

COMMITTEE: SOUTH EAST REF NO: SEAC/18/32

DATE: 13 MARCH 2019

**SUBJECT: SERVICE REQUEST: NACTON ROAD
COMMUNITY FUND - PARK GYM ACTIVATION
ACTIVITIES**

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HEAD OF SERVICE: IAN BLOFIELD

Short description of report content and the decision requested:

This service request report requests that the South East Area Committee consider allocating funding of £4,610.92 to enable the delivery of targeted gym activities at St Augustine's Rec utilising the new gym equipment.

List of Appendices included in this report:

Appendix 1 – Risk Assessment

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This report was prepared after consultation with:

Internal consultees

External consultees

The following policies form a context to this report:

(all relevant policies must also be referred to in the body of the report)

Building a Better Ipswich – The Council's Corporate Plan

The South East Area Committee Action Plan

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(papers relied on to write the report but which are not published and do not contain exempt information)

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OTHER HELPFUL PAPERS

(papers which the report author considers might be helpful – this might include published material)

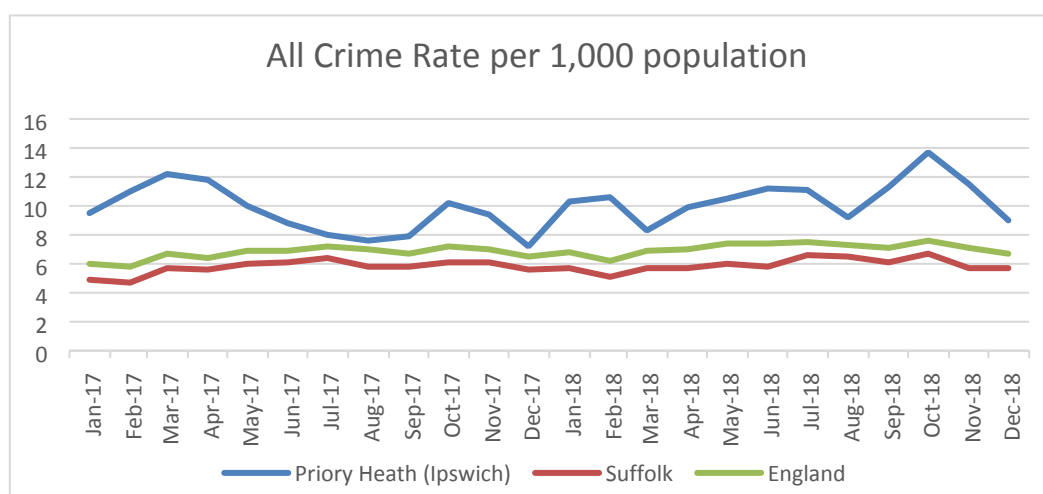
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1. Introduction

- 1.1 Towards the end of 2018, an outdoor gym was built in St Augustine's Recreational Ground, Priory Heath. The creation of an activation plan will encourage positive and targeted usage of the gym equipment.
- 1.2 To implement this, qualified instructors from the Sport and Leisure service will deliver tailored fitness programmes for the residents of Priory Heath, and support them to lead a healthy and active lifestyle. The plan is to deliver a 7-month programme, from April up to the end of October 2019.

2. Background

- 2.1 Following a series of violent gang-related attacks and the murder of Tavis Spencer-Aitkens public meetings were held in 2018 to listen and respond to resident concern. The Nacton Road Community Fund was established in July 2018 to provide some of the means to make the changes that residents wished to see.
- 2.2 Prominent amongst the concerns were the shortage of activities & prospects for young people and more generally a disaffection with public sector agencies. Residents felt that there was much less support available to their young people than for previous generations. There was also a pervasive mistrust of the authorities and a sense of having been forgotten.
- 2.3 Some related effects increase the local vulnerability to crime and gang activity. Mistrust of authorities drives down crime reporting and allows a narrative in which criminality is unchallenged. This is particularly harmful to young people if they lack activity, prospect or positive engagement with agencies.
- 2.4 The level of crime in Priory Heath is higher than the averages for Ipswich and Suffolk. The level of anti-social behaviour in Priority Heath is at 16.8 per 1,000 reported compared to 11 per 1,000 across Suffolk. The feedback from local residents was that they felt unsafe in the area.



Crimes per 1,000 residents	2015	2018
Priory Heath	91	126
Suffolk	59	71

- 2.5 Priory Heath is a relatively deprived area of Ipswich and prospects for young people are more limited, with around 8.9% of 16 to 18 year olds classified as 'NEET' – not in Education, Employment or Training
- 2.6 As part of the Council's response to community concern in 2018, significant investment was made into the facilities at St Augustine's Recreation Ground or 'Cobham Rec' informally. This included new play equipment, a community garden, memorial bench and new outdoor gym equipment.



Figure 1 - Cobham Rec outdoor gym equipment

- 2.7 The Sport & Leisure service is proposing to offer sessions using the outdoor gym equipment for young people and for adults who do not regularly exercise as a structured diversionary activity for young people and positive engagement with the community.
- 2.8 The sessions are intended to offer a non-traditional activity with like-minded people 'on the doorstep' for people who may not otherwise contemplate joining a gym. The aim of the sessions is to improve the health of participants, offer structured activity for local young people and to develop a positive local role for the Council, in support of other activities in the area.
- 2.9 There would be two sessions a week from May to October 2019: one for 14 – 19 year olds, and one for inactive adults. This will enable the instructor to cater the content specifically to each group. Each group will be instructed

on exercises to get the best results from the equipment and each individual will develop a tailored activity programme.

- 2.10 A structured fitness programme will allow participants to develop commitment and gain experience of setting and achieving goals, contributing to their overall their overall physical, mental and social wellbeing.
- 2.11 Once the programme is complete, it is hoped that participants will continue to use the equipment, as it is always available without charge.
- 2.12 Residents who enjoy the outdoor gym may wish to increase their physical activity further and get an iCard membership to access various other gyms and facilities in Ipswich. The Sport and Leisure service will consider a specific offer to make the iCard more affordable for a period.
- 2.13 The Council intends to offer Level 2 Sports Leaders course (L2) without charge to young people aged 14-19 years old and the Park Gym sessions would be one of the referral points for Nacton. Young people would take the course over the summer and once qualified could be used as assistant coaches and leaders in the Jumpers for Goalposts October and February programmes. This would provide progression and increase employability.
- 2.14 The rate of inactive adults correlates with those that come from the most disadvantaged and vulnerable backgrounds. Those adults that are in the most disadvantaged socio-economic groups are 17% less active than those in the top socio-economic groups are. This means only 54% of them are active.
- 2.15 50% of those living in Priory Heath are among the most deprived 20% nationally. For this reason, the adult sessions are designed to attract residents who may not be able to afford gym membership and would not otherwise participate in sport. The sessions are intended to give them confidence to make use of the outdoor equipment at any time for free and to promote its subsequent use locally by 'word-of-mouth'.
- 2.16 The sessions will be marketed and promoted using a range of tools:
 - 1) Promoted social media posts to targeted audiences linked with partner organisation's social media.
 - 2) Flyers and posters in the local community including Children's Centre, Library, churches, the Murrayside Centre and local shops.
 - 3) The Ipswich Fit website and linking into partners' websites such as Suffolk Sport and This Girl Can Suffolk.
 - 4) Through an official referral route with GP surgeries (namely Ravenswood, Landseer Rd, Felixstowe Rd and Derby Rd), medical centres, Ipswich Hospital and Allied Health.

- 5) Working with the Police locally for them to refer those known to them
- 6) Suffolk County Council's Infolink.

2.17 **The amount requested from the Nacton Road Community Fund allocation within the South East Area Committee budget is £4,610.92.**

3. Relevant Policies AND Area Action considerations

3.1 Building a Better Ipswich underlying principles:

- An Enjoyable Place to Live, Work and Study
- A Healthy Community
- Safe Communities

In line with the priorities identified in the South East Area Committee Action Plan

4. Options Considered / Under Consideration

4.1 **Option 1** – Approve the service request for spending of £4,610.93 from the 2018/19 Nacton Rd Community Fund allocation to enable the Park Gym Activation project to take place.

4.2 **Option 2** – Do not fund

5. Consultations

5.1 The project will go through an evaluation process that will measure participants starting health and activity levels and opinions to exercise. The Edinburgh-Warwick wellbeing model will be used for this. There will also be an initial survey done on why they wanted to take part and a Net Promoter Score done at the end.

5.2 Finally, in order to have credible evidence that the Service can use to support any future commissioned or funding it will work with the Knowledge Hub at Suffolk County Council to help develop and validate the evaluation.

6. Risk Management

6.1 See Appendix 1 for the Risk Assessment

7. Environmental Impact Assessment

7.1 There are no environmental impacts identified within this report.

8. Equalities and Diversity Implications

- 8.1 The range of activities provide opportunities for people of all genders and backgrounds to participate. All activities are made inclusive.

9. Financial Considerations

- 9.1 Area Committee funding is required to enable this programme to take place, as no other funding is available through the Council. The alternative financial model is to charge participants a reasonable attendance rate to cover the associated costs. This would add a financial barrier to participation for many.

Item	Cost
Staffing	
<i>Young People's sessions</i> 2 trainers x 2 hours x 32 weeks	£1,790.46
<i>Adult sessions</i> 2 trainers x 2 hours x 32 weeks	£1,790.46
Equipment	
Resistance bands (10)	£180.00
Programme cards (80)	£80.00
Marketing & Publicity	
Social media promotion	£250.00
Posters & Flyers design and print	£400.00
Participant workbooks	£120.00
Total	£4,610.92

- 9.3 **The amount requested from the South East Area Committee budget is £4,610.93**

10. Legal Considerations

- 10.1 The South East Area Committee is asked to make a delegated executive function decision in relation to this service-spending proposal.
- 10.2 The proposed project is to be provided in the South East Area & out of the South East Area Committee budget, under the delegation from the

Executive for the Area Committee to instigate and/or contribute to crime prevention measures in accordance with Part 3 Section 2 paragraph 6.6.6. of the Constitution.

11. Performance Monitoring

11.1 The Sports & Leisure Service will report to the Committee with the final evaluation of the project.

12. Conclusions

12.1 This programme offers a new initiative to Ipswich and utilises a new piece of equipment to the local area.

13. Recommendations

13.1 The South East Area Committee is recommended to consider the options set out in Section 4 and determine whether to allocate funding the programme at a cost of £4,610.92.

Reason:

- To ensure the investment spent on the gym equipment is well used through regular usage of the equipment.
- To offer alternative and accessible ways for the local community to be more active and help young people to stay away from other less-healthy activities.

Appendix 1

Service Area: Park Gym Activation

No	Risk Description	Owner	Current Risk			Planned Control Measures (including timescale)	Target Risk (after Mitigation)		
			Likelihood	Impact	Risk grading		Likelihood	Impact	Risk grading
1	Crime levels and anti-social behaviour levels increase through the holiday period due to lack of activities	IBC	4	2	8	Funded activities delivered in the most deprived areas targeting those at risk.	2	1	2
2	Activity levels of young people reduce throughout summer as a result of limited accessible activities. Impact on health levels of young people	IBC	3	2	6	Funded sports activities delivered to young people who aren't normally very active to ensure they are introduced to healthy activity	2	1	2
3	Council are seen to not be delivering or supporting accessible activities for young people in the town	IBC	5	2	10	Funded sports activities will show the Council to be supporting young people in getting active and taking part in positive activities	1	1	1
4	Injuries or accidents whilst participating in activities	Coach	4	2	8	Risk assessments of each activity to be carried out by the instructor to put in control measures. All instructors will have first aid kits with them.	3	2	6
5	Safeguarding issues with young people being involved in activities	Coach	3	3	9	Risk assessments of each activity to be carried out by the instructor to put in control measures. Instructors to have Safeguarding training and experience of safeguarding young people	2	2	4
6	Security of instructors working in deprived areas	Coach	3	2	6	Risk assessment carried out for each activity. Instructors always working in pairs and have access to telephone	1	2	2
7	Movement and security of fitness equipment to support the session	Coach	3	2	6	Only lightweight equipment to be carried (skipping ropes, bands and other lightweight cardio equipment) and to be kept at the centre when not in use.	2	1	2