

BRIDGEND COUNTY BOROUGH COUNCIL

**REPORT TO COMMUNITY, ENVIRONMENT AND LEISURE SCRUTINY
COMMITTEE**

10 JUNE 2015

**REPORT OF THE CORPORATE DIRECTOR, SOCIAL SERVICES AND
WELLBEING**

**BRIDGEND COUNTY BOROUGH COUNCIL SPORT, PLAY AND ACTIVE
WELLBEING SERVICE**

**(A report on the performance of the Sport, Play and Active Wellbeing service
and areas of focus during 2014 - 15)**

1. Purpose of Report

- 1.1 To inform the Committee of the key areas of performance of Bridgend County Borough Council's Sport, Play and Active Wellbeing service during 2014/15.
- 1.2 To highlight the role that these services are playing in supporting targeted population groups as part of the local authorities strategic response to current and evolving legislation.

2. Connection to Corporate Improvement Plan / Other Corporate Priority

- 2.1 The Councils provision of a sport, play and active wellbeing service contributes to all corporate priorities. In particular:-
 - Working together to raise ambitions and drive up educational attainment;
 - Working together to help vulnerable people to stay independent;
 - Working together to tackle health issues and encourage healthier lifestyles.

and specifically to the Councils commitment to make good progress in encouraging more people across the Borough to live healthily and see increased participation in physical activity across all population groups.

3. Background

- 3.1 As of April 2014 the sport and physical activity services of the local authority have been aligned with the Wellbeing directorate and will progressively contribute to the corporate priorities as described in paragraph 2.1. This will support services for children, families and adults including later life.

- 3.2 The additional focus on Active Wellbeing has recognised the support that these service areas can provide for local people linked to the prevention and wellbeing objectives of the Social Services and Wellbeing (Wales) Act, 2014.
- 3.3 There are a number of additional strategies and duties that shape the focus of the service including the Vision for Sport in Wales (2012); the Play Sufficiency Statutory duty introduced by Welsh Government (2012); the Active travel Act (2014) and the evolving Wellbeing of Future Generations Bill (2015) that gives focus to sustainable models of support.
- 3.4 The range of services that are now included in sport, play and active wellbeing services include the management of the Healthy Living Partnership with GLL/Halo Leisure, the national School Sport programme, disability sport programme, management of leisure facilities on school sites, the Active Young People Department and community sports development, play development services, coastal recreation and Porthcawl marina, community walking and active adults initiatives. There is increasing work with targeted populations including looked after children, people with disabilities, women and girls, older people and residents of Communities First areas.

4. **Current situation / proposal**

- 4.1 The sport, play and active wellbeing service aims to support more people to achieve health gains by encouraging them to be more active and more often. There is a recognition that engaging people more within supportive and resilient communities can support improved emotional and physical wellbeing. There is a focus on sustainable approaches and the development of increased capability within community settings to support the needs of local people. The strategic plan of Bridgend County Borough Council 'Better health, Successful Sport' (2009-2019) identifies the potential to contribute to improved health and wellbeing whilst also developing active and vibrant communities. The play sufficiency action plan for Bridgend (2013-14) recognises the need for partnership approaches to redressing imbalances in opportunity for targeted populations and communities. A coordinated approach will encourage local people to adopt good standards of physical and emotional wellbeing and to maintain a healthy weight.

A Review of performance during 2014/15 (Sport)

- 4.2 The number of physical activity based visits to Council operated sports and leisure facilities achieved 9504 visits per thousand population against a target of 9400 visits. This represents an increase of 92508 visits to related facilities over a two year period. The total visits for 2014/15 was 1,335,150. It should be noted that BCBC is also supporting the development of new facilities and related usage that would not contribute to the national performance indicator (e.g. Pencoed College, Club Penybont F.C., Coleg-Y-Dderwen) but would increase the physical activity of local people.
- 4.3 The service is responsible for the management of the 15 year leisure contract with GLL / Halo Leisure and physical activity based visits increased by 11906

with an additional 4804 increase reported at the Council operated dual use facilities on school sites.

- 4.4 The National School Sport programme supports the Dragon Sport programme for Primary Schools and the 5x60 School Sport initiative for Secondary Schools. The key objective of the schools programme is to make physical activity enjoyable and encourage healthier lifestyles. BCBC reported 10647 Primary School registrations (against a target of 10497). The performance reports show 51% of young people engaged were linked to a community based opportunity or club. There were 2120 Primary school children supported through events and festivals and the multi skills programmes that develop improved physical literacy were operated at 23 Primary schools. These interventions form part of the Welsh Government Action Plan to combat childhood obesity.
- 4.5 The Secondary schools programmes in Bridgend achieved 71352 participants (against a target of 62919) and supported 5448 physical activity sessions across all Secondary and special education establishments. There are 129 young leaders following the leadership pathway that has been identified by Estyn as sector leading supporting employability skills and accreditation. 80 young people have received accredited training and are now accessing local employment. Two of Bridgend's young leaders were finalists for the Wales Sports Personality of the year awards. There were 1049 Secondary school pupils engaged in community events and 57% of participants were linked to community based opportunities. Bridgend has recently been awarded "International Partner of the Year" for its work with young people in the Create Development national awards.
- 4.6 The service now has formal partnerships with 33 Primary schools, 9 Secondary schools and 2 special schools to develop active, healthy and physically literate young people with expansion scheduled for 2015/16. This indicates a strong collaborative approach to improving the wellbeing of young people.
- 4.7 The service is supported by Disability Sport Wales to develop community based opportunities for people with disabilities. There are 923 junior participants and 623 senior participants in the local programme with 293 volunteers engaged. BCBC has supported 12 community partners to achieve the 'Insport' inclusive activity accreditation and has delivered 'Disability Inclusion Training' to 27 local providers. BCBC has been the only local authority in Wales to be awarded 'Calls for Action' investment from Sport Wales to engage better with disabled people and enhance local opportunities and citizen voice.
- 4.8 The Community Chest programme uses local decision making to invest Sports Lottery Funding into community groups and programmes. During 2014-15, BCBC awarded £101,000 to 84 sports and activity projects throughout the County Borough. An expanded panel of community representation has been established for the coming year and a focus on disadvantaged communities and equalities groups will be established.

- 4.9 Porthcawl Marina has achieved 100% berth occupancy and attracted significant visitors to the facility with many positive comments received. The service is reviewing the 'Active marina' scheme framework to support the development of skills and confidence of berth holders.
- 4.10 The Blue Flag status was retained for both Rest Bay and Trecco Bay with our coastal areas supporting a broad range of activities, events and community groups.
- 4.11 The seasonal beach lifeguarding service was operated at 4 beaches with the paid lifeguard provision supplemented by the volunteer lifeguard clubs. The equivalent service will operate during 2015-16 and this period will be used to conduct an options appraisal for future operating models. Discussions have commenced with clubs and community partners to support the long term sustainability of provision. In addition to conducting rescues the service has provided advice, first aid and supported lost children.
- 4.12 A beach and water safety educational resource 'The Sea' has been produced and will be used to promote safe coastal recreation to Primary schools and encourage more people to make use of our beaches.

A Review of Performance during 2014/2015 (Play)

- 4.13 The service has conducted the play sufficiency assessment required by Welsh Government and manages the annual action plans and performance reporting requirements. The Play Sufficiency duty recognises the importance of play to the health and wellbeing of children and that some children and communities do not have access to opportunities.
- 4.14 In partnership with Town and Community Councils, 20 days of school holiday play programmes were coordinated at 12 locations with 7046 attendances recorded. Access was provided free of charge, removing cost as a barrier to participation.
- 4.15. The mini 'Play for Life' programme supports parents and early years children and supported 114 households to be more active together and explore healthy living and active lifestyles.
- 4.16 The Discovery Days service has supported 86 disabled young families and their households with 28 days of supported activity contributing to BCBC's short breaks and respite statement with personal development and distance travelled assessments taking place. 96% of parents or guardians valued highly the respite provided and rated services as good or excellent. There is strong partnership working with the Disabled Childrens Team and Barnardos linked to Families First investment.
- 4.17 The after school play programme provides additional respite and support for 43 households and is based at Heronsbridge School. This provides regular

support and opportunities for families and helps disabled children to maintain friendship groups beyond the school day.

- 4.18 The service has managed the investment into the play action plan by Welsh Government including the purchase of play pods for school settings, inclusive play equipment, play training programmes and improved information resources on local play opportunities.

A Review of Performance during 2014/15 (Active Wellbeing)

- 4.19 The service has responded to the challenge of supporting partners to focus on the prevention and wellbeing based interventions that can reduce the need for higher cost provision or support. This approach is compatible with the Social Services and Wellbeing act, developing community based interventions where appropriate.
- 4.20 The Family Active Zone programme has been created, promoting active and healthy households with 27 partners receiving training and resources and 117 households accessing the programme at 8 locations. This approach has built capability in communities which is more sustainable.
- 4.21 Balanceability cycling development for early years groups trained 40 activity leaders and attracted 62 participants across 6 programmes.
- 4.22 The volunteer leaders that have been trained have been recorded as providing 2828 hours of support to community based groups and opportunities supporting sustainable community development.
- 4.23 The 'Us Girls' programme promoting increased female activity levels has created a new Community Interest Organisation and 5 network groups run by girls. 223 girls who are less active have regularly engaged with programmes with 860 participating in local events and 35 trained to coordinate activities. Increasing the activity levels of women and girls is an objective of the local Sport Plan.
- 4.24 Targeted school holiday 'learn to swim' opportunities have supported 223 Swimming Lessons in partnership with Communities First. The rates of young people that are unable to swim to National Standards have been assessed at primary school level.
- 4.25 10 'looked after' children have completed activity leadership training at Maesteg Comprehensive School and are being further supported with volunteer deployment, mentoring and accreditation opportunities linked to employability.
- 4.26 Community based activities for autistic young people have been developed including swimming and Rebound trampolining with parents and partners trained to deliver the activities. Programmes linking autistic young people to community clubs have engaged 60 young people and 19 siblings and developed opportunities beyond school settings

- 4.27 10 former pupils of Heronsbridge School have completed sports leadership training and will progress to entry level coaching awards to support the development of community based opportunities. This approach recognises equalities in the sports leadership programme.
- 4.28 A consultation programme has been conducted with young carers on needs resulting in 8 activity programmes and 82 participant visits. The barriers to regular participation have been identified.
- 4.29 50 young people on free school meals with numeracy / literacy issues have participated in the community enterprise initiative (25 hours) linked to Swansea City and Premier league investment, promoting the benefits of education and physical activity and links to employment.
- 4.30 The 'Move More Often' programme is being developed to support users of day care and residential care to be more active and reduce risk of falls and related hospital visits. This approach recognises the health risks of sedentary lifestyles amongst older people.
- 4.31 Investment in training has been secured to support staff to deliver activity for older people including armchair activity, balance and coordination, motivation and dementia programmes (20-30 people will receive training).
- 4.32 The 'Love2Walk' programme supports 401 regular walkers led by community volunteers and supports older people, people with learning disabilities and mental health conditions (delivering 8 navigational awards). The programme has also supported older people to become accredited walk leaders
- 4.33 The service has developed 2 members of staff to operate the Councils response to School Cycle Training and Kerbcraft for 2015/16. The Bike Bridgend Project will support the Communities Directorate to deliver it's Road Safety Programme Targets
- 4.34 BCBC has established a partnership with Neath Port Talbot and Swansea to work collaboratively on the Park Lives initiative to establish volunteer led activities in park settings for people of all ages.

5. Effect upon Policy Framework and Procedure Rules

- 5.1 There is no impact on policy framework and procedure rules

6. Equality Impact Assessment

- 6.1 The EIA conducted for the 2014/15 report highlighted that enhancing opportunities for targeted population groups and those with a protected characteristic is a feature of the identified services and there is a positive impact on the strategic equalities plan of Bridgend County Borough Council.

7. Financial Implications

- 7.1 The Medium Term Financial Strategy has identified significant savings against the Sport, Play and Active Wellbeing Service including the GLL/Halo Partnership as part of the 15-year agreement. The savings in 2015/16 as part of this agreement is £247,000. Moving forward the challenges of the MTFS may require additional savings and options appraisals are being conducted across all areas of service.
- 7.2 A number of identified services are reliant on external funding and there may be reductions in value or competitive processes applied to such resources. There are however opportunities via new sources, partnerships and internal services to support such activity in relation to the prevention and wellbeing agenda.

8. Recommendation

- 8.1 That the progress being made and challenges to the services within the Sport, Play and Active Wellbeing Service are noted.

Susan Cooper
Corporate Director – Social Services and Wellbeing
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9. **Contact Officer: Andrew Thomas**
Telephone: (01656) 642692
Email: andrew.r.thomas@bridgend.gov.uk

- 10 **Background documents:**
None