

## **EAST AYRSHIRE COUNCIL**

### **COMMUNITY SERVICES COMMITTEE - 17th SEPTEMBER 2003**

#### **RECREATION PARTNERSHIP PROJECT PROGRESS REPORT**

##### **Report by Director of Community Services**

### **1. PURPOSE OF REPORT**

- 1.1 To provide members with a progress report associated with the Recreation Partnership Project and to highlight the need for additional funding to ensure project sustainability.

### **2. BACKGROUND**

- 2.1 The Recreation Partnership Project was established in May 1999 in the south of East Ayrshire funded by the East Ayrshire Coalfield Area Social Inclusion Partnership.
- 2.2 The success of the project in the south of the authority demonstrated a strategic need for similar work to be carried out in the north of East Ayrshire. Therefore a bid was submitted to Ayrshire and Arran NHS Board's Health Improvement Fund in order to expand the project in a strategic manner across East Ayrshire.
- 2.3 In March 2001, the Health Improvement Fund approved a grant of £204,979.12 for a three-year project to focus upon the north area of East Ayrshire.
- 2.4 A parallel bid to the East Ayrshire Coalfield Area Social Inclusion Partnership in March 2001 approved the continuation of the existing project funding and provided an additional £30,000 per annum to develop a new range of initiatives.

### **3. THE PROJECT**

- 3.1 The Recreation Partnership Project provides a dynamic and innovative approach towards engaging primary school aged children in health-related activities. Outlined below are the key achievements of the project to date.
- 3.2 The project delivers 'Active Recreation and Health Awareness' sessions within all 46 Primary School within East Ayrshire. By participating in the sessions pupils gain knowledge, understanding and awareness of the importance of adopting a healthy lifestyle at a young age. In addition all class teachers are provided with a resource pack which allows them to use some of the ideas provided within their own delivery of the Health Education curriculum. To date over 4,500 local children have been given the opportunity to participate in these sessions and over 200 teachers have been provided with resource packs.

- 3.3 The Playground Design Initiative has worked with 12 Primary Schools to help create an attractive, sustainable external environment, which encourages pupils to develop a positive attitude to physical activity in the playground before, during and after school hours. Upon completion of the designs, training is provided for both pupils and teachers to show how to use the designs effectively.
- 3.4 The project operates a network of Kids Clubs based within community venues throughout East Ayrshire both during term time and during school holiday periods. These clubs provide primary school aged children with the opportunity to participate in a variety of activities including games, sports and arts and crafts. Health-related themes have been introduced within the Kids Clubs, which aim to increase children's knowledge, understanding and awareness of a range of factors which contribute to a healthy lifestyle. To compliment the health-related themes healthy snacks are provided for children attending the Kids Clubs on a rotational basis. To date there have been approximately 20,000 attendances at these Kids Clubs.
- 3.5 To ensure that cost is not a barrier to attendance at Kids Clubs, the project operates two membership card schemes: the RICK card in the south of the authority and the RAD card in the north of the authority. Once in possession of a RICK/RAD card, children can access Kids Clubs free of charge. To date approximately 1,000 RICK cards and 350 RAD cards have been issued.
- 3.6 East Ayrshire Council's Leisure Development Section operates a Community Recreation Workers database which consists of individuals who are suitably qualified/experienced to deliver the comprehensive range of play, sport and health and fitness service which are on offer to the residents of East Ayrshire. Recreation Partnership Project staff encourage local people to apply to the database and become involved in service delivery. There are currently 109 individuals on the database.
- 3.7 The project leaders are aware of the positive impact that partnership working can have on the quality of the services provided and is therefore continually looking for opportunities to link with other agencies and organisations. To date the project has worked in partnership with a range of agencies including Ayrshire & Arran Acute Services and Primary Health Care Trusts, Bridge Addiction Services, sportscotland and a number of other SIP and HIF funded projects.
- 3.8 The project has been cited as an example of good practice at both local and national level. As a result, project staff have been invited to make presentations and lead workshops at various conferences and seminars led by a range of agencies including the Scottish Executive, Strathclyde University, Communities Scotland, the Institute of Leisure and Amenities Management Scotland, sportscotland and the Scottish Urban Regeneration Forum.

- 3.9 The project has responded to enquiries from local authorities from all over Scotland regarding the services delivered by the project and has been acknowledged in various documents including the Scottish Executive publication entitled – ‘Child Poverty in Social Inclusion Partnerships’ and East Ayrshire Council’s Community Plan.
- 3.10 The project has been used as a template within East Ayrshire Council for the structure and delivery of the NOF funded PE and Sport in Schools Activity Motivation Initiative for sport, play and dance. This innovative approach has received national recognition and is jointly managed by Leisure Development and the Quality Improvement Team in the Education and Social Services Department.

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

- 4.1 The funding profile for the project is as follows:
- East Ayrshire Coalfield Area Social Inclusion Partnership  
Total funding - £321,551 (April 2001 – March 2004)  
Funding recently secured until March 2005
  - Ayrshire & Arran NHS Board Health Improvement Fund  
Total funding - £204,979.12 (July 2001 – June 2004)  
Funding recently secured until October 2004
  - East Ayrshire Council Leisure Development Section  
Total funding - £75,000 (April 2002 – March 2004)  
(Funding from EAC is a mixture of cash / in kind)  
EAC will continue to support the project beyond March 2004.

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

- 5.1 Not Applicable

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

- 6.1 The Recreation Partnership Project has been implemented in a dynamic and innovative way, which reflects both local and national research and strategies relating to health promotion, health inequalities, social inclusion and curriculum development. The project will also intersect with East Ayrshire Council’s Community Plan and the developing Cultural Strategy.

#### **7. CONCLUSIONS**

- 7.1 This report has outlined the key achievements of the Recreation Partnership Project to date.

7.2 Based upon positive evaluations, ongoing achievement of key outcomes and local and national recognition, the project looks forward to continuously improve and deliver the package of services which are clearly having a major impact on the health and well-being of East Ayrshire's children.

## **8. RECOMMENDATIONS**

8.1 It is recommended that the committee:-

- (i) note the progress of the Recreation Partnership Project.
- (ii) remit the Director of Community Services to consider the future sustainability and funding options beyond the revised funding period of March 2005.

William Stafford  
**Director of Community Services**

WS/LD

15<sup>TH</sup> August 2003

### **LIST OF BACKGROUND PAPERS**

1. Quarterly monitoring reports to East Ayrshire Coalfield Social Inclusion Partnership.
2. Six monthly monitoring reports to Health Improvement fund, NHS Ayrshire and Arran.
3. Mid term project evaluation report to Health Improvement fund, NHS Ayrshire and Arran.

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

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