

# EAST AYRSHIRE COUNCIL

CABINET – 16 JUNE 2010

## THE RECREATION PARTNERSHIP SERVICE

### Report by Depute Chief Executive/Executive Director of Neighbourhood Services

#### 1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to update Cabinet on the progress of the Recreation Partnership Service following the mainstreaming of the initiative in 2008 and completion of the second year of the SLA (Service Level Agreement) between East Ayrshire Council and NHS Ayrshire & Arran.

#### 2. BACKGROUND

- 2.1 The Recreation Partnership Service was established in 1999 to provide innovative approaches to engaging children and young people, including those with additional support needs, in health related activities which seek to tackle childhood obesity, increase physical activity and help reduce health inequalities.
- 2.2 The Recreation Partnership Service is managed and delivered by the Council's Leisure Development section within the Department of Neighbourhood Services. The other services in this section include Community Play Development; Sports Development and CHIP (Community Health Improvement Partnership). Working together all of these provide a coherent, whole population approach to improving health and wellbeing, and reducing health inequalities within East Ayrshire Communities.
- 2.3 In 2008, following seven years of temporary external funding, the Recreation Partnership Service was mainstreamed by East Ayrshire Council and NHS Ayrshire & Arran. The funding arrangements with NHS Ayrshire & Arran necessitated the development of a Service Level Agreement which has now been in operation for two years.

#### 3. PERFORMANCE REVIEW

##### 3.1 Primary School Population

- 3.1.1 Health and Activity Motivation visits are delivered in the transitional primary 3 and 4 stages of all schools in the authority and the same healthy messages are then reinforced within the community providing consistent messages and promoting active living as an attractive way of life.

Target(s)	Performance	
12,500 attendances by primary school aged population at physical activity and health awareness programmes	19,419 attendances	Achieved

**Includes:**

- **5,783** attendances at school based activities and events
- **3,846** attendances at community based activities and events
- **9,790** attendances at school holiday activities and events

**3.2 Children and Young People with Additional Support Needs**

3.2.1 Health and Activity Motivation visits are delivered to all Special Schools and Learning Support Units in East Ayrshire and activities are supplemented by a range of specialist community based programmes which operate during term time and at school holidays. Integration remains a high priority and specialist support is in place to encourage young people and their carers to participate in mainstream community based opportunities.

Target(s)	Performance	
2,500 attendances by children & young people with additional support needs	<b>3,129</b> attendances in 2009-2010	<b>Achieved</b>
<b>Includes:</b>		
<ul style="list-style-type: none"> <li>- <b>1,510</b> attendances at school based activities and events</li> <li>- <b>1,619</b> attendances at community based activities and events</li> </ul>		

**3.3 Targeted Programmes**

3.3.1 In this last year, almost 100% of those joining MEND (Mind, Exercise, Nutrition...Do it!) have sustained their involvement throughout the programme (22/23) and 100% of those sustaining their involvement became healthier.

Target(s)	Performance	
Delivery of 3 programmes which provide a community, family based approach towards tackling overweight and obesity amongst children aged 7 – 13 years.	<b>5</b> programmes delivered in 2009-2010	<b>Achieved</b>
<b>Includes:</b>		
<ul style="list-style-type: none"> <li>- <b>3</b> MEND (Phase 1) programmes involving 23 participants and their parent / carer in 2 hour interventions delivered twice weekly over a 9 week period</li> <li>- <b>2</b> MEND (Graduates) programme delivered once weekly for 1 – 2 hours</li> </ul>		

3.3.2 The East Ayrshire approach to delivering MEND is entirely unique and goes beyond the standard interventions for treatment and prevention of overweight or obesity in children. In this last year the MEND Graduates programme has expanded ensuring ongoing support, bespoke leadership training has been introduced, Cookwell for Families has been established to focus on the practical element of healthy food preparation and a new group, the Mend Editorial Team, has been created by parents and children to publish MEND articles and newsletters.

3.3.3 The success of the MEND programme has drawn high level political attention from both the Westminster parliament and the Scottish Government and East Ayrshire gained awards for Sustainability and Overall Best Practice at the MEND Central Conference in November 2009.

### 3.4 SHOUT Membership Scheme

3.4.1 In the last year, SHOUT technology has been rolled out to wider range of venues including Community Centres and outlets such as YIP World to ensure more benefits to members. Utilising the range of discounts and free opportunities available has resulted in a saving of over £18,000 to East Ayrshire families.

Target(s)	Performance	Achieved
80% of primary school aged children will be issued with a SHOUT Card	89% of primary school aged children are active SHOUT Card holders	
<b>Includes:</b> <ul style="list-style-type: none"> <li>- 8,427 children are currently SHOUT Card holders</li> <li>- 1,602 New SHOUT Cards were issued in 2008-09</li> </ul>		

3.4.2 As part of the Healthy Weight Community Pathfinder, SHOUT software has been installed at Catrine Primary School a development which will reward children who take a healthy school meal or bring a healthy packed lunch with SHOUT Points that they can then trade for prizes.

## 4. OUTCOMES / IMPACT

4.1 The Recreation Partnership Service has been specifically developed to improve health and wellbeing of children and young people living in East Ayrshire. As such the service specifically contributes towards achievement of local and national outcomes of the Single Outcome Agreement: 'Our children have the best start in life and are ready to succeed' (Outcome 5); 'We live longer healthier lives' (Outcome 6); and 'We have tackled significant inequalities in Scottish society' (Outcome 7).

4.2 The Recreation Partnership Service has exceeded all agreed targets in 2009-10 and the impact on children and young people in East Ayrshire includes:

- Increased awareness and understanding of the benefits of healthy eating, physical activity and healthy lifestyles among children in primary schools;
- Improved confidence and social skills of children and young people with additional support needs through the provision of opportunities for integration into mainstream activities;
- Reduced financial barriers which prevent uptake of physical activity amongst primary school aged children as a result of SHOUT Card savings;
- Improved physical and mental health of children identified of being at risk of overweight or obesity through the MEND programme.

## **5. FUTURE DEVELOPMENT AGENDA**

5.1 The Services associated with Recreation Partnership are particularly focused on improving outcomes for children and young people. In the year ahead the service will focus on improvements in the following areas:

- Further develop opportunities for integrated leisure provision supporting children with additional support needs including increasing capacity of staff and volunteers.
- Conduct a review and analysis of the longer term benefits of participation in MEND following completion of 3<sup>rd</sup> year of the programme.
- Support the implementation of the national obesity route map in East Ayrshire by further enhancing services which effectively tackle overweight and obesity including the introduction of MEND for children aged between 5 - 7 years and for children in the early years in partnership with the council's Positive Play team.

5.2 The Service Level Agreement between East Ayrshire Council and NHS Ayrshire & Arran has now entered its final year and whilst funding was confirmed by both parties on a permanent basis it is imperative that priorities for service delivery over the next three years are identified early.

5.3 To this end, the Committee of East Ayrshire Community Health Partnership (CHP) at its meeting of 18<sup>th</sup> May 2010 also considered the contents of this report and agreed the following:

- Note the progress of the Recreation Partnership Service in respect of all aspects of the SLA and particularly in relation to new areas of work;
- Receive a further report at their meeting on 23<sup>rd</sup> August 2010 with recommendations of partnership priorities beyond 2011 and the process for development of a refreshed Service Level Agreement

5.4 At present, a four-yearly review of the East Ayrshire Community Plan is ongoing and the findings of this, with particular reference to the theme of Improving Health and Wellbeing, will support the identification of future service priorities.

5.5 As agreed by Cabinet at its meeting of 19<sup>th</sup> May 2010, the Recreation Partnership Service is included within the review of Fairer Scotland Fund services. Fairer Scotland Fund provides £143,500 to support these services, NHS Ayrshire and Arran provides £70,000 and East Ayrshire Council £65,770.

## **6. RISK ASSESSMENT**

6.1 The risks associated with the Recreation Partnership Service are minimal. All working practices are risk assessed in line with authority regulations and the principles of managing safely including driver training, lone working arrangements and non-violent crisis intervention. All staff delivering physical activity are appropriately qualified and trained to ensure the highest quality of service delivery.

## **7. LEGAL / AUTHORITY IMPLICATIONS**

- 7.1 In order to secure mainstream funding a Service Level Agreement between NHS Ayrshire & Arran and East Ayrshire Council is in operation, a copy of this is available as part of the background papers.
- 7.2 The Service Level Agreement has been approved by Legal Services within both NHS Ayrshire & Arran and East Ayrshire Council and is subject to annual reporting through the Council Cabinet and the Committee of the Community Health Partnership.

## **8. FINANCIAL IMPLICATIONS**

- 8.1 There are no further financial implications associated with this report.

## **9. POLICY/COMMUNITY PLANNING IMPLICATIONS**

- 9.1 Recreation Partnership delivers directly on aim one of the Improving Health & Wellbeing thematic Action Plan of the East Ayrshire Community Plan and contributes to achievements of national outcomes 5, 6 and 7 as part of the Single Outcome Agreement. The service is represented on the Community Health Partnership Officer Locality Group (Children & Young People) and all appropriate sub-groups.
- 9.2 The Scottish Government has in place a core set of Ministerial objectives, targets and measures for the NHS known as HEAT targets – Health Improvement, Access, Efficiency and Treatment. These are set for a three year period and monitored by each NHS local delivery plan process. The Recreation Partnership Service utilising MEND contributes to the achievement of the HEAT Target (H3) which is designed to monitor the delivery of Child Healthy Weight interventions within Scotland.
- 9.3 The services of Recreation Partnership have been designed to reflect the most significant priorities of key national and regional strategies as they relate to children & young people in East Ayrshire including the National Physical Activity Strategy, Improving Scotland's Health – The Challenge, Active Living – An action plan to improve diet, increase physical activity and tackle obesity; Being Well - Doing Well – A Framework for Health Promoting Schools in Scotland and most recently the Scottish Government's new Obesity Route Map.

## **10. CONCLUSION**

- 10.1 The Recreation Partnership Service has achieved and exceeded all targets set in the SLA and has further developed key outcome focused services for the most vulnerable groups. The work of the service is clearly outcome focused and now boasts an increasing range of evidence to suggest that services are having a clear, positive impact, particularly on our most vulnerable groups.

## 11. RECOMMENDATIONS

It is recommended that Cabinet:

- (i) Note the progress of the Recreation Partnership Service in respect of all aspects of the SLA and particularly in relation to new areas of work;
- (ii) Remit to the East Ayrshire Community Health Partnership Committee to review and approve the future service priorities in line with the four-yearly review of the community plan and utilise this prioritisation process to inform the Fairer Scotland Fund aspect of the Council's Strategic Review of Revenue budgets; and
- (iii) Otherwise note the contents of the report

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**Depute Chief Executive/Executive Director of Neighbourhood Services**

EM/JAG/AB/CF

3<sup>rd</sup> June 2010

### LIST OF BACKGROUND PAPERS

1. Community Health Partnership Committee Report -Year 2 SLA Progress - 17<sup>th</sup> May 2010
2. East Ayrshire Council Cabinet Report - Year 1 SLA Progress - 17<sup>th</sup> June 2009
3. Letter from Shona Robison, Minister for Public Health & Sport - 15<sup>th</sup> December 2009
4. Service Level Agreement between NHS Ayrshire and Arran Community Health Partnership and East Ayrshire Council - March 2008
5. East Ayrshire Council Cabinet Report - Budget 2008/09 and 2010/11- 24<sup>th</sup> January 2008
6. East Ayrshire Council Cabinet Report - Fairer Scotland Fund - 5<sup>th</sup> March 2008
7. East Ayrshire Community Planning and Partnership Board Meeting - Fairer Scotland Fund - 6<sup>th</sup> March 2008
8. Various Monitoring and Evaluation Reports relating to Recreation Partnership Project (1999 -2008)

Any person wishing to inspect the background papers listed above should telephone 01563 578178 and ask for John Griffiths, Head of Leisure Services

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