

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

14 January 2008

Report of the Chief Leisure Officer

Part 1- Public

Matters for Information

1 HEALTHY LIVING – EXTERNAL FUNDING

Summary

This report updates the Board in respect of progress following two successful bids for funding to support the Council's key objective to 'promote, encourage and provide opportunities for healthy living'.

1.1 Background

1.1.1 The Chief Executive recently reported to the Community Development Advisory Board on the successful allocation of funding from the West Kent PCT and the Big Lottery Fund towards public health initiatives within the Council (Decision D070184MEM refers). The report recommended that further reports be made to relevant Boards on progress and implementation.

1.1.2 The funding allocated by the West Kent PCT relevant to this Board was a £50,000 award under the Choosing Health Agenda for capital and revenue investment to promote physical activity for young people. This investment will support the development of the recently launched 'Excel' branded programme for 11-15 year olds at our indoor leisure facilities.

1.1.3 The funding allocated by the Big Lottery Fund as part of the South East wide Chances 4 Change Programme relevant to this Board was £150,000 over a three year period. This funding will support and develop the successful Lifestyles Referral Programme operating at Larkfield Leisure Centre (LLC) and the Angel Centre (AC).

1.2 Choosing Health Agenda

1.2.1 An invoice has been raised to the PCT for the full £50,000 in the current year and in line with the bid submission will provide capital investment in two significant pieces of equipment.

1.2.2 The installation of an interactive Sport Wall at AC and dance mat system at LLC will provide exciting additions to the Excel programme and offer activities with specific cultural relevance to the target age group.

- 1.2.3 The funding will also cover relevant training costs and support marketing targeted at secondary schools in the local area.
- 1.2.4 The portable nature of the dance mat system also provides opportunities for trained staff to deliver activities on an outreach basis.
- 1.2.5 Research into available products in the marketplace is currently being undertaken and the launch of both activities is anticipated in the early part of 2008.

1.3 Chances 4 Change

- 1.3.1 The award of £50,000 for three years commencing in the last quarter of the current financial year will develop a range of existing activity within the Leisure Services Business Unit and Leisure Services.
- 1.3.2 A significant amount of the funding will allow the establishment of an additional Referral Assistant post at LLC to assist in coping with the level of demand. It is anticipated that the number of referrals will increase by 50% in the next three years. In addition, the funding will support extension of staff training and delivery of specialised classes such as water therapy, prevention of falls and weight management. Further work, linked to Excel, will assist in reducing the incidence of childhood obesity.
- 1.3.3 It is also planned to improve and develop initiatives such as the Council's Healthy Walking and Local Motion cycling schemes and also encourage more people to swim regularly.
- 1.3.4 At the time of writing the Chances 4 Change Programme Manager, whilst appointed, has not taken up the post. It is hoped to update the Board on progress orally at the meeting.

1.4 Legal Implications

- 1.4.1 None.

1.5 Financial and Value for Money Considerations

- 1.5.1 Our success in attracting external funding in support of projects directly related to one of the Council's key priorities represents excellent value for money.

1.6 Risk Assessment

- 1.6.1 Resources from within the Borough Council and from external partners needs to be put in place to ensure that the full allocation of funding from the PCT is spent within this financial year. Longer term efforts will be required to ensure that Lottery funding is effective in meeting community health needs.

Background papers:

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File Reference MG271

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