

Cambridge Local Health Partnership

24 October 2013

Improving Health: Local Projects

Purpose of the paper

1.1 The purpose of this paper is to draw the attention of members to a developing local project looking at providing swimming lessons to young people and others who are at risk being unable to swim, seeking views on how the project can be taken forward. The paper also highlights progress with two other projects: the City's Exercise Referral Scheme, and; local mobility and falls prevention work run through the Forever Active Scheme, and present risks to their continuation.

Background

2.1 The Council's Sports Development team have been working in partnership with local agents running community and leisure facilities and the public health team and others over a number of years to deliver targeted projects that have allowed residents with medical conditions and disabilities to become more active.

2.2 The evidence base for the benefits of physical activity are strong and recent reviews of the projects have shown that a considerable number of people have benefited from the programmes and subsequently maintained greater levels of activity and healthier lifestyles. At present there is some uncertainty about funding contributions for the next financial year and if funding is reduced significantly the number of participants and the consequent benefits derived from the projects will be lowered.

Swimming Project

3.1 Cambridge City Council makes a significant investment in swimming provision and is keen to ensure that all residents, particularly young people who face barriers to their participation, have an equal opportunity to learn how to swim. At present, according to national data, it seems that just over half of all 7-11 year old children cannot swim 25m unaided. From a recent survey of Cambridge primary schools conducted by ASA Eastern Region

it seems apparent that there is an increasing number of young people who are entering secondary school without this basic skill, which then limits their ability to take part in other water based activities, enjoy a popular health and fitness activity and presents a risk to their safety.

3.2 This project proposes to offer tailored learning sessions targeted to individuals and groups. An outline of the developing project is shown at Appendix 1. This project will be funded by Cambridge City Council.

3.3 Members are asked to give their initial views on this project, particularly around the identification of individuals, especially young people, who are presently unable to swim and who will benefit from involvement with the project.

Cambridge Exercise Referral Scheme

4.1 Cambridge City Council's exercise referral scheme has been helping residents with medical conditions and disabilities become more active for 18 years. Currently, the service operates out of the Abbey, Chesterton, Kelsey Kerridge and Hills Road sports centres, plus additional community classes operating at The Meadows and East Barnwell Community Centres.

4.2 Staff working for the exercise referral scheme provide up to 32 hours of exercise referral delivery per week, which includes all consultations, gym sessions, class instruction, plus the administration and monitoring of all participants. The scheme's Annual Report for 2012/13, attached as **Appendix 2**, shows the increasing number of exercise referral sessions run within the scheme, the benefits and outcomes of participation for referred individuals and highlights its ambitions from October 2013 for working with in partnership with a new provider, Greenwich Leisure. So far during the first half of this year participation in the scheme has continued to increase.

4.3 During 2013/14, external funding contributes towards approximately 40% of total exercise referral delivery costs. Cambridge City Council contributes £6500 per annum towards the delivery of the exercise referral service, plus a significant proportion of resource time to fund 22.5hours of a Sports Development Officer post. The Public Health function has

contributed £17,000 per annum towards the delivery of Exercise Referral services for the last four years. In addition to this funding, the service is financially supported by charges. It is uncertain whether these funding streams will continue into 2014/15.

4.4 The new leisure management contract will ensure that the scheme will remain fully operational across the managed sites, with the contractor employing 3 full-time members of staff to specifically deliver, develop and co-ordinate the exercise referral services for a minimum of 8 years. There will be sufficient capacity to potentially increase participation. If external funding is withdrawn during 2014/15 the service, outside the contract sites, will reduce and a number of classes will be withdrawn. This could account for nearly half of all current total referrals, but more significantly, a complete loss of exercise referral in the North of Cambridge, where health inequalities are apparent.

4.5 Members are asked to consider the value of the Cambridge Exercise Referral Scheme and to consider opportunities for external funding.

Forever Active Scheme: local mobility and falls prevention work

5.1 Forever Active is a company limited by guarantee and has provided exercise and activity sessions for the 50 plus age group in Cambridge since its launch in 2006. The scheme's annual report and review for 2012, attached as Appendix 3, shows the extent and scope of its work.

5.2 Within the scheme 26 classes are provided across the City to promote the strength and balance of participants. The classes include specific falls prevention exercises for older people and have been proven to reduce the risk of subsequent falls in the home.

5.3 The aim has been to make these classes as self-sustainable as possible but charging does act as a barrier to participation and it has been fortunate that funding from NHS Cambridgeshire (£6,000 in 2012/13) has provided a subsidy and made the classes more accessible. The withdrawal of this funding is likely to result in the loss of 9 classes, approximately 70 total attendances to these sessions a week. Participants attending these sessions, who are

often more vulnerable and frail, would need to travel further to access a suitable session, presenting an additional barrier to participation.

5.4 Members are asked to consider the value of this local mobility and falls prevention work and to consider opportunities for external funding.

Appendix 1.

The Health and well-being swimming project

The issues

1. The growing number of people unable to swim, particularly young people of whom at least 1 in 5 now leave primary school at age 11 not able to pass the key 2 test of being able to swim 25m.
2. Certain groups of children are more at risk of being unable to swim due to various barriers that prevent access to learning and opportunity
3. Other groups of residents are also more likely to be unable to swim due to cultural or financial or other barriers to opportunity
4. Cambridge City Council makes a significant investment in swimming provision, and wishes to do more to ensure all its residents have an equal opportunity to learn to swim

Wider Context

Following a recent survey undertaken with Kelloggsⁱ, the Amateur Swimming Association has warned the number of children leaving primary school unable to swim has soared over the past year. Two-fifths of 11-year-olds are incapable of covering 25m unaided. This is up from a third 12 months ago who were found to be entering secondary school without the basic skill. The average pupil spends just 8hrs 15mins each year in swimming lessons at school - around a third of the time recommended in the national curriculum.

Overall, 51 per cent of seven to 11-year-olds were found to be unable to swim 25m - the length of a typical swimming pool. The figure rose to 63 per cent of children in the south west of England. London pupils were the best trained, with only 41 per cent unable to complete the distance.

One in ten parents said their child only swims on holiday. There were 407 deaths from drowning in 2011, including 47 people under the age of 19. But 37 per cent of parents said their child never has swimming lessons at school. Overall, 1.1 million primary pupils are unable to play safely in or around water.

The ASA has called for the government to ensure Ofsted monitors swimming provision in schools. At present it is not included in inspections. Each primary school now receives at least £9,000 of additional ring-fenced funding towards sport this September from a £150 million government scheme. The ASA says swimming should be treated as a priority.

Drowning is the third most common cause of accidental death for children in the UK, and over 450 people drown in the UK every year. Swimming is the only sport which can save your life.

Swimming is a passport to dozens of other water based activities such as canoeing, triathlon, life saving, surfing, and water-skiing.

The Taking Part survey undertaken in 2011 found that the adults most likely not to participate in any cultural or sporting activities are aged 75+, from Black, Asian and Minority Ethnic communities, lone pensioners, local authority tenants, people with no qualifications, those in semi-routine or routine occupations, people who are permanently or temporarily sick, disabled or injured and people who are earning less than £10,000 p.a.ⁱⁱ

The two most popular two sports among adults were swimming and health and fitness activities (e.g. going to the gym). Among the 46.8 % of adults who do not take part in any sport, time, expense and health are the main reasons given for not participating

The picture in Cambridge: (data to follow)

Aim of the Project

An increased number of Cambridge residents are able to swim. This will be achieved by offering tailored learning sessions to targeted individuals and groups. The project will address barriers, encourage learning and promote ongoing participation

The proposed approach

1. Commissioner: Cambridge City Council
2. Funding available: £16,000
3. Establish partnership to oversee and deliver project, involving Cambridge School Sport Partnership, GLL (leisure contractor), Community Development, Sports Development, ASA.
4. Identify lead organisation and appoint coordinator
5. Liaise with GLL over management and delivery
6. Identify individuals and communities and engage in discussion about aspirations and requirements
7. Prepare proposed swimming development programme and associated business plan including special requirements for pool hire/use and performance outcomes i.e numbers participating and targets for achieving 25m swimming ability
8. Identify project legacy e.g. community swimming sessions at KHLP, and proposals to ensure key stage 2 swimming is continually monitored and poor achievement areas proactively addressed on an ongoing basis

Debbie Kaye

Head of Arts & Recreation, July 2013

ⁱ Source: <http://www.dailymail.co.uk/news/article-2329339/Rising-number-primary-pupils-swim-length-40-11-year-olds-cover-25metres-unaided.html#ixzz2YkjPKGsX>

ⁱⁱ Adult Participation in Sport; Sport England August 2011
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/137986/tp-adult-participation-sport-analysis.pdf