

# EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 30<sup>th</sup> MAY 2001

## RECREATION PARTNERSHIP PROJECT

### Report by Director of Community Services

#### 1. PURPOSE OF REPORT

- 1.1 To advise members of the outcome of strategic funding bids to Ayrshire and Arran Health Board's Health Improvement Fund and East Ayrshire Coalfield Area Social Inclusion Partnership to extend and develop the Recreation Partnership Project throughout East Ayrshire.

#### 2. BACKGROUND

- 2.1 The Recreation Partnership Project, which is currently funded by East Ayrshire Coalfield Area Social Inclusion Partnership, has been running successfully within the south of East Ayrshire since 1999. The project is managed by the Recreation Section and employs a full time Recreation Partnership Officer and a broad range of sessional staff. The key achievements of this project to date include: -

- 2.1.1 The development of a Kids Club Network, which focuses on nine communities and has over seven thousand attendances's of five-twelve year olds per year.

- 2.1.2 The development of the Recreation Inclusion Card (RICK) which provides free or reduced price access to a wide range of active recreation sessions (current membership over six hundred).

- 2.1.3 Partnership working with the S.I.P funded Community Food Initiative has resulted in healthy snacks being made available on a phased basis to all nine kids clubs.

- 2.1.4 The recruitment and systematic training of over thirty local people living within the Coalfield Communities in terms of the delivery of: - sport, play, arts and health and fitness sessions for children.

- 2.1.5 The development of a range of innovative initiatives based upon consultation with 5-12 year olds including drugs awareness, after school sports coaching, fun fitness sessions, curling development sessions, sportshall athletics, hip hop dance etc.

- 2.2 The success of the Recreation Partnership Project demonstrated a strategic need for similar work to be carried out in the north of East Ayrshire thus a bid to Ayrshire and Arran Health Board's Health Improvement Fund was developed in order to expand the project in a strategic manner across East Ayrshire.

- 2.3 The Health Improvement Fund approved a grant of £204,981 for a three-year project in March 2001 to focus upon the Kilmarnock and Loudoun area of East Ayrshire.
- 2.4 A parallel bid to East Ayrshire Coalfield Area Social Inclusion Partnership approved the continuation of the existing project funding and provided an additional £30,000 per annum to develop a new range of Health and Activity Motivation Initiatives.

### **3. THE PROJECT**

- 3.1 The project will focus upon providing a wide range of physical activity and health development sessions in order to promote the general well being of children aged 5 to 12 years.
- 3.2 The importance of healthy eating will be emphasised within schools via activity based sessions. Schools will have access to healthy eating resource packs and all children will benefit from free healthy snacks via the Kids Club Network. An innovative approach to improving the diet of children will be encouraged via in-service and community based training for teachers and sessional staff.
- 3.3 The very core of the project is to develop positive attitudes to physical activity and good health by encouraging children to start young and stay active. A range of themed recreational opportunities including sport, play, drama and arts will be used as a medium to influence life-style factors such as physical activity, healthy eating, anti-smoking and drugs awareness.
- 3.4 In order to effectively staff the project, two full time Recreation Partnership Officers (including the existing S.I.P post) two full time Health and Activity Motivators and one full time Clerical Assistant will be employed. These posts will be fully integrated with the existing Leisure Development Team and will report directly to the Leisure Development Officer
- 3.5 The Project will also integrate fully with the Council's Mobile Healthy Living Centre Project by targeting the specific communities which experience the highest levels of social exclusion within the area together with settlements which have a very limited range of service provision for 5 to 12 year olds. Project staff will assist in the delivery of the educational/children's element of the Healthy Living Centre.
- 3.6 The Recreation Partnership Project will work in a collaborative manner with designated Community Schools within East Ayrshire.

#### **4. FINANCIAL IMPLICATIONS**

4.1 The funding profile for the Project is as follows:-

RECREATION PARTNERSHIP PROJECT (NORTH) INDICATIVE BUDGET	
Health Improvement Fund Grant	<b>£204, 981</b>
East Ayrshire Council (3 year revenue contribution from existing budgets)	<b><u>£ 20, 000</u></b>
Total Project Cost: -	<b>£224, 981</b>

RECREATION PARTNERSHIP PROJECT (SOUTH) INDICATIVE BUDGET	
East Ayrshire Coalfield Area S.I.P	<b>£310,408</b>
East Ayrshire Council (3 year revenue contribution from existing budget)	<b><u>£ 17, 400</u></b>
Total Project Cost: -	<b>£327,808</b>

OVERALL PROJECT COSTS (NORTH & SOUTH) FOR THREE YEAR PERIOD	
	<b>£552, 789</b>

4.2 East Ayrshire Council also provides considerable in kind support in terms of management and administration.

4.3 The success in achieving substantial partnership funding has resulted in a large-scale project being developed with a limited financial contribution from the Council.

#### **5. LEGAL AUTHORITY/IMPLICATIONS**

5.1 NIL

#### **6. POLICY IMPLICATIONS**

6.1 The project is informed by key national and local policies/strategies relating to health promotion health inequalities, social inclusion, curriculum development, leisure, sport and play development. The philosophy of the project also intersects with East Ayrshire Council's Leisure Strategy, Children's Service Plan and Council Plan.

#### **7. CONCLUSIONS**

7.1 This innovative project is committed, via its strategic aims, to making a real difference to the health and well being of local young people living in East Ayrshire.

7.2 The project will provide full time employment for five staff and part time employment and training for a network of sessional staff.

7.3 The project is an excellent example of partnership working with Ayrshire and Arran Health Board and East Ayrshire Coalfield Area Social Inclusion Partnership to achieve integrated aims and objectives.

7.4 The project further demonstrates the Recreation Section's expertise in attracting large scale funding which raises the national profile of East Ayrshire Council.

## **8. RECOMMENDATIONS**

8.1 It is recommended that the Committee: -

- (i) remit to the Director of Community Services to provide annual progress reports relating to project performance;
- (ii) refer this report to the Personnel and Property Sub Committee of the Policy and Resources Committee in relation to the staffing implications; and
- (iii) note the contents of this report.

William Stafford  
Director of Community Services

WS/LF

18<sup>th</sup> April 2001

### **LIST OF BACKGROUND PAPERS**

1. Application to Ayrshire and Arran Health Board Health Improvement Fund.
2. Quarterly monitoring and progress reports to East Ayrshire Coalfield Area Social Inclusion Partnership.
3. Evaluation reports from Health and Activity Motivation Pilot.

Any person wishing to inspect the background papers listed above should telephone (01563) 576722 and ask for Katie Kelly, Leisure Development Officer.

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**AGENDA**