

<b>Item No.</b>	<b>Classification:</b> Open	<b>Date:</b> 18 <sup>th</sup> Jan 2017	<b>Meeting Name:</b> Healthy Communities Scrutiny Sub-Committee
<b>Report title:</b>		Free swim and gym update	
<b>Ward(s) or groups affected:</b>		All	
<b>Cabinet Member:</b>		Cllr Maisie Anderson, Cabinet member for Public Health, Parks and Leisure	

## RECOMMENDATION

1. That the Healthy Communities Scrutiny Sub-Committee notes the progress of the Free Swim and Gym scheme and the next steps for further development of the initiative.

## BACKGROUND INFORMATION

2. In February 2016 the cabinet approved proposals for the implementation of the general free swim and gym offer from July 2016.
  - **Free access to gym and swimming for all residents** – all day Friday; afternoons on Saturday and Sunday until close
  - **A selection of targeted offers:**
    - Free access to all centres for disabled people; all of the time.
    - Free swim and gym throughout the week for health referrals to key healthy lifestyle schemes
3. This was as a result of reviewing the findings of the pilot scheme for young people and over 60s which had been launched the year before in March 2015.
4. Building on the council's Workforce Strategy the 'Employee Health and Wellbeing Strategy' was adopted in 2014 and the council signed the Healthy Workplace Charter in 2015. To reflect this commitment the cabinet also approved the additional proposal of:
  - **Free access to gym and swimming for Southwark Council staff** - all day Friday; afternoons from 2pm on Saturday and Sunday until close.
5. The Free Swim and Gym offer was included in the specification for the new Leisure Management Contract with Sports and Leisure Management Ltd. (Everyone Active) the council's new leisure provider, which commenced on the 21 June 2016.
6. The purpose of this report is to provide Healthy Communities Scrutiny Sub-Committee with an update on the progress with the general offer.

## KEY ISSUES FOR CONSIDERATION

### Pilot offers

7. The council took the approach of launching a range of pilot schemes for three main reasons. The first reason was, at the time the Fairer Future commitment was made the council was still in its previous leisure management contract. It was considered sensible to incorporate the scheme into the procurement process for the new contract and launch a general offer soon after starting a new contract. It was considered at the time that to have launched the full scheme any earlier would not have represented best value for the council.
8. The second reason to start with a pilot scheme was to manage the demand and to learn lessons from a phased implementation which would inform the launch of the general offer.
9. The third reason was to target specific age groups reaching those most in need first within the appropriate time slots and days of the week that had the capacity to absorb additional participation.

#### **Pilot offer for residents aged 18 and under and over 60's**

10. The application process for the pilot scheme opened on 21 March 2015 to Southwark residents aged 18 and under and over 60.
11. The scheme was launched on 23 May 2015 meaning residents could use the facilities at the following times:
  - **18s and under free swim** - all day Friday; afternoons from 2pm until 6pm on Saturday and Sunday
  - **16 to 18 years free gym** - all day Friday; afternoons from 2pm until 6pm on Saturday and Sunday
  - **14 to 16 years free youth gym sessions** – at selected times on Friday evenings, Saturday and Sunday afternoons
  - **Free 'Silver Sessions'** – access to over 60s sessions all week
12. As detailed in a Cabinet report in February 2016 which reviewed the pilot offers, approval was then given to extend to pilot scheme to include the following from April 2016 onwards.
  - **Free access all week to The Castle Centre for disabled people from April 2016 onwards**
  - **Free swim and gym for referrals to key healthy lifestyle schemes from April 2016 onwards.**

#### **Free swim and gym scheme in the new Leisure Management Contract**

13. The council's agreement with Fusion Lifestyle Ltd. expired on 20 June 2016. Sport and Leisure Management Ltd (Everyone Active) took over the management of the leisure centres from 21 June 2016. The general scheme was included in the specification for the new leisure management contract.
14. Registration for the general offer was available from 1 July and the scheme fully launched on the 29 July this year.
15. Everyone Active now operates the Free Swim and Gym Scheme for all residents of the borough at the following times in accordance with the terms and conditions of the Services Specification:
  - Free access to gym and swimming for all Southwark residents and Southwark Council staff – all day Friday and afternoons from 2.00pm. every Saturday and Sunday until the Facilities close.
  - Free Silver Sessions – access to the 60+ sessions for Southwark residents

- at all times
  - Free access to swim and gym at all facilities for disabled Southwark residents all week.
  - Free swim and gym throughout the week for those Southwark residents on the GP physical activity referral scheme including Kickstart and the NHS Health Checks Programme
  - Free swimming sessions for the Healthy Weight Programme participants
16. Looked after children also receive seven day per week access for the pool, gym and group workout classes. This is not included within the free swim and gym scheme as already in place. The scheme was given more focus in the new leisure management contract as a key target group. Everyone Active are working in partnership with the Council in re-launching and improving the scheme over the next few months

**How has the scheme been communicated?**

17. In partnership, the council and Everyone Active produced a series of marketing materials both in print and online format suitable for Facebook, e-newsletters and websites.
18. The marketing material took inspiration from national partners such as Sport England through emulating the successful “This Girl Can” television campaign and the use of appropriate imagery such as local people exercising at Southwark Leisure Centres.
19. A summary of the key campaign areas is below:
- Between 1 July and 19 December there were 137,154 page views of the Free Swim and Gym page on the website from members.
  - During the same period there were 1500 page views from colleagues
  - The main traffic source has been from Google, followed by Southwark Council website
  - There have been five press articles which mention or quoted Free Swim and Gym in Southwark
  - Two radio interviews with BBC London.
  - 35,000 flyers, over 300 posters and 25 banners were distributed to centres to promote Free Swim and Gym
  - 56,000 application forms were distributed to community buildings and GP surgeries
  - Nearly 2000 posters and over 56,000 flyers were distributed to community buildings and GP surgeries
  - So far there have been 35 posts on Facebook, reaching over 1000 people across the centres
  - So far there have been over 20 posts on Twitter, engaging over 200 people and reaching nearly 8,000 people.
  - Numerous adverts in Southwark Life and local press.

**Uptake of the scheme so far**

20. The breakdown of the registrations by age groups and disability up to 30 November 2016 are:

Registrations	15s and under	16-24	25-54	55+	Total
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General offer	10,276	9,514	20,394	4,001	44,185
Disability Offer	509	615	2,188	537	3,849

21. The breakdown of the attendances by age groups and disability from 21 June 16 to 30 November 16 are below:

Attendances	15s and under	16-24	25-54	55+	Total
General offer	10,373	10,591	30,883	12,215	64,062
Disability Offer	542	855	4,669	1,711	7,778

22. The pilot scheme was operated by Fusion Lifestyle Ltd in the previous leisure management contract and the recording of age groups differs slightly and was for only two targets groups to how it is collated now which is why they are being reported separately in this report. The attendances for period 21 May 15 to 20 June 16 were:-

18s and Under	Over 60s	Total
10,416	22,035	32,451

23. The breakdown of the registrations by gender are:

Registration	FSG Scheme	Southwark
Female	54.88%	50.4%
Male	45.12%	49.6%

24. The breakdown of the attendances by gender are:

Attendance	FSG Scheme	Southwark
Female	49.46%	50.4%
Male	50.54%	49.6%

25. In Southwark female participation in physical activity and sport is nearly half that of males (26%/46%). The FSG scheme is showing female attendances is nearly equal to males which shows that the scheme is having a positive impact on improving female participation rates.

26. Registrations by BME communities are more than representative of the Southwark population demographic as below:

Registrations	FSG Scheme	Southwark
White	31.59%	54%
BME	68.41%	46%

27. The breakdown of attendances for BME are below. This is higher than the borough average and is in line with the registrations to the scheme.

Attendances	FSG Scheme	Southwark
White	34.68%	54%
BME	65.32%	46%

28. The trend for the scheme is that participation levels are increasing. October 16

was slightly higher than November 16 but this is due to a school half term in October 16 and increased junior attendances. Below is a table showing attendance growth since start of scheme in May 2015:-

<b>Pilot Scheme</b>	<b>29/07-31/07 16</b>	<b>August 16</b>	<b>Sep 16</b>	<b>Oct 16</b>	<b>Nov 16</b>	<b>Total</b>
34,288	3,637	12,198	16,435	19,211	18,522	104,291

29. In addition to this, as of 30 November 2016, 394 council staff have registered on the scheme resulting in 341 attendances.

### **Key healthy lifestyle schemes**

30. Active Boost is a twelve week supported exercise programme traditionally known as GP Exercise Referral. The programme supports previously inactive people over 16 years of age with specific health conditions including obesity, diabetes, cardio-vascular disease and depression. The scheme was included in the Free Swim and Gym offer from April 2016 and the results of the first two quarters for this year are below.

- Of the 344 residents that joined the scheme 113 completed within the first six months of the year
- Of the 344 joiners, 208 were people with BMI>30 (obese).
- Of the 208, 91 completed the programme and 79 had their biometrics retaken. Of those 45 out of 79 (57%) reduced their waist circumference, 17 out of 79 (21.5%) had no change in waist circumference.
- Of those people who took part in the scheme 75% report that they had increased their physical activity levels.

### **Scheme delivery**

31. Overall the launch and subsequent operation of the scheme have gone very well with only a few minor teething issues that were quickly ironed out by Everyone Active. Examples are: -

- A few customers experienced problems with signing up to the scheme, all issues were resolved swiftly and customers issued with cards
- Queues in the early stages of the scheme going live were experienced however the feedback from customers was that this was being effectively managed by Everyone Active
- Increased incidents of antisocial behaviour during free swim and gym times, again this has been managed, controlled and reduced by Everyone Active through the hiring of security staff at certain times.

32. In terms of the demand trends across the six sites that host the scheme, nearly 50% of the monthly Free Swim and Gym visits are made to The Castle Centre. Whilst this represents a positive outcome for the council's newest leisure centre, officers will in 2017 be working with Everyone Active to uplift participation in the other centres by delivering local community led marketing and outreach initiatives. Seven Islands Leisure Centre swimming pool has been closed since 1 August 16 and therefore residents from this area have attended the other council pools. The swimming pool is anticipated to re-open in Spring 17

33. Everyone Active are closely monitoring uptake and feedback on the scheme and making customer focused adjustments where necessary. Some examples of this

are:-

- Extra Silver classes have been added to the programme to meet customer demand. The changes have been made through customer consultation and the set up of a Silver customer forum group.
- Extra availability of staff at peak times to manage customer demand.

### **MySouthwark**

34. The Free Swim and Gym project management team have been liaising with the My Southwark team to link the MySouthwark resource to the Everyone Active registration process. There is a link on all residents MySouthwark page which allows them to go directly to the registration page
35. Further work will be carried out in 2017 to allow certain parts of residents details on MySouthwark to self populate the free swim and gym application form if they decide to apply to speed up registration.

### **Financial Implications**

36. The delivery of the general scheme is included within the contract sum under the new contract.
37. The new contract also has a mechanism by which an extension to the scheme could be calculated. Any expansion on the existing wider offer would result in additional costs to the council. The contract includes change control mechanisms to expand the scheme at a future date should the council wish to.

### **Next steps**

38. In February 2017 a 6 month participant survey will be carried out to help review the scheme in terms of uptake and impact on increasing levels of physical activity and health improvement. It will include information on the following;
  - Comparison of activity levels before and since joining the scheme.
  - Perceived barriers to doing more physical activity
  - Reasons for joining the scheme
  - How participants heard about the scheme (we know from research on the pilot scheme that the most effective communication channels were Southwark Life, the council website and word of mouth).
  - If participants feel their health has improved as a result of the scheme
  - Frequency of visits
39. Participants will also be surveyed again one year after they have joined the scheme in order to renew their membership. The aim of this is to ensure the scheme can be evaluated on an ongoing basis.
40. Seven Islands Leisure Centre pool is currently undergoing refurbishment works and is due to reopen in Spring 2017. A locally focused marketing campaign will be carried out to re promote Free Swim and Gym in the centre catchment area.
41. The capacity for each centre has been calculated in terms of how many visits they can deliver for the scheme before saturation point is reached. Everyone Active will review current performance of each centre against the capacity level to then target market those centres with ability to absorb more usage.
42. In 2017 more community outreach will take place aimed at target groups such as young people, disabled residents etc. to ensure those who are most likely to

be inactive are encouraged to register and use the scheme

43. Officers and Everyone Active are currently exploring the possibility of including instructor led swimming sessions as part of the offer for those residents who take part in the Active Boost scheme which currently only includes instructor led gym sessions.

## BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
None		

## APPENDICES

No.	Title
None	

## AUDIT TRAIL

<b>Cabinet Member</b>	Cabinet Member for Public Health, Parks and Leisure	
<b>Lead Officer</b>	Deborah Collins, Strategic Director Environment and Leisure	
<b>Report Author</b>	Tara Quinn, Sports and Leisure Services Manager	
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<b>CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER</b>		
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	Director of Law and Democracy	No
	Strategic Director of Finance and Governance	No
	Director of Public Health	Yes
	<b>Cabinet Member</b>	Yes
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