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# Agenda

- Background
- Experience in Australia
- Experience in UK
- Activity Focus
- Future Direction
- Future Programming

# Background

- Welsh
- Beach Lifeguard - Volunteer
- Industrial Chemist – major steelworks
- Involved in sport from an early age
- Opportunity to work as a professional lifeguard on beaches
- Moved to London
- Studied ISRM Diploma

# Experience in Australia

- Brimbank – Victoria
  - Western Suburbs
    - Deprivation
    - Ethnic based
  - Leisure Centres
    - Currently \$9.5 million refurbishment
  - Capital Works
  - Arts & Culture
    - Assessing Arts & Culture Centre
    - Major festivals 30k in 2006
  - Sport & Rec
    - Negotiating new leases
    - Developing link with Peak Bodies



# Experience in UK

- Oxford
  - Leisure/Parks
  - Outdoor pools & river bathing places
  - Operating all Pools
  - Wider remit
  - CCT – worst exported commodity of 90's
- London
  - Leisure/Youth/Community Safety/Parks
  - Performance Development / Best Value
  - Trust Status
  - Utilising Sport & Physical Activity to improve health

# Experience Continued...

- Consultancy
  - KPIM Ltd
    - Key Performance Indicators
    - Performance Improvement
    - Interim Management
- Solihull
  - Home Office Initiative
  - Health – Docspot
  - Crime – Positive Futures
  - Education
    - School Sports Coordinators
    - Facility Improvements
- Sports Development - linked to all of the above



# UK Research

- Game Plan Dec 02
- Sport England modernises 2003/4
- Wanless Report (Feb 04)
- Framework for Sport in England March 2004
- Chief Medical Officer Report 'At least Five a Week' (April 04)
- Health White Paper (Autumn 04) Plan
- Regional Plans for Sport published May 04 to October 04
- DCMS 5 Year Plan Russell Commission Youth Green paper Lord Carter Review
- Choosing Health? Choosing Activity (May 04)
- CSR Bid for Sport June 04 – Social marketing – volunteers – multi-club sports hubs
- Winning the Olympic bid for 2012

# Activity Focus

- Australia
  - Elite athletes focus
  - 11 World champions or team champions in 2003/4
  - Some local development of community activities
  - Sport focused
  - Obesity/ill health
- UK
  - Community focussed – no champions
  - Education – funding for facilities
  - Crime – use of physical activity to reduce crime
  - Health – focus on lifting the middle segment to take part

# The Solihull GP Referral Scheme

- **Docspot: What is it?**
- A partnership between Solihull PCT, GP practices and Solihull Council (specifically its Leisure Services) set up and tasked with delivering exercise on prescription to local people.
- An established program of intermediate healthcare that has been operating successfully in Solihull for the past 3 years.

# Current Performance – 2005/06

Performance Measure	Target to Date	Performance to Date	Variance
Number of patients who are still participating in a level of physical activity greater than their baseline level, 6 months after their initial assessment	226	249	23
Number of patients who demonstrate positive changes to health having completed their 12 week programmes in at least one of the following physiological measures: Body Mass Index (BMI), Blood Pressure (BP) and Peak Flow	190	251	61

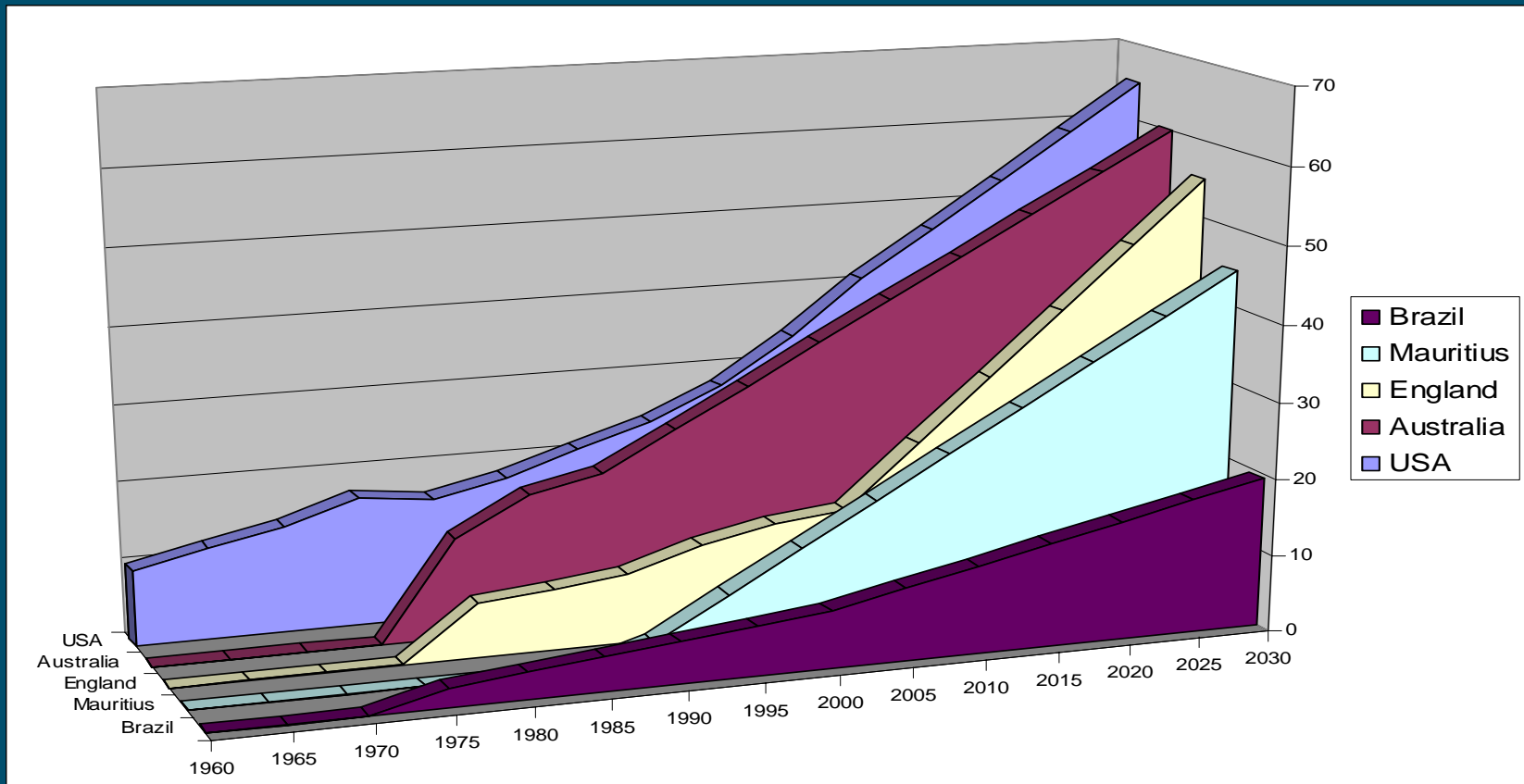
# Community Development

- Health Market
  - Competition for leisure dollar
  - Cinema/TV/Computers
  - Sedentary activity/Non active
  - Spectator/Armchair participation
- Increasing Segment who take part
- Ageing population
- High disability ratio

# Future Direction - Opportunities

- Education
  - Community hubs
  - Overcome 16 – 18 fall off
  - Lifelong learning potential
  - Encourage career development in the industry
  - Improved attainment from kids involved in sport
  - Improved attendance at school
- Crime Prevention
  - Tie in youth justice programs
  - Link to Youth Services

# Population percentage with BMI $\geq 30\text{kg/m}^2$





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**“The doctor told my husband to double his physical activity, so now he changes channels with both hands.”**

# Future Programming

- Health
  - B Smart Get Active
  - Pilot scheme for exercise referral
  - Started Dec 06 – 16 referrals
  - 6 months program
    - 12 weeks easy
    - 12 weeks harder
    - Includes diet/benefit of exercise
  - Low cost
  - Lifestyle change – aims to encourage them to join and pay for membership



# Future Programming

- Young People
  - Capture hearts and minds
  - Obesity – Northampton example
  - Family Education
  - Peer pressure/peer support
- Education
  - Summer university
  - Joint use hubs

# Future Programming

- Sports Networks – Link Councils, Clubs, Peak Bodies
- Older People
  - Physical activity
  - Social gatherings
  - Cohesion/Community strengthening

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**"Step 1: apply Miracle Cellulite Cream to  
problem areas. Step 2: run ten miles."**

# Summary

- Activity Focus
- Future Direction
- Future Programming and Health Integration

I'm not saying that leisure is a panacea to cure all ills but it can be a close alternative to many of the problems we suffer in today's hectic life.

