

BRACKNELL FOREST COUNCIL – OVERVIEW & SCRUTINY COMMISSION

Healthy Eating, Activity and Exercise scrutiny review

Leisure

Since 1st March 2018 the Leisure function has been delivered by Everyone Active on behalf of the council, through their management and operation of Bracknell Leisure Centre, Coral Reef Waterworld and Downshire Golf Complex.

A Services Specification forms part of the Council's contract with Everyone Active, which specifies the framework of how the centres will be managed and operated, and also sets performance outcomes which Everyone Active are to achieve.

One of the key outcomes is for Everyone Active to increase participation levels. The council monitors overall attendance levels quarterly, and within the Service Plan targets are set for future years to drive continual increases in participation. The council also monitors junior course attendances across the sites (whether wet or dry courses). From 2020 there will also be targets set (as a percentage of the overall user number) to demonstrate future increases in the participation of certain target groups; older adults, young people, and disabled customers.

Among the other council outcomes Everyone Active are required to:

- Ensure appropriate programming to help improve the overall health and wellbeing of local residents and reduce social isolation (and positively encourage partnership working with Public Health and other relevant bodies).
- Provide a successful GP Referral/Cardiac Rehab Scheme
- Ensure that strong partnerships exist with relevant local sports groups and National Governing Bodies of sport to create opportunities for local residents in keeping with best practice
- Support community organisations (especially those already in place, operating from the centres)
- Enable and encourage participation by those with disabilities (including continuing to work with the Council's Wellbeing & Leisure Team)
- Target non-user groups in the community
- Ensure a safe environment for children, young and vulnerable people to take part in sport and physical activity
- Contribute to ensuring that people with special care needs can access services and benefit from appropriate safeguarding procedures
- Optimise affordable access to high quality sport and leisure provision

The above summarises the high level arrangements that are in place to encourage and increase participation and activity levels within the Leisure sites. For more insight into how this looks at a practical level, Everyone Active have provided the following information, which is particularly relevant to Bracknell Leisure Centre (the centre most aligned to encouraging increased activity and exercise levels):

Leisure Services to provide evidence on level of activity and impact on adults and children:

Since taking over the leisure centre in March 2018 Everyone Active have seen a steady increase in levels of activity across each department across the whole site. Below is an overview of activity across the leisure centre:

Membership:

Membership consists of the number of those taking out direct debits and annual membership to use the facilities within Bracknell Leisure Centre. We have performed well since the start of the contract with Bracknell Forest in 2018, seeing an increase so far of **1,246 members** (adults and children). We also offer free memberships to Looked After Children and their carers and currently have 180 memberships in use.

Memberships	March 2018	January 2019	December 2019
Direct Debit	1708	2110	2643
Paid in Full	618	645	929
Total	2326	2755	3572

This clearly shows that the leisure centre is well used and supporting an increase in levels of activity for residents of Bracknell. Everyone Active have been able to do this by offering a variety of different activities to support individual’s health and wellbeing. A brief description of these activities can be seen below.

Personal Training:

Over the last year Everyone Active have not only seen an increase in facility membership but similarly a significant increase in personal training. We offer an introductory session for each new member to support them through their first session and motivate them throughout their health and fitness journey. Not only have we increased the quality of our internal staff we have introduced external personal trainers to offer a bigger variety of expertise and knowledge. This includes weight loss and general health, powerlifting, running coaches and sport performance. To compliment this service, we also deliver workshops/ seminars and group based sessions for members and non-members to take even more control over their health and wellbeing.

April 2018- March 2019 (£)	April 2019-Jan 2020 (£)	Total increase to date (£)	Projected Final Income (£)
15,216	27,570	12,354	33,084 (+117%)

GP Referral:

Everyone Active re-launched a new, innovative GP referral programme in September 2019. So far, we have received a total of 42 referrals from 6 GP practices and focusing on COPD/ Cardiac, stroke, cancer and mental health but are also accepting referrals for other long-term health conditions.

Status	Number of patients
Active	19
1 st Appointment Booked	5
Declined	6
Non-Starters	7
Referred back to GP	5
1st contact made with patient	14
Completed	6
Direct Debits (ongoing membership)	24

Group Exercise/ Fit for Life (50+):

Group exercise is currently seeing its highest volume of participants across a wide variety of different classes (e.g. group cycling, yoga, body pump, Zumba). We have seen more interest from participants as we have integrated more popular sessions in line with current trends. We consistently listen to feedback from members and non-members regarding occupancy levels, timings and space. We feel that this directly impacts the level of attendance and adherence as we know that those who attend group exercise programmes usually stay with us 6 months longer than those who don't.

	Jan 2019	Jan 2020
Number of attendances	5325	6384
Occupancy Levels	71%	84%
Percentage increase	-	+13%

Fit for life is a programme targeting people over 50 years old. It provides subsidised access to adapted/ inclusive sessions 5 days a week. This includes traditional activities such as badminton, table tennis and swimming but also targeted activities such as Yoga, Pilates and Zumba.

	April 2019	Jan 2020
Number of attendances	143	295
Percentage increase	-	+106%

Activities and Sports

This section includes all additional activities on offer for adults and children at the leisure centre and is a key area we are focusing on developing further.

We have recently started a Back to Netball and Walking Netball in partnership with England Netball. This has been well received by customers as numbers continue to grow with 15-20 people attending Back to Netball and 15-20 people attending Walking Netball.

We also support the Bracknell Gymnastics Club to provide a series of session for children and ranging from beginner to advance. This includes tweeny tumblers to gym advanced. Similarly, our internal team also offer family trampolining sessions in the schools' holidays which always reach maximum capacity.

Swimming

12 out of 21 swimming classes have increased their occupancy levels since implementing our new, award winning swimming programme. Our philosophy is 'it's never too late to swim' and this has helped engage more adults to improve their swimming skills as seen below.

Swimming is important to us at Everyone Active as it's the only sport that can save your life and a skill that should be available to everyone no matter their ability or age.

There are many health benefits to swimming as it promotes a healthy heart and healthy lungs. The buoyancy of water means that any activity in the pool has very low impact on the body, and the added resistance also means they use more energy than they would outside the water. It really gives a good whole-body workout without any strain being put on a child or adults joints.

Class	2019 (%)	2020 (%)
Adult and Child (4-18mths)	56	85
Adult be a better swimmer	37	54
Adult be a master swimmer	41	48
Adult be a swimmer	33	60
Adult be water confident	61	78
Junior fitness swimming	46	72
Pre School Stage 1	80	93
Stage 1	97	99
Stage 3	91	95
Stage 5	75	80
Stage 8	66	72
Stage 9/10	56	68

Leisure Services to consider what else they could do to increase access to services with anticipated impact

As this is still a relatively new contract with the Council, the centre is still undergoing renovations and further additional changes being implemented, such as a new state of the art group cycling studio and a health and mindfulness studio to deliver our popular Pilates and Yoga classes. These changes will allow more residents of Bracknell to attend these classes than we currently have available.

We have spent the last year focusing on increasing footfall and enhancing members experiences. We feel we are on our way to reaching our goals regarding a wider impact on Bracknell and can now shift our focus onto developing new relationships and engagement with new stakeholders, and further improving opportunities for current and future members.

We are working with external partners to reach a diverse community in order to allow more people to access our services. Some of these partnerships are listed here:

GP Referral: We have opened new communication with services such as Chest Clinic, Green Meadows Ascot, Social Prescribers, Parkinson Physio, GP Practices, Community Mental Health Team, Escape Pain and Stroke Association to bring in more referrals and opportunity. We also have a new group class starting imminently which will allow us to take a higher volume of referrals. To support the growth of the programme we have upskilled 3 personal trainers to work with people with long term health conditions. This will support our 3-year growth plan in which we expect to have 336 active GP Referral members by April 2022.

Children and Young People: We recognise that we need to increase opportunity for children and young people in our facility and therefore we have started two new projects below:

Get Berkshire Active have awarded us funding to deliver 3x 12-week sessions for inactive young people aged 11-16. The programme (Beginners Guide to Exercise) will enable young people to learn how to exercise safely and effectively, nutritional advice. The programme requires parental/ guardian engagement and support. Young people are referred into the programme through Children Services, Schools and Youth Clubs in order to engage the right target audience. We expect to not only see physical health changes but also increases in mental wellbeing and body confidence.

We have also partnered with Get Berkshire Active and Coach Core (The Royal Foundation) to offer two apprenticeships to young people not in employment, education or training. Over 18 months they will gain experience in each department, becoming qualified to deliver multisport sessions and if successful employment at completion. This has created an opportunity for additional sessions such as Goalball in connection with Berkshire Vision which will allow visually impaired people to participate in activity.

Sports and Activities: We would like to provide an innovated and more inclusive offer for people taking up sporting activities. We have developed new relationships with National Governing Bodies and local charities and support services (e.g. England Handball, Berkshire Vision) to give customers the best and safest experience. We will be running a series of taster session for children's activities to gauge popularity in order to commit to long term programmes. This will include non-traditional activities such as skateboarding, handball and scooting. This will allow us to reach non-traditional leisure centre users that disengage in fitness activities.

What are the actual performance measures in terms of success or otherwise, not just footfall. What do they demonstrate?

As a leisure provider performance measures do focus on footfall and membership base to ensure income is generated. However, through some of our smaller programmes and externally funded partnerships we do measure the following:

- Membership base (as a new site, this is an important in measuring interest and engagement from Bracknell residents).
- Engage the community via other health and wellbeing groups (e.g. Bracknell Half Marathon, Slimming World, Get Berkshire Active)
- Employability of young people (e.g. Coach Core, Leisure Apprenticeships, Get Active Sports)
- Occupancy Levels
- Length of stay (attrition) to measure satisfaction of members
- Management of health conditions through GP Referral

The above measures demonstrate that external stakeholders want to collaborate with Everyone Active for both parties to increase engagement and new opportunities with targeted populations. This should ensure inactivity level decrease as more people are hitting the recommended guidelines of activity per week. With increased activity levels we can positively affect wellbeing by increasing mood, body confidence, motivation levels and reduce social isolation.

What links are there with the voluntary sector?

As you can see in the report above, we strive to collaborate with external partners which heavily involves the voluntary sector. We have good links with the Active Partnership Get Berkshire Active which gives us opportunity to attend conferences, workshops and forums with local and national organisations and access external funding for more targeted work.

We pride ourselves on making our site accessible to providers for low costs so others can provide their customers with good opportunities. This includes groups such as local schools, pupil referral units, Sport in Mind (mental health and sports sessions), SWAY, disability groups and Barnardo's.

Further information:

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