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|  | <p style="text-align: center;">Overview & Scrutiny Committee 24th June 2009</p> <p style="text-align: center;">Report from the Director of Policy & Regeneration</p> |
| <p>For Information Wards Affected: ALL</p> | |
| <p>Report on progress against the LAA stretch target: adult participation in sport.</p> | |

Forward Plan Ref:

1 **SUMMARY**

1.1 This report provides a summary of the work being undertaken by the Sports Service and partners to increase the percentage of Brent's population that are undertaking 3 thirty minute sessions of sport or moderate intensity physical activity per week. It gives an update on the interim result at the end of 2008 and the main difficulties we face in achieving this LAA stretch target.

2 **Recommendations**

2.1 To note the findings of the report

3 **Detail**

3.1 **Background**

3.1.1 In 2006 the Access to Leisure Theme was agreed as part of the LAA targets 2006-09. This included a stretch target to '*increase the percentage of adults that were undertaking 30 minutes of physical activity on three or more occasions per week (3 x 30)*'. A stretch of 4% was agreed based on a baseline that would be determined by Sport England's Active People's survey.

3.1.2 The Active People survey was a telephone survey conducted by Ipsos MORI on behalf of Sport England that took place across all 354 English authorities over the period October 2005 to October 2006. One thousand adults were surveyed per authority and the

results provided the first reliable figures for England on how many people participate in sport.

3.1.3 The Active People survey results showed that only 18% of Brent's adult (16+) population participated in sport 3 x 30, placing Brent 35th out of 354 authorities (1 being the poorest performer). 56% of Brent residents did no physical activity at all.

3.1.4 The Active People survey has subsequently been conducted in 2007/08 and Active People survey 3 is currently being undertaken; October 2008 to 2009.

3.2 What has / is being undertaken to achieve the LAA stretch target.

3.2.1 To try and achieve the 3 x 30 stretch target the Sports Service has been working with a range of partners to provide facilities, activities, increase awareness and offer discounts to encourage Brent's adult population to be more active.

New Facilities

3.2.2 Since the LAA stretch was agreed in February 2006 the Borough has opened Willesden sports centre. This centre records nearly 1,700 visits per day and has made a major contribution to the opportunities for people, particularly in the South of the Borough to access indoor sports, health and fitness and swimming facilities.

3.2.3 As well as a new sports centre, several schools have built new sports halls or Multi Use Games Areas several of which are available for the community to use outside of school hours.

3.2.4 In Brent's Parks we have installed integrated basketball / football Multi Use Games Areas which are particularly well used by older teenagers. We have resurfaced tennis courts and improved pitches at several sites across the Borough which increases opportunities for outdoor team sports. We have also resurfaced paths within the Parks and installed interpretation boards to encourage people to use Brent's parks for walking.

New Activities

3.2.5 An extensive range of new activities have been organised across the Borough's four sports centres to encourage adults to take part in sport. The total number of visits to Brent's sports centres has increased from 584,000 in 2006/07 (part year when Willesden was open) to over 1.1million in 2008/09.

3.2.6 As well as a broader programme of activities at the sports centres, the Sports Service has developed a programme of activities at other locations across the Borough. We have developed the healthy walks programme which now offers 13 walks a week regularly attracting over 30 walkers per session. We have

developed jogging programmes, dance classes, tennis programmes, postnatal classes, parent and baby exercise classes, return to netball classes and a programme of classes for over 50's.

3.2.7 Vale Farm and Willesden sports centres have developed Exercise Referral schemes. Working with local health centres and GP's, patients are referred to the centres where they are given a regular programme of physical activity to help improve their health and to encourage them to develop the habit of being active.

3.2.8 The Active People survey showed that there was a very low level of 3 x 30 sports participation by females in Brent (13.8%). In light of this the sports centres and the Sports Service reviewed their programme of activities to make them more appealing to women and coordinate their women only sessions. The Active People 2 survey showed a statistically significant improvement with 18.8% of females undertaking 3 x 30 which is above the London average.

Leisure Discount Schemes

3.2.9 We have changed our Leisure Discount scheme so that concessionary groups receive a greater reduction against normal fees, thus trying to make our sports centres more affordable to pensioners, disabled people, full time students and those on low incomes.

3.2.10 We have also issued vouchers to adults who have attended the sports service's activity programmes to give them a discount off the price of activities at our four sports centres to encourage them to use these facilities.

3.2.11 Free swimming is available for pensioners and disabled people. In addition free swimming is available for 16's and under and this has resulted in more parents accompanying their children swimming during the evenings / weekends.

Marketing and Promotion

3.2.12 To encourage people to be more active and undertake 3 x 30 we need to ensure that our residents are aware of the facilities and opportunities that the Borough has to offer and inform them of the benefits of an active lifestyle. We have therefore increased and broadened our marketing and promotion.

3.2.13 We have run a series of campaigns on the J.C. Decaux boards around the Borough promoting the leisure discount card, free swimming and 3 x 30. Recently we have used the boards to promote sports clubs in the Borough recognising that some people may want to do team sports, take part in competitive sports or receive coaching and to do this they need to know where and how

they can join Brent's sports clubs. In support of this promotion we have also made our sports club directory available as a brochure as well as on the website.

3.2.14 We have run two campaigns on the rear of busses that run out of Alperton and North Willesden bus garages and have also run adverts in cinemas.

3.2.15 The Council's website now includes 'virtual tours' of our four sports centres so that people can see what the centres look like from the outside and inside. Some residents have a poor perception of Brent's sports centres based on historical information. It is hoped that these virtual tours will address these misperceptions and encourage people to visit the centres.

3.2.16 We have run classes targeting council employees and distributed leaflets with Council payslips encouraging staff to do 3 x 30. We have extended the range of leaflets we have available promoting the sports facilities within the Borough and beyond e.g. our swimming leaflet also provides information about nearby swimming pools in neighbouring Boroughs recognising that Brent only has two pools and that people are not restricted by Borough boundaries.

3.2.17 Over the last few years we have had many stories and articles on the benefits of sports and physical activity, promotion of facilities and activities and encouraging people to do 3 x 30 in the local papers and the Brent Magazine.

3.2.18 The sports centres have been identifying their members who have stopped using the centres or reduced the frequency of their attendance and have been telephoning those people to try and encourage them to start using the facilities again. In addition they are identifying casual users that attend fairly regularly and promoting the leisure discount card in the hope that reduced cost might encourage them to attend more frequently.

Likely results

3.2.19 The Active People 2 survey results were released at the end of 2008 and showed that there were now 19.5% of Brent's population undertaking 3 x 30. This is an increase of 1.5%. This is still short of the LAA stretch target of 22% but this 1.5% increase was the fourth best improvement in London and moved Brent from 34th in England to 94th out of 354 (one being the worst performing) and from 3rd to 15th out of London's 33 Borough's.

| Borough | APS1 | APS2 | Difference |
|----------------------|--------------|---------------|-------------------|
| Harrow | 18.6% | 13.3% | -5.2% |
| Hounslow | 19.7% | 15.1% | -4.6% |
| Brent | 18.0% | 19.5% | 1.5% |
| Ealing | 21.2% | 20.0% | -1.2% |
| Hillingdon | 20.6% | 20.7% | 0.1% |
| Hammersmith & Fulham | 25.4% | 27.0% | 1.6% |
| West London | 20.6% | 19.3% | -1.3% |
| London | 21.3% | 20.1% | -1.2% |
| England | 21.35 | 21.73% | 0.38% |

Table showing results of Active People surveys 1 and 2 for 3 x 30 measure.

3.2.20 It is extremely difficult to estimate what our score will be when the results are released at the end of 2009. We had anticipated that the opening of Willesden sports centre would have a large impact on the number of people participating in sport and therefore help us achieve our stretch target. There were over 670,000 visits to Willesden last year and from a recent survey 49% of customers hadn't used a sports centre before Willesden. In addition, different surveys carried out within our sports centres show that between 27% and 40% of users visit the centres more than three times a week.

3.2.21 Since the LAA stretch target was agreed a National Indicator has been set; NI8 based on 3 x 30. This is the indicator that most LAA adult sports participation targets are now being based on. NI8 uses the results from the Active People Survey but includes those age 65 and over that do 'light intensity sports' e.g. bowls, yoga, pilates, croquet, archery. It is assumed that our LAA stretch we will only be measured on the Active People measure rather than the NI8 measure, but should we be measured on the latter our NI8 score for 2006 was 18.2% and this increased to 20.3% in 2007-08. An interim NI8 measure will be released on 18th June 2009.

Main difficulties in achieving the stretch.

3.2.22 Assuming 18 percent of Brent's 275,000 population undertook 3 x 30, increasing the percentage to 22% meant that the challenge was to change the lifestyle and activity habit of 10,000 people. We have until the October 2009 to try and influence more people to undertake 3 x 30.

3.2.23 Brent has boosted its survey sample for Active People 2 and 3 to 1000 per annum to give data comparable to the survey conducted in 2006 but the challenge remains that residents are being

interviewed every month over the period of a year and in order for their result to register as 3 x 30, they must have participated on 3 or more occasions per week over the last four week period.

- 3.2.24** Recent surveys at our sports centres show that many users would like to attend more often but the main reason given as to why they don't is 'other time commitments'.
- 3.2.25** Non sports centre user surveys have also shown that the main reason why people don't use their local sports centre is because they have 'no time' (57%). The next highest percentage reason was that they didn't like sport (15%). Activity cost and not knowing that such facilities are available no longer seems to be a major reason why people don't use their local sports centre.
- 3.2.26** Therefore a key challenge is to try and encourage people to make the time to do more sport and physical activity as much as persuade them of the benefits of sport. We will therefore encourage residents to use local facilities, reducing travel time and as we move into summer we will promote the use of local parks as a venue where residents can do sport or physical activity close to home and at no charge.
- 3.2.27** We will continue to work with the sports centres and their computerised booking systems to see if we can identify the users that are attending twice a week and try to encourage them to attend three times.
- 3.2.28** The Active People 1 survey also showed that a greater percentage of residents from ethnic minority groups were less likely to undertake any physical activity and so we will continue to work with community groups to encourage them to offer sport as an activity within their community organisations.
- 3.2.29** We will encourage NHS Brent to promote regular physical activity as a means of preventing poor health, addressing obesity, diabetes and as an activity to help people who are stopping smoking. We will continue to expand the exercise referral programme and promote free swimming.
- 3.2.30** We have considered a number of projects that require substantial financial support such as free swimming for adults or reduced gym prices but there is no evidence that this would mean that people would do this activity three times a week every week for the next five months or that it would actually result in a significant number of new people taking part in the activity and therefore this has not been implemented.

3.2.31 We will continue to promote and provide a wide range of activities and opportunities to Brent's residents and reinforce the challenge to find 90 minutes out of 10,080 (a week) to be active.

4 Financial implications

4.1 If the stretch target is not achieved the Borough will not gain the performance reward grant of £765,071

5 Legal Implications

5.1 None

6 Diversity Implications

6.1 The Sports Service has acknowledged that the Active People 1 survey identified that some equalities groups were participating in sport and physical activity less frequently than others. To try and address this the Service and the centres have reviewed the services they provide and increased awareness of their offer of gender specific sessions, activities that are more likely to be attract female participants, free swimming for pensioners and disabled people, sessions specifically targeting older people and increased discount for concessionary groups.

7 Staffing/Accommodation Implications (if appropriate)

7.1 None

8 Background Papers

- Sport England Active People survey results.
- User surveys from Brent's sports centres.
- Sports Centre non user surveys.

9 Contact Officers

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