Fact Sheet 4

Targeted activities, programmes and clubs
Increasing opportunities for physical activity in our district

The Leisure and Sport service sets out to deliver sport and physical activity to meet the needs of South Northants residents to promote being physically active, improve health and wellbeing through targeted outreach work. This delivery focuses on providing physical activity provision for the inactive population, less engaged in doing so, addressing health inequalities in local communities and leaving sustainable opportunities.

Keys focus areas of work are to:

- Enable a pathway for children to lead an active life and increase physical activity levels.
- Increase adult activity levels, impact on health inequalities and reduce inactivity level.
- Deliver a Place Based Approach by increasing opportunities for healthy and active lifestyles in targeted areas.

Targeted ‘Hot Spot’ Work

We conducted Insight research in partnership with Northamptonshire Sport, which identified Blisworth, Kings Sutton, Roade and Danvers & Wardoun as areas within our district that required a boost to increase their activity levels, with a particular focus on those experiencing limiting long-term health conditions or disabilities.

We held have a go events to ascertain what activities each parish would like. This resulted in 16 new activities being delivered in a range of different activities highlighted as lacking provision and an area of need.

Activities have focused around long-term health conditions with:

- New provision in dementia friendly activities with training for 12 groups in Blisworth and Kings Sutton along with Let’s Get Moving Falls Prevention mobility and strengthening programmes
- Inclusive Activity training
- Nordic Walking
- Walking football
- Walking netball
- Health walks and many more.

Since January 2019, a total of 468 attendances have been recorded across Kings Sutton and Blisworth on these new activities.

Health Walks

We currently run 25 different health walks in SNC, at locations throughout the district. Each walk is graded on length and time and led by qualified voluntary health walk leaders, in partnership with Ramblers UK. The walks are advertised in our six weekly newsletter, Best Foot Forward, which is available on our website and via the walk leaders.

During 2018 we had:

- 590 registered walkers
- over 10,000 registered attendances

This was an increase of approximately 20% from 2017, when we had 492 walkers and 8,400 attendances.

In 2019 we established intergenerational walks for people registered with the health walks and children at Kings Sutton and Blisworth primary schools, to take place during the school day. These aim to encourage intergenerational relationships and an understanding of the benefits of physical activity. These initial locations were chosen as our targeted ‘hot spot’ areas for improving physical activity and well-being for people with long term limiting health conditions and disabilities. We will monitor the success of the walks in these areas and consider rolling out them, out elsewhere in the district.

Stay Active Towcester

We deliver a range of subsidised activities, both during the day and evenings to help people aged 55+ to become more physically active. These are targeted at Grand Union Housing Group (GUHG) residents along with the general public and delivered at Towcester Centre for Leisure by a range of partners.
Increasing opportunities for physical activity in our district

Wellbeing Activity Map
We contribute to a web-based map which allows people to locate activities within the district that cost under £5 per session.

Holiday programmes
We run school holiday programmes based at Magdalen College School, Brackley and Towcester Centre for Leisure. These give children aged 5-15 an opportunity to take part in physical activities; socialise with others in a positive environment and they provide affordable school holiday child care. They are delivered by our staff in conjunction with external coaches who are linked to local clubs, providing onward links for those children who wish to continue to participate in specific activities. In addition to sport, the clubs provide fun, games and craft activities.

During 2018/19:
- We delivered 648 hours of holiday activities, a 58 per cent increase on the hours of provision offered in 2017/18
- We sold 1,637 tickets for holiday sessions, an increase from 1,057 tickets in 2017/18
- Participation was split roughly 10:6 boys to girls. This is considered a reasonably positive ratio in terms of girls and boys taking part in activities
- 35 children with disclosed disabilities attended the sessions
- The holiday programme generated £27,500 in gross income, an increase from £16,908 in 2017/18
- We worked with 8 schools to deliver free holiday activity provision to 128 children in receipt of Free School Meals

Youth Activator Programme
We employ two members of staff as Youth Activators, delivering alternative sports and physical activity to engage with young people and offer positive activities for 8-16 year olds. The initiative works in schools to deliver a programme of targeted activity to children, both in curriculum and outside, to help schools achieve the target of every child achieving 60 mins of activity a day in and outside of school time.¹

Outside of schools, the programme delivers free provision in parks, open spaces, youth clubs, community centres, Parishes, MUGAs and many more to provide opportunities for young people where they hang out and feel comfortable. The programme uses sport and physical activity to engage with young people to increase physical and mental wellbeing along with tackling the knock-on issues such as anti-social behaviour, mental health, social isolation among other issues by delivering positive diversionary physical activity opportunities. The programme also looks at specific areas highlighted by key partners through the steering group, to deliver targeted sessions that have a positive impact on young people and local communities. The programme is a mobile service and does not require a fixed facility to deliver sessions. It is able to react to the changing environment and needs of local communities.

During 2018 we facilitated:
- 1,544 attendances at School Sessions, during lunchtimes and after school
- 2,880 attendances at Community Sessions.

This was a 42 per cent increase in attendances from 2017/18. In 2018 the Youth Activator programme worked with 12 of the 21 local youth clubs to offer sport and physical activity, an increased on 9 youth clubs in 2017.

¹ Chief Medical Officer Guidelines www.gov.uk/government/publications/uk-physical-activity-guidelines, July 2011
Youth Engagement

During 2017/18 we held events in conjunction with Brackley Youth Engagement at Magdalen College School and with Towcester Youth Engagement at Sponne School, to showcase local clubs and activities for young people in their towns. Local groups attended to give out information and run tester sessions for young people. Groups were able to network, find out who else was running activities in the area and share good practice, whilst helping young people and their families to find out about local activities. It was also used as an opportunity to identify gaps in provision.

Girls Wildcats

We deliver football-based activities for girls aged 8 - 16 who are not accessing PE in school. We facilitate links with clubs, or create clubs as necessary to facilitate sustainability and continued involvement in the sport.

During 2018 we facilitated:
- 383 Wildcats attendances

Walking Football

This is a slower, more accessible version of the game for people generally aged 55+, to improve physical health and decrease social isolation.

During 2018 we delivered sessions at Towcester, Brackley, Kings Sutton, Blisworth and facilitated:
- 1,259 attendances at walking football

Disability Inclusive Physical Activity

Within our district:
- 11,877 people have a health problem which affects their day-to-day activity level
- 8.2 per cent of local residents have a health problem which limits their day-to-day activity level ‘a little’
- 5.8 per cent of local residents have a health problem which ‘severely limits’ their day-to-day activity level

Our Leisure Team helped to establish Disability Inclusive Sports Club (DISC) and has continued to provide on-going support to the club to ensure a strong disability presence. The team currently work with a number of organisations that support people who have a disability or long-term health issue, including Livability (Brackley), GUHG, Age UK (Northamptonshire) and the Northamptonshire Federation of Disability Sport. Assistance has also been provided to local sports clubs including a number who offer specific provision for disabled sport, including Brackley Dippers, Deanshanger Air Rifle Club, Brackley Town Football Club and of course DISC. We deliver ‘Have a Go’ days to showcase the inclusive opportunities available in our district and we have secured funding for future inclusive provision.

We also work with Northamptonshire Sport to provide a range of courses, from First Aid and Safeguarding to more specific courses such as Autism Awareness in Sport and Inclusive Community Training, for sports clubs and local groups.

Recently a focus around mental health provision has been established in Towcester by integrating Changing Minds mental health clinics with physical activity provision and basing these clinics at our Leisure Centre for sustained activity and subsidised activities. 82 people have so far accessed the provision.

² 2011 Census figures