

REPORT OF THE VICE-CHAIR OF THE HEALTH AND WELLBEING OVERVIEW AND SCRUTINY COMMITTEE

THEMED SCRUTINY: IMPROVING HEALTH AND FITNESS TASK AND FINISH GROUP

1. Themed Scrutiny Scope/Remit

- 1.1 In March 2018 the chairs of Northumberland County Council's overview and scrutiny committees gave consideration about whether additional scrutiny of Active Northumberland should be organised. As this was an issue that could potentially cut across the remits of different overview and scrutiny committees, further discussions followed about the focus of any such scrutiny.
- 1.2 Following this I agreed that it should focus on Active Northumberland and any related in house service provision, specifically looking at what was being done to benefit the health and wellbeing of residents in Northumberland. This remit did not cover wider issues regarding the governance of Active Northumberland nor the availability and offers provided by private leisure providers in the county.
- 1.3 I agreed that this work should be undertaken as a themed scrutiny review using a subgroup rather than stand alone reports being presented amongst other items presented to the full Health and Wellbeing Overview and Scrutiny Committee (OSC). An initial proposal was put to the Health and Wellbeing OSC meeting on 6 November 2018 to agree the terms of reference of the review. The committee agreed with this proposal and a panel of four members was then confirmed. This consisted of myself, Councillors Dungworth, Moore and Watson.
- 1.4 The confirmed terms of reference were as follows:

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 background to the review was that during a period of considerable change and development for leisure services, Active Northumberland was charged with achieving significant efficiency savings, whilst aiming to simultaneously improve service outputs and deliver wider health and social outcomes. To expedite organisational change and development, Active Northumberland was developing a bold new organisational strategy. This review provided the opportunity to share and critique Active Northumberland's new strategy, goals and performance management framework, and to identify potential for improvement and to ensure alignment with Council expectations. It would review current provision of sport and leisure in the county and consider what other measures that key organisations could potentially consider/explore to further help improve residents' health and wellbeing.

2. Themed Scrutiny Work

- 2.1 Meetings of our themed scrutiny task and finish groups were then organised. These took place on 16 January 2019, 27 February 2019 and a final one to agree the recommendations on 15 May 2019.
- 2.2 On 16 January, members received a detailed presentation from Mark Tweedie, Chief Executive of Active Northumberland. On 27 February, members heard further from Mr Tweedie about his responses to requests for further information about issues raised on 16 January, and from Lee Sprudd (Interim Director, Northumberland Sport) and Nigel Walsh (Head of Cultural Services, NCC).
- 2.3 In addition to these meetings, visits by myself and the Senior Democratic Services Officer took place to Concordia Leisure Centre, the Pegasus Riding Centre and Blyth Sports Centre on 13 February 2019.

3. Recommendations

Full details about the information we considered at our meetings on 16 January and 27 February and the visits undertaken on 13 February follow later in this report, but in summary, our recommendations are as follows:

That the Health and Wellbeing Overview and Scrutiny Committee request Cabinet 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.

4. Background/discussions

The following details, from which the recommendations have been developed, are information from the themed scrutiny group's three meetings that took place on 16 January, 27 February and 15 May.

Active Northumberland's Contribution to Improving Health and Wellbeing of Northumberland Residents

Members received a presentation from Mark Tweedie, Chief Executive of Active Northumberland, regarding how Active Northumberland was intending to further develop its contribution to improving the health and wellbeing of residents in Northumberland, and to enable members to scrutinise and review its current provision of sport and leisure in the county. (Copy of presentation attached to the notes of the meeting.)

The key headings were:

- total usage figures for members and non-members for 2018
- total gym membership figures for 2018
- total community swim figures for 2018
- total swim figures for 2018
- total site swim usage 2018
- concessionary activity
- PE and school sport engagement 2018
- school PE and sport service development opportunities
- monitoring and evaluation work - outputs and outcomes
- the exercise on referral scheme, its impact and further developments and opportunities
- capital investment plans
- the Transformation Strategy objective - "to design and develop a transformed service offer and operating model, that delivers more and better outcomes and efficiency, by developing out people, products and places with our partners"
- Active Northumberland's new logo and proposition - "We provide great experiences in great places that achieve great outcomes"
- strategy deliverables - increased health and social impact; colocated and integrated service models; industry leading service quality; industry leading operational efficiency and effectiveness; industry leading usage and retention; usage representative of population and localities; service users achieve their wellbeing goals; industry leading user and employee satisfaction; and reduced environmental impact
- Active Northumberland's leadership team structure
- summary: diverse mass participation service (facilities - community and school settings; successfully addressing strategy challenges; unprecedented capital investment opportunities; new 'Transformation Strategy'; re-engaging and developing the workforce; and new outcomes framework and evidencing the wider impact.

Discussion took place in particular regarding each of the following sections, of which the key details of the debate were:

Total usage figures for members and non-members for 2018

In response to questions Mr Tweedie confirmed that there were many seasonal fluctuations in membership levels; these patterns reflected leisure usage across

the UK. There were common misperceptions about typical gym users; there was actually a distribution of membership across all age ranges.

Community Learn to Swim levels

Community learn to swim programmes were critical for life skills and helping form behaviours that would last a lifetime. 4,500 young people learned every week in Northumberland; it was hoped this would increase to 5,500. Capacity levels were not always met but the occupancy rate in lessons was good.

A member commented that clashes between swimming clubs and public swims wanting to use pools at the same time was a long term issue.

Mr Tweedie advised that Wentworth Leisure Centre operated an exemplary learn to swim scheme, comparatively achieving the highest levels of demand and service provision. Encouraging demand for lessons in some areas where the take up for learn to swim was lower was challenging and would require some resources to support the aim. This could include work with GPs, schools and locality co-ordinators, plus also include concessionary pricing considerations.

A member queried, as the take up rate for lessons fluctuated between different centres, what were the differences between their size/available numbers at each location? Mr Tweedie advised that it would be beneficial to understand the data more. For example, the Swan Centre did not have a teaching pool and its local population, demographics, size and location were different to other areas.

A member referred to swimming lesson waiting lists at some centres; was this due to insufficient staff to take the sessions, or the pool time available? Members were informed that this was not easy to solve, so expectations had to be managed; there was not the time available to satisfy learn to swim requirements at some centres. Compromises had to be managed as pools were used for a number of activities including lessons, aquafit and lane swimming.

School Learn to Swim lessons

Mr Tweedie advised that the involvement of schools fluctuated over the year with a peak level of 10,000 children per month. School swimming was generally less effective with regard to progress as community learn to swim lessons, because school lessons involved higher numbers with greater variations in ability. A key issue for Active Northumberland was how to assist children to learn to swim who hadn't otherwise had the opportunity to do so. All schools were able to access swimming lessons, which was a curriculum requirement. Although the lessons were free to parents, there was a cost for travel to swimming lessons. Mr Tweedie stressed that it was important to spend on children who needed the support the most. The school swimming programme could be developed to provide dry PE / sports activities for children who could swim, thereby enabling a greater focus of resources on children who were non-swimmers and children who were working towards the Key Stage 2 curriculum requirements.

Replying about how he intended to address these issues, Mr Tweedie reassured members that plans would be placed and monitored to assess the goals. Members

agreed that it was a good document but the next step was to confirm what targets were to be measured.

Total swim figures

Mr Tweedie informed members that total swimming levels fluctuated and stressed that swimming pools were an important facility for local communities. 25% of pools' usage was by people entitled to concessionary rates. It was important for Active Northumberland to understand where people were based and what impact such services had on their lifestyles. Active Northumberland needed to consider how to apply the greatest level of concessions to focus the impact on the people who needed it most. There needed to be a balance between fair pricing and optimising participation.

A member asked if publicity could be organised in relation to individual leisure centres/venues; for example, local service users in Blyth were unlikely to take advantage of the ability to use services in Berwick and would want to know more about what was available to them locally. Mr Tweedie replied that all the centres were different and consideration could be given to how to better articulate/ publicise the services available at each, in doing so possibly mobilising support from the voluntary and community sector, whilst also retaining commercial considerations. It was important to acknowledge that not everybody had their own transport.

A member acknowledged the different leisure service offering in Northumberland compared to another neighbouring local authority and stressed the importance of focusing on the outcomes, addressing social isolation and improving health outcomes, which were public health considerations. The member welcomed Mr Tweedie's reassurance about Active Northumberland's change in focus towards health considerations as she considered there had previously been too much emphasis on financial targets and income generation.

Mr Tweedie acknowledged that pressures existed on leisure services as an industry, but Active Northumberland was different to many private leisure services and its board was very keen to deliver its charitable aims. Its rebranding included a key focus on supporting people to become active.

A member requested more information about the types of concessions available at the different leisure centres and services. Mr Tweedie advised that a full review of fees and charges was ongoing, so further information could be provided in due course.

PE & school sport engagement

Mr Tweedie advised that all pay and conditions of staff had now been harmonised and a lead officer for PE and school sport had been appointed. Relationships with schools continued to develop.

In response to a question, members were advised that mostly primary and middle schools engaged with Active Northumberland. Creating a managerial solution to enable school facilities to be open for use on evenings and weekends was a key

aim; a business model was being developed to support this and would be of no cost to schools. Members were advised that the facilities strategy was being finalised; it was important as currently some school halls were not available when they were most needed to be.

Regarding the capacity available in sports halls, members were informed that all such leisure facilities were quite full. Many people attended such activities, but concerns remained that this did not include enough people who needed to be more physically active.

Members stressed the importance of school facilities being available for community use and public access to them, especially disabled access, should be considered very early in the planning process. Mr Tweedie confirmed that Active Northumberland were now involved in that process.

Reference was then made to an emailed response from Mr Tweedie to Councillor Watson regarding consultation with town and parish councils and arrangements for Section 106 agreement funding; copies were provided at the meeting.

A member referred to the importance of leisure services to young people aged 16 and above and encouraging and supporting them to stay active after school. Her local parish council had offered transport for young people to visit Blyth Sports Centre. Two internships had been organised through sport leader clubs; could this be further developed? Work with town and parish councils was very important for the added value it brought and publicising the branding of Active Northumberland. Mr Tweedie referred to the availability of Active Northumberland apprenticeships and the skills that they provided, including part time roles which young people participating could take forward at university and beyond as life skills/qualifications such as gym and swimming instruction/lifeguard. Members welcomed this approach.

Monitoring and evaluation

Mr Tweedie circulated details of monitoring and evaluation arrangements for the Transformation Strategy deliverables at the meeting. Details were provided about deliverables within the following subheadings:

1. increased health and social impact
2. colocated and integrated service models
3. industry leading service equality
4. industry leading operational efficiency and effectiveness
5. industry leading usage and retention
6. usage representation of population and localities
7. service users achieve their wellness goals
8. industry leading user and employee satisfaction
9. reduced environmental impact.

Mr Tweedie further advised that a number of stakeholders/services were included to enhance outcomes, including social care and education. Evidence would be provided and resources allocated where needed; the management agreement with the County Council would detail what Active Northumberland would deliver.

Exercise on Referral Scheme

Mr Tweedie advised that the scheme had not always met required needs previously, and work took place to increase its efficiency and effectiveness. Close work took place currently with the Public Health service and an officer from Edinburgh Napier University had been commissioned to work on the scheme. The scheme now supported people to change their lifestyles. This also assisted people to manage any health conditions without as much need to access primary care services. This provided an opportunity for growth, determine the wider determinants of people's health, and also help signpost people to other services. More services would be moved to wellness and community hubs.

Active Northumberland wanted to become the best community leisure and wellness provider in the UK and encourage all parties involved to buy into this service provision. The scheme was running very well, and members agreed that it was a return to the higher standard that had previously existed. There was no national standard in place for such schemes, but Active Northumberland's approach had the opportunity to make it a trailblazer.

Ms Morgan advised that a health coaching approach was very important. It enabled staff to take a holistic approach to people's conditions and actively support them in finding other services too. A member stressed the importance of people becoming engaged in the process and benefits also to mental health.

Members also acknowledged the approach taken by Nuffield Health's referral process, which ideally should become more mainstream to provide a holistic and affordable process. Exit strategies from referrals were very important, as was to increase capacity in the voluntary sector with community groups.

A member referred to some people's reluctance to attend leisure centres and stressed the need to also use other venues for activities such as church centres and village halls.

Transformation Strategy objectives

Members were advised of leadership development activities for staff, supporting people in communities and work to enhance the exercise on referral project.

Members were notified of and welcomed the new Active Northumberland branding.

Strategy deliverables

Members were informed of activities and Quest accreditation. No new staff had been brought in; current staff were being invested in and looked after; there were no compulsory redundancies.

A member welcomed the approach being taken and the confidence being placed in current staff. It was a very reassuring presentation which focused on what members wanted. The outputs and deliverables presented were supported.

Members added that they would be interested in further details about work with schools, capital buildings, adult social care, the ability to demedicalise interventions, and using leisure services to address loneliness and isolation.

A member asked about any comparisons undertaken with other equivalent leisure service providers in other areas. She asked if reduced cost memberships for people who were less able to afford them could be considered as part of the fees and charges review. Mr Tweedie agreed that it was important to get the right balance of appropriate prices and breaking down barriers to access leisure services.

A member queried whether memberships could be amended to include a wider range of services available in centres than currently, as other providers did. Mr Tweedie explained that this was not an equal comparison as costs were affected by demographics. A small metropolitan area could not be compared with a large mostly rural county like Northumberland with its sparse population density leading to some services needing to be cross subsidised.

Members then asked a number of further questions/asked for further information regarding:

1. how to meet demand and the changing demand across Northumberland in light of the changing objectives
2. the level of engagement with people who currently did not use the services, and also how many services were used by people who were not Active Northumberland members
3. the importance of the culture of the organisation being right, as culture was far more effective than strategy
4. improvements being made to support delivering the strategy given financial pressures
5. the importance of understanding the health and social impact and what policy and performance support could Active Northumberland get from the County Council to assist this
6. how to contact people who might benefit from Active Northumberland services?

Mr Tweedie added that further information would be provided. To summarise, Active Northumberland's position had improved in the past six months; the job evaluation process had led to between 70-80% of employees receiving a pay increase. Active Northumberland was in the top 25% for pay, terms and conditions nationally. Mr Tweedie referred to the organisation's three key values; fun - for customers and staff; inclusivity and trustworthiness. Senior and middle management leadership development programmes were underway. Achievements were also celebrated, which included plans for a staff awards event.

Members agreed that good organisational culture was essential; if employees felt valued, it translated positively into the service that they delivered. Members also welcomed a £700,000 investment into refurbishing the Wentworth gym and reception experience.

Turning the strategy into a deliverable process

Mr Tweedie advised that Active Northumberland's business plan would be finalised by April 2019. An update could be provided for members at the next meeting of this task and finish group.

The chair of the themed scrutiny group offered to visit any leisure centres/other venues where it would be helpful in order to gather additional information.

Members welcomed the use of any stories about the achievements of local residents who had used Active Northumberland services. Mr Tweedie explained that case studies were available, and there were plans for both a young sports leaders programme and a plan to have a young ambassadors programme in their centres. Details for both could be provided during the rebranding process.

Mr Tweedie's presentation was strongly welcomed and it was:

RESOLVED that the presentation and approach be welcomed and further information be provided as requested.

Work Programme

Members noted that in addition to the notes of this meeting, an action list would be compiled regarding any issues that members wanted further information or clarification about by the next meeting on 27 February. This action list would be circulated to all members of the group to confirm whether it included all the queries they raised/information requested.

At the next meeting, there would be a follow up on any further information requested in response to Mr Tweedie's presentation, plus an item about the management agreement and also a presentation from Northumberland Sport. It was proposed that the findings of this and the next task and finish group meeting on 27 February would be compiled into a report with recommendations that would be presented to the full Health and Wellbeing OSC on 26 March 2019.

Active Northumberland Management Agreement

Nigel Walsh, Head of Culture, gave the Group an update about the Active Northumberland Management Contract. He reported that although the Agreement had not yet been signed, he anticipated that it would be in the coming days to come into effect on 1 April 2019.

The Agreement had been drafted in collaboration with Mark Tweedie, Active Northumberland and included detail on service recharges such as Human Resources and Property. The document also sets out a requirement to provide quarterly information on a number of key measures and to provide an annual service plan.

A copy of the Agreement would be presented to the Group at its next meeting.

Feedback on additional information requested at the last meeting on 16 January

The Group received a PowerPoint presentation from Mark Tweedie, Chief Executive Active Northumberland which provided response to the following questions asked at the last meeting:

- as the swim take up fluctuates from the average across all swimming pools, can more detail be provided for a breakdown about the usage of different pools?
- more information required about the types of concessions available at the different leisure centres and services, when ready from the ongoing review
- more details about work with schools, capital buildings, adult social care, the ability to demedicalise interventions, and using leisure services to address loneliness and isolation
- how to meet demand and the changing demand across Northumberland in light of the changing objectives
- the level of engagement with people who currently did not use the services, and how many services were used by people who were not Active Northumberland members
- the importance of understanding the health and social impact and what policy and performance support could Active Northumberland get from the County Council to assist this
- how to contact people who might benefit from Active Northumberland services?
- details of case studies about people who had used Active Northumberland services.

Development Plans for the School PE and Support Service

Mr Tweedie set out Active Northumberland's key development plans as follows:

- "Go to" provider for any PE - School & Community sport provision and advice
- Support agenda to decrease obesity in schools
- Champion 60 minutes daily activity in all schools
- Support school staff and students with developing good physical and mental health
- Support all schools to provide a high quality PE and community sport entitlement
- Create a successful pathway from school to leisure facilities
- Provide children in care with barrier free access and enhanced opportunities
- Provide a leadership pathway from intern/apprenticeships to coach/PE teacher status
- Provide a fully integrated delivery team in both school and community settings
- Optimise community use of school facilities to increase participation and club membership
- Support schools to ensure all children can swim by end of Key Stage 2

Community Learn to Swim Utilisation by Facility and Improvement Goals (October 2018)

Mr Tweedie presented the following table which illustrated the take up of learning to swim programmes across the county.

Facility	Participants	Target 19/20
Ashington	486	515
Blyth	352	380
Concordia	283	311
Ponteland	632	718
Prudhoe	674	711
Morpeth	444	493
Rothbury	37	41
Swan	151	157
Wentworth	1053	1189
Willowburn	390	427

Members were advised that previously the pools were operated differently, but would now be managed in a more consistent way, including opening times, recruitment of swimming teachers on a uniform pay scale (subject to consultation with trade unions) and ensuring a balanced programme of activities within geographical areas.

The Group noted that if the targets for 2019/20 were achieved, it would realise an additional income of around £100,000, although it was hoped that those targets could be bettered.

Members felt that more should be done to utilise school swimming pools for community use, and to provide links for schools that do not have those facilities, to pools within their geographical area. Although members noted that swimming and fitness clubs operated at the pools listed above, often meeting on set days and times, they felt that teaching children to swim must be a priority above other activities.

The Group discussed a number of small pools that they were aware of around the county that could be utilised more within the community. It was felt that where

possible, those pools could also be accessed by schools, particularly in rural areas.

Members were advised that although swimming lessons for school children were free of charge, transport to swimming pools was not and often required a contribution from parents. They suggested that consideration should be given to the Council providing an overview of transport contracts for such activities.

The Group were pleased to learn that Active Northumberland offered a swimming programme that allowed children to swim free when accompanied by paying adults.

Membership Charges and Member Value

The Group were advised that Active Northumberland membership provided:

- Unlimited classes, swim and gym at any of its 15 centres
- Access to over 450 fitness classes to suit all fitness levels
- Access to 10 swimming pools including pool-based fitness classes
- Continuous help and support including personalised programmes, goal setting, advice, challenges and more
- Access to its free Active Northumberland App which allows users to book classes, check timetables on the go and keep up to date on the latest news
- The flexibility to choose a shorter term or 12 month package

The charge packages were set out as follows:

Adult 12 month commitment	£32 per month	£1.06 Per day
Adult 3 month flexi	£40 per month	£1.33 Per day
Young Adults (14-21 years) & full-time students	£26 per month	£0.86 Per day
NCC Corporate (15 months for a 12 month commitment)	£25.60 per month	£0.83 Per day
Annual swim membership	£249 annually	£0.68 Per day

Members were advised that fees and charges had be set to provide a balanced budget and would be subject to continued review. With regard to the NCC corporate concession, Active Northumberland was looking at proposals to extend it to other businesses in the county.

Members felt that further concessions should be extended to students during the summer months. Mr Tweedie confirmed that this had been in place last year and it was his intention to repeat it this coming summer.

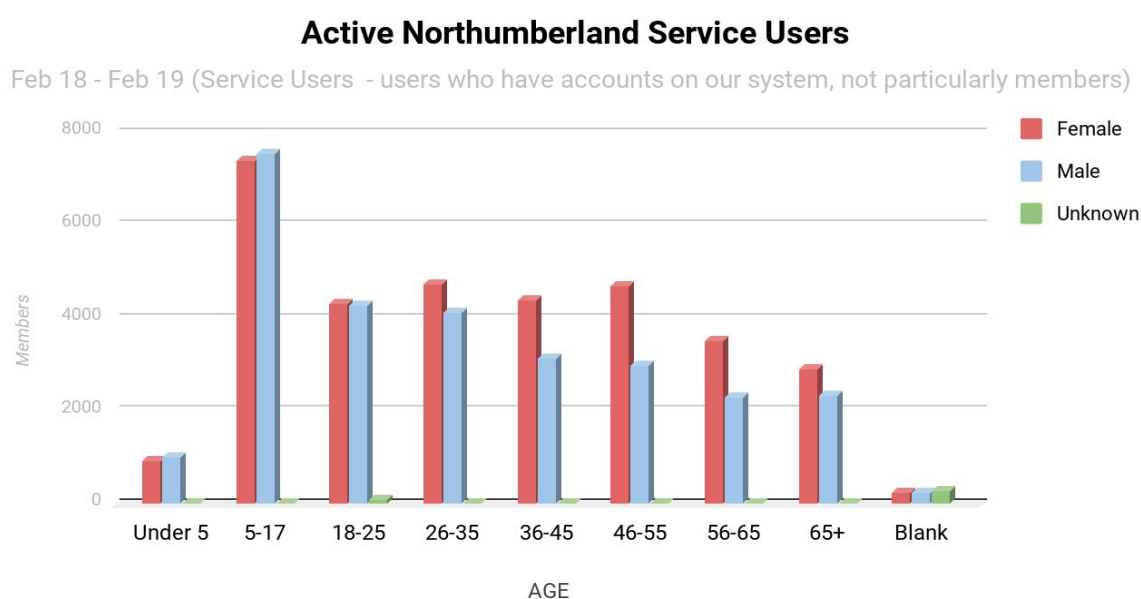
Active Northumberland Concession Scheme

The Group were informed of the following concessions and were advised that it was under continued review:

Concession eligibility:	Concession rates:
<ul style="list-style-type: none"> • Job seekers allowance • Severe disablement allowance • Housing benefit / employment support allowance • Attendance allowance • Incapacity benefit / employment support allowance • Income support / pension credit guarantee • Carer's allowance • Disability living allowance or personal independence payment • Housing benefit / full council tax support • Under 18's or 65+ 	<p>Gym - £3.50</p> <p>Fitness class - £3.50</p> <p>Swim - £2.00</p> <p>Pool inflatable session - £3.00</p> <p>Under 4's swim for free</p> <p>DD Multi Site Membership - £26 per month</p> <p>Young people in care - Free</p>

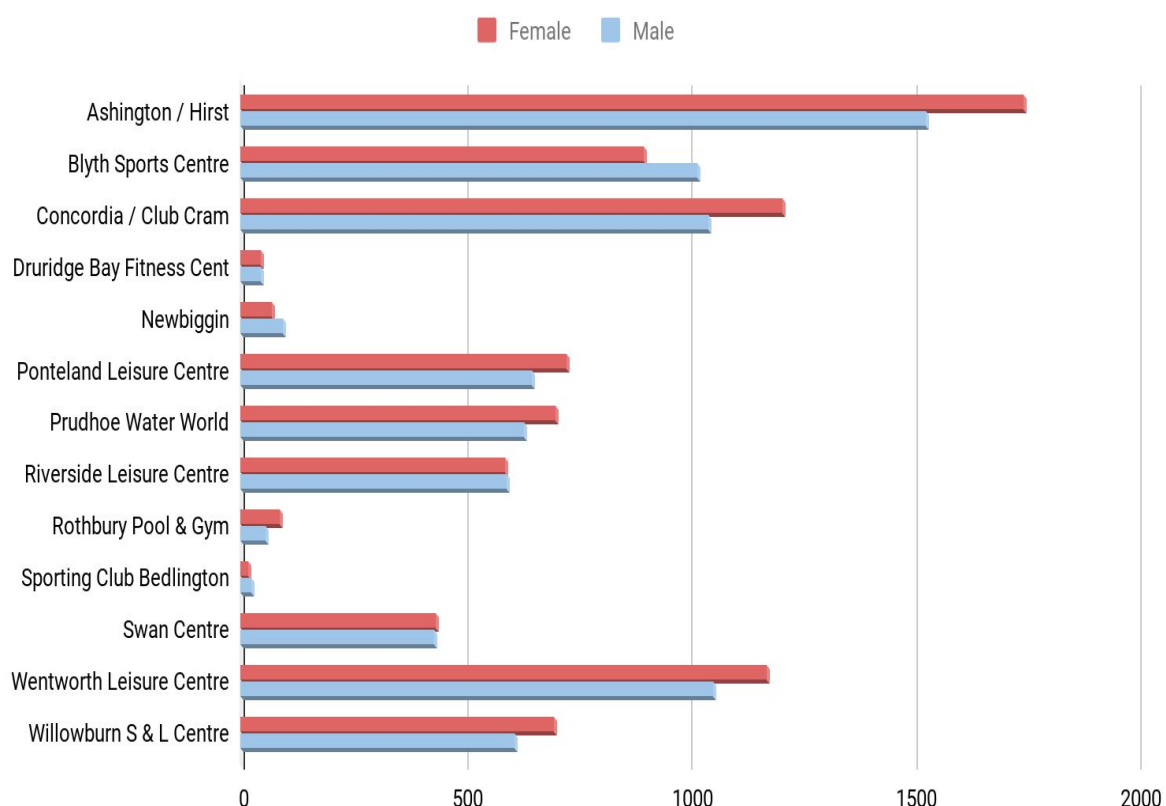
Active Northumberland Service Users

The Group received a chart showing service users who had Active Northumberland accounts, but not necessarily members (February 2018 - February 2019).



The following chart displays those members paying their subscriptions via direct debit.

DD Members



The chart below sets out where those members paying by direct debit by population, although it was acknowledged that many users did not necessarily access the facility in the area in which they lived. For example, many Bedlington residents would use the centres at Ashington, Blyth, Cramlington or Morpeth.

Area	Population	Percentage	Area	Population	Percentage
Ashington	28,000	11.7%	Morpeth	14,017	8.4%
Blyth	37,339	5.1%	Rothbury	2,107	6.7%
Cramlington	44,216	5.1%	Bedlington	18,470	0.2%
Hadston	3,585	1.3%	Berwick	12,043	7.2%
Newbiggin	6,308	2.6%	Hexham	11,829	18.8%
Ponteland	10,921	12.6%	Alnwick	8,000	16.4%
Prudhoe	11,675	11.4%			

Improving User and None User Insight

The Group were advised of measures to improve Active Northumberland's understanding of user needs:

- **Access to Data** - personal details
- **Data Analysis** - systems and processes
- **Personality Profiling** - connecting people with solutions
- **Open Data** - whole system approach
- **Focus Groups** - direct engagement ie schools

Engagement of Non Users - Strategy Going Forward

Members were advised of the actions being undertaken to attract those who were not users of the services offered by Active Northumberland:

- Retention & Referral
- Service Redesign and Diversification (life course and family experience)
- Corporate Wellness
- Primary Care Referral
- Social Prescribing
- School to Community Pathway
- Capital developments and improvements

Development Opportunities for Integrated Adults' and Children's Services Social Care Services

Members were informed of the following measures being undertaken with schools and adult social care to demedicalise interventions and to use leisure services to tackle loneliness and isolation:

- Supported Service Day Provision
- School Holiday and Community Respite Provision
- Alternative Provision for Young People with Behavioural Difficulties
- Accessible Provision for Looked After Children and Care Leavers
- Supported Internship and Apprenticeship Provision

Case Studies

The Group watched a short film about Victoria who had been referred to a 'Health Start' scheme at Ashington Leisure Centre. Although the environment appeared to be alien to her initially, she realised that many users were just like her. In six months she lost 40 lbs and her fitness levels improved considerably. She was now able to play with her son and her mental health and self esteem had greatly improved. The referral had resulted in a life changing experience, culminating in her completing the Great North Run.

Members were told Brian's story. He had experienced two heart attacks and was referred to the Exercise on Referral programme at Blyth via the NHS Nurse Led Cardiac Rehabilitation Service. Brian had now joined the gym at Blyth which he attends three times each week. He said: " I've been given a great personal fitness programme which has improved my fitness and strength and I continue to receive regular input, advice and genuine friendly interest from the team at Blyth. I have

seen a vast improvement in my breathing and my ability to climb stairs and walk for greater periods of time.”

The Capital Programme Roll Out

Members received a schedule of the proposed capital schemes:

Leisure Facility	Proposed Capital Investment Sum	Proposed Completion
Wentworth Leisure Centre	£700k	2019
Pool Plant Replacement Works	£1m	2019
Ponteland School & Leisure Scheme	£48.2m	2020
Blyth Sports Centre Refurbishment	£5m	2021
Swan Centre (Berwick)	£18m	2021
Morpeth Riverside	£18m	2021

Northumberland County Council Support Opportunities

The Group considered areas where the Council could support and promote leisure and fitness activities.

Health	Start well and age well - prevention of health conditions and condition management.
Social Care	Service delivery cost efficiencies through integration within leisure facilities and improved wellness outcomes.
School Improvement	Direct support for schools to deliver high quality PE and provide a community offer.
Resilient Communities	Support for clubs and community groups with venues and to grow, develop and recruit and develop volunteers.
Economic	Corporate wellness service to deliver improved productivity through workplace wellness.
Tourism	Improving the family leisure offer and active tourist offer.

Environmental	Increasing walking and cycling journeys and energy efficient public assets.
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Members suggested that Employment and Workforce opportunities should be added to the list. Although they acknowledged that schools did not have the funding to support community sports facilities and programmes, they felt that it was important that there was someone who could be designated to coordinate those activities within communities.

Members agreed that the final report should include a recommendation to Cabinet on how different elements of the Council could coordinate with Active Northumberland to collaborate on the issues set out in the table above (including Employment and Workforce issues).

RESOLVED that

- (a) the presentation be noted, and
- (b) members' comments be considered when drafting the working group's final report.

Northumberland Sport - County Physical Activity Strategy Update

Lee Sprudd, Interim Director, Northumberland Sport, presented an update on the development of a long term countywide 'Physical Activity Strategy' (2018-28) and outline the key contribution that Active Northumberland will make towards tackling 'inactivity' levels across Northumberland.

Context for Physical Inactivity

He reported that according to Public Health England:

- Physical inactivity was responsible for one in six UK deaths (equal to smoking) and was estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone).
- Our population was around 20% less active than in the 1960s. If current trends continue, it would be 35% less active by 2030.
- Many people did not realise that physical activity had significant benefits for health, both physical and mental, and could help to prevent and manage over 20 chronic conditions and diseases, including some cancers, heart disease, type 2 diabetes and depression.

Members expressed concern that many young people were not active enough, as they increasingly spent more hours on social media and online gaming. The Strategy needed to provide an attractive proposition to ensure that more people become more active.

Local Context

The Group were advised that a recent Sport England Active Lives survey for 2018, showed Northumberland's inactivity level currently stands at 27.8%, which meant that just over 72,000 adults aged 16+ were not achieving 30 minutes of moderate intensity activity per week. This presented a statistically significant increase for Northumberland which was above the national average.

Sport England research also showed that within the 27.8% 'inactive' audience in Northumberland, lie some real stubborn inequalities. For example:

- People with disabilities were twice as likely to be inactive.
- Approximately a third of women were inactive compared to a quarter of men.
- Approximately a third of people from lower socio-economic backgrounds were inactive compared to a quarter in higher socio-economic groups.
- People from particular ethnic groups - around a third of people of Asian ethnic origin were inactive compared to only around a fifth of people who described themselves as belonging to Chinese ethnic groups.
- Those with or at risk of long-term health conditions were much more likely to be inactive than people without a long-term condition.
- Older people were far more likely to become inactive: 42% of people aged 55 and over were inactive compared to 29% of the adult population as a whole.

Sport England's recent Active Lives youth survey results also indicated that 31% of children in Northumberland were doing less than 30 minutes of activity per day.

The national results also show some significant inequalities in activity levels with children, based on family income. In total, 39% of children in the least affluent families did fewer than 30 minutes of activity a day, compared to 26% of children from the most affluent families.

The British Heart Foundation estimated the cost of inactivity in Northumberland in 2009/10 to have been £5.95 million with the split by disease type, including:

Breast cancer	£0.36 million
Cancer lower GI	£0.40 million
Cerebrovascular disease e.g. stroke	£0.72 million
Coronary heart disease	£3.03 million
Diabetes	£1.44 million

Physical Activity Strategy Consultation Exercise

The Group were advised that help enhance local insight and understanding of the complex issue of inactivity in Northumberland, a life course approach was adopted during the consultation period with key stakeholders across Northumberland.

Demonstrating a commitment to creating a whole system approach to tackling inactivity and to enhance our local insight, the Physical Activity strategic group were keen to engage with all professionals, providers and commissioners in

health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and community sector and both public and private employers to help make the local case for physical activity for all of those who can.

Three consultation events were therefore delivered between May and September 2019, which were attended by over 100 local stakeholders and focussed on:

- Giving Every Child the Best Start in Life (0-19)
- Living Well (20-54)
- Ageing Well (55+)

A summary of feedback was captured (attached to the notes), where the following groups of people were identified as a focus in Northumberland:

- Inactive People
- People with a disability or long term health condition
- Lower socio-economic groups

Members welcomed this approach and suggested that more should be done to promote activities for those wishing to gradually ease themselves back into regular exercise, such as cycling. They also highlighted the dearth of good athletics facilities in south east Northumberland and expressed the hope that ways could be found to make improvements in this area.

Next steps

Mr Sprudd reported that reducing inactivity levels and embedding physical activity into daily routines and creating activity as the social norm amongst targeted groups would be a central component of the approach to implementing a successful Physical Activity strategy in Northumberland. High level measures of success would be monitored through changes in participation levels across the county.

The feedback from the consultation process with stakeholders, combined with the data intelligence sources available, for example, childhood obesity levels, healthy life expectancy levels, especially between the least and more deprived wards etc, would also be used to inform decision making to finalise the strategy.

A core priority of this work would be to put 'physical activity' on everyone's agenda to ensure that there was a joined up approach to supporting inactive communities to become more active and support those already active to remain in regular activity.

Active Northumberland's Role

As the single leisure trust and largest employer in the county for the leisure sector, Active Northumberland would play a pivotal role to help deliver against the strategic aims of this strategy by:

- Helping to enhance Northumberland's sport and physical activity infrastructure, which provided fully inclusive, easy access and further

opportunities for 'new' audiences, which met the needs of local communities.

- Helping to upskill local people, which provided clear career pathways and/or utilising their training to provide sustainable activities within local communities.
- Lead on programmes and interventions that target 'inactive audiences', the learning from which would be used to upscale in other areas of the county e.g. through the Exercise on Referral Scheme and Post Natal Depression programmes.
- Providing knowledge and expertise to enable more informed strategic decision making e.g. Supporting the development and implementation of a 'Physical Activity Framework' via a multi-agency approach for children and young people aged 0-19 to help develop life-long habits to being physically active.
- Ensuring senior representation from Active Northumberland on the Physical Activity Strategy group, to ensure synergy between the implementation of Active Northumberland's Transformation Strategy and the Physical Activity strategy.

The Group acknowledged the important role Active Northumberland would play in implementing a successful long term countywide Physical Activity strategy.

Resolved that the report be received and members' comments noted.

Verbal Feedback on visits to Active Northumberland facilities on 13 February

The Chair briefly reported her visits to Concordia, Cramlington; Pegasus Centre, Morpeth and Blyth Civic Centre (to discuss issues at Blyth Sports Centre). Details of the questions and answers are set out below and could be discussed in greater detail at the next meeting.

She reported that her general impression was that staff were positive about the changes with Active Northumberland and the facilities on offer. However it had to be acknowledged that although the pool at Blyth Sports Centre was very good, the other areas of the facility were under used and in need of an upgrade.

(1) Concordia, Cramlington

Met with: Phil Evans - General Manager (Concordia Leisure Centre, Sporting Club Cramlington, Northburn), Nicole Rowley - Health & Fitness Co-ordinator and Maggie Martin - Locality Coordinator

Questions/answers:

Q) What happens when people want to start going to the gym?

A) All new starters get a one to one induction session.

Q) Is the induction session well advertised, are people aware of it in advance?

A) More could be done to publicise this.

Q) How are services advertised to people who aren't as computer literate? The free newspaper doesn't have full circulation locally.

A) More could be done about this.

Q) Has there been a reduction in GP referrals recently, especially with the reduction in GP surgeries in Blyth from six to two?

A) Yes, the referral numbers had halved. Such relationships were continuing to be rebuilt. There had been a big turnover of GPs. This should be highlighted to the Health and Wellbeing Board.

Q) What's the recent numbers of referrals:

A) 22 in January, and 10 so far during February.

Q) What is the target of numbers for referrals:

A) Expect 24 per month. There is capacity for 580. People receive a six month course and generic information is gathered. People referred are entitled to cheaper memberships (by direct debit) afterwards. Evenings are more popular for participants.

Q) What feedback has there been about access to different centres and how are offers localised:

A) Some users might need to travel for sessions such as yoga, but there is not a lot of travel between different areas for services.

Q) Could Active Northumberland offer any sort of alternative to Slimming World/ Weightwatchers?

Q) Could the benefits from referrals be marketed/be considered as part of memberships? Getting the message out about the complete packages available could help.

Q) Do people realise that Active Northumberland is a charity and all funding generated goes back into the community, not profit? It would be useful to increase publicity about what activities were funded by Active Northumberland funds, and more publicity about what people have achieved through Active Northumberland activities.

Q) How quickly could Active Northumberland introduce a new service/discipline if one was requested/popular etc?

A) It would depend on funding and employing the appropriate staff.

Q) Could Active Northumberland look at running some free sessions for young people during summer like what used to happen before 2009

A) This would be followed up by the Sports Development Team.

Q) What is the impact of health and safety requirements?

A) Most activities are governed by regulations. The most topical health and safety incidents concern cuts or sprains. The necessary paperwork is completed to ensure compliance with all needs. Regular liaison takes place with health and safety officers at County Hall.

Q) What activities were provided especially for people with disabilities and special educational needs?

A) A number of services were also available through GP referrals. The recent refurbishment of Concordia ensured total DDA access.

Q) Consideration should be given to whether there could be presentations about Active Northumberland at Local Area Council meetings?

Q) Good case studies would include examples of people who achieved above and beyond what they might have initially been expected to do?

Q) What support was there for people with visual impairments?

A) Many signs and other information/details were appropriately colour coded.

Information provided:

- After the six month programme, people referred have a final assessment, then are referred to the Healthquest option
- The GP referrals scheme arrangements are all the same at Ashington, Cramlington, Ponteland, Morpeth, Blyth
- The referral scheme cost was £75 for six weeks if people were not a member. They could attend five classes also per week, and received information/ education about nutrition, exercise etc. They also received six weeks' free use of the spa
- Often referrals did focus on work in the gym, but other exercise such as swimming was just as important
- People were signposted to other services available elsewhere where needed
- The spas were well maintained and tested with robust measures in place. Water samples were taken
- Active Northumberland was taking a focus on wellness rather than just fitness
- A good example included people who attended classes had since trained to become fitness instructors
- Virtual web instructors had proved popular
- Details about the new community coordinator roles which were for a period of 30 months in the first instance. Any continuation beyond 30 months would depend on their success/proving their worth.

(2) Pegasus Centre, Morpeth

Met with: Ami Cook - General Manager (Morpeth Riverside, The Pegasus Centre), Dawn Watson - Admin Manager and Laura Winter Resource Coordinator/Riding Instructor

Information provided:

- The 300 service users ranged from 4 - 67 years of age
- Opening times were 9.30am - 7pm
- 80% of users had disabilities, and 20% were able bodied. A number of students attended from SEN schools

- There was a wide spectrum in the level of disability that users had, from mild to comprehensive. Special reins were provided and had also helped with core strength and balance of riders
- A good example of a case study included a five year old, who with support and physiotherapy, was able to walk again
- The centre had a hoist but not a hoist pony for people to ride on
- The centre had 13 horses
- Horses did a maximum of three hours activity per day, which consisted of 30 minute sessions followed by a break
- The centre had four full time members of staff (there had been 10 previously)
- The centre currently ran at a £13,000 annual loss, which was down from £60,000 previously
- The cost was £25 for 30 minute slot on Saturdays
- For livery, the centre charged £208 per month per horse which covered the stable, grazing, use of the arena
- The rent for the site was currently £52,000 per year
- Work took place with the Prince's Trust.

Questions/answers:

Q) How was the service advertised?

A) Almost entirely word of mouth, plus Morpeth RDA had a Facebook page

Q) Did the centre have many GP referrals?

A) The option was available, and assessments were provided

Q) What would the ideal capacity of horses at the centre be if possible?

A) More instructors would be needed to increase the number of users and horses. Currently the centre has two instructors.

Q) Where were instructors recruited from? Could there be work with other organisations such as Kirkley Hall students

Q) Could officers attend the Local Area Councils to talk about the Pegasus Centre?

Q) How was the centre financed?

A) They received RDA grants and support from the High Sheriff for Volunteers. Builders helped with materials.

Q) Could students from any colleges such as Northumberland College help with any building work etc? (Fences, maintenance, plumbing, building, the provision of any spare materials etc)

Q) What were the waiting lists currently like?

A) Currently around 15 - 20, which was down from 60 - 70.

Q) Were any issues experienced with transporting people to the centre?

Q) Could signage be improved? The centre would benefit from some brown signage, perhaps from the B6343

Q) How could the centre generate more income?

A) There could be more if the livery service was expanded; each extra stable would cost £1,000 each to build.

Q) Does the centre have any issues with transport so volunteers accessing the centre?

A) People did need to drive as there was not a local bus route. Local volunteers did car share at times. Staff could also pick up volunteers from Morpeth.

Q) Could more volunteers be invited? Could posters be put up in community centres? And advertised at the Local Area Councils?

Q) What impact do health and safety requirements have on the centre?

A) All such requirements have to be met.

(3) Blyth Civic Centre

Met with: Lee Paris - General Manager (Blyth Sports Centre, Dave Stephens Centre) and Jordan Bell - Health & Fitness Co-ordinator

Information provided:

- The gym was not considered big enough, it currently had no space to expand in its location, so consideration was being given to whether it could be sited within the nearby hall instead
- The centre's current membership was 1600; it could easily accommodate 2000
- There did not tend to be any passing trade amongst users, by the local population was increasing due to all the new housing
- The centre did not have the same challenge from local private gyms as Cramlington had with local bodybuilding gyms. Some private gyms did good work but had smaller numbers of users
- 350 children are taught swimming
- Work takes place with local schools - this provides opportunities
- There are benefits brought from being a swimming pool rather than a leisure pool
- The number of GP referrals had decreased but was now increasing, and they were looking to work on it with the Public Health team. GP surgeries could be targeted; some GPs were proactive with referring, and others less so.

Questions/answers:

Q) How confident are staff of being able to make changes at the centre, rather than have a new build, for the benefit of residents?

A) There are some benefits of staying. The planned refurbishment will help and the new gym will work well. There are areas that need fixing - various ceilings are missing tiles, and there is also a lot of unused space/rooms in the building. The

large office next to the swimming gallery is wasted space mostly as it's basically used as a corridor as it's the only route through to the gallery.

Q) What about car parking problems?

A) There isn't enough car parking on the current site. Options are being considered including using a grassed area by the car park. One quote was £300,000 for 50 additional spaces.

Q) How quickly can the centre provide for new leisure trends?

A) Many classes are provided and new machines are key. Digital technology options can be explored. Opening hours need future proofing.

Q) Are any health and wellbeing activities delivered elsewhere locally?

A) Work took place with a care home by Ridley Park.

Q) Other than refurbishment, what else is your goal?

A) Need more swimming instructors and fitness instructors to cater for the demand for both.

Q) Could healthier food options at the cafe be considered, as it's important for an increased variety of health food and provide alternatives for people who wish to choose?

A) This was being looked at, including ensuring that there were healthy options available.

Q) How can services be localised/what services are people wanting to be provided locally?

A) Some work was being undertaken into rewarding loyalty of customers.

Q) Could any free sessions be provided for young people during summer?

A) The sports development team were discussing this with local town councils. This could be raised with Nigel Walsh/Kathie Keedy.

Q) Could Members' Local Improvement Scheme funding be used for supporting Active Northumberland, or would this apply to it given its' charity status/link to NCC?

A) Need to check with Iain Hedley.

Q) It'd be good if people could come to Local Area Councils to say what Active Northumberland provides and also what charitable work in is undertaking in local areas?

Resolved that the report be noted and the issues raised be considered at the next meeting.

Work Programme

The Chair agreed that another meeting of the working group would be needed to discuss any outstanding issues and to formulate recommendations to Cabinet.

In addition to the issues raised at this meeting, members should consider the following matters arising from the last meeting (on 16 January) to go forward as possible recommendations:

- (1) Wentworth Leisure Centre had established a good model to balance the conflicting needs of swimming club lessons and other users - how can this be rolled out across other areas?
- (2) targeting some spend on children who needed the support the most to swim, and ensure such targets are measured/monitored and specify how
- (3) co-location working well to put together leisure and other services together within the same buildings
- (4) how to better articulate/publicise services available at each leisure centre, in doing so possibly mobilising support from the voluntary and community sector
- (5) strong support regarding Mr Tweedie's reassurance about Active Northumberland's change in focus towards health, rather than financial targets and income generation
- (6) welcome improvements being made to support delivering the strategy given financial pressures
- (7) support for the developing managerial solution to enable school facilities to be open for use on evenings and weekends
- (8) how to encourage greater use of facilities by more people who needed to be more physically active
- (9) ensuring the public access to buildings, especially disabled access, can be considered very early in the planning process
- (10) encouraging and enabling facilities for young people to stay active from age 16 upwards
- (11) support for Active Northumberland's apprenticeship scheme and the skills for young people to qualify as swimming coaches etc
- (12) support for health coaching work
- (13) acknowledge some people's reluctance to attend leisure centres, and to also use other venues for activities such as church centres and village halls
- (14) support for the new branding
- (15) support for the confidence being placed in current staff
- (16) very reassuring presentation which focused on what members wanted. The outputs and deliverables presented were supported

- (17) could reduced cost memberships could be considered as part of the fees and charges review
- (18) good organisational culture was essential; if employees felt valued, it translated positively into the service that they delivered. This approach was being demonstrated
- (19) welcoming of the £700,000 investment into refurbishing the Wentworth gym and reception experience.

As the Chair would be away at the time of the next scheduled Health and Wellbeing OSC meeting, she proposed that the final report be presented to the OSC on 4 June and Cabinet on 9 July.

Arrangements would be made for the Group to meet again in early May 2019.

Active Northumberland Management Agreement - Update

On 15 May 2019, Nigel Walsh, Head of Culture, provided a presentation which updated members about the Active Northumberland Management Agreement. The key headings/details were:

Leisure Partnership Agreement

- Active Northumberland - Formed October 2014 from the merger of nine leisure organisations
- Expanded to incorporate Strategic Tourism, Libraries, Visitor Information, Arts, Culture and Heritage
- From June 2018, solely leisure provision
- Strategic Review
 - Partnership Agreement
 - Organisational Strategy
 - Vision and values
 - Clear Client / Contractor split
 - Performance management framework.
- Focus on key areas for growth against NCC physical activity / health & wellbeing objectives
- New Chief Executive Officer
- Transformation Strategy, Vision and Values
- Agreement covered the period 2018/19 - 2021/22 (inclusive)
- Cost reduction requirements
- Governance
- Priorities for activity.

Areas for improvement had been identified, but it was identified that staff were resilient and Active Northumberland provided good customer service.

Outcomes Reporting

The Council wished to see the contractor working towards and adhering to key national, regional and local strategic policy. It also wished to be able to demonstrate that its investment in sport and leisure provision was making a positive difference to people's lives and to be able to demonstrate the impact the delivery of the service was having on individuals and communities within the county. The Council required the contractor to work in partnership to demonstrate the outcomes being achieved through the delivery of the sports and leisure service.

The contractor would ensure that the services contributed towards and would evidence the Services' contribution towards the following documents (or the future equivalent/replacement strategies/documents):

- The Council's Corporate Plan 2018-2021
- Northumberland Indoor Sports Facilities Strategy (IFS)
- Northumberland Playing Pitch Strategy (PPS)
- Northumberland Joint Health and Wellbeing Strategy 2018-2028
- Northumberland Physical Activity Strategy 2018-2028.

Annual Service Plan

The contractor would prepare an Annual Service Plan, in consultation with the Council by 31 October each year. The Annual Service Plan should demonstrate the contractor had taken into account the needs of the Council and aligned its programme and Business Plan for the following year accordingly.

The Annual Service Plan would include a section on "Increasing health and social impact" which clearly demonstrated the role that the contractor would play in delivering the priorities of the Joint Health and Wellbeing Strategy 2018-2028 and the way that it would complement the work of relevant partners such as the public health team, the CCG and NHS Trusts and Services.

The agreed joint health and wellbeing priorities were: Giving children and young people the best start in life, Empowering people and communities, Tackling some of the wider determinants of health, Adopting a whole system approach to health and social care.

The annual service plan would also specifically include the contractor's planned activity in relation to:

- Improving service quality
- Improving operational efficiency
- Improving service usage and retention
- Improving the community representativeness of services
- Improving service user satisfaction
- Improving employee satisfaction
- Reducing environmental impact
- Reducing public subsidy
- Growing revenue
- Ensuring performance against budget profile
- Attracting external grant support
- Capital investment.

Quarterly Reporting

The contractor would capture the data set out in the corporate scorecard included at appendix 2 of the services specification and would deliver it to the Council seven business days before each quarterly review meeting.

(Copies of schedule 1 to the services specification document were circulated at the meeting.)

The contractor had to provide a quarterly outcomes report to the Council seven business days before each quarterly review meeting. The quarterly outcomes report would include an update of performance to date against the annual service plan and more specifically the details required under paragraph 22.2.3 of the service specification and should be supported by the completed corporate scorecard and any relevant action plans to address any underperformance. Quarterly meetings would be coordinated between Active Northumberland's Chief Executive Officer, the Head of Cultural Services, Contracts Officer and Legal Officer.

Mr Walsh provided a demonstration of the corporate scorecard; this was a live document which all leisure centres would input into. It enabled all required information to be tracked throughout each year.

Annual Outcomes Report

On or before 30 June each year, the contractor would deliver to the Council an annual outcomes report which would include:

- A completed corporate scorecard for the previous financial year; and
- A written report setting out performance for the previous financial year against the annual service plan and highlighting any areas of activity or outcomes where the contractor had not contributed to the Council's outcomes documents and provide an action plan for the following year of how this will be addressed and how the other authority outcomes would continue to be delivered. The report would also identify any beneficial outcomes achieved by the contractor in addition to those required by the Authority.

The corporate scorecard would act as a baseline whilst the parties developed an outcomes framework in 2019/20. Development of the outcomes framework would be reviewed at each quarterly review meeting.

In response to a question, members were advised that an annual outcomes report needed to be produced on or before 30 June each year. This report would detail how Active Northumberland had performed against each target; the first report would thus be the baseline to be compared against. It used a multi-agency outcome framework involving the Clinical Commissioning Group and Public Health. The annual service plan produced would be looking forward for services to be provided and targets.

Members welcomed the easy to understand format of the corporate scorecard.

Members were advised that the annual outcome report would be amended each year by Active Northumberland, and the County Council would comment and confirm whether or not they were happy with its findings.

Regarding any reporting at the setting of the plan stage, once Active Northumberland had set the direction of travel and consensus had been reached, the Council confirmed they were happy with the approach being taken. It was then:

Members confirmed that they supported the management agreement terms/ information.

Draft Report of the Health and Wellbeing Overview and Scrutiny Committee Improving Health and Fitness Task and Finish Group

The draft report of the group was attached for members to consider. If agreed as presented or amended then agreed, it would then be submitted to the Health and Wellbeing OSC for approval on 4 June and the OSC would recommended to propose to the Cabinet meeting on 9 July that the recommendations be approved.

Members fully supported the submission of the report to the OSC. Whilst agreeing with the recommendations, members discussed and also asked for a further number of actions to be pursued by Democratic Services/raised for the attention of the Chairmen's Group where appropriate regarding any future scrutiny of the subject matter, so it was agreed that the report be supported and forwarded to the Health and Wellbeing OSC for consideration, and that the following actions also be given consideration for this work going forward:

- the scrutiny of the services within this review should stay within the remit of the Health and Wellbeing OSC as the focus was on people's health and wellbeing;
- any possible role of the Health and Wellbeing Board in the proposed actions; with reference to key issues such as social prosccribing, mental health services and social value from interventions targeting older people where needed;
- this task and finish group should continue in its current format with revised terms of reference to enable it to monitor progress on the measurables included in the corporate scorecard and consider the annual service plan later in 2019;
- for Active Northumberland to give presentations to the Council's five Local Area Councils; this would also assist demonstrating the needs of the different areas of the county; and
- a request be made for the shadow portfolio holder to attend these task and finish group meetings as an observer.

COUNCILLOR LESLEY RICKERBY

VICE-CHAIR