

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

19 May 2009

Report of the Chief Leisure Officer

Part 1- Public

Matters for Information

1 HEALTHY LIVING UPDATE

Summary

This report updates the Board on current activity linked to the Council's Key Priority of Healthy Living

1.1 Background

1.1.1 Members will be aware that each year the Council determines a range of key priorities for improvement that inform the work of each Service and are incorporated within the Corporate Performance Plan.

1.1.2 To '**promote, encourage and provide opportunities for healthy living**' is a published key priority in 2009/10.

1.2 Lifestyles Referral Programme

1.2.1 The Board will be familiar with the broad objectives of the Lifestyles Referral Programme that encourages General Practitioners and other medical practitioners to refer patients to dedicated staff at the Council's indoor leisure facilities for an 'exercise prescription'.

1.2.2 The Scheme was expanded in 2008/09 following a successful bid to the BIG Lottery Fund as part of the South East 'Chances4Change' programme. This has allowed an additional resource at Larkfield Leisure Centre to support the increased number of referrals.

1.2.3 The successful bid for Lottery funding secured £150,000 over three years, and the majority of this is being utilised to increase the number of General Practitioner referrals to the target of 675 per annum after the three year period from the previous level of around 450. BIG require detailed reporting from the Council to inform progress.

1.2.4 In the full year 2008/09 a total of 541 new referrals entered the scheme with 360 re-assessments undertaken with total attendance at fitness and exercise sessions in excess of 8,200 visits.

- 1.2.5 It is anticipated that the target figure may be achieved in 2009/10 as the Leisure Contracts Manager is finalising an agreement with the West Kent Primary Care Trust and a number of local surgeries to pilot an obesity programme referring patients for exercise and a healthy eating education plan through the Scheme.

1.3 Community Exercise Programme

- 1.3.1 A successful bid to the West Kent Primary Care Trust for funding over two years of £50,000 was confirmed in late 2008/09. Subsequently the Leisure Services Business Unit has appointed a part time Community Exercise Instructor with a view to providing a programme of exercise classes in the community targeting the elderly and young mothers. The programme will also target the most deprived areas of the Borough.
- 1.3.2 The postholder has quickly established contact with a number of organisations and venues and a programme is being established. The emerging community partners include The Beat Project, Age Concern, Hyde Housing, the YWCA, The Royal British Legion Village and a number of residential care homes.
- 1.3.3 The initial target is to provide ten classes per week, however, capacity exists within the funding to increase this output. The classes are being piloted free of charge in most venues but, once established, an affordable fee of £1 is anticipated in most instances.
- 1.3.4 As with the funding agreement for the General Practitioner Referral Scheme the Council will report the outcome of the programme to the Primary Care Trust each quarter.

1.4 Legal Implications

- 1.4.1 None.

1.5 Financial and Value for Money Considerations

- 1.5.1 Grant funding for the projects described above has been secured. Financial reporting to the respective organisations underpins the continuing grant payments and ensures value for money is achieved by the Council in delivering a key objective through these projects.

1.6 Risk Assessment

- 1.6.1 The Indoor Leisure Operational Risk Register recognises the promotion of healthy living as a key priority. Failure to provide suitable opportunities could lead to a failure to reduce health inequalities.

1.7 Policy Considerations

- 1.7.1 Community, Healthy Lifestyles.

Background papers:

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Nil

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