

Improvement Objective

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

Outcomes:

1. Increase number of all people taking up leisure activities and participating in all forms of physical activity across our county borough.
2. Improve health and well-being for people in our county borough over the long-term.

Other evidence links:

A greener place Man gwyrddach



IO 5 - Promote the benefits of a Healthy and Active Lifestyle

Progress Summary as at quarter 2, 2012/13

We are making steady progress with the action plan for this Improvement Objective so far this year. All actions have been started and are showing good progress to date.

The vast majority of the performance indicators that we are using to measure our progress are on or above target at the half year point. Also, 94% of these PIs have performed better so far in 2012/13 than they did by Q2 2011/12. Some positive highlights for the period include;

- Leisure centre usage continues to show good growth and at the 6 month mark the number of visits to our Leisure Centres rose to 641,752 which was above the target of 562,179. Usage for the first half of 2012/13 was up 15% compared to the same period last year
- Leisure centre memberships are the highest ever recorded for leisure services and are 35% up on the same period last year.
- Caerphilly CBC is the only council in Wales to continue to increase the under 16 free swim numbers year on year since 2009. At the 6 month review point, Caerphilly Leisure Services are on course to again show an increase in user numbers this year. By 30th September 2012, 19,940 free swim visits by children under 16 years old were made to one of our swimming pools. This was 11% higher than the target of 17,909 free swim visits.
- Visits to Sports Caerphilly activities also grew above target for the first half of 2012/13. The number of single visits made during the period was 38,742, which was 21% more than our target of 31,900 for the same period. Multiple visits to Sports Caerphilly activities exceeded target by 22%, with 107,037 visits compared to a target of 87,500.
- Sports Caerphilly have trained 745 employees and volunteers during the first half of 2012/13. This was 145 more than planned.
- During the first half of 12/13 a further 3 premises were awarded the Healthy Options Award bringing the total number to 22.
- In July 2012 the Authority received a gold award in the Corporate Health Standard
- We are continuing to deliver roadshows, training and publicity events across the county borough, but especially in a number of our most deprived communities to promote the Change4Life messages and healthy start philosophy.

Promote the benefits of a healthy and active lifestyle - Risks/Threats

Title	Original Date	Original RAG	Original Likelihood of occurrence	Original Impact	RAG	Likelihood of occurrence	Impact	Comment
Being physically active can depend on affordability	01 Apr 2011	◆	5	3	◆	5	3	We have introduced many low and no cost initiatives to help mitigate this risk, e.g. Free Swim Friday
Caerphilly has one of the worst health profiles in Wales. Changing lifestyle behaviour can be difficult	01 Apr 2011	◆	5	3	◆	5	3	We have increased the range of opportunities to help target those in most need.

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

1. Caerphilly has an attractive and accessible natural built environment that encourages all groups in society to choose to be more active - Actions

Title	RAG	Overall Status	% Complete	Comment
01. Deliver the Tennis Development Plan within the newly developed facilities in the open access parks	⊖	In Progress	50	Facility improvements are complete and a programme encouraging increased participation underway.
02. Deliver the Ystrad Mynach Performance Centre Project	⊖	In Progress	10	Construction work has commenced on site and a programme of usage is being agreed with key partners.

1. Caerphilly has an attractive and accessible natural built environment that encourages all groups in society to choose to be more active - Measures

Period	Title	Actual	Target	Intervention	RAG	Result 12 Months Ago	Comment
2012/13	01. % Rights Of Way which are considered easy to use by members of the public		75.00	55.00		78	Annual PI
2012/13	02. Country Parks - % Vistors who stated they enjoyed their visit		75.00	70.00		88	Annual PI
Sep 12	03. STS005b The percentage of highways and relevant land inspected of a high or acceptable standard of cleanliness	96.67	95.00	90.00	⬇	98.7	

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

2. Children and Young People in Caerphilly live healthy and active lives and become healthy active adults - Actions

Title	RAG	Overall Status	% Complete	Comment
01. Promote Physical literacy through schools and clubs promoting the sport Wales 'Skills for Life' agenda	⊖	In Progress	50	Multiskills resource action plans have been created with the rollout phased over the next 18 months. First pilot course is due October 2012.
02. Improve the level of transition from school to community settings and increase community club membership	⊖	In Progress	25	All Sports Development Officers have action plans that ensure that there are school/club links into the community settings. This is revised termly.
03. Increase the awareness of healthy issues in schools through the national Healthy School scheme	⊖	In Progress	50	2 schools have achieved the national quality award (NQA) so far and we have a further 34 schools working towards the NQA. Our priorities this year are substance use/misuse and personal development/relationships. We have developed exemplar policies and training around these topics.
04. Ensure Appetite for Life Guidance is implemented in all school sites within set timescales	⊖	In Progress	75	All Primary schools are now fully Appetite for Life compliant. 7 Secondary schools (those using CCBC catering) are compliant with the food based standards and 12 out of 14 of the nutritional standards forming Appetite for Life. We expect full compliance by April 2013 for these schools. The remaining 7 Secondary schools (those who have opted out of CCBC catering) are still working towards achieving both food based standards and nutritional standards. We anticipate full compliance by September 2013.
05. Increase school meal uptake	⊖	In Progress	50	Compliance with the WG Appetite for Life programme, which is statutory, is having a detrimental effect upon the take up of school meals, as the healthier menu choices are not always popular with the children, which means less children want/take-up school meals. This is the reason why the target has been lowered for 12/13. Also, we expect uptake to be lower in Q2, as meal numbers in July are at their lowest. This is due to low pupil roll numbers as a result of pupils leaving school, school trips and general lower school attendance in the last month of the school year.
06. Implement a new school swimming programme	⊖	Partially Completed	90	The intensive programme started again in September 2012. We have experienced an increase in uptake, currently 57 out of 68 schools have committed to the programme.
07. Support schools to develop policies to improve quality of provision, and in doing so achieving a quality mark status in areas that contribute to well being	⊖	In Progress	90	ActiveMark is a national quality mark with Caerphilly currently at 57% of Secondary and 21% of Primary schools achieving the standard
08. Introduce agreed joint use documentation across all school leisure facilities	⊖	In Progress	25	Current Joint use agreements to be reviewed.

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

2. Children and Young People in Caerphilly live healthy and active lives and become healthy active adults - Measures

Period	Title	Actual	Target	Intervention	RAG	Result 12 Months Ago	Comment
2012/13	01. % Schools achieving Activemark		27.00	20.00		26.97	Annual PI
2012/13	02. % Schools achieving NQA	2.00	2.00	1.00	↑	1	Bedwas High School and Markham Primary
2012/13	03. % Schools implementing marketing strategies around the Appetite for Life programme	100.00	100.00	95.00	−	100	
Q2 12/13	04. % Smartcard holders	55.00	54.00	53.00	−	47	Above target at the 6 month point
Q2 12/13	05. Number Smartcard Holders	96353.00	93945.00	88489.00	↑	81720	2.5% above target at the 6 month point
Q2 12/13	06. Number of businesses qualifying for a healthy options award	22.00	10.00	7.00	−	16	
Sep 12	07. Number of children aged 16 years and under attending free swim sessions	19940.00	17909.00	17363.00	−	17363	Only runs during school term holiday periods. Above target at the 6 month point
Sep 12	08. Number of visits to indoor sports facilities (Leisure Centres) Copy	641752.00	562179.00	551085.00	−	551085	Good first 6 months to the year with usage up 15% compared to the same period last year
Sep 12	09. Number of Visits to sports development activities	38742.00	31900.00	28000.00	−	29832	
Sep 12	10. Number playing sport/active recreation - number of Occasions	107037.00	87500.00	76000.00	−	77620	
Q2 12/13	11. Number settings in Healthy Early Years Scheme	33.00	35.00	33.00	−	24	Whilst we have not hit target for Q2, we have got 13 further settings who are interested in the Healthy Early Years Scheme, so we are hopeful of meeting our annual target of 36 by the year end.
Q2 12/13	12. Number Workforce Trained	745.00	600.00	250.00	↑	187	
Q2 12/13	13. Primary school meals % total takeup	36.88	39.00	32.00	↓	35	We would expect uptake to be lower in this quarter due to the fact that meals numbers in July are at their lowest. The reason for this is due to low pupil roll numbers as a result of pupils leaving school, school trips and general low attendance. An Appetite For Life menu has been launched, this is also having an effect on uptake of school meals.

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

3. All adults in Caerphilly are more active, more often - Actions

Title	RAG	Overall Status	% Complete	Comment
01. Promote the Healthy Options Awards scheme	⚠	In Progress	50	During the first half of 12/13, 3 more premises have been awarded the Healthy Options Award scheme. We are currently working with ABHB to develop training for local businesses which could lead to the Healthy Options Award. We are also mentoring Blaenau Gwent & Pembrokeshire council's with the development of their Healthy Options Awards schemes.
02. Promote the health and well being of CCBC employees	⚠	In Progress	75	In July we were awarded a gold in the Corporate Health Standard. We have held a number of activities and events for employees during the period, Healthy Living Week, osteoporosis & prostate screening and Alcohol and Work training. We have also launched our Vitality website and published 2 editions of our newsletter 'Wellbeing@Work'
03. Develop and deliver smoke free activities across the county borough	⚠	In Progress	65	A Tobacco Action Plan has been developed and endorsed by the Well-Being Improvement Network. Work is now underway to deliver on the activities. Working with the Youth Forum, we have developed signage to create Smoke Free Playgrounds throughout all playgrounds in the county borough. Health Challenge Caerphilly is supporting the installation of the signs in school playgrounds also.
04. Develop a loyalty scheme for smartcard users that rewards and incentivises positive behaviour	✅	Complete	100	Loyalty scheme has been developed, which we plan to launch Autumn 2012
05. Explore the opportunities to optimise the use of smartcard for the benefit of customers	⚠	In Progress	80	Childrens University continues to develop. Potential roll out opportunities and future developments need to be prioritised based on service and council SmartCard needs.
06. Encourage and promote volunteering through service and community engagement	⚠	In Progress	25	Volunteering opportunities are promoted through sports development, internal organisations and partners in sport.
07. Improve the awareness of the general public to the benefits of being healthy through promoting well-being and Change4Life lifestyle messages	⚠	In Progress	50	During the first half of 12/13 our Health Challenge Website received around 2,500 hits. We delivered a series of ante-natal roadshows in a number of our most deprived communities to actively promote the Change4Life messages and the healthy start philosophy. We have recruited and trained 44 Community Health Champions. To date 2,600 copies of the 'Small Steps to Safety' DVD have been produced by Health Challenge Caerphilly and distributed across the Gwent area.
08. Continue to provide support to communities for healthy living activities	⚠	In Progress	50	Our ongoing interventions include; Weight Management Sessions, Allotment Open Days, launching the Rainbow Community Enterprise bike recycling project, and our Community Health Champions programme.
09. Develop and implement a community well being toolkit	⚠	In Progress	25	The toolkit is still in development. There have been some delays due to changes in the Community First programme, but further progress will be made this Autumn.
10. Develop and implement initiatives to promote sensible alcohol consumption	⚠	In Progress	50	Our Health Challenge Caerphilly website raises awareness to sensible alcohol consumption and we are providing training on 'Alcohol and Work' for managers across the Authority. Following the successful Regional Alcohol conference in early October 12, this training will be offered to other workplaces in the area.

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

3. All adults in Caerphilly are more active, more often - Measures

Period	Title	Actual	Target	Intervention	RAG	Result 12 Months Ago	Comment
Q2 12/13	01. % of customers satisfied with Leisure Centres	91.00	91.00	88.00	↑	89	New customer comment process now in place and currently meeting target
Q2 12/13	02. Number Smartcard Holders	96353.00	93945.00	88489.00	↑	81720	2.5% above target at the 6 month point
Q2 12/13	03. % Smartcard holders	55.00	54.00	53.00	−	47	Above target at the 6 month point
Sep 12	04. No of visits to indoor sports facilities (Leisure Centres)	641752.00	562179.00	551085.00	−	551085	Good first 6 months to the year with usage up 15% compared to the same period last year
Sep 12	05. LCS002 - No. of visits to indoor sports facilities per 1,000 population	3706.89	3254.65	3183.18	−	3183.18	Above target. Good first 6 months to the year with usage up 15% compared to the same period last year
Q2 12/13	06. Number of businesses qualifying for a healthy options award	22.00	10.00	7.00	−	16	
Q2 12/13	07. Number of hits on the Health Challenge Caerphilly Website	2428.00	1500.00	1200.00	↑	1197	
Q2 12/13	08. Number of people attending the referral to exercise programme	543.00	540.00	500.00	↓	690	Performance still a little lower than expected. This is due to staff focusing on improving the quality of referral forms to ensure a more accurate referral process. However, overall performance is above target at the half year point.
Sep 12	09. Number of visits to sports development activities	38742.00	31900.00	28000.00	−	29832	
Sep 12	10. Number playing sport/active recreation - number of Occasions	107037.00	87500.00	76000.00	−	77620	
Sep 12	11. Number of free swim sessions - adults aged 60 yrs and above	20970.00	19973.00	19361.00	−	19361	Above target
Q2 12/13	12. Number Workforce Trained	745.00	600.00	250.00	↑	187	

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

4. Everyone in Caerphilly participates in sport - Actions

Title	RAG	Overall Status	% Complete	Comment
01. Deliver a programme that identifies and supports those with talent through the More Able and Talented programme (MAT)	🟢	Complete	100	MAT took place during Summer term 2012. 279 attendees. The programmed Summer Elite camp had 32 pupils (16 boys and 16 girls)
02. Install enhanced sports surfaces at St Cenydd and New Tredegar Leisure Centres	🟡	In Progress	50	St.Cenydd completed. New Tredegar proposed development report completed and awaiting agreement
03. Provide training for staff and volunteers to gain new knowledge, learning and skills	🟡	In Progress	70	Training has been delivered for staff and up- skilling of volunteers has been carried out so far this year
04. Deliver training and support throughout the leadership pathway	🟡	In Progress	50	28 Coaches of the Future have been trained (20 girls and 8 boys). 48 people have attended our Active Young People course so far this year.
05. Improve the quality of delivery from external providers through the Accredited providers scheme	🟡	In Progress	90	We have 3 external providers who meet the accredited providers criteria who are continuing to deliver across our school and community programme. All accredited coaches are continuing to undertaking a mentoring programme to improve the quality of thier delivery.
06. Use sport as a tool to address the agendas of education, health, well being and community regeneration	🟡	In Progress	30	Street games is the tool that is being utilised with key partners to engage communities.

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

4. Everyone in Caerphilly participates in sport - Measures

Period	Title	Actual	Target	Intervention	RAG	Result 12 Months Ago	Comment
Q2 12/13	01. Number Smartcard Holders	96353.00	93945.00	88489.00	↑	81720	2.5% above target at the 6 month point
Sep 12	02. LCS002 - No. of visits to indoor sports facilities per 1,000 population	3706.89	3254.65	3183.18	-	3183.18	Above target. Good first 6 months to the year with usage up 15% compared to the same period last year
Q2 12/13	03. Number leaders/volunteers trained	745.00	600.00	250.00	↑	187	
Sep 12	04. Number of people taking part in Sports Caerphilly activities	38742.00	31900.00	28000.00	-	29832	
Sep 12	05. Number of visits to indoor sports facilities (Leisure Centres)	641752.00	562179.00	551085.00	-	551085	Good first 6 months to the year with usage up 15% compared to the same period last year
Sep 12	06. Number playing sport/active recreation - number of Occasions	107037.00	87500.00	76000.00	-	77620	

IO 5 - Promote the benefits of a Healthy and Active Lifestyle

5. Other Actions linked to the overall outcome

Title	RAG	Overall Status	% Complete	Comment
01. Implement Creating an Active Caerphilly action plan	⊖	In Progress	50	A draft action plan has been developed and we will be meeting shortly to populate the plan and develop a RBA scorecard in line with WG guidelines.
02. Identify an evidence framework to show how community development work impacts upon health and well being	⊖	In Progress	50	The evidence framework has helped support the evidence required for the recent Estyn inspection
03. Work with local universities on research projects that will inform future service improvements for community development	⊖	In Progress	50	Partnerships in place with 4 local universities to support service improvements.