

Report to the Cabinet

Report reference: C-048-2014/15
Date of meeting: 1 December 2014



Portfolio: Leisure and Community Services
Subject: Get Active Epping Forest
Responsible Officer: James Warwick (01992 564350).
Democratic Services Officer: Gary Woodhall (01992 564470).

Recommendations/Decisions Required:

- (1) To use £10,000 from the income share between SLM Ltd and the Council to fund a District Development Fund initiative to engage inactive people in physical activity in order to improve their health and wellbeing; and**
- (2) That the initiative will be monitored and evaluated to assess the impact of increasing participation of inactive people in the four super output areas of the District.**

Executive Summary:

This report proposes that Members approve the use of the unexpected income share of £10,000 from SLM Ltd to improve the health and well being of local residents. Epping Forest District Council were not anticipating this level of income share from SLM Ltd, but due to increase attendances at Loughton Leisure Centre the income share is higher than anticipated. The Portfolio Holder for Leisure and Community Services recommends that £10,000 be re-invested by the Council to improve the health and well being of Epping Forest District residents. This would enable a new initiative called Get Active Epping Forest linked to the county wide initiative Get Active Essex launched in October by Active Essex.

This initiative would target inactive people to improve their health and well being through a series of activities and events. The activities will be delivered in the four super output areas of the district; Paternoster Ward, Waltham Abbey, Limes Farm Estate, Chigwell, Oakwood Hill, Debden and Shelley, Ongar. Community Services would be responsible for the implementation of the Get Active Epping Forest Initiative.

Reasons for Proposed Decision:

To improve health and well being of Epping Forest District residents through a Get Active Epping Forest Initiative. The Get Active Epping Forest Initiative will include free taster sessions, physical activity sessions and events to enable local communities to engage and become more physically active.

Other Options for Action:

The money is not used and remains in Epping Forest District Council's accounts.

Report:

1. SLM Ltd is required to provide Epping Forest District Council with a share of the income from the facilities that they manage on behalf of the Council as per the Leisure Management Contract. This year the income share is higher than predicted due to increased usage and attendances at Loughton Leisure Centre. This report proposes to re-invest the unexpected level of income into initiatives to get Epping Forest District residents more active.

2. The Get Active Epping Forest initiative aims to improve the health and well being of local residents through a series of physical activity sessions and events. The initiative will work with local communities to develop and deliver the initiative to ensure the initiative is successful.

3. Epping Forest District Council (EFDC) Sports and Health Development Team have a very successful track record of delivering a number of activities including inclusive sports and physical activity. EFDC work closely with a number of clubs and organisations to support directly or indirectly in the delivery of sport and physical activity. Sport England Research shows at local level that increases in adult participation in sport and active recreation have increased in Essex and Epping Forest. Epping Forest District showed an increase of 3.69% when 2012-14 was compared to 2005-2006, much higher in comparison to the whole of Essex. Epping Forest District also has a lower rate of none active adults and higher rates of adults participating in 1-11 days and 12 to 19 days of physical activity.

4. Despite the increased levels of participation, 63.1% of adults in Epping Forest are classified as overweight. (Department of Health 2012-13). Diabetes costs in Epping Forest are £471,654 per year, while Coronary heart disease costs in Epping Forest are £1,284.090 and per year (British Heart Foundation). 25.7% of adults in Epping Forest are physically inactive but 55.8% of adults in Epping Forest want to do more sport or physical activity. Therefore there is a demand for physical activity initiatives that are targeted appropriately and designed to meet the needs of local people.

5. The top five sports in Epping Forest are Gym, Swimming, Fitness and conditioning, Athletics and Cycling, therefore the Get Active Epping Forest initiative will incorporate these activities.

Get Active Epping Forest Initiative

6. The initiative will increase participation levels and improve health and well being of Epping Forest District residents through empowering local communities. Through listening to what local people want, creating local capacity through promotion and supporting volunteering by residents. By working with local communities we will make it last, and build a culture of sustainability and self help. This means putting community level interventions and programmes into place, investing in interventions and programmes that identify and build on strengths and weaknesses of individuals and communities. The key areas that the initiative will focus upon will be the four super output areas of the district; Paternoster Ward, Waltham Abbey, Limes Farm Estate, Chigwell, Oakwood Hill, Debden and Shelley, Ongar.

7. The initiative will focus on engaging with inactive people (people currently doing less than 30 minutes physical activity per week) to do a specific activity, marketing and communications will be tailored to target groups with an emphasis on physical activity rather than sport as many will immediately switch off with references to sport. Therefore a focus on body image and self-confidence. Social Marketing will be utilised to engage with local communities.

8. Initiatives will include extended Cycling for health programme to a year round

programme, increased promotion of lifewalks, new stroll 'n' roll projects (participants can walk, jog, run, roll or stroll on foot or by using a scooter, bike, wheelchair or buggy, this will enable all ages and abilities to take part), lunchtime sessions such as football at Townmead, Waltham Abbey targeting businesses from Brooker road industrial estate. Boot camp fitness sessions, circuits, running clubs, family fitness and family cycle rides.

9. Taster sessions will be used as research indicates that it makes it easier for people to get started. People feel comfortable knowing that they will not be the only beginner there. Participants will be offered a voucher which gets them a free session which they then assign value to the sessions and are more likely to keep coming. The Get Active Epping Forest Initiative will not rely on using indoor facilities in order to keep the costs down the initiative will programme activities utilising outdoor space such as Epping Forest, outdoor gyms, local open space and recreation grounds. Incentives will be given to encourage people to participate and continue their participation such as vouchers for local shops and businesses, in the communities that the activities are delivered.

10. The Get Active Epping Forest Initiative will use the International Physical Activity Questionnaire (IPAQ) to monitor the success of the initiative and assess participants' levels of physical activity. The purpose of the International Physical Activity Questionnaires (IPAQ) is to provide a set of well-developed instruments that can be used internationally to obtain comparable estimates of physical activity. The questionnaire is the most feasible instrument for measuring physical activity in large groups or populations.

Resource Implications:

£10,000 from unexpected level of income share between SLM Ltd and Epping Forest District Council. The activities below give an indication of the types of activities that have proved successful in getting people more active in the past. Research also supports this type of activities as being effective in getting people more active. Consultation will take place with communities to find out exactly what type of activities people would like to participate in but this gives an idea of what the programme might look like and cost.

Indicative costs (which in the main are Coaching/instructor costs, equipment costs, facility hire and incentives to encourage and sustain participation) :

Boot camps = £1,500

Lunchtime Football = £750

Cycling for Health = £1000

Family Cycle Rides = £1000

Circuits/Family Fitness = £1,250

Stroll 'n' Roll = £1,250

Jogging/running Clubs = £1,250

Marketing & Promotional Incentives (fliers, posters, t-shirts, water bottles, vouchers) = £2,000

The income that the Get Active Epping Forest Initiative generates will go directly to Epping Forest District Council and help to sustain the activities in the long term.

Legal and Governance Implications:

None.

Safer, Cleaner and Greener Implications:

Initiative will utilise green open space, promoting the unique characteristics of the District and encouraging greater use of outdoor space. The Get Active Epping Forest Initiative will

provide positive activities for communities to engage in and improve the sense of community as well as health and well being within communities.

Consultation Undertaken:

Data from Love Limes Farm Community consultation and Love Ninefields Community Consultation has been used to inform ideas of what kind of activities residents in these areas would like.

Background Papers:

Epping Forest Local Sport Profile data from Sport England 2014.

Risk Management:

There is a risk that a low uptake of participants could make the initiative unsuccessful and unsustainable. This will be mitigated through providing activities that people want, at times and places that are accessible and affordable. A targeted marketing campaign will also be employed to reach as many participants as possible.

Due Regard Record

This page shows **which groups of people are affected** by the subject of this report. It sets out **how they are affected** and how any **unlawful discrimination** they experience can be eliminated. It also includes information about how **access to the service(s)** subject to this report can be improved for the different groups of people; and how they can be assisted to **understand each other better** as a result of the subject of this report.

S149 Equality Act 2010 requires that due regard must be paid to this information when considering the subject of this report.

The Get Active Epping Forest Initiative aims to improve the health and well being of residents of Epping Forest District. The initiative aims to provide greater opportunities for people to participate in physical activity. The sessions will provide an opportunity for people to mix with different groups of people and make new friends, as well as fostering a sense of community cohesion.

The Get Active Epping Forest Initiative will be open to people of all ages and abilities. There will be sessions targeting adults, families and young people. Disabled people will be enabled to participate through us making reasonable adjustments to the sessions. We will ensure that all instructors and coaches are experienced and qualified in order to tailor the sessions to suit individual needs.

The initiative will take place at locations throughout Epping Forest District to try and ensure as much as possible that the sessions and events are as accessible for as many people as possible. The timings of the sessions will be a mixture of daytimes, evenings and weekends to enable as many people as possible to participate in the sessions. The cost of the sessions will also be carefully considered so that the sessions are affordable whilst at the same time able to become sustainable in the long term.