

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.

A greener place Man gwyrddach



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

Progress Summary for 2012/13

We believe this Improvement Objective has been successful in 2012/13. We have made this judgement based on an analysis of activity and performance against the actions and evidence base outlined in our action plan.

We made good progress with the action plan for this Improvement Objective during 12/13. Most actions have been completed or had shown satisfactory progress by the end March 2013. The exception being action number 8, under objective 2 – *Children and young people in Caerphilly live healthy and active lives and become healthy active adults*. This action is concerned with reviewing the agreements that exist between schools and leisure services where leisure facilities are co-located and shared at school sites. The service recognises this is an area where progress has been slower than expected and that further work is needed. The service has prioritised this work within its Service Improvement Plan for 2013/14.

The majority (88%) of the performance indicators we used to measure our progress were on or above target at the end of the year. Also, 69% of these PIs have performed better in 2012/13 than they did in 2011/12. Some positive highlights for the year include;

- Leisure centre usage continued to show good growth and at the year end the number of visits to our Leisure Centres rose to 1,277,952 which was above the target of 1,159,371. Visits to Leisure Centres increased by 11% between 2011/12 and 2012/13.
- Leisure Centre memberships are the highest ever recorded for Leisure Services and are now in excess of 100,000 members. This is an increase of 15% on 2011/12.
- Caerphilly CBC is the only council in Wales to continue to increase the under 16 years free swim numbers year on year since 2009. At the year end 27,415 free swim visits by children under 16 years old were made to one of our swimming pools. This not only exceeded target for 12/13 but was also more than 7% higher than the number of visits during 2011/12.
- Visits to Sports Caerphilly activities were also above target for 2012/13. More than 78,000 single visits were made during 2012/13, which was 3,000 more than the target of 75,000 for the year. Multiple visits to Sports Caerphilly activities exceeded target by 19%, with 220,928 visits compared to a target of 185,000.
- Sports Caerphilly trained 1,643 employees and volunteers during 2012/13. This was 43 more than planned, and nearly 300 more than last year.
- 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.
- During 2012/13 there were over 29,000 more visitors to Cwmcarn Forest Drive than in the previous year. This is an increase of over 15% between the years.
- In 2012/13 we received more than double (11,177) the number of hits on the Health Challenge Caerphilly website than in 2011/12 (5,448).

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	➔	Complete	100	All the actions in the Tennis Development Plan are complete. Facility improvements are complete and a programme encouraging increased participation is well underway.
02. Deliver the Ystrad Mynach Performance Centre Project	➔	In Progress	80	Contracts have been awarded and construction work has commenced on site. Partnership agreements have been signed with WRU and Dragons and a programme of usage is being agreed with key partners.
03. Publish and make available recommended walks across the county borough	➔	Complete	100	A series of Guided Walks was available during the Spring/Summer 2012. We also use our website to advertise a range of Walking Trails in 26 different locations across the county borough and 28 Healthy Walks under the Get Going and Stroll On walking programmes.

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	78.00	75.00	55.00	➔	78	
2012/13	02. Country Parks - % Vistors who stated they enjoyed their visit	94.00	75.00	70.00	➔	88	Above target and improved on last year's performance
Mar 13	03. STS005b The percentage of highways and relevant land inspected of a high or acceptable standard of cleanliness	97.85	95.00	90.00	➔	97.78	Above target and performance for last year
2012/13	04. Number of Parks that have achieved Green Flag National Status	5.00	3.00	2.00	➔	3	Caerphilly: Morgan Jones Park. Crosskeys: Waunfawr Park. Nelson: The Wern Woodland Park. Deri: Parc Cwm Darren Cwmcarn Forest Drive
Q4 12/13	05. Number of Visitors - Cwmcarn Forest Drive	219375.00	180000.00	170000.00	➔	189944	Above target for year and also 15% improvement on last years performance














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	➔	Complete	100	Multiskills programmes are now being delivered across all schools which help to promote the 'Skills for Life' agenda.
02. Improve the level of transition from school to community settings and increase community club membership	➔	Complete	100	All Sports Development Officers have action plans that ensure that there are school/club links into the community settings. This is revised termly, so action will remain on-going.
03. Increase the awareness of healthy issues in schools through the national Healthy School scheme	➔	In Progress	90	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	➔	Complete	100	This action is now fully complete. CCBC were the first local authority in Wales to achieve full compliance in all our Primary and Secondary Schools.
05. Increase school meal uptake	➔	Complete	100	We have school meal uptake by an average of 1%. In Q4 2012/13 school meal uptake was the highest it has been for 2 years (since Q4 2010/11). Increasing school meal uptake has proven difficult because compliance with the WG Appetite for Life programme, which is statutory, is having a detrimental effect on the take up, 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.
06. Implement a new school swimming programme	➔	In Progress	90	The intensive programme started again in September 2012. At Present there are currently 62 out of 68 schools who have committed to the programme. By September 2013 we anticipate all schools to be participating in the programme as part of the new Aqua Passport Scheme.
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	We are using ActiveMark (national quality mark) within Caerphilly. Estyn have now endorsed the Schools Sports Survey.
08. Introduce agreed joint use documentation across all school leisure facilities	➔	In Progress	25	Current Joint use agreements need to be reviewed. This has been identified as a priority for action in the Service Improvement Plan for 13/14.

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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	15.00	27.00	20.00		26.97	Performance is not as expected due to a change to the format of Activemark. ActiveMark Cymru (AMC) is a quality award developed between Sport Wales and the Association for Physical Education. It is awarded to schools in recognition of high quality Physical Education and School Sport and celebrates the success of pupils in school and the wider sporting community.
2012/13	02. % Schools achieving NQA	2.00	2.00	1.00		1	Bedwas High School and Markham Primary passed
2012/13	03. % Schools implementing marketing strategies around the Appetite for Life programme	100.00	100.00	95.00		100	Target achieved
Q4 12/13	04. % Smartcard holders	58.46	58.00	55.00		51	Target achieved and improvement on last years performance
Q4 12/13	05. Number Smartcard Holders	101211.00	100000.00	95000.00		87963	Target achieved and 15% increase on last years performance
Q4 12/13	06. Number of businesses qualifying for a healthy options award	22.00	10.00	7.00		19	Above target for year
Mar 13	07. Number of children aged 16 years and under attending free swim sessions	27415.00	26375.00	25584.00		25584	4% above target and improvement on last years total.
Mar 13	08. Number of visits to indoor sports facilities (Leisure Centres)	1277952.00	1159371.00	1148638.00		1148638	Above target and improvement on last years performance
Mar 13	09. Number of Visits to sports development activities	78089.00	75000.00	68000.00		82644	Above target
Mar 13	10. Number playing sport/active recreation - number of Occasions	220928.00	210000.00	185000.00		221485	Above target
Q4 12/13	11. Number settings in Healthy Early Years Scheme	36.00	36.00	34.00		32	Target achieved
Q4 12/13	12. Number Workforce Trained	1643.00	1600.00	700.00		1364	Exceeded target and 20% increase on last year
Q4 12/13	13. Primary school meals % total takeup	39.81	42.00	32.00		38.46	Figures are remaining steady after implementation of Welsh Government Appetite for Life legislation. Moving closer to the set target, but this years performance is still an improvement on last year.

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

Title	RAG	Overall Status	% Complete	Comment
01. Promote the Healthy Options Awards scheme	➔	Complete	100	22 premises in the borough now hold the Healthy Options Award. Additional training is being developed in partnership with the Community Dieticians team in Aneurin Bevan Health Board. Mentoring opportunities with both Blaenau Gwent CBC and Pembrokeshire CC ongoing and training session for BGCBC Environmental Health & Trading Standards staff has been delivered.
02. Promote the health and well being of CCBC employees	➔	Complete	100	The authority was awarded a Gold Corporate Health Standard Award in July 2012. A number of activities were also delivered to staff including: <ul style="list-style-type: none"> - Well-being @Work newsletter - Wellbeing@Work portal with information and advice to staff - Osteoporosis & Prostate Cancer Screening - Well-being at Work Week - Training - Lunch & Learn sessions cancer awareness - Well-being Ambassadors recruited - TENOVUS and Care First Service advertised
03. Develop and deliver smoke free activities across the county borough	➔	Complete	100	Tobacco Action Plan produced for the Well-being Improvement Network and a number of interventions and activities delivered upon by the Health Improvement Team. In partnership with the Youth & Junior Forums, Smoke Free Playgrounds signs designed and erected in all CCBC playgrounds. In addition, signs now erected on school premises throughout the borough. No Smoking Day 2013 well-supported under the 'Saveapacket' branding. Interventions included Events at 4 local supermarkets, Puppeteer with smoke free message at 25 schools, and Graffiti artist attended at 3 schools to develop artwork promoting smoke free messages.
04. Develop a loyalty scheme for smartcard users that rewards and incentivises positive behaviour	➔	Complete	100	Loyalty schemes have been developed and implemented. Working with Youth Forum to introduce further incentive schemes for younger users. We now have more than 100,000 Smartcard holders.
05. Explore the opportunities to optimise the use of smartcard for the benefit of customers	➔	In Progress	80	Childrens University continues to develop. Currently working with Youth Forum to introduce further incentive schemes to attract 'teen' users, as our customer profiling information tells us this is an under-represented group across our leisure centres. Also currently developing Smartcard App.
06. Encourage and promote volunteering through service and community engagement	➔	In Progress	90	Volunteering opportunities are promoted through sports development, internal organisations and partners in sport. We have seen a real shift in volunteering as a result of the Olympics. We are planning to introduce the 'Games Makers' approach to volunteering to our forthcoming 10K run event through the use of 'Race Makers'.
07. Improve the awareness of the general public to the benefits of being healthy through promoting well-being and Change4Life lifestyle messages	➔	Complete	100	Over 11,000 hits received on the Health Challenge Caerphilly Website which exceeded the target for the year. 105 events were delivered throughout the year, across the county borough, including: ante natal road shows to promote Change4Life and a healthy start in life. 76 Community Health Champions were recruited and trained. 2 network/celebration events have been held locally. Over 2500 copies of the 'Small Steps to Safety' DVD, produced in conjunction with Communities First were distributed across the ABHB Area.
08. Continue to provide support to communities for healthy living activities	➔	Complete	100	Interventions delivered within the community include: Walking Groups, Cycling Groups development and training Rainbow Recycling – social enterprise in the Upper Rhymney Valley. Community Health Champions programme and Allotment development and Open Days
09. Develop and implement a community well being toolkit	➔	In Progress	50	Toolkit has been written and branding designed. This will now be launched in Summer 2013
10. Develop and implement initiatives to promote sensible alcohol consumption	➔	In Progress	80	Contributed to the development of an Alcohol Plan for the County borough, linking with Aneurin Bevan Public Health team. Participated in Alcohol Awareness Week. Over 200 Year 6 pupils from Caerphilly Schools visited Crucial Crew – alcohol misuse a key theme, delivered by both the Health Improvement Team and CRIAlcohol. Training delivered to managers and supervisors across the authority The training pack to be rolled out across the ABHB area to other workplaces

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

Period	Title	Actual	Target	Intervention	RAG	Result 12 Months Ago	Comment
Q4 12/13	01. % of customers satisfied with Leisure Centres	92.00	91.00	88.00	–	89	Above target
Q4 12/13	02. Number Smartcard Holders	101211.00	100000.00	95000.00	↓	87963	Target achieved and 15% increase on last years performance
Q4 12/13	03. % Smartcard holders	58.46	58.00	55.00	↓	51	Target achieved and improvement on last years performance
Mar 13	04. No of visits to indoor sports facilities (Leisure Centres)	1277952.00	1159371.00	1148638.00	–	1148638	Above target and improvement on last years performance
Mar 13	05. LCS002 - No. of visits to indoor sports facilities per 1,000 population	7147.14	6712.00	6634.77	–	6634.77	Above target and improvement on last years performance
Q4 12/13	06. Number of businesses qualifying for a healthy options award	22.00	10.00	7.00	–	19	Above target for year
Q4 12/13	08. Number of people attending the referral to exercise programme	982.00	1080.00	980.00	↓	1166	Increased number of cases with more complex requirements, which can take longer, has meant that less overall referrals can be dealt with per year, due to limited instructor time
Mar 13	09. Number of visits to sports development activities	78089.00	75000.00	68000.00	↑	82644	Above target
Mar 13	10. Number playing sport/active recreation - number of Occasions	220928.00	210000.00	185000.00	↑	221485	Above target
Mar 13	11. Number of free swim sessions - adults aged 60 yrs and above	41871.00	42049.00	40788.00	↓	40788	0.4% off target. Due to inclement weather experienced in January which resulted in lower than expected uptake. Actual is still an increase on last years performance.
Q4 12/13	12. Number Workforce Trained	1643.00	1600.00	700.00	↑	1364	Exceeded target and 20% increase on last year
Q4 12/13	Number of hits on the Health Challenge Caerphilly Website	11177.00	6000.00	4800.00	–	5448	

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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	The MAT programme took place during Summer term 2012 with 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	🟢	Complete	100	St.Cenydd completed. New Tredegar re-opened 13th May 2013 by Sports Minister for Wales. The facility will include a new programme of events and activities to further encourage public participation and usage of the site.
03. Provide training for staff and volunteers to gain new knowledge, learning and skills	🟡	In Progress	80	Training has been delivered for staff and up- skilling of volunteers has been carried out so far this year. Service has implemented a new database (STA) to help them manage training and better plan proactively for the training needs of their workforce - both staff and coaches.
04. Deliver training and support throughout the leadership pathway	🟢	Complete	100	37 Coaches of the Future have been trained. 598 people attended either our Young Leaders or Active Young People courses during 2012/13.
05. Improve the quality of delivery from external providers through the Accredited providers scheme	🟡	Complete	100	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	🟢	Complete	100	Estyn has now fully endorsed the use of the School Sports Survey as a vehicle for addressing the needs of physical education. A Health and Well-being performance scorecard has been developed for the Active Caerphilly Strategy, which helps to address health and well-being issues. A member of staff from Sports Caerphilly has been seconded into the Community Regeneration team to work within the Community First areas. The profile of Sports in Caerphilly has been further raised through the 2012 Olympics and we are still capitalising on this legacy, eg 2013 inaugural Caerphilly 10k run/race.

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Mar 13	02. LCS002 - No. of visits to indoor sports facilities per 1,000 population	7147.14	6712.00	6634.77	—	6634.77	Above target and improvement on last years performance
Q4 12/13	03. Number leaders/volunteers trained	1643.00	1600.00	700.00	↑	1364	Exceeded target and 20% increase on last year
Mar 13	04. Number of people taking part in Sports Caerphilly activities	78089.00	75000.00	68000.00	↑	82644	Above target
Mar 13	05. Number of visits to indoor sports facilities (Leisure Centres)	1277952.00	1159371.00	1148638.00	—	1148638	Above target and improvement on last years performance
Mar 13	06. Number playing sport/active recreation - number of Occasions	220928.00	210000.00	185000.00	↑	221485	Above target

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5. Other Actions linked to the overall outcome

Title	RAG	Overall Status	% Complete	Comment
01. Implement Creating an Active Caerphilly action plan	⊖	Complete	100	The Active Caerphilly plan is now fully embedded. During 2012/13 we also implemented a Health and Well-being scorecard to help monitor progress and performance.
02. Identify an evidence framework to show how community development work impacts upon health and well being	⊖	Complete	100	A Regional performance sorecard has been implemented this year to help evidence the impact of Sport Caerphilly work in the community upon helath and well-being. It is being used by LA's across Gwent and will provide a good source of benchmarking information going forward.
03. Work with local universities on research projects that will inform future service improvements for community development	⊖	Complete	100	During 12/13 we had partnerships in place with 4 local universities to carry out specific research projects that support service improvements. All projects are now complete.