

EAST AYRSHIRE COMMUNITY HEALTH PARTNERSHIP

COMMITTEE (17TH MAY 2010)

**Recreation Partnership Service
Report on Progress of Service Level Agreement with East Ayrshire Council**

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 second year of the Service Level Agreement between NHS Ayrshire & Arran and East Ayrshire Council.

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 services of Recreation Partnership have greatly expanded and developed over the years to ensure that they continue to deliver on local priorities and in 2008, following 7 years of temporary external funding, Recreation Partnership was mainstreamed by East Ayrshire Council and NHS Ayrshire & Arran and became a permanent service.
- 2.3 The NHS Ayrshire & Arran funding arrangements necessitated the development of a Service Level Agreement which has now been in operation for two years.
- 2.4 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.

3. PERFORMANCE REVIEW / ACHIEVEMENTS**3.1 Primary School Population**

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		

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. The same healthy messages are then 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.

3.2 Children and Young People with Additional Support Needs

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

Health and Activity Motivation visits are delivered to all Special Schools in East Ayrshire as well as Learning Support Units and Crosshouse Communication Centre. Similarly to the mainstream provision, these activities are supplemented by a range of specialist community based programmes which operate during term time and at school holidays.

3.3 Targeted Programmes

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.	5 programmes delivered in 2009-2010	Achieved
Includes: <ul style="list-style-type: none"> - 3 MEND (Phase 1) programmes involving 23 participants and their parent / carer in 2 hour interventions delivered twice weekly over a 9 week period - 2 MEND (Graduates) programme delivered once weekly for 1 – 2 hours 		

MEND (Mind, Exercise, Nutrition – Do it!) has continued to deliver the anticipated 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.

Upon completion of a MEND programme in East Ayrshire participants' height, weight (BMI), waist circumference and recovery heart rate continues to be measured every three months. Whilst it is not a formal requirement of the programme, this on-going evidence collection will provide a clearer notion of the medium to long term health outcomes for participating children and families.

However, in this last year the wider social benefits of MEND have become even more evident. In addition to marked improvements in self esteem, confidence and behaviour of participants, the impact on parents, carers and siblings of MEND children have been remarkable including a significant number of volunteers and leaders emerging from this group.

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 Graduates programme has expanded, bespoke Leadership training has been introduced for Mend Children and siblings, Cookwell and a Phunky Foods for Families programme has been established to focus more 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.

3.4 SHOUT Membership Scheme

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	
Includes: <ul style="list-style-type: none"> - 8,427 children are currently SHOUT Card holders - 1,602 New SHOUT Cards were issued in 2008-09 		

SHOUT is a unique smart membership card that is free to all primary school aged children living within East Ayrshire. SHOUT Card members benefit from free or reduced access to leisure and cultural activities, free swimming during school holidays, and discounts at local retail outlets and events. During this year it is estimated that East Ayrshire families saved £18,000 by using the SHOUT Card illustrating the Card's role in ensuring equitable participation in physical activity.

SHOUT Members can also trade SHOUT points, that are only be gained by participating, in physical activity for a range of exclusive rewards and the card also doubles to provide membership of the Library Service.

In the last year, SHOUT technology has been rolled out to wider range of venues including Community Centres and outlets such as YIP World however amongst the most significant developments is the installation of SHOUT software and scanner at Catrine Primary School. This is a trialled as part of the "C'mon Catrine" Healthy Weight Community Pathfinder and 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. 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 has had an exceptionally successful year on the awards trail, more specifically:
- Finalist in East Ayrshire Employee Excellence Awards in recognition of its work in promoting equality by providing integrated leisure opportunities for children and young people with additional support needs (October 2009)
 - Finalist in the APSE Healthy Communities Accolade for its work in promoting access to Sports, Leisure & Culture via the SHOUT Membership scheme (November 2009)
 - Winner MEND Sustainability Award (November 2009)
 - Winner Overall Best Practice Award (November 2009)
- 4.3 In addition, reflecting the success of the MEND programme in the wider wellbeing capacity one MEND parent volunteer was also a finalist in the NHS Ayrshire Achieves Awards (October 2009).
- 4.4 The success of the MEND programme has drawn high level political attention from both the Westminster parliament and the Scottish Government. The partnership and community oriented approach to delivering the programme in East Ayrshire has been a constant focus of this positive attention.

5. FUTURE DEVELOPMENT AGENDA

- 5.1 The Services associated with Recreation Partnership are particularly focused on outcomes for children and young people. In ensuring that the services on offer remain fit for purpose they are reviewed and improved consistently. In the year ahead the service will particularly focus on improvements in the following areas:
- Further development of Volunteer Opportunities within the various Recreation Partnership Services building on the success of MEND parents and participants in this area
 - Investigation of new and improved delivery of holiday programmes to ensure an outcome focuses approach
 - Further development of the integrated leisure opportunities for children and young people with additional support needs including MAKATON and Managing Behaviour training
 - Conduct a review and analysis of the longer term benefits of participation in in MEND following completion of 3rd year of the programme.
 - Introduction of a new MEND programme for overweight and obese children aged between 5 - 7 years and their families.
 - Investigate opportunities for a Mini-Mend programme in partnership with the Council's EA Positive Play team to focus on children in the early years.
 - Development of MET (MEND Editorial Team) newsletter based on initial idea of MEND graduate and facilitated by MEND parent volunteers
 - Continue to support the partnership delivery of the Healthy Weight Community Pathfinder in Catrine with particular focus on the primary school population.

6. RISK ASSESSMENT

6.1 The Service Level Agreement between NHS Ayrshire & Arran and East Ayrshire Council is now entering its final year it is imperative that a new agreement be negotiated early to avoid issues around staff retention and potential loss of services that are clearly improving the health and well-being of local children and young people.

6.2 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 is represented on the Community Health Partnership Officer Locality Group (Children & Young People) and all appropriate sub groups.

9.2 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.

11. RECOMMENDATIONS

It is recommended that the Committee:

- (i) Note the progress of the Recreation Partnership Service in respect of all aspects of the SLA.
- (ii) Approve the identified future development agenda as priorities for the year ahead.
- (iii) Agree an early process to negotiate an extended Service Level Agreement to sustain services beyond March 2011.

12. GLOSSARY OF ACRONYMS USED

SLA: is the Acronym for Service level Agreement

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

Phunky Foods 4 Families: Phunky Foods is a National Healthy Eating Resource implemented in East Ayrshire using a family-based approach to healthy cooking / eating

LIST OF BACKGROUND PAPERS

1. Community Health Partnership Committee Report -Year 1 SLA Progress - 18th May 2009
2. East Ayrshire Council Cabinet Report - Year 1 SLA Progress - 17th June 2009
3. Letter from Shona Robison, Minister for Public Health & Sport - 15th 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- 24th January 2008
6. East Ayrshire Council Cabinet Report - Fairer Scotland Fund - 5th March 2008
7. East Ayrshire Community Planning and Partnership Board Meeting - Fairer Scotland Fund - 6th 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

Implementation Officer – (john.griffiths@east-ayrshire.gov.uk)