

## **COMMUNITY OVERVIEW AND SCRUTINY PANEL: 19 JANUARY 2016**

### **SEDENTARY LIFESTYLES TASK AND FINISH GROUP SUMMARY OF POTENTIAL FUTURE ACTONS**

#### **1. BACKGROUND**

- 1.1 At the September panel meeting, Members received a presentation on the issue on sedentary lifestyles, the impact this has on the lives of some individuals and communities, and how the Council is encouraging residents to increase participation in physical activity.
- 1.2 Following the presentation, members felt more work could be done, through member involvement, and a task and finish group was formed.
- 1.3 The Group comprised Cllrs Steve P Davies, Alan O'Sullivan and David Russell, and had a single meeting on Tuesday 5 January to consider the terms of reference and determine the recommendations they wish to make to the Panel.
- 1.4 This paper details the feedback from the meeting and the opportunities identified.

#### **2. TERMS OF REFERENCE**

- 2.1 Investigation of how members can gain a better awareness and understanding of the benefits of more active lifestyles and the services on offer within the district and through partnerships
- 2.2 Examine how members can actively engage sedentary individuals to be more active, seeking coverage across the District and bringing local experience to bear.

#### **3. GENERAL POINTS**

- 3.1 A 5 minute video was shown to illustrate the impact increased activity has had on the lives of Individuals within the District. The video will shortly be shown within Doctors surgeries.
- 3.2 The aim for Adults is 150 minutes of activity a week (5 x 30 mins) and this is the time taken to 'watch a soap on the TV'. Technology and the use of TVs within gyms all make this easier to achieve.
- 3.3 A number of Members are, of their own accord, making good use of technology to monitor their activity and sleep patterns e.g Fitbit, and this is felt to have significant potential to increase awareness of how small changes can have big impacts on health.
- 3.4 The use of social media is not widespread amongst Members and therefore this is not a medium that is likely to help increase understanding and knowledge, but e mail is far more widely used.
- 3.5 It was understood that many people visiting our Centres, welcomed opportunities for social interaction e.g bars and coffee shops, but that space is limited within Centres. New Vending at the Centres has included small projects to improve social areas where drinks and snacks are available.

#### 4. IMPROVEMENT OF UNDERSTANDING (members)

Area	Comment	Action
<p>Video promoting Active lifestyles Both on Forestnet and externally e.g Doctors surgeries</p>	<p>It was suggested videos are worthwhile but that subtitles would reduce the risk of over exposure and could include advise on what to wear in a gym The aim is to convey message that 'lycra' is not necessary ,and our centres welcome people of all ages and abilities and only 'comfortable' clothing is necessary</p>	<p>Marketing Officer to review and amend</p>
<p>Pre Council Presentation</p>	<p>A 20 min presentation on the importance and impact of helping people be more active would raise awareness Section 5.2 of the original presentation stated that if 100 % of residents took part in the recommended amount of physical activity it would annual prevent 119 deaths within the district.  This had a profound impact on those present and it was felt that increasing awareness through Members was of significant value</p>	<p>Business development Officer to organise a session by 1 April , and monitor feedback</p>
<p>E mail</p>	<p>Series of weekly e mails over a 3 month period with activity/exercise/fact of the week  Members prefer information within an e mail rather than an attachment and e mails on this subject will aid understanding and awareness  Monthly bulletin/newsletters to members with updates on programmes and successes. One stop shop for all ' Increasing activity' news Members would also be interested in new members of staff and wider leisure news and updates</p>	<p>Marketing officer to Instigate a year's trial of a quarterly newsletter and regular activity updates</p>
<p>Technology</p>	<p>Technology that measures activity etc could be made available to a pilot group of Members and employees with the outcomes and individual progress fed back to the broader team and Council Consideration has also been given to incorporating 'monitors' into offers that are aimed at 'Inactive' hard to reach groups and increasing</p>	<p>Include as a possible initiative in the Fit for the Future programme.</p>

	knowledge and activity	
--	------------------------	--

5. **MEMEBERS ENCOURAGING PARTICIPATION**

Area	Comment	Action
Council tax demands	Investigate the possibility of including a 'message' about activity and the positive impact of small changes when council tax demands are sent out. Could even extend to a 'scan' and a 'make the most of your local facilities' message	Include in the discussion leading up to 16/17 posting
Community Grants	Members would appreciate some 'steer' and guidance on projects that they may wish to support that will have an impact on making communities and indivisibles more active	Include in a future review of the process
Leading by example	<p>More Forestnet stories on Members leading by example e.g cycling to meetings or monitoring activity or taking part in more formal exercise.</p> <p>It was suggested that Council meetings could be preceded by a group walk up to Boltons bench and back.</p> <p>May not appeal to all, but important to emphasize that small changes can add up and make a real difference . Could also improve concentration</p>	<p>Devise three stories from Members willing to provide articles for Forestnet.</p> <p>Offer one trial in the summer.</p>
Inspire Magazine A quarterly magazine incorporating stories of people who have changed their lives through activity	There are a number of strong examples of Members who may be willing to share their personal stories of how being more active has improved their health and well being	Use articles above

## 6. MEMBERS SUGGESTIONS FOR MAKING PEOPLE MORE ACTIVE

- 6.1 In addition to the terms of reference, the discussion also prompted some thoughts for the Service to consider in its future actions:

Area	Detail	Action
Well man and Well woman clinics	Residents over 50 are invited by their GP for health check approx every 5 years. The Service could like with GP's to make an 'offer'	This could be part of the ongoing work with CLOA and Active England to engage with health commissioners
Use of technology	Greater use of online feedback and monitoring to replace paper programmes for Active Lifestyles  Improved technology to increase management information on how many people continue to exercise after completing health programmes	The Service is likely to adopt the latest version of Gladstones MRM system , and this has the capacity to provide feedback direct to referring health professionals on attendance and checks  This may be a future development as part of the Gladstone upgrades that are planned for 2016
Target Groups Women were seen as a group that were less active than men starting from a young age and often compounded by responsibility for young children	Idea of Fit clubs that mums could attend whilst children doing activities  Crèches to enable mums to exercise	Parents of children in 'clubs' can access the corporate membership and centres do offer some 30 min classes early evening  Creches have now been removed from all centres due to viability and are unlikely to be reintroduced in the current climate
Marketing and Advertising the Service	Members felt that the use of 'real people' to promote the service was more likely to 'reach' the hard to reach people in our communities	There is currently a move towards the use of 'real' people, dependant on the promotion and target audience

## 7. SUMMARY

- 7.1 The Task and Finish group agreed that increasing activity will have a significant impact on healthier communities , and the Council, specifically Members, can make a valuable contribution in encouraging small changes to peoples lifestyles , and promoting the message that small changes add up, and leading by example.

- 7.2 The Task and Finish Group identified ways in which the Council, and more specifically leisure Services and keep them informed about work going on in this area, and aid understanding.
- 7.3 The Task and Finish Group also expressed a willingness to take a lead role in promoting and championing the need for 'everyone to be more active and to make small changes on a daily basis'.

## **8. RECOMMENDATIONS**

- 8.1 It is recommended that the Panel:
- (a) endorse the findings of the Task and Finish Group in sections four and five of the report for consideration by the Portfolio Holder; and
  - (b) endorse the findings of the Task and Finish Group in section six of the report for consideration by the Leisure Development Manager.

### **For further information:**

Joanne Bailey  
Business development Manager  
[Joanne.bailey@nfdc.gov.uk](mailto:Joanne.bailey@nfdc.gov.uk)

Sarah Buckle  
Group marketing officer  
[Sarah.Buckle@nfdc.gov.uk](mailto:Sarah.Buckle@nfdc.gov.uk)

Jamie Burton  
Sport and Play development Officer  
[Jamie.Burton@nfdc.gov.uk](mailto:Jamie.Burton@nfdc.gov.uk)

### **Background Information**

None