

# BRIDGEND COUNTY BOROUGH COUNCIL

## REPORT TO HEALTH & WELLBEING OVERVIEW SCRUTINY COMMITTEE

MONDAY, 14 JULY 2014

### REPORT OF THE CORPORATE DIRECTOR - WELLBEING

#### BRIDGEND COUNTY BOROUGH COUNCIL SPORT & PHYSICAL ACTIVITY SERVICE (A report on the performance of the Sport and Physical Activity service and areas of focus during 2013 – 2014)

#### 1. Purpose of Report

- 1.1 To inform members of the key areas of performance of the Bridgend County Borough Council's Sport and Physical Activity service during 2013/ 2014.
- 1.2 To highlight the role of the Sport and Physical Activity service within the Wellbeing Directorate following changes in structure in April 2014 when the Healthy Living service area was divided between the Communities and Wellbeing Directorates

#### 2. Connection to Corporate Improvement Plan / Other Corporate Priority

- 2.1 The Council's provision of a Sport and Physical activity 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 Council's 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 Originally, Healthy Living was part of the Wellbeing directorate and in September 2013, due to a series of interim management arrangements, it moved across to the Communities directorate until a permanent Corporate Management Board structure was established. This structure has now been confirmed and it has been agreed that, as of April 2014, the Sport and Physical Activity service functions are aligned to the Wellbeing directorate and will contribute to the corporate priorities as described in paragraph 2.1.
- 3.2 The range of services that are now included in Sport and Physical Activity Services are 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, community sports development, play development

services, coastal recreation and active adults activities including community walking initiatives. These services will focus on supporting the creation of a healthier county borough through the development of a more active population.

- 3.3 There are a number of strategies and duties that shape the focus of the service including the Vision for Sport in Wales (2012), the statutory duty that has been placed on play by Welsh Government (2012), the recent Social Services and Wellbeing Act (2014), and the Active Travel Bill (2014). The strategic equalities plan of Bridgend County Borough Council (2012-16) has also recognised the value of sport and physical activity for under represented groups in participation data and the need for enhanced opportunities.

#### **4. Current situation / proposal**

- 4.1 The Sport and Physical Activity service aims to support more people to be more active and more often. 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 service promotes active young people, healthy lifestyles and households and continuity of activity throughout the life course. A co-ordinated approach will encourage local people to adopt good standards of physical and emotional wellbeing and to be of a healthy weight.

#### **A review of performance during 2013/14**

- 4.2 The number of physical activity based visits to leisure facilities within Bridgend is showing improvement with 1,328,377 visits during 2013/14 (an increase of 85,735 visits). Within these figures, visits to leisure facilities on school sites indicate a 16% growth over a period of two years. The Council operates 4 dual use facilities and supports other schools to be community accessible. The increase in the number of visits is very encouraging and should lead to improved health and wellbeing of local people and by all sectors of our communities.
- 4.3 The National School Sport survey conducted by Sport Wales (2013) has indicated that regular participation rates in sport in Bridgend meet the Welsh average (40%) but exceeds the national average in participation and enjoyment in a club or community setting. Positively, the levels of activity in our more disadvantaged communities are higher than some other local authorities and balanced between the north and south of the County Borough. 86% of Bridgend's Secondary School pupils indicate that they take part in sport because it makes them feel healthy, and this will be a motivating factor to develop active lifestyles.
- 4.4 The Sport and Physical Activity Service is responsible for the management of the 15 year leisure contract and has achieved 'substantial assurance' via internal audit for the second consecutive year. The GLL/Halo operated leisure facilities have exceeded their target for physical activity visits by 71,000. There is more detail of this in a separate report to Committee of the same date. This will enhance the capability of Bridgend County Borough Council to continually increase physical activity levels.

- 4.5 The Sport Wales Active Adults Survey 2014 is being evaluated but indicates that increased physical activity by the adult population is required. 37% are deemed to be 'hooked on sport' compared to a Welsh average of 39%. In regard to participation in any activity over the previous 4-week period Bridgend has grown from 60% to 70.5% since the previous survey. On a positive note 68% of adults in Bridgend consider their health to be good or very good with 36% stating that they encourage their family to take part in sport or exercise. This is compatible with our focus on supporting whole households to be more active.
- 4.6 As part of a regional collaborative approach, Bridgend are working with regional and national partners to focus on outcomes including healthy life expectancy, emotional wellbeing and limiting long term illness that can be targeted through increased physical activity.

### **A review of specific programmes**

#### **National School Sport programme**

- 4.7 The Dragon Sport programme develops after school activities for primary school children. There are partnerships in place with 37 primary schools with 11644 children engaged during 2013/14. These programmes build fundamental skills and confidence and establish links with community based opportunities.
- 4.8 The 5X60 secondary school programme develops opportunities beyond the school day and partnerships are in place with 11 secondary and special schools. There were 69911 participants during 2013/14 with 61% being part of a community setting which was the highest performance in Wales. There are high numbers of young people who state that they are confident to try new activities which is an identified barrier to engaging with physical activity.

#### **Developing employment related skills**

- 4.9 The Healthy Living Service operates a leadership development pathway that has been recognised in school inspections as sector leading by Estyn.
- 4.10 During 2013/14 a total of 102 young people have been supported by the pathway with 90% reaching level 3 and 198 accredited training awards achieved. Through the skills they gained, some of these young people are now moving into employment. 55% of young people state they are interested in employment related skills for sport and physical activity.
- 4.11 The Service has also commenced the delivery of leadership training to young people with disabilities in partnership with Heronsbridge School. This will empower disabled young people to make decisions that meet the activity needs of their peers.

#### **Disability Sport Programme**

- 4.12 The Sport and Physical Activity Service is supported by Disability Sport Wales to develop community based opportunities for people with disabilities.
- 4.13 During 2013/14 Bridgend County Borough Council is one of a small number of local authorities to be awarded the 'In Sport' accreditation for inclusive opportunities at

Ribbon and 'bronze' levels and is working towards the silver standard. This means that the council is committed to working with disabled individuals and groups to enhance local opportunities and improve quality of life.

- 4.14 The Disability Sport Community programme supports 3 disability sports clubs, 9 integrated clubs and 1123 regular participants enabling more people with a disability to participate in sports and increase their wellbeing and the accessibility of third sector programmes.
- 4.15 During 2013/14 the Disability Sport officer has delivered Disability Inclusion Training (DIT) to 51 local people and leisure facility staff. This will build confidence in the sport and physical activity workforce to respond to the needs of disabled people across a range of conditions or impairments.

### **Family Support programmes**

- 4.16 Supported by Families First and Sport Wales, a range of programmes have been developed and implemented to promote healthy lifestyles and family activity.
- 4.17 The 'Family Active Zone' (FAZ) programme supported 125 participants highlighting the links between nutrition, physical activity and parenting. This programme has encouraged families to understand the benefits of healthy lifestyles and recognises the impact that supportive households will have on future activity levels.
- 4.18 86 children were supported to learn to cycle through the 'Balance-ability' programme and there is growth in this programme for 2014/15. This will support family approaches to cycling and road safety awareness in targeted communities.
- 4.19 258 children were supported to develop skills and confidence through the 'Run, Jump, Throw' programme and 170 via the A-Z Gymnastics programme as part of an approach to improve ability and confidence. The development of more physically literate children and young people is now a national priority as skill levels influence both confidence and participation.

### **Work with Targeted Population**

- 4.20 It is widely documented that girls are less engaged with sport but to increase the participation rates of girls, a consultation exercise has led to the creation of new social enterprises run by girls as part of the 'Girl Power' programme. This is changing the design of opportunities and increasing participation rates. Within Bridgend there is a 2% difference in activity levels between boys and girls at Primary School and 3% at Secondary School indicating a narrowing of gaps.
- 4.21 In partnership with the Urdd, a Welsh language sports programme has been developed and an apprenticeship supported to build community opportunities including 'learn to swim', gymnastics and team sports.
- 4.22 Sport Wales investment was secured to enhance facilities and the creation of a Disability Sport hub at Heronsbridge School. Bridgend County Borough Council have completed a consultation with pupils that identifies the need to link more with community opportunities.

- 4.23 The Community Chest fund has invested £94,221 into 82 community groups in Bridgend with 46% supporting our more disadvantaged communities. This programme is effective in addressing the impact of poverty on local activity opportunities.
- 4.24 The 'Love to Walk' programme has helped to provide community walking opportunities for older adults and delivered Navigation award training to people with learning difficulties. Developing increased use of the national environment will be a future strategic priority as a low cost option for increased physical activity.

### **Play Development**

- 4.25 The service has led on the assessment and action plan relating to the play sufficiency duty and complied with Welsh Governments requirements to ensure a quality and quantity of opportunities are secured.
- 4.26 The 'Play for Life' programme has worked in partnership with Town and Community Councils and coordinated 10 free holiday playschemes with 10,234 visits. This has enabled parents to continue working through holidays, given children focussed activities to keep them engaged and active and promoted inclusion and healthy living.
- 4.27 The service has also operated a Disability Play Club and Disability School Holiday programmes that provide respite for 120 disabled young people and their families. 94% of parents state that their child has made progress in behaviour, social skills, communication and independence. It is notable that 48% have made improvements in health and wellbeing.

### **Coastal Recreation**

- 4.28 The Healthy Living Service has secured two Blue Flag awards for local beaches and supports the community use of beaches via events and the seasonal beach lifeguarding service. There is strong partnership working with 3 community clubs who work in collaboration.
- 4.29 Licencing arrangements have been established to promote watersports through private operators for residents and tourists, particularly surfing.
- 4.30 The new Porthcawl Marina is fully occupied and in addition to leisure and commercial vessels will support educational programmes in partnership with schools and Bridgend College.
- 4.31 The service invested in the establishment of the 'Park Run' programme at Porthcawl that has enhanced the coastal path supporting hundreds of local people and visitors to be more active. The Porthcawl segment is amongst the busiest in Wales.
- 4.32 The positioning of the sport and physical activity service within the Wellbeing directorate gives a clear direction for the service area to focus on addressing health inequalities and to promote increased physical activity throughout adulthood and into later years. The approach will be to work in partnership with internal services and resources, external partners and national organisations to increase levels of

activity in targeted populations. These will include older adults, women, people with disabilities and looked after children. Developing a more active population will deliver preventative health benefits and reduce pressures on high demand services or interventions.

## **5. Effect upon Policy Framework & Procedure Rules**

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

## **6. Equality Impact Assessment**

6.1 A new equalities impact assessment has been conducted highlighting that enhancing opportunities for people 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 Plan may impact on some of the core budgets for some of the services identified within the report and options appraisals are being conducted.

7.2 A number of the identified services are reliant on external funding and plans for efficiencies are being developed in anticipation of reductions. The current support provided by Sport Wales and Welsh Government may see reduced investments into core national programmes in 2015/16. These programmes could include the national school sports programmes, free swimming initiative, disability sport programme and national exercise referral scheme.

## **8. Recommendation**

8.1 That the progress being made and challenges to the services within the Sport and Physical Activity Service are noted.

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## **10. Background documents**

10.1 Bridgend County Sport Plan 2014/15  
Annual Performance Report 2013/14