

Item No. 5	Classification: Open	Date: 8 th October 2018	Meeting Name: Healthy Communities Scrutiny Commission
Report title:		Reducing health inequalities across disadvantaged communities	
Ward(s) or groups affected:		All	
Cabinet Member:		Cllr Rebecca Lury Cabinet Member for Culture, Leisure, Equalities and Communities	

RECOMMENDATION

1. That the Healthy Communities Scrutiny Commission notes the work aimed at reducing health inequalities across disadvantaged communities by the following services;
 - Free swim and gym scheme (FSG)
 - Parks
 - Walking and cycling routes and pathways - Beat the Street scheme

BACKGROUND INFORMATION

2. The purpose of this report is to provide Healthy Communities Scrutiny Commission with a summary of statistics that are held on current usage of free swim and gym and parks across the 8 protected characteristics and any other disadvantaged cohorts (e.g. income deprivation) and any current schemes we have in place to improve take-up.
3. For clarification the 8 protected characteristics are;
 - Age
 - Sex
 - Race
 - Disability
 - Sexual orientation
 - Gender reassignment
 - Religion or belief
 - Pregnancy or maternity
4. The council's Free Swim and Gym scheme and the councils' parks and open spaces are both areas that fall within the Parks and Leisure Team within the Environment and Leisure Department.
5. The Free Gym and Swim scheme launched with a pilot scheme in March 2015 to Southwark residents aged 18 and under and over 60.
6. The full Free Swim and Gym scheme was launched in July 2016 as a key Council Plan commitment to provide free access to leisure to enable improved

health and well being for Southwark's residents. Any resident (or member of Southwark staff) can join to access the following;

- Free access to gym and swimming for all Southwark residents and Southwark Council staff – all day Friday and afternoons from 2.00 p.m. every Saturday and Sunday until the Facilities close.
 - Free Silver Sessions – access to the 60+ sessions for Southwark residents throughout the week
 - 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
7. The Free Swim and Gym offer was included in the specification for the Leisure Management Contract and is therefore delivered by the council's leisure contractor Sports and Leisure Management Ltd. (Everyone Active).
 8. The council maintains and develops 106 parks. This figure does not include green spaces within estates as these areas are managed by within Housing and Modernise Directorate.
 9. 29 Southwark Parks have achieved Green Flag status. The Green Flag Award scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom.
 10. One of the criteria for achieving the award is around ensuring that there is appropriate provision of recreational facilities and activities for all sectors of the community.

KEY ISSUES FOR CONSIDERATION

Free swim and gym (FSG)

11. The main aims of the council's FSG scheme was to reduce inactivity and to also reduce cost as a barrier to accessing the council's leisure facilities.
12. As part of the annual registration process residents are required to submit the following about themselves;
 - Age
 - Sex
 - Race
 - Disability
13. The data is then reviewed quarterly in two key ways, the number of live memberships and number of visits, against the above criteria. By the end of Q1 2018/19 the cumulative total number of residents who have registered for the scheme since the pilot scheme began back in 2015 was **86,623**.

14. The table below provides the total number of attendances for quarter 1 in 2018/19, according to sex, race and disability

Table 1 – Attendances for Q1 2018/19

Total number of attendances during Q1	41,228	
Female	17,003	41.24%
Male	23,615	57.28%
Blank	610	1.48%
BME	22,402	54.34%
White	18,812	45.63%
(blank)	14	0.03%
Disability - No	31,301	75.92%
Disability - limited a little	5,872	14.24%
Disability - limited a lot	4,041	9.80%
Blank	14	0.03%

Blank = member opted not to supply information

15. The table above indicates that the scheme is successful in relation to participation by some of those groups who according to national data are traditionally less likely to participate in physical activity. There is a strong representation by women and those from a black or minority ethnic background which is not normally the case in terms of general participation rates.

Table 2 – Live membership for Q1 2018/19 according to sex, race and disability

Total Number of live members at the end of Q1	29,291	
Female	13,353	45.59%
Male	15,381	52.51%
Blank	557	1.90%
BME	15,074	51.46%
White	14,200	48.48%
(blank)	17	0.06%
Disability - No	26,811	91.53%

Disability – limited a little	886	3.02%
Disability – limited a lot	1,577	5.38%
Blank	17	0.06%

Live members = those members who have registered and whose memberships have not expired as members are required to renew their membership annually in order to update their data.

16. According to the 2011 census 13.5% of residents described themselves as having a long term condition affecting their day-to-day lives. From the tables above we can see that 8% of the current live members has a declared disability which means this is an area officers need to continue to target. However overall, disabled members attending represent nearly a quarter of the visits which is positive (table 1).

Table 3 – Attendances according to age during Q1 208/19

Age	Attendances
0-4	167
5-8	631
9-11	674
12-15	1023
16-24	6990
25-34	10360
35-44	7355
45-54	6104
55-64	4801
65-74	2501
75-84	573
85+	49
Grand Total	41228

17. The prominent users as those aged 25 to 34 which is not surprising given the number of young people who live in the borough. Also to note adults who are more able to make the most of the scheme as those under the age of 14 are not permitted to use the gym.
18. We know that participation in the silver (60+) session is successful as additional classes have been schedule to accommodate demand.

Table 4 – Memberships according to age Q1 208/19

Age	Members
0-4	442
5-8	850
9-11	778
12-15	1636
16-24	5901

25-34	8943
35-44	5083
45-54	3028
55-64	1657
65-74	749
75-84	198
85+	26
Grand Total	29291

Table 5 – Attendances according to activity for Q1 2018/19

Q1 -Overview	2018	2017	% change from last year
Total attendances	41,228	37,964	8%
Total gym visits	11,838	14,826	-20%
Total swim visits	29,390	23,138	27%

19. The decline in gym usage and increase of swim visits compared to last year relates to the good weather experienced during the spring of this year and we would expect this trend to continue in quarter 2.
20. In addition to the data set out below the council also has attendance and membership data on a ward level.
21. During the free gym swim times there are a number of sessions designed to target nationally recognised low user or specialist groups such as:
- Silver fit classes and swim sessions
 - Family swim sessions
 - Wet and wild (inflatable) sessions for younger people
 - Under 5 swims
 - Disabled swim sessions
 - Women only swimming
 - Men only swimming

Table 6 - Number of Free pool sessions breakdown:

Total	Fri	Sat	Sun	
Swim 4 everyone	38	14	29	45.76%
Targeted swim sessions	57	14	25	54.24%

22. Data is captured the for these sessions as part of the FGS reporting process
23. Officers work with partners Everyone Active to use social marketing for these sessions and this is displayed at all of the centres and on their website.

24. In addition officers have an established network of community partners that they engage with through our Community Sport Officers where the targeted sessions are promoted.

Physical Activity in Parks

25. The table in Appendix 1 outlines the specific sessions that are run and organisations that the council advises and supports in order to increase participation in physical activity through the utilisation of Southwark's parks

Other activities in Parks

26. By the very nature by which our parks and open space are operated means that as there is no controlled access we do not have usage data for them.
27. Usage data for the council's adventure play areas is collected but at this current time but there is limited detail, this is an area that is being developed. Below is an example.

Table 7 - Weekly participation data for Ellen Brown Adventure Playground

ELLEN BROWN	Total	Male	Female
Week 1	195	128	67
2	203	118	85
3	174	105	69
4	155	99	56
5	166	110	56
6	96	58	38
Total	989		

28. The Council's parks are currently benefiting from a £50m capital investment programme. A significant proportion of this is being spent on the provision of both new children's playgrounds and refurbishment of existing playgrounds, increasing access for all groups and increasing provision to meet growing demand. All facilities are designed to accommodate wide ranging use and users with varying abilities.
29. Parks infrastructure is being used to accommodate numerous organisations and community groups for broad ranging activities and is used by all sectors of the community. Officers don't currently have any user statistics however, specific user groups may collect this data individually i.e. Burgess Park Food Growing Project at Glengall Wharf Garden.

Walking and cycling routes and pathways - Beat the Street

30. In terms of the key initiatives delivered against the protected characteristic the main project is Beat The Street. This innovative initiative for Southwark led by e sport and physical activity team along with colleagues in Road Safety and Sustainable Travel was recently launched. elivered by Intelligent Health officers gained full funding for the project worth £112,426 from a TFL LIP bid (£50,000) that was put forward by the Highways team and a new partnership with Guy's and St Thomas Charity(GSTC) has enabled us to be awarded £62,426. GSTC

have a brand new 10 year obesity plan that they are rolling out across Southwark and Lambeth and feel this initiative fits well with their main objectives.

31. Beat the Street is a 12 month award-winning intervention that encourages entire communities to walk, cycle and scoot more by transforming their town into a giant game. Beat the Street supports children and adults - including those with physical and mental health conditions – to increase their activity levels leading to long-term health benefits - a family orientated intervention.
32. Residents are taken through a 7-week game (scientifically ideal time for people to develop a habit) which raises activity levels and makes them feel part of their community. Residents are then supported into longer term activity via communication and signposting to local activities such as Parkrun, zumba classes, healthy eating group etc. Through events and specific Twitter and Facebook pages to inform people of what is happening.
33. In line with departmental objectives the project aims to increase physical activity levels and decrease sedentary behaviour within Southwark as well as supporting active travel options and increasing health and well-being within the area. We hope the project will be cross departmental and include many services - transport, libraries, leisure, events etc.. It is anticipated that BTS could deliver the following impact in Southwark:
 - Approximately 70% Primary School children participating
 - Approximately 6828 participants
 - 8-10% of the overall target population playing
 - 8% decrease in inactivity
 - 10% increase in adults hitting the CMO 150 active minutes per week guidelines
34. The project is being delivered over four wards in the borough - Faraday, North Walworth, Old Kent Road and Peckham - areas with some of the highest child obesity levels and the some of the most socially deprived wards in the borough. These wards were also chosen in line with objectives from Guy's and St Thomas Charity who are focusing on these particular areas within their plan and drawn from evidence from Public Health.
35. The project will run in three stages
 - Anticipation (June - August) - Which involves the ground work to the project, mapping the areas, engaging residents and schools and the social media and marketing campaign
 - Experience 7 week game (September - November) - Delivery of the 7 week games, including events and bonus box days to promote parks and other events and activities and spot prizes from Decathlon.
 - Sustain phase (December - April) -Sustainability, supporting residents to remain active and signposting of borough activities and projects, local events etc..
36. The game is now up and running and the figures to date are:-
 - Over 3000 people currently playing the game
 - Over 5000 miles walked
 - Over 700 cards registered
 - 39 Community and school teams signed up

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
None		

APPENDICES

No.	Title
1	Sessions run by Southwark Council or partner organisations in parks

AUDIT TRAIL

Cabinet Member	Lury Cabinet Member for Culture, Leisure, Equalities and Communities	
Lead Officer	Deborah Collins, Strategic Director Environment and Leisure	
Report Author	Tara Quinn, Group Manager – sports and physical activity	
Version	1	
Dated		
Key Decision?	No	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments Sought	Comments Included
Director of Law and Democracy	No	No
Strategic Director of Finance and Governance	No	No
Assistant Director Lambeth & Southwark Public Health	No	No
Cabinet Member	Yes	Yes
Date final report sent to Constitutional Team		

Appendix 1 – Targeted sports and activity sessions run by Southwark Council or partner organisations in parks

Activity Provider (and Location)	Need	Support/sessions provided	Groups with protected characteristics that benefit	Are statistics available?
Silverfit (Burgess Park)	The group wanted to extend their older people programme, and were successful in applying for a sport England grant.	Match funding to develop older people programme. Including Nordic walking- yoga- Thai Chi, walking football etc.	Older adults (age)	No but available on request.
Roca Junior (Burgess Park)	Formerly known as Greenhouse, the groups external funding was cut leaving 200+ young people without an activity/club to attend with very short notice. Officers helped greenhouse volunteers retain some of the young people and keep the club going.	Business plan, cost analysis and negotiating take over plan	Young people, BME, deprived community	No but available on request.
LA LIGA (Burgess Park)	Teams were growing officers offered support to the club to help bring funding into the club to help with the increase in membership.	Cost analysis to help sustain general running costs and funding application to put women on referee course (In progress)	Young Latin American women, BME women, Somali Women's teams etc.	200 young women participating in recreational football
Waterloo Netball (GMH Sports Centre)	Cost of teams increasing.	Additional hours at GMH offered under community sport scheme General club support work to help club start	Young women deprived area 10-17	Estimated 20 additional young people were able to play netball. Through club support helping 60-100 young people to play netball.

London City Athletics Clubs (Southwark Park)	There was no athletics club in the borough. Officers helped set a club up developing activities in Dulwich and then moved to Southwark Park once the athletics track was set up.	Setting up of athletics club. Funding ask Amy if any funding was put into club as her and Dave set it up.	Young people and BME adults.	No.
Southwark Park Cricket Club (Southwark Park)	The club want to expand, attracting new local children, and get adult teams into higher levels of amateur cricket.	CGS grant to get cricket nets which meant more adults and young people could play tennis through the opportunities of more sessions and opportunity.	Adults and young people BME and deprived communities.	No
Southwark Park football club (Southwark Park)	Pressure on available facilities for youth football.	Setting up of a youth football club at Southwark park- increase pitch markings to accommodate new youth team- club support and negotiating facility availability.	Adults and young people BME and deprived communities.	No
Burgess Sports (Burgess Park)	Providing local affordable activity for a disadvantaged area.	Some free hours being offered at under utilised times	Age	Frequency of booking could be found and an estimate of users.
Walking for Health (Borough wide)	Creating easier activity for inactive people.	Local walking groups run by Everyone Active but developed by the Council historically.	Older people, disabled people	Yes
Free play Pilot (Burgess Park)	Reducing barrier of equipment/cost. Improving environments offer.	Enabling family physical activity	Age (youth)	Yes
Beat The Street	Increasing walking and cycling journeys	Obtained external funding and commissioned the programme/game	All	Yes, age, sex, ethnicity, disability. In progress as currently running.
Women only BMX	Increase low participation rates by women in	Tuesdays 6.30pm till 8.30pm	Women and girls	Yes, number of

session (Burgess BMX Track)	BMX			participants collected.
BMX sessions aimed at young people	Increase participation in BMX amongst young people, high obesity rates within the borough amongst young people	Balance bikes – 2 to 5 yrs. – weekly Novice coaching – 8yrs and over - weekly Junior riders – 4 to 7yrs – weekly Holiday Clubs	Young people	Yes, available on request
Peckham BMX & Access Sport (Burgess BMX Track)	Increase low participation rates by residents with a disability	Ongoing partnership work with the council	Disability	Yes, available on request