforts to make a difference and have an impact across Huntingdonshire through the services they deliver whilst being adaptable and pro-active in their approach.

I am looking forward to working with the team over the next 12 months, and seeing personally how their work is making a difference to so many people's lives.

Cllr John Palmer  
Executive Councillor for Partnership & Wellbeing

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# Setting the scene

The One Leisure Active Lifestyles team (OLAL) is part of the Leisure & Health Division within Huntingdonshire District Council. This Annual Report is to inform elected members, stakeholders, partners and other interested parties of the activities, programmes and performance of the team during 2017/18.

2017/18 saw a significant change in funding and delivery with the end of the DASH (Delivering Activity and Sport in Huntingdonshire) project in March 2017 and therefore having an impact on various activities such as family engagement events and adult sports sessions. This does have an impact on year on year comparisons included within the report.

The One Leisure Active Lifestyles Service aims are to improve health and wellbeing and reduce health inequalities. To achieve this we will:

- **PROVIDE TARGETED ACTIVITIES TO PROMOTE ACTIVE LIFESTYLES AND REDUCE HEALTH INEQUALITIES:**
  - Older People
  - People with Long Term Health Conditions (LTHC) e.g. cancer, coronary heart disease and diabetes
  - Young people
  - Disabled people
  - Miscellaneous e.g. family engagement events
- **UNDERTAKE A STRATEGIC AND ENABLING ROLE (facilities, clubs, finance and people)**
- **SUPPORT & FACILITATE EMPLOYMENT, LEADERSHIP, VOLUNTEERING AND SKILLS**

The team helps Huntingdonshire District Council to achieve its Corporate Objectives including:

## **Enabling Communities – our objectives are to:**

- Create, protect and enhance our safe and clean built and green environment
- Supporting people to improve their health and wellbeing
- Stronger and more resilient communities to enable people to help themselves

## **Delivering Sustainable Growth – our objectives are to:**

- Develop a flexible and skilled local workforce
- Improve the supply of new and affordable housing, jobs and community facilities to meet future need

The team contributes towards helping implement the following strategies:

- Sporting Future: Strategy for an Active Nation (2015 – DCMS, Government)
- Towards an Active Nation (2016 – Sport England)
- Cambridgeshire Health and Wellbeing Strategy (2012-2017)

*Further detail on the specific activities and services of the team are available on pages 9 to 12.*

# The year in numbers



324 walking sports sessions delivered



**£11,170**

commissioned work through Sports Development initiatives



**↑18%**

RightStart classes up



**648**

older adults attended a group exercise class



**131**

people with disabilities took part in activities



**£9,000**

received through Groundworks funding to deliver active families project in Ramsey



achieved three or more days of activity compared to start



rated themselves as feeling 'well and healthy' compared to start



were completely inactive after 12 weeks compared to start



**32**

staff and volunteers supported to gain accredited qualifications



1286 days volunteered to support Health Walks, Gym Buddy, RightStart Buddy and Walking Sports schemes



200 KG in weight lost by participants on the Exercise Referral Scheme

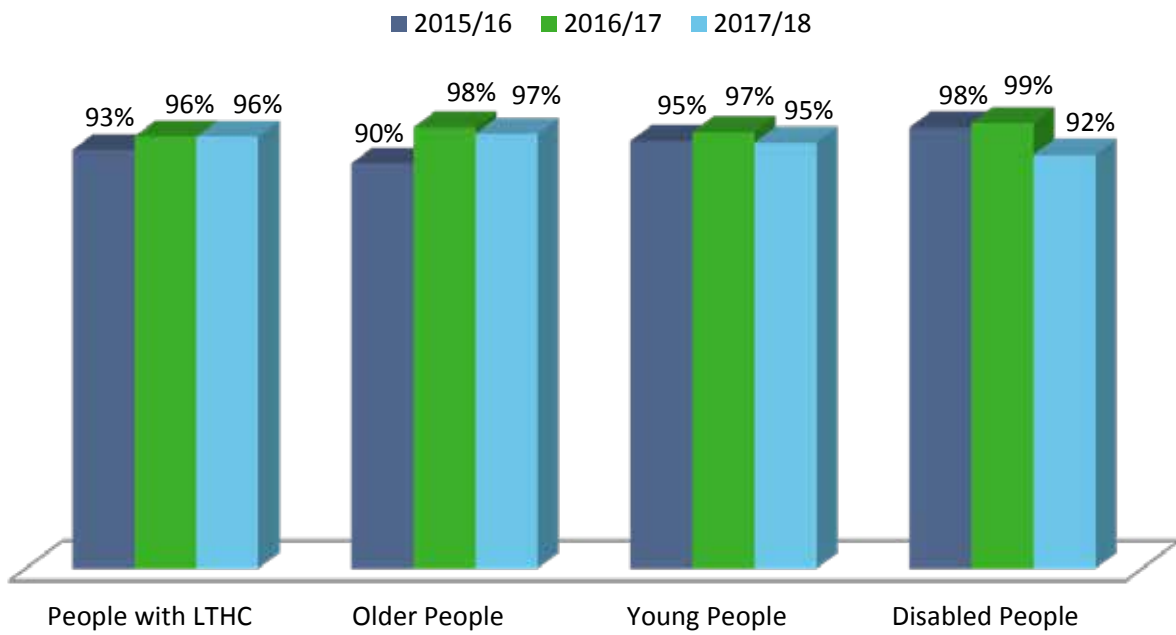


**96%**

of customers were satisfied with Active Lifestyles services

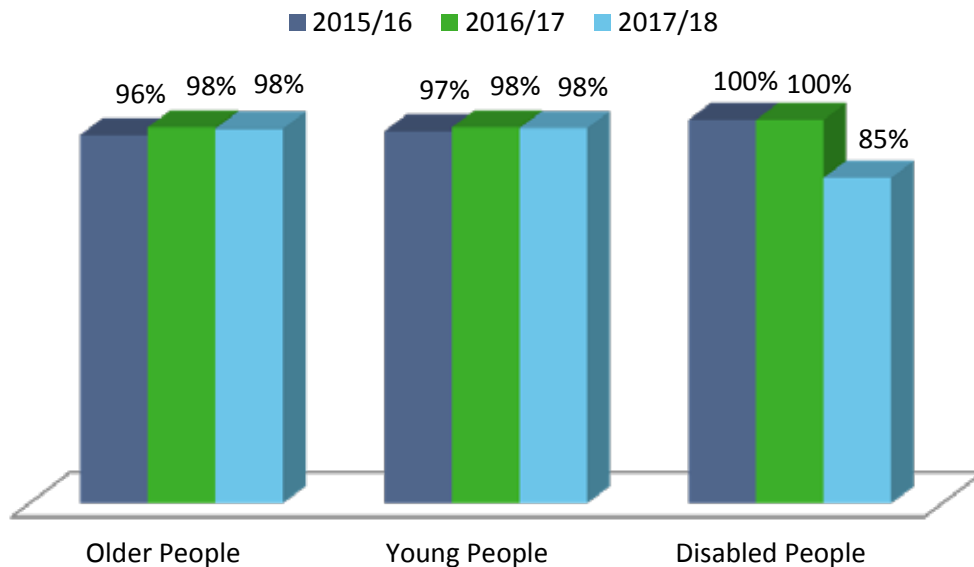
# Review of the year

## Customer Feedback Activity satisfaction



## Customer feedback following participation in activities

## Customer Feedback Value for money

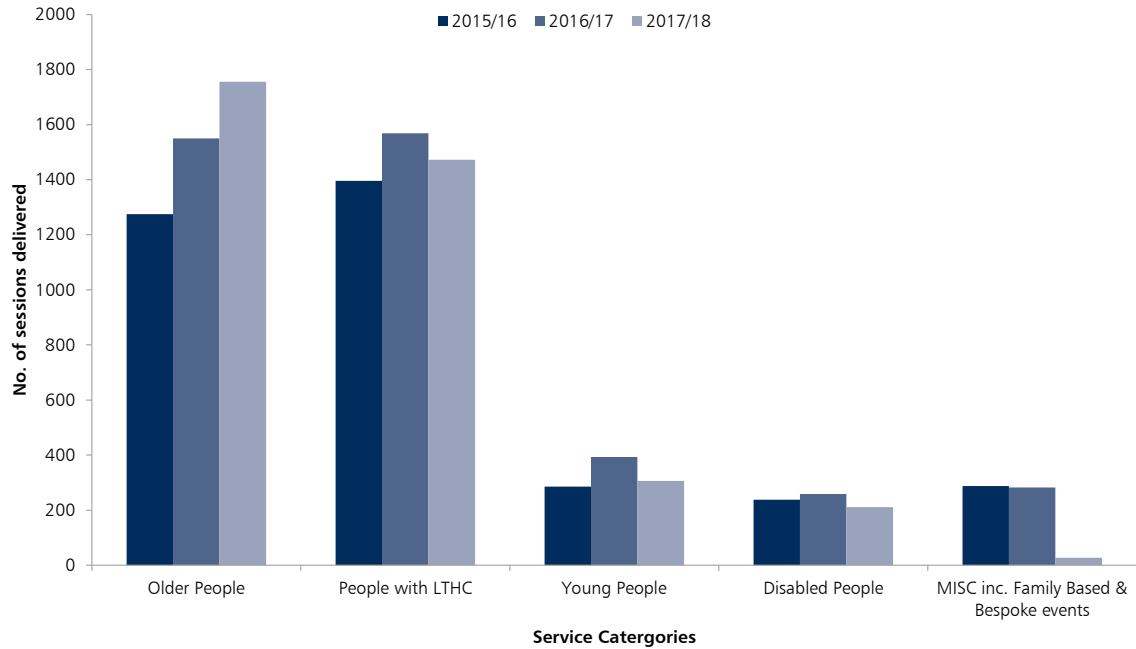


## Customer feedback on value for money of activities

*\*Many Disability activities were subsidised or free of charge due to Sport England Funding that ended March 2017*

## What we did

In total the team organised and delivered 3,772 physical activity or sports sessions in 2017/18.

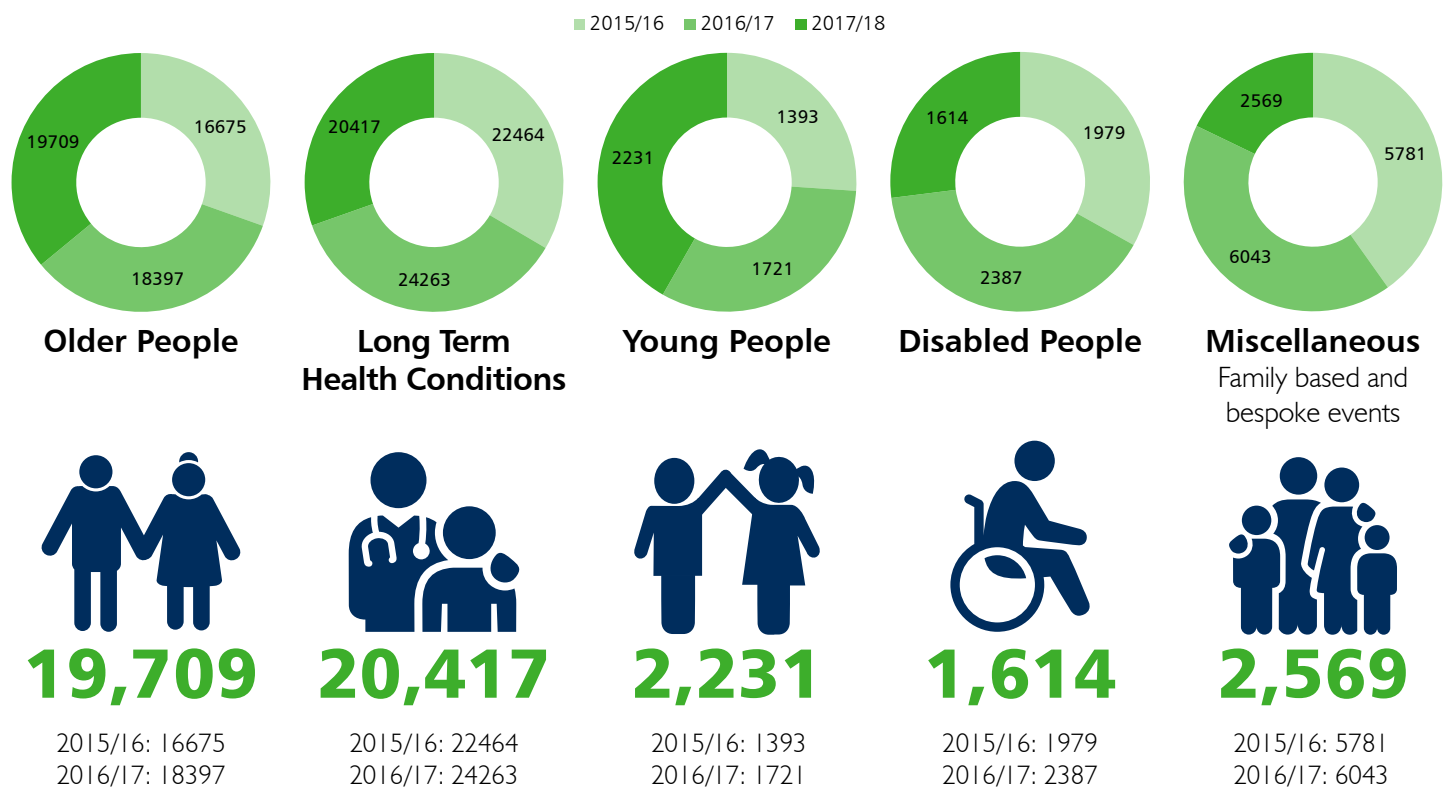


*\*Disabled People and family events attendances were down due to end of Sport England Lottery Funded Project in March 2017.*

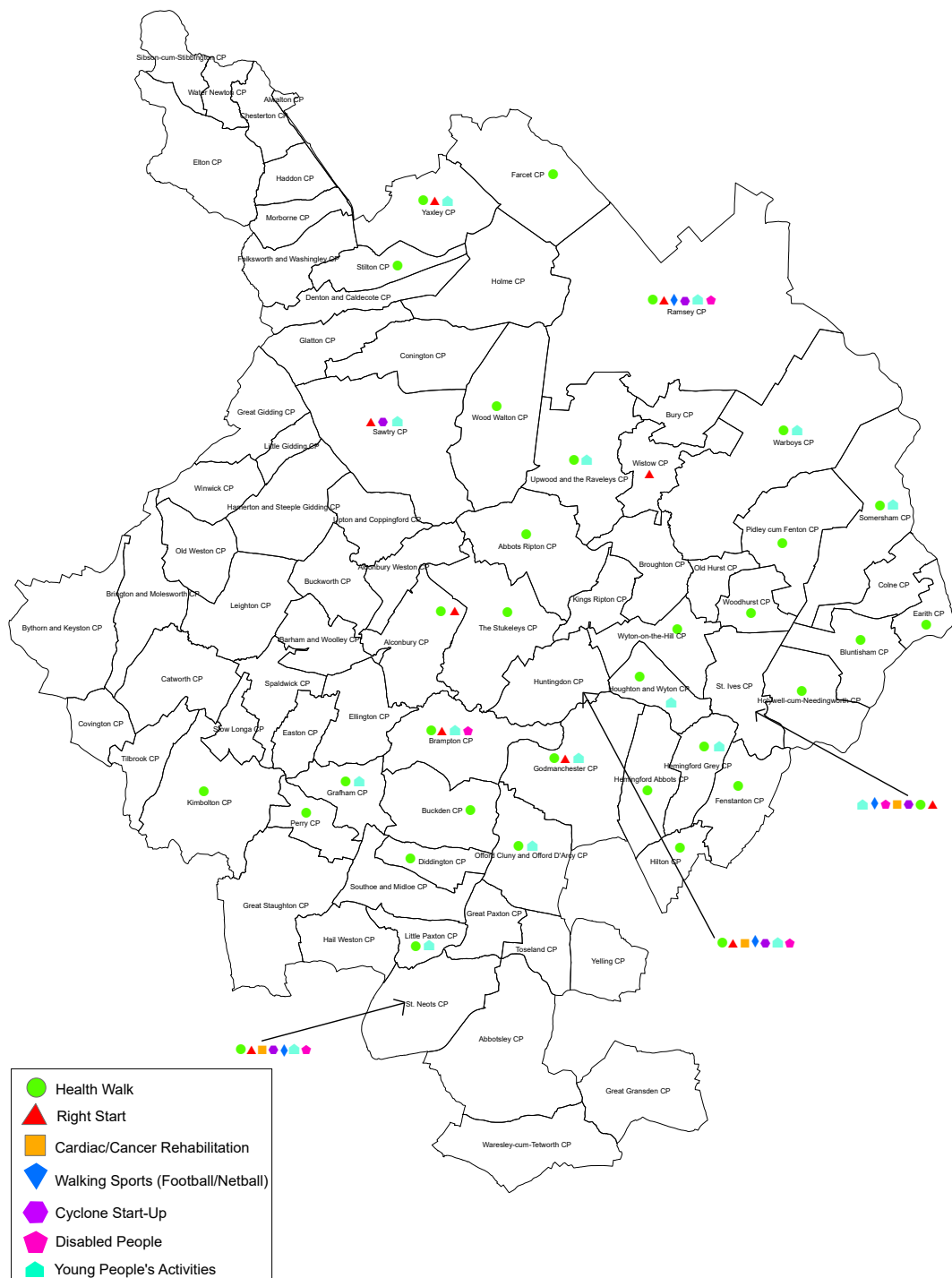
*\*\*Re-calculation of LTHC attendances in 2017/18 led to downward spike (not comparing like for like)*

## How well we did

More than 45,000 attendances at the physical activity or sports sessions delivered in 2017/18.



# Activity locations





# Our achievements

## STRATEGIC AND ENABLING ROLE (facilities, clubs, finance and people)

- £80k of external grants received to support sport and physical activity across the district.
- £50k secured to support St Neots Town FC 3G pitch renovation.
- Supported Living Sport to gain £500k for Active New Communities Project.
- Commissioned activities totalling over £11k for Sports Development activities.
- £9,300 funding secured from Sport England Groundworks .
- £6,500 funding secured from County Sports Partnership Satellite Club funding to support Yaxley Boxing Club and Little Miracles Charity with projects.
- 'Health Walks' voluntary donations totalling £1,400.
- £65k total income from OLAL activities.
- Contributed to county-wide strategic group and St Ives pilot tackling levels of falls among older adults – the single largest reason for unplanned admissions to hospital.

## EMPLOYMENT, LEADERSHIP, VOLUNTEERING, SKILLS

- 32 accredited qualifications gained by staff, volunteers and external sports and physical activity colleagues, increasing employability status and developing a flexible and agile workforce.
- Qualifications achieved by the team include Postural Stability Level 4 (x3), Level 2 Gym Instructor, Level 4 Cancer Rehab (x3), Multi-Skills Level 2, Athletics Level 1, Level 3 Exercise Referral, Circuits Instructor, Health Walk leaders, Otago Strength and Balance.
- 1,256 sports and physical activity sessions were supported or led by volunteers.
- University work placement supported to cover 40 hours.

## PROVIDE TARGETED ACTIVITIES TO PROMOTE ACTIVE LIFESTYLES AND REDUCE HEALTH INEQUALITIES

- Taster Parish Council sessions delivered to engage with young people in their own communities.
- Collaborative work with Luminus to deliver Active School lunchtime clubs.
- U Canoe sessions delivered to Scouts, Cubs and Brownie groups.
- 124 disability commissioned care home sessions delivered.
- Partnerships work with Youth Services to continue delivery of Street Sports activities.
- Health and Wellbeing Festival in the Park held attracting 449 participants.
- Partnerships created with care homes to run commissioned exercise classes.
- Hunts Community Cancer Network relocated community exercise classes to One Leisure Huntingdon to improve quality of experience for patients.



# The difference we make

## People with Long Term Health Conditions Exercise Referral

Individuals with medical conditions and requiring additional support to exercise are referred to Impressions Fitness Suites and looked after by an exercise specialist qualified to REPS Level 3 or 4 from the One Leisure Active Lifestyles team or Impressions Fitness Suites.

*'Thank you very much for providing me with this excellent service. Apart from the physical benefits, it also helped me to restore my confidence and overcome some concerns about exercising'*

*'This is an excellent scheme - Darren was very good and supportive. He modified my exercises when I had further health problems but gave me the motivation to continue to exercise'*

## People with Long Term Health Conditions Cardiac Rehabilitation Community Classes

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' (BACPR) programme in a safe and sociable environment with others who have undergone similar experiences.

*'Really enjoy the class. Leave feeling happy and energised. Great for social interaction. Classes have been a great benefit to my health. No longer need to see a chiropractor for back and shoulder pain since starting classes'*

### CASE STUDY: Exercise Referral for Multiple Sclerosis Carol

I was getting really frustrated by my weight gain and lack of fitness due to having Multiple Sclerosis and being a wheelchair user. I could only walk a few paces. I then came across an advert for One Leisure, who offer a 12 week course of exercise for people with LTHC for £30. All that was required was a referral letter from my GP.

I was then contacted by Hannah who explained the scheme and gave me an induction into the gym where we found the machines I could use. Hannah stays with me throughout my gym sessions to help me when she can. I also attend the Right Start One class on a Friday at the Library with Jenna.

I am allowed to attend the gym as much as I like throughout the week, I aim for four times a week. I feel so much better due to coming and will continue to come once my 12 weeks is finished. In conjunction with the exercise plus Slimming World I have lost over 18lbs!





*"It has helped me to move better"*

## Older People Health Walks

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

'I joined health walks after recovering from a major operation. It gave me a gentle way to test my recovery & fitness levels. I was able to meet new people and go on walks I wouldn't have normally done. The walks are good for wellbeing, socialising & fresh air'

'I find the walks interesting and beneficial to my overall wellbeing. I am 77 years old and because of regular exercise, including walking, I do not have any medical problems'

'This scheme is providing a great service to the community. Opportunity to walk in the fresh air, exercise and companionship. Well organised, led by knowledgeable volunteers. Available at low cost. Essential service that would be greatly missed if withdrawn'

## CASE STUDY: Health Walks Erica

I started walking with the Health groups in December 2016 to get myself a bit fitter and also as part of a Trefoil Guild (adult Girl Guiding) Bronze Voyage Award challenge. The section was called "Myself". I have now completed my Bronze Voyage Award and will soon receive my certificate and badge. I will continue walking with the

health groups mostly on a weekly basis because we all know how important it is to get regular exercise young and old. Also being out in nature benefits our spiritual and mental wellbeing. It really does me good!

I enjoy the friendly talks and banter within the groups as we walk along plus there is usually a cup of tea/coffee at the end in a local cafe or pub. I think the walk leaders are

## Older People RightStart Group Exercise Classes and Cyclone Start Up

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 various venues.

'I enjoy the class and the social aspect of it. I have always recognised the importance of exercise. As a wheelchair user with limited mobility I value going to this group immensely. I need to keep my body going for as long as possible!'

'It has helped me to move better and have a healthier view of my problems and how exercise helps me live a better quality of life'



wonderful.

Giving up their time to lead these health walks to help people in the local community. Always watching for people's limitations and providing alternative routes if needed.

I could not praise the Health Walk Scheme all over the UK highly enough!



*“Walking football has been a revolution for me”*

**CASE STUDY:**  
Walking Football participant and Volunteer at Special Choices (Disability Sport) Neil

Neil is a regular attendee at our Walking Football sessions across the district. Walking Football was initiated to enable adults aged 35+ the chance to get back into football whilst enjoying the social aspect and benefits of regular exercise. Prior to joining the scheme a couple of years ago, Neil rarely took part in physical exercise apart from the occasional walk.

Commenting on the scheme, Neil said “Walking Football is great! There are many sessions throughout the week which provides different options. I never thought I would play ‘competitive’ football again so Walking Football has been a revolution for me. I’m feeling a lot fitter and the friendships and laugh we have is great. I just love it.”

On Friday mornings, before the Walking Football session, we run an inclusive sport session for the local charity ‘Special Choices’. Neil has now been volunteering at the session for 7 months and in that time he has built some excellent relationships whilst providing extra support to the staff. “I saw the special choices class before football and it really appealed to me to see if I could help when I retired. It is a very happy class. The class is a joy and privilege for me to be involved in. The instructor does a great job.”



**Older People**  
Walking Sports

Walking Football and Netball have been established across the district. There are weekly sessions offering a sporting alternative for people wanting to be more physically active without the intensity of the full game.

‘Walking netball is great fun and I’m thoroughly enjoying the sessions’

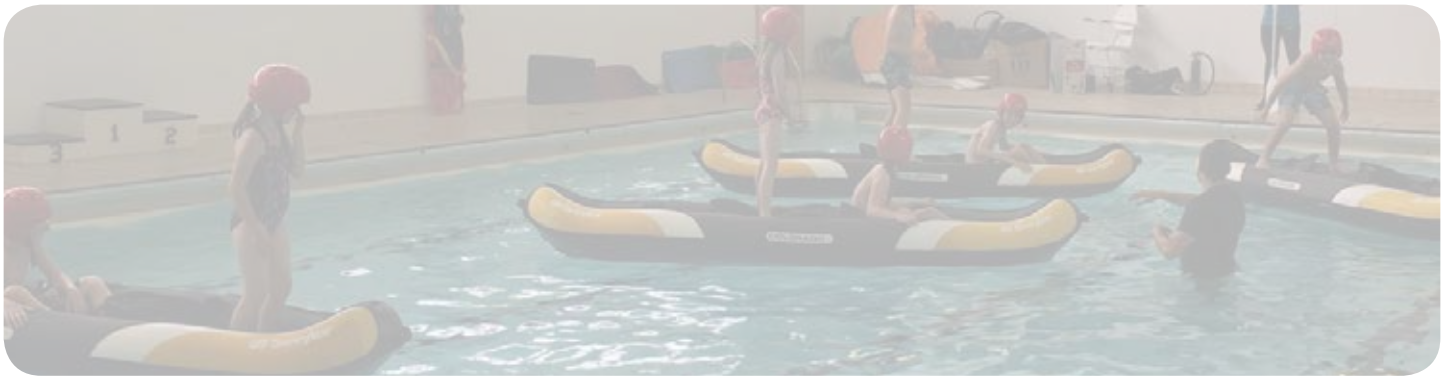
‘I’m 54 and overweight but have been doing walking football three or four times per week and although I’ve not lost much weight I feel so much better and my energy levels are far higher’

**Disability**

This is targeted work to increase and enhance opportunities for disabled people of all ages to participate in sport including festivals, sports clubs and ad-hoc opportunities. Working in partnership with disability focus organisations, care homes and clubs ensures activities can be delivered for all.

‘Disability gymnastics sessions are fantastic - we attend every half term and school holiday! Excellent for children with a physical disability and very inclusive. Plenty of help and encouragement - excellent - please may these sessions continue!’

‘Please keep running disability sessions - it’s so good in every way for young people with a (physical) disability to be able to do this and have a positive experience of sport’



*“Always value for money”*

## Young People

For young people (5-19 years) offering subsidised sports sessions as a positive diversionary activity and tackling rising childhood obesity rates. Activities run in holiday periods and term time as well as links with schools, youth groups, clubs and the scouting association.

*‘Pete is fantastic with the children. Was worried it would be too serious, but Pete makes it so fun and gets the little ones practising their skills easily. It can be fun chaos with the children but Pete just goes with it and makes it fun’*

*‘Athletics camp was brilliant. My two sons loved it. My older boy (aged 11) can be a bit shy and nervous but he really enjoyed himself’*

*‘We use these activities for grandchildren and foster children who really enjoy the range you offer. We have been participating for several years now. Always value for money.’*



### CASE STUDY: Street Sports Ramsey

In partnership with the Youth Support Service, these Street Sports sessions have offered support to young people aged 11-17 on the prioritisation list, one to one case load and those referred from school relating to behaviour, self-esteem, mental health and social skills.

The structured sports sessions aimed to develop skills and confidence in a safe environment. The weekly sessions involved the opportunity for the young people engaged to develop the project by choosing and leading some of the

activities whilst increasing fitness, improving mental wellbeing and developing various skills such as negotiation, cooperation and social skills.

100% of the participants surveyed after the project felt their confidence and motivation had improved from attending the scheme.

Comments about the scheme included:

*‘It helped my self-esteem being part of the team’*

*‘I can work better with people now’*

*‘I have developed my skills with working with other people’*

*‘It’s helped me with teamwork’*

The scheme has continued successfully with various young people in Ramsey and highlights the importance sport and physical activity can play on various life skills and overall wellbeing. The school have reported that the young people have had an increase in confidence and been able to make better choices at school and have more willingness to learn in lessons.

# Financial highlights

<b>Summary financials</b>	2014/15	2015/16	2016/17	2017/18	2018/19
Direct Service Controllable Income	(108)	(155)	(161)	(147)	(170)
Direct Service Controllable Expenditure	367	371	374	344	375
Direct Service Controllable Net Expenditure	259	216	213	197	205
Non-controllable (incl. Capital) expenditure	115	79	146	137	121
<b>Total Net</b>	<b>374</b>	<b>295</b>	<b>359</b>	<b>334</b>	<b>326</b>

<b>Expenditure History</b>	2014/15	2015/16	2016/17	2017/18	2018/19
Employees	316	322	330	291	339
Premises	12	13	15	10	14
Supplies & Services	30	27	20	35	16
Transport	9	8	9	8	8
Irrecoverable VAT		1	0	0	0
Non-controllable (incl. capital)	115	79	146	137	121
<b>Total</b>	<b>482</b>	<b>450</b>	<b>520</b>	<b>481</b>	<b>498</b>

## Putting a value on partnerships and grants

	2015/16	2016/17	2017/18	3 year average
Partnerships (Value of Cash & In Kind Support)	17,649	18,037	19,158	18,281
Grants & Club Development	716,340	317,952	586,975	540,422
Volunteers	18,000	18,000	18,000	18,000
<b>TOTAL</b>	<b>751,989</b>	<b>353,989</b>	<b>624,133</b>	<b>576,704</b>
Cost of Delivering the Service (Net)	216,000	213,497	197,092	208,863
<b>Return On Investment</b>	<b>£3.48</b>	<b>£1.66</b>	<b>£3.17</b>	<b>£2.76</b>

# Looking forward to 2018/19

## STRATEGIC AND ENABLING ROLE (facilities, clubs, finance and people)

- Continuing implementation of the Sports and Leisure Facilities Strategy
- Seek external funding where the opportunity arises
- Further Chair Based/Strength and Balance classes to be commissioned out to care homes.
- Sport and Active Recreation offer to schools and community groups as part of the Sports Development Business Model enhancing commissioned work.
- Sports Development team are into the second stage of becoming a StreetMark accredited organisation. This will allow us to be funded to offer doorstep sporting opportunities to those most disadvantaged in Huntingdonshire through targeted sports projects.

## EMPLOYMENT, LEADERSHIP, VOLUNTEERING, SKILLS AGENDA

- Training requirements implemented for the team where needed and to increase/complement the OLAL offer.
- Staff with line management responsibility are to attend in house HDC icare management scheme.
- Support work experience opportunities for university students, increasing on the opportunities offered in 2017/18.
- Continue to support the 30 plus active volunteers leading the Health Walks Scheme with training, support and guidance.
- Providing further volunteer opportunities for people to get experience, regain confidence or to simply give something back to their communities.



## PROVIDE TARGETED ACTIVITIES TO PROMOTE ACTIVE LIFESTYLES AND REDUCE HEALTH INEQUALITIES

- OLAL will continue to work with target markets that are identified through interpreting existing evidence of need.
- Working with One Leisure Facilities to implement new delivery officers to increase the number of sport and physical activity opportunities.
- Continuation of Activ8rlives project with the Eastern Academic Health Science Network and Aseptika.
- Let's Get Moving Cambridgeshire programme to roll out further projects across Huntingdonshire in Year 2.
- New targeted classes to be added to the Right Start programme including Cancer Rehab and PSI (Postural Stability).
- St Neots Park Run to become established
- Targeted work with Parish Councils to provide activities for Young People
- Under 5 programme to establish early physical activity habits
- After school sports clubs across the district will increase in centres including a U Canoe club, a multi-sports club in St Neots, and active youth clubs in both Little Paxton and One Leisure Ramsey.
- Working to establish a Man vs Fat football league in St Neots to help overweight men improve their health and wellbeing in a fun and social environment.
- Xtreme camps will be trialed in summer this year offering young people new and exciting ways to be active that are not offered across the district currently.
- Increased centre presence by our activity officers will mean higher quality sporting opportunities across the centres for all age groups to access sport in a variety of ways, from social sports to developmental sports courses.

Active Lifestyles remains committed to help and support people to get well and stay well and most importantly, achieve a sustained attitudinal change to stay active after formal programme involvement has ceased.

*Wishing everyone well in their  
personal endeavours to live well and  
take advantage of our One Leisure  
Active Lifestyles Programmes*

Nigel McCurdy, Corporate Director

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Oneleisure  
ACTIVE LIFESTYLES