

**HUNTINGDONSHIRE DISTRICT COUNCIL**

**Title/Subject Matter:** One Leisure Active Lifestyles Annual Report 2018/19

**Meeting/Date:** Overview and Scrutiny Panel (Customers and Partnerships)  
– 4th July 2019

**Executive Portfolio:** Councillor John Palmer, Executive Councillor for  
Partnerships & Well-being

**Report by:** Sports Development Manager (Martin Grey)  
Active Lifestyles and Health Manager (Jo Peadon)

**Wards affected:** All

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**Executive Summary:**

The purpose of this report is to inform members on the performance, work programmes and highlights of the One Leisure Active Lifestyles Team during 2018/19.

**Recommendation:**

The Panel is requested to comment on the performance of the One Leisure Active Lifestyles Team, endorse the priorities for 2019/20 and make any suggestions for future areas of priority.

## 1. PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to inform Members about the performance of the One Leisure Active Lifestyles team during 2018/19 and endorse ongoing commitment to supporting health and wellbeing outcomes through Council activities.
- 1.2 It is a covering report to the main Annual Report attached at Appendix 1 within the agenda pack.

## 2. BACKGROUND

- 2.1 Each year an Annual Report (Appendix 1) is produced to inform elected Members, stakeholders, partners and commissioners of the activities, programmes and performance of the Active Lifestyles team.
- 2.2 The Active Lifestyles team deliver work that is complimentary to and supportive of the One Leisure Facilities Team (OL Facilities). The team deliver activities out and about in the community at a range of venues including but not limited to the One Leisure sites.
- 2.3 2018/19 saw the team record an all-time high of 57,863 attendances (25% above the previous 5 year average) from 7,162 individuals (30% above 5 year average). 3,818 activity sessions (including classes, sports sessions, disability sport sessions and commissioned activities) were delivered (11% above the 5 year average). (Note: St Neots Park Run is in part responsible for the growth however group exercise classes, activities for children and young people and walking sports have all done particularly well.)
- 2.4 The financial outturn for the year was £192k, a saving on budget of 7% or £13k. Much of this was derived from increased class fees and commissioned charges received, reflecting our increasing awareness for commercialisation in adopting a business approach whilst also providing an accessible participatory service.

## 3. 2018/19 HIGHLIGHTS

- 3.1 The team developed existing, and introduced new activities and services in 2018/19 which have added to the choice and opportunity for residents to take part in an activity suitable to them including:
  - 3.1.1 **ESCAPE** [Enabling Self-management and Coping with Arthritic Pain through Exercise]. A nationally verified and recognised rehabilitation programme that helps people with osteoarthritis (OA) and/or chronic joint pain self-manage their condition.
  - 3.1.2 **Cancer Rehabilitation** Group Exercise Classes. Specific group classes providing specialist exercise and peer group support for people living with or beyond a Cancer diagnosis.
  - 3.1.3 **Postural Stability** Group Exercise Classes. Taking Strength and Balance classes a stage further these classes help participants to stay active and independent for longer, improving their postural stability (includes floor work to help people get up after a fall.)

3.1.4 **Mini-Movers Under 5's sessions.** Encouraging and supporting families with young children to be active and have fun together and thereby establishing healthy lifestyle habits for the future.

3.1.5 **Let's get Moving Cambridgeshire.** With funding from Cambridgeshire County Council the Lets Get Moving programme has continued to be rolled out across the county. In Huntingdonshire it has supported the establishment of the Park Run in St Neots, developed and supported activities including: Right Start Aqua (a low level aqua fit programme) in Ramsey and Huntingdon, Park Run in St Neots, 'Couch 2 5k' (Huntingdon) and 'None to Run' (Ramsey), Walking Netball (Yaxley) and supported the Age UK Friendly club in Somersham.

### 3.2 **Regional and National Coverage**

It has been a very good year for the team in terms of profile and coverage. From showcasing ACTIVE+ at the national Cardiovascular Disease Prevention Conference 2019; 'Saving Hearts and Minds Together' in Manchester; to being used as an exemplar at a regional Public Health England round table event and finally: an appearance on BBC Look East News as part of the 'Stronger for Longer' campaign. Coverage has been broad and wide ranging and adds to the profile and reputation of the Council as a quality provider of important health and wellbeing services and thereby being a great place to live.

### 3.3 **St Neots Town Football Club Community 3G Pitch Refurbishment**

Following on from the original Heads of Terms agreement, the community 3G artificial pitch was replaced with S106 developer's contribution and an additional £50k grant awarded from the Mick George Community Fund. The total project cost £208k (£158k S106, £50k Mick George).

## 4. **KEY PRIORITIES AND ACTIONS FOR 2019/20**

4.1 **One Leisure Ramsey 3G Artificial Pitch** – the project delivery and implementation of the new full size 3G artificial pitch following the award of a Football Foundation Grant to £460k and grant of planning consent, which will also help leverage a refreshed long term occupancy lease agreement between the Abbey College and One Leisure Ramsey for continued presence at the site.

4.2 **Concessionary Membership Scheme** – In April 2019 a Concessionary Membership Scheme was launched for individuals which means that people who are eligible are now better able to access health facilities to get and stay healthy. Eligibility criteria include:

- Income/Employment Related Benefits (e.g. Universal Credit, Housing Benefit or Council Tax Support);
- Disability Related Benefits (e.g. Disability Living Allowance or Attendance Allowance
- Have a diagnosed advanced degenerative neurological health condition (e.g. Huntington's or Parkinson's)

The aim this year is to ensure a full roll out and ensure it reaches all those residents who need it most.

4.3 **Pulmonary Maintenance Classes (COPD)** – Adding to the successful range of Long Term Health Condition Specific Exercise Classes these classes will be added later in the year in partnership with the Cambridgeshire and Peterborough NHS Foundation Trust Community Rehabilitation Team.

4.4 **Huntingdonshire Local Football Facilities Plan** – working in conjunction with Huntingdonshire FA to implement the newly adopted Football Facilities Plan to prioritise developments and future funding.

4.5 **Financial Prudence and Sustainability** – whilst the Service does operate at a cost to the Council, the revenue requirement has reduced over each of the last three years. The budget for 2019/20 is 14% under the budget from 2018/19 and 8% under 18/19 Outturn. Resource Implications are further considered below (Section 7).

## 5. **LINK TO THE CORPORATE PLAN, STRATEGIC PRIORITIES AND / OR CORPORATE OBJECTIVES**

5.1 The work of the team actively contributes to the Council achieving its Corporate Objectives including:

- **People - We want to make Huntingdonshire a better place to live, to improve health and well-being and support people to be the best they can be**
  - ❖ Support people to improve their health and well-being
  - ❖ Develop a flexible and skilled local workforce
  - ❖ Develop stronger and more resilient communities to enable people to help themselves
- **Place - We want to make Huntingdonshire a better place to work and invest and we want to deliver new and appropriate housing**
  - ❖ Create, protect and enhance our safe and clean built and green environment
  - ❖ Improve the supply of new and affordable housing, jobs and community facilities to meet future need

5.2 Increasing people's health and wellbeing has a direct impact on the economic productivity and call on wider public support services. This is reflected in the Council's key risks and Annual Governance Statement.

## 6. **LEGAL IMPLICATIONS**

6.1 None arising from this report

## 7. **RESOURCE IMPLICATIONS**

7.1 The service is funded by a combination of HDC base revenue budget, commissioned fees, grants and course fees and charges.

7.2 As noted in 4.5 the Active Lifestyles Team is actively working to reduce the financial cost to the Council through growing sustainable services and activities and increasing fees and charges.

7.3 There is a certain element of risk in this approach and the impact that may occur on the health of residents. Whilst there are many areas of growth within the service the ability of individuals to pay for services will become increasingly important which may affect those most in need.

- 7.4 To mitigate this a Concessionary Membership Scheme has been launched which should help those most in need to still be able to access physical activity and exercise opportunities at an affordable, accessible price.
- 7.5 In addition, the Service continues to compete for and achieve external funding through grants and commissioned activities, with £78k gained in 2018/19.
- 7.6 Volunteers provide a significant contribution each year to help deliver the service but also minimise costs incurred (approx. value of £30k in 2018/19)
- 7.7 The Active Lifestyles team, through its use of the One Leisure Facilities, contributes approx. £50k p.a. back to Council revenue income through room hire and Impressions membership payments from the customers who started on the Exercise Referral Scheme.
- 7.7 A proportion of the Active Lifestyles budget is also allocated to a strategic and enabling role. Whilst it is difficult to recoup direct costs, this resource enables the team to:
- Secure inward investment to the district in the form of capital grants and funding (e.g. St Neots Football Club community 3G artificial pitch refurbishment, [£208k] and One Leisure Ramsey 3G artificial pitch new build project [£4860k]).
  - Influence the planning and growth agenda in terms of securing the fit for purpose facilities that support people to be active now and in the future
  - Influence and build trust with commissioners, stakeholders and key partners to attract support both as revenue grants and general advocacy, support and general standing (e.g. Eastern Academic Health Science Network, Public Health etc.)

## **8. HEALTH IMPLICATIONS**

- 8.1 The services and activities delivered impact on people's lives aiming to provide a positive experience of physical activity and sport, whilst creating a 'habit' and improving health and wellbeing outcomes for our population.
- 8.2 The case studies and customer quotes included in the Annual Report attached (Pages 6-8) describes the powerful impact the service has on individual residents lives.
- 8.3 Nationally, the estimated health costs of the main disease categories are:
- |                                     |       |
|-------------------------------------|-------|
| Coronary Heart Disease              | £491m |
| Diabetes                            | £191m |
| Cerebro-Vascular Disease            | £134m |
| Cancer (Lower GI and Breast Cancer) | £60m  |
- 8.4 In Huntingdonshire the most prevalent diseases are: High Blood Pressure, Asthma, Chronic Obstructive Pulmonary Disease, Cancer and Depression.
- 8.5 All of the above disease categories can be improved or maintained by exercise. The most health benefits are also gained by getting the inactive to do some activity. The work of the team, targeting adults with long term health conditions, older adults and sedentary residents, is therefore contributing positively to the health challenges in the district.
- 8.6 To summarise, the work of the Active Lifestyles team not only supports the Council to achieve its strategic priorities, but also a number of key partner

organisations to deliver their objectives including Health (Primary, Secondary and Clinical Care), Education, and Adult Social Care.

## **9. REASONS FOR THE RECOMMENDED DECISIONS**

- 9.1 The Panel is requested to comment on the performance of the Active Lifestyles team, endorse the priorities for 2019/20 and suggest any areas for future priority.

## **10. LIST OF APPENDICES INCLUDED**

Appendix 1 – Active Lifestyles Annual Report 2018/19

## **BACKGROUND PAPERS**

None

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