

# active

NORTH TYNESIDE

## Annual Report Year 5 2018 - 2019



## **Executive Summary**

### **Background and context**

A wealth of evidence demonstrates that an active life is essential for physical and mental health. Regular physical activity can guard against conditions like obesity, hypertension, depression, cancer and diabetes. Being active at any age increases quality of life and life expectancy.

Results from the Active Lives Survey commissioned by Sport England and delivered by Ipsos Mori paint an interesting picture of physical activity and volunteering in North Tyneside. Although 58.2% of people reported achieving the Chief Medical Officer Guidelines of exercising for 150 minutes per week in 2018 this is 7% less than the baseline (65.2% in 2016). The percentage of people who report being inactive (achieving less than 30 minutes per week) has also increased from 23.2% in 2016 to 33.1% in 2018. The Resident Survey (2018) paints a slight different picture of activity in the borough.

The primary purpose of Active North Tyneside is to improve the health and wellbeing of residents and to impact on health inequalities across the borough. Programmes are designed to increase levels of physical activity, increase levels of healthy weight in and support good mental health. The programmes also aim to enable residents and staff to support their friends, peers and families to make lifestyle changes which will impact on their health.

All the programmes are driven by the 'Our North Tyneside Plan' 2018 – 2021' which sets out bold ambitions for making North Tyneside an even greater place to live, work and visit by 2021. It focuses on 3 themes: - Our People, Our Places and Our Economy. In terms of Our People, the vision is to ensure our residents are healthy, with the right skills and opportunities to maintain good health. It is also to encourage independence and active community involvement. Active North Tyneside reflects these themes and is funded through public health and delivered by the sport and leisure service. This report details outcomes in the fifth year of operation.

### **Attendances, impact and outcomes**

In total there have been just over 44,400 visits to universal and targeted physical activity programmes in 2018/19, impacting on over 7000 individuals. This has slightly increased from last year, mainly due to more people attending the free swimming sessions, health walks, post natal programmes and community sessions delivered by the Newcastle United Foundation and the Newcastle Eagles. The number of Community Health Champions recruited has also increased. We recruited 88 Champions last year and have recruited 107 new Champions during 2018-19

Attendances at the No Limits programmes which target young people aged 8 – 13 and include free swimming sessions and weekly multi sport and activity sessions have remained strong. Over 3000 young people are attending these programmes and an excellent addition has been the introduction of a No Limits Disability session at The Parks Sports Centre. This needs led session was developed in consultation with the Parent Carer Forum and all the family can participate. Activities include team games and trampolining and taster cycling sessions on adapted bikes.

The partnerships with the Newcastle United Foundation Trust and the Eagles Basketball team continue to flourish. In particular the school based programmes have had excellent feedback and

help to spread wider public health messages around smoking, hydration and healthy teeth. Over half of the children attending the drop in 'Kicks' football sessions are from the 0 – 20% most deprived neighbourhoods and 7 participants have been selected to represent the region on the 'Kicks' steering group which shapes the development of these programmes. All the young people actively took part in an anti-bullying campaign and 7 also attended a knife crime workshop recognised by the Home Office.

The health walk programme also remains strong with a new annual event, Stride Out to the Lighthouse introduced into the programme. This 10k walk led by the Elected Mayor took place in September. Collections along the route were made for Young Carers over half the participants came along as families. The beginners running programme saw 209 people taking part which is less than last year, however, more were recruited from target neighbourhoods and for those who completed the programme, 76% improved their self-esteem and 86% their levels of physical activity. Partnership work with England Athletics has also influenced them to run additional courses to support 'guide' leaders following the recruitment of a visually impaired runner to the programme.

In last year's report we identified the challenges and the time required to motivate people to make changes, in particular families who may have complex needs. This is especially illustrated through the work to develop the post natal programme (buggy bootcamp). We met with health visitor teams and communities at Howdon Children's Centre, Meadow Well Connected and The Cedarwood Trust. This work has led to mums developing their own activities, us being able to recruit some fantastic Community Health Champions from these areas and also supported these residents accessing mainstream sessions. But, the time taken to listen and understand before even talking about activity at the start was critical.

Direct work with vulnerable young men and women has continued through the Club1 and Girlz programme. The results are very positive on an individual basis especially for increasing levels of physical activity. With regards to mental health, these scores can fluctuate and represent some of the difficulties these young men and women face in their everyday lives. With regards to employment, 2 new participants have joined the Phoenix Detached Youth Project construction scheme and 16 young men previously through the programme have also engaged in this project. 4 of the participants are also volunteering for Walking With, supporting asylum seekers in Wallsend.

### **Healthy Weight**

The programmes that specifically target weight management have also seen success again this year, although recruitment to the child weight management programme, Healthy4 Life was more difficult. The team had 150 referrals this year- around 30 less than last year. They delivered 6 interventions. The team hit all targets with the exception of pre-assessments completed (118 out of a target of 120). 80 started a programme and 62 completed, a retention rate of 77%. Of the children completing the programme, 74% reduced their BMI. As always, physical activity levels increased and there was also an impressive reduction in screen time. The team also supported the research which formed part of a bid to the Childhood Obesity Trailblazer fund. The research teased out a number of issues impacting on healthy weight including a lack of structure at mealtimes and the negative impact that computer tablets have at the table. Given this insight, a

reduction in screen time is an important outcome for the programme. This programme is very impactful and evaluation has highlighted the difficulty maintaining changes on the longer term. This continues to be a focus for the team.

The adult weight management programme, Weight Worries, saw 341 people register. Of these 298 started the programme and 194 completed – a retention of 65%. For those who do complete, 84% reduced their BMI by programme end and 75% increased their self-esteem. The team have continued to adapt the programme based on feedback. One really powerful element has been bringing previous participants into the programme at the mid-way point to share their personal experiences and achievements. They have been excellent advocates. The team have also done some great work with LD North East. In consultation with us their team have developed a new accessible workbook for the programme to support people with learning disabilities.

The results for both the child and adult programme mirror previous years. Both are powerful interventions with proven success for those who complete. The challenges still lie in how we best recruit to the programme and how we support long term change. The adult programme is looking to secure some additional hours specifically for this role as part of the existing budget envelope.

### **Strengthening Communities**

Just over £4000 has been issued to community organisations to support their own health initiatives. Money has gone to fund a treadmill at the Pearey House Centre in North Shields (working with visually impaired people) and equipment like indoor 'ladder' golf for older residents in the Meadow Well estate. Other recipients have included The Cedarwood Trust, Newcastle Roller Girls (delivering in North Tyneside), North Tyneside Community Treatment Team and Changing Lives, working in partnership with Northumbria Community Rehabilitation Company.

The Community Health Champions programme has bloomed this year. Last year we reported the programme was gaining momentum, particularly in relation to recruiting women. This has snowballed over the last 12 months with the inclusion of a young person's programme. 107 new Champions have been recruited, 33 of these are women specifically supporting the 'This Girl Can' ethos. 33 of these were also young people. The team have engaged with partner organisations like Family Gateway, Meadow Well Connected and The Cedarwood Trust. This engagement has brought us to the point where Cedarwood have got a team of Champions recruited and Family Gateway has held a recruitment event. These Champions are so important to spreading the joy of activity and positive health messages across communities.

### **Health Inequalities**

Postcode data has again been collected for people attending key programmes and indicates we are positively targeting areas of deprivation. However, cross referencing our customer data with Mosaic software has given us much more valuable insight. Mosaic Public Sector is a sophisticated marketing segmentation tool provided by Experien LTD which provides a detailed view of each household's location, demographics, lifestyles and behaviours. Analysis against this data has demonstrated that just under half of our customers are categories in the least affluent profiles. The top two customer profile are Families on a Budget and Economical Families, both of which have

lower household incomes; are more likely to be in poorer health and less likely to take part in activity. These results are encouraging and demonstrate the success of our targeting strategies.

### **Healthy Conversations**

Healthy conversations are embedded across the service. We have also systematically collected data around smoking and alcohol interventions in the gym. At the point of induction, all customers are asked if they smoke and whether they would like to stop. This provides an opening to give brief advice including the benefits of stopping and signposting to the nearest stop smoking advisor. 15% (395) of the total customers asked (2587) were smokers and out of these 32% indicated they wanted to stop so received brief advice. The team also ask customers about their alcohol intake and test awareness of the recommended guidelines for drinking alcohol (14 units per week). Of all the customers asked about alcohol consumption (in total 2101 people), 31% did not drink alcohol. Interestingly, overall 54% of people also said they were aware of the recommendations and were correct regarding the number of units per week. We did not expect this to be as high but is a proxy indicator of the positive impact of recent public health campaigns.

### **Added Value**

One of the objectives of Active North Tyneside is to reduce health inequalities and target those most in need. The service also provides a number of offers to target groups including Looked After Children; Troubled Families; Young Carers and Foster Carers. These offers are generally for free or greatly reduced cost activities across the sport and leisure service. There is also a programme of activities specifically for disabled customers including swimming, trampolining and archery. Although not directly funded through the programme these offers fit perfectly with the Active North Tyneside agenda and offer another element of support. They have also fostered excellent internal relationships with colleagues.

### **Recommendations and Conclusions**

Key recommendations include; staying focussed on marketing through tools such as social media; ensuring we are using the right imagery and language to resonate with customers; keeping strong relationships with partners and most importantly listening and engaging with existing and potential customers so we can ensure whatever we do can make a difference. Making change at times has taken longer than anticipated and the evidence we have collected demonstrates how difficult it is to initially get people on board. However, once engaged, the programmes are really impactful and we confident we are attracting a good proportion of target customers - as illustrated through the Mosaic profiling. We are delivering on the vision of the Our North Tyneside Plan to help residents stay healthy and independent. We want to continue to listen to and understand our residents' needs to ensure we serve them in the best way possible.