

## EAST AYRSHIRE COUNCIL

CABINET – 17<sup>TH</sup> JUNE 2009

### RECREATION PARTNERSHIP SERVICE – PROGRESS REPORT

#### Report by Executive Director of Neighbourhood Services

#### 1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to update members on the progress of the Recreation Partnership Service following the mainstreaming of the initiative in 2008 and completion of the first year of the Council's Service Level Agreement with 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. More specifically the Recreation Partnership Service seeks to develop and deliver services which innovatively:
- Tackle rising levels of childhood obesity which is evident across Scotland;
  - Increase physical activity levels of children and promote healthy active lifestyles as an attractive way of life;
  - Help to reduce health inequalities amongst East Ayrshire's children and Young People.
- 2.2 Since this time the project has provided children aged 5-12 years with a range of opportunities to become more active, more often, through the provision of school and community based physical activity sessions and health awareness programmes, as well as promoting increased knowledge, understanding and awareness of a range of factors which contribute to a healthy lifestyle.
- 2.3 Similarly the service provides a range of programmes specifically for children and young people aged 5-18 years with additional support needs. These programmes provide a variety of opportunities for participation in play, sport and health related activities within the school setting and in the community, whilst encouraging inclusiveness and ensuring equality of access for all children and young people living in East Ayrshire.
- 2.4 An integral part of the Service is the provision of the East Ayrshire SHOUT card initiative which was introduced in 2005. This unique smart membership card is free to all primary school aged children living within East Ayrshire. Benefits include: free or reduced access to leisure and cultural activities, membership of East Ayrshire's library network, free swimming during school holidays, discounts at local retail outlets and events, and an exclusive reward scheme.

- 2.5 The most recent addition to the Recreation Partnership Service is the introduction of targeted programmes of health promotion for children and young people who require more intensive and tailored interventions and support. These interventions take place in the community and within more specialist environments such as Crosshouse Hospital where links have been developed with the Paediatric Unit to support opportunities for children and young people with life threatening and life limiting conditions to become more physically active.
- 2.6 In 2008, East Ayrshire became the first local authority in Scotland to implement the “MEND” Programme (Mind, Exercise, Nutrition...Do it!), a community, family-based intervention for overweight and obese children aged between 7-13 years and their families. The programme places emphasis on practical, fun learning and is designed to deliver sustained improvements in families’ diets, fitness levels and overall health and wellbeing.
- 2.7 In 2008, following 7 years of temporary external funding, the Recreation Partnership Service was mainstreamed by East Ayrshire Council in partnership with NHS Ayrshire and Arran and became a permanent service. The NHS Ayrshire & Arran funding arrangements necessitated the development of a Service Level Agreement which has now been in operation for a year.

### **3. PERFORMANCE REVIEW / ACHIEVEMENTS**

- 3.1 As outlined at 2.7, Recreation Partnership has made the transition from being a short-term funded project to become a mainstream community health development service in this last year.
- 3.2 This secures the future of Recreation Partnership Service and ensures that the population of Children and Young People living in East Ayrshire will continue to benefit from a range of relevant health interventions to improve their quality of life. As such, the key driver for measuring performance of Recreation Partnership is the achievement of targets associated with the Improving Health and Wellbeing theme of the Community Plan.
- 3.3 To satisfy mainstream funding requirements of NHS Ayrshire & Arran, key work areas and associated targets for Recreation Partnership were developed as a Service Level Agreement. These link directly to Aim 1 of the Improving Health and Wellbeing theme of the East Ayrshire Community Plan
- 3.4 A breakdown of performance against specified targets of the Service Level Agreement along with a summary of the key achievements in each area for 2008-09 is outlined as follows:-

#### **3.4.1 Primary School Population**

The Recreation Partnership Service delivers opportunities for the universal primary school population to participate in a range of physical activity and health awareness programmes within the school and community setting.

Target(s)	Performance	
12,500 attendances by primary school aged population at physical activity and health awareness programmes	<b>17,752</b> attendances in 2008 -09	<b>Achieved</b>
<b>Includes:</b> <ul style="list-style-type: none"> <li>- <b>5,961</b> attendances at school based activities and events</li> <li>- <b>4,358</b> attendances at community based activities and events</li> <li>- <b>7,433</b> attendances at school holiday activities and events</li> </ul>		

Within the School setting, feedback continues to suggest that positive role model visitors to schools are successful in terms of engaging and encouraging children. The Recreation Partnership deploys Health and Activity Motivators to the transitional primary 3 and 4 stages with curriculum time programmes of physical activity and health awareness as well as a number of after school programmes health fairs and special events. This is reinforced within the community via the ever-popular East Ayrshire Kids Club network and tailored holiday programmes providing a consistent message and promoting active living as an attractive way of life.

#### 3.4.2 Children and Young People with Additional Support Needs

Similar to the above, the Recreation Partnership Service deliver play, sport and health related programmes that are specifically designed to engage those aged 5 – 18 with additional support needs in interactive and inclusive physical activity.

Target(s)	Performance	
2,500 attendances by children & young people with additional support needs	<b>3,404</b> attendances in 2008 -09	<b>Achieved</b>
<b>Includes:</b> <ul style="list-style-type: none"> <li>- <b>1,223</b> attendances at school based activities and events</li> <li>- <b>2,181</b> attendances at community based activities and events</li> </ul>		

Health and Activity Motivation visits are delivered to all Special Schools in East Ayrshire as well as Learning Support Units and Crosshouse Communication Centre. These programmes are flexible and are delivered at times convenient to the establishment. A range of specialist community based programmes operate weekly during term time and at school holidays however, the Recreation Partnership Service places an emphasis on inclusion and therefore provide tailored support to engage young people with additional support needs within mainstream activities as well as the on-going delivery of integrated clubs.

#### 3.4.3 Targeted Programmes

Recognising that many children and young people require more intensive support to improve their health and wellbeing, the Recreation Partnership Service is responsible for implementing the MEND (Mind, Exercise, Nutrition...Do it!) Programme which challenges issues surrounding the well documented rising levels of childhood obesity. It combines all the elements known to be vital in treating and preventing overweight or obesity in children, including family involvement, practical education in nutrition, increasing physical activity and behaviour change. MEND is

not a diet – it empowers children and their families to make life changes and to build a foundation for healthy living for life.

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.	3 programmes delivered in 2008-09	<b>Achieved</b>
<b>Includes:</b> <ul style="list-style-type: none"> <li>- 2 MEND (Phase 1) programmes involving 17 participants and their parent / carer in 2 hour interventions delivered twice weekly over a 9 week period</li> <li>- 1 MEND Graduates programme delivered once weekly for 1 – 2 hours</li> </ul>		

The MEND Programmes have delivered the much hoped for physiological improvements for participants across the board, including decreased Body Mass Index and waist circumference along with increased time spent in physical activity and increased days per week that the children were participating in more than 60 minutes per day of moderate intensity physical activity. A nutritional score also highlighted significant improvements in the children’s dietary habits.

Over an above this, there are a number of wider social benefits for the participants that can be directly attributed to the interventions including increased self-confidence and feelings of self-worth and improvements in behaviour and sleep patterns as reported by MEND parents as a result of the change in children’s nutritional habits.

Parents who attended the MEND programme on a weekly basis also highlighted the enormous support they received from speaking to other parents who were experiencing similar problems and the MEND Leader. Many Parents have also begun to volunteer and lead at the MEND Graduates sessions and quite simply have been empowered to make the changes at home which will lead to a solid foundation for healthy living in the future.

#### 3.4.4 SHOUT Membership Scheme

The SHOUT membership card, although not part of the Service Level Agreement, enables primary school aged children to access the community based services of Recreation Partnership in addition to a range of other play, sport and health related activities.

Target(s)	Performance	
80% of primary school aged children will be issued with a SHOUT Card	88% of primary school aged children are active SHOUT Card holders	<b>Achieved</b>
<b>Includes:</b> <ul style="list-style-type: none"> <li>- 10,632 children are currently SHOUT Card holders</li> <li>- 1,733 New SHOUT Cards were issued in 2008-09</li> </ul>		

The SHOUT Membership Scheme promotes increased physical activity amongst the primary school population by providing free and reduced access to a range of services all year round, at special events and programmes during school holidays, and by offering SHOUT Card holders' exclusive incentives in return for building SHOUT points which can only be gained by participating in physical activity.

Over and above this, the SHOUT Card successfully removes the financial barriers to participating in leisure and cultural activities. For example during 2008 - 09 over 9,000 free swims were utilised by SHOUT Card holders, this equates to a saving of well over £16,000 to East Ayrshire families and helps ensure equitable participation in health-related physical activity.

#### **4. BEST PRACTICE / AWARDS**

- 4.1 The Recreation Partnership continues to achieve and exceed internal performance indicators and can demonstrate continuous improvement year on year.
- 4.2 The Recreation Partnership Service was designated as a flagship project by East Ayrshire Community Planning Partners as a result of its direct contribution to the achievement of specific actions of key Community Planning aims and consistently high level of performance during the annual review process.
- 4.3 East Ayrshire Council and partners in NHS Ayrshire & Arran demonstrated their long term commitment to improving the health and wellbeing of the population by mainstreaming the project in 2008, essentially securing its health improvement services for the population of children and young people of East Ayrshire.
- 4.4 In 2008 the Recreation Partnership Service won an Employee Excellence Award under the banner of Equality, was featured in several positive press articles and participated in a BBC production relating to MEND.
- 4.5 The continuous development of new and innovative services including MEND has further enhanced East Ayrshire's position as a national leader in the field of community health improvement and in turn has raised the profile of East Ayrshire Council and its community planning partners in terms of innovative and integrated partnership working.

#### **5. FUTURE DEVELOPMENT AGENDA**

- 5.1 The Recreation Partnership Service is dedicated to continuous improvement and regularly reviews and adapts services in response to national priorities and local need. In the year ahead the service will continue to deliver high quality interventions which have a major impact on the health and well-being of the children and young people including those with additional support needs living within East Ayrshire and which contribute directly to achieving the targets associated with our Community Plan and Single Outcome Agreement.

Some of the specific improvements we hope to achieve in the coming year include;

- Further development of Volunteer Opportunities within the various Recreation partnership Services
- Development of a more strategic approach towards the interventions provided as part of Primary Health Fairs to support schools maintaining Health Promoting school status
- Introduction of programmes & challenges within upper Primary school to further supplement key health messages
- Further develop specific training for Leisure Development Assistants to enable greater support to children with additional support needs
- Investigate further opportunities to deliver targeted physical activity and health awareness programmes to reduce health inequalities within specific target groups e.g. children living with diabetes, homeless children, Looked after and accommodated children (LAAC)

5.2 In addition to the above, as announced by the Scottish Government on 28<sup>th</sup> May this year, East Ayrshire Council has been selected to become one of only eight local authorities to implement a pathfinder Community Healthy Weight Programme. This pilot will be implemented within the Community of Catrine and seeks to take a whole community approach to improving health and wellbeing. The services of Recreation Partnership will be central to the range of interventions delivered as part of this initiative.

## **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 The Council has entered a Service Level Agreement with NHS Ayrshire and Arran to underpin the work of the Recreation Partnership Service. 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 additional financial implications associated with this report.

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

9.1 The Recreation Partnership Service is managed and delivered by the Council's Leisure Development Services section, the work of which is underpinned by key national and local strategies and priorities. In particular, since the election of the current Scottish Government, the Section has strived to further develop services

aligned to the National Performance Framework and the national strategic objectives – Wealthier and Fairer, Healthier, Safer and Stronger, and to a lesser extent Smarter and Greener. As such, the work of Recreation Partnership delivers particularly on key indicators of the Council's Single Outcome Agreement and below the waterline in more detail within the Community Planning theme of Improving Health and Wellbeing.

- 9.2 The Recreation Partnership Service delivers directly on Aim 1 of the Improving Health & Wellbeing thematic Action Plan of the Community Plan. As such performance is reported on an annual basis to the thematic group for inclusion in the Community Planning monitoring and review process.
- 9.3 The Services of Recreation Partnership have been designed to directly deliver upon the recommendations of key national and local strategies relating to Health and Wellbeing. The key drivers in on-going service development include 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 a range of other key policy documents and frameworks.
- 9.4 From a local authority perspective the Recreation Partnership Service also contributes to the delivery of key local frameworks including the Children & Young People's Service Plan and the new Leisure & Cultural Strategy.

## **10. CONCLUSION**

- 10.1 The Recreation Partnership Service continues to develop and deliver relevant and effective interventions that improve the health and wellbeing of the community. The decision of East Ayrshire Council and NHS Ayrshire and Arran to mainstream the service not only sets a standard across the rest of Scotland but importantly it has allowed further development of services and ensures sustained efforts to reduce health inequalities. The Recreation Partnership Service has exceeded all targets of the Service Level Agreement and will continue to move forward and develop further in the future.

## **11. RECOMMENDATIONS**

It is recommended that the Cabinet:

- (i) Note the progress of the Recreation Partnership Service in year one of the Service Level Agreement with NHS Ayrshire & Arran

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Executive Director of Neighbourhood Services

WS/JAG  
3<sup>rd</sup> June 2009

## **GLOSSARY OF TERMS / ACRONYMS USED**

CHP: is the Acronym for Community Health Partnership which is the local structure for Improving Health & Wellbeing

MEND: is the Acronym for a national / international nutrition and health improvement intervention “Mind – Exercise – Nutrition – Do it”;

SHOUT: refers to the smart membership card available to all primary school children operated by the Recreation Partnership Service on behalf of East Ayrshire Council

## **LIST OF BACKGROUND PAPERS**

1. Service Level Agreement between NHS Ayrshire and Arran Community Health Partnership and East Ayrshire Council – March 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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