



Northumberland County Council

CABINET

Date: 9 July 2019

HEALTH AND WELLBEING OVERVIEW AND SCRUTINY COMMITTEE - IMPROVING HEALTH AND FITNESS TASK AND FINISH GROUP

Report of the Chair of the Task and Finish Group: Councillor Lesley Rickerby

Purpose of Report

To present the findings of the Task and Finish Group to Cabinet for consideration. The Health and Wellbeing Overview and Scrutiny Committee agreed at their meeting on 4 June 2019 to recommend the findings to Cabinet for agreement.

Recommendations

That Cabinet be requested to:

- (1) support the following requests to Active Northumberland:
 - (a) whilst acknowledging that a reduced membership price offer has also been introduced for NCC employees, school staff, NHS and uniformed services employees, consideration be given, in principle, to reduced cost memberships where appropriate within the ongoing fees and charges review to enable the greatest level of concessions to focus on the impact on the people who need them most, especially children, to assist a balance between fair pricing and optimising participation;
 - (b) continue to ensure that teaching children to swim is a priority and work to better utilise smaller pools within communities and ensure access to all;
 - (c) whilst the Exercise Referral Scheme is under review and anticipated improvements will be implemented later in 2019, for which members welcome a new pricing model and concessionary scheme for people with low incomes, plus an increased focus on a weight management element, work should take place with Northumberland CCG to explore the drop in referrals and promote the uptake where appropriate;
 - (d) Active Northumberland be asked to increase publicity about what particular activities are available locally in centres, what activities were funded by their

- expenditure and stories about what service users have achieved through Active Northumberland activities/facilities;
- (e) although firstly acknowledging that the demand for the service is being met and it has a small waiting list, further support the Pegasus Centre through looking at options for improved signage, work with the Riding for the Disabled Association (RDA) to promote volunteering, work experience opportunities for maintenance and repair work for some Kirkley Hall students, raising its profile perhaps at Local Area Council meetings;
- (f) the provision of community activities for young people, including school holiday provision, be considered during the strategic review of the Sports Development Service;
- (g) support consideration being given to how different elements of the Council could coordinate with Active Northumberland to support and promote leisure and fitness activities supporting health, social care, school improvement, resilient communities, local economy, tourism, environment, employment and workforce issues; and

(2) express support for the following work/initiatives undertaken/being considered by Active Northumberland:

- (h) Active Northumberland's charitable status, ethos, commitment, confidence placed in current staff, demonstration of a good organisational culture, focus on improving health outcomes and provision of apprenticeships and part time roles for young people;
- (i) Active Northumberland's work to improve their understanding of user needs, attract people who currently did not use their services, and measures being undertaken with schools and adult social care to de-medicalise interventions and use leisure services to tackle loneliness and isolation;
- (j) support for the new countywide Physical Activity Strategy and the role that Active Northumberland will play in implementing it;
- (k) the developing managerial solution to enable school facilities to be open for use on evenings;
- (l) rolling out the model used at Wentworth Leisure Centre to ensure a balance between the differing needs of swimming clubs and public swims;
- (m) the continuation of concessionary rates for students during summer months;
- (n) health coaching work;
- (o) explore the possible use of community venues for leisure activities such as church centres and village halls where appropriate, in acknowledgement of some people's reluctance to attend leisure centres;
- (p) the new branding, including its key focus on supporting people to become active;
- (q) the outputs and deliverables presented;
- (r) the £700,000 investment into refurbishing the Wentworth gym and reception experience; and
- (s) the £5m investment into Blyth Sports Centre; and

(3) note that the Health and Wellbeing OSC will receive a progress update on all the above recommendations later in 2019/20 and the Task and Finish Group's views on the next steps for continuing any further scrutiny of this topic.

Key Issues

The Health and Wellbeing Overview and Scrutiny Committee established this group in November 2018 to review how Active Northumberland was contributing to improving health and wellbeing of residents in Northumberland. It would review its current provision of sport and leisure and consider what other measures key organisations could potentially consider/explore to further help improve residents' health and wellbeing.

The group met three times, on 16 January, 27 February and 15 May 2019. It consisted of four members: Lesley Rickerby (Chair), Susan Dungworth, Robbie Moore and Jeff Watson. The lead officers for the Working Group were Liz Morgan, Director of Public Health and Nigel Walsh, Head of Culture. Presentations were also provided at the meetings by Mark Tweedie, Chief Executive of Active Northumberland and Lee Sprudd, Director of Northumberland Sport. Visits also took place on 13 February 2019 to a number of Active Northumberland sites and meetings took place with Phil Evans - General Manager (Concordia Leisure Centre, Sporting Club Cramlington, Northburn), Nicole Rowley - Health & Fitness Co-ordinator and Maggie Martin - Locality Coordinator, Ami Cook - General Manager (Morpeth Riverside, The Pegasus Centre), Dawn Watson - Admin Manager and Laura Winter Resource Coordinator/Riding Instructor, Lee Paris - General Manager (Blyth Sports Centre, Dave Stephens Centre) and Jordan Bell - Health & Fitness Co-ordinator. The review was also supported by Mike Bird, Senior Democratic Services Officer.

A copy of the Group's final report is attached.

BACKGROUND PAPERS

None.