



## AGENDA ITEM: 8

### SUMMARY

<b>Report for:</b>	<b>Health in Dacorum Committee</b>
<b>Date of meeting:</b>	<b>09/09/2015</b>
<b>PART:</b>	<b>1</b>
If Part II, reason:	

<b>Title of report:</b>	<b>Get set, go Dacorum</b>
Contact:	Cllr Neil Harden, Portfolio Holder for Regulatory & Resident Services <b>Author:</b> Claire Lynch, Community Partnerships Officer <b>Responsible Officer:</b> Matt Rawdon, Group Manager, People
Purpose of report:	1. Monitoring and information
Recommendations	1. That members of the committee note the report and identify any areas where they require additional information.
Corporate objectives:	<ol style="list-style-type: none"> <li>1. Community Capacity: enabling self-help and volunteering to build communities.</li> <li>2. Regeneration: developing skills and aspirations of local people.</li> <li>3. Dacorum Delivers: developing more effective ways of delivering services which meet customer expectations.</li> </ol>
Implications:	<p><u>Financial</u> £45,000 from reserves (approval granted October 2013)</p> <p><u>Value for Money</u> The project seeks to increase sports participation in the 14+ age group. In Dacorum we aim to use sport as a mechanism for dealing with some of the social problems that we have in a holistic way.</p> <p>£45,000 from DBC and £17,500 from Sportspace will provide the cash contribution needed to release £250,000 from Sport England and £77,500 of in-kind contributions from local voluntary sector groups. The total project cost over three year is £390,000 (including in-kind support) and will cater for approximately 2,500 residents in Dacorum aged 14+ over a three year period. This engagement is sustained engagement which aims to change the behaviour of participants, builds skills in the community and and build the infrastructure within the community to ensure that the projects last beyond the life of the funding.</p> <p>Increased physically activity leads to improved mental and physical</p>
'Value For Money Implications'	

	wellbeing and therefore can contribute to a reduction in the need for other support services and improve life outcome for participants.
Risk Implications	Risk register reviewed on 04.06.2014
Equalities Implications	<ul style="list-style-type: none"> <li>• Equality impact assessment completed Jan 2014</li> <li>• Publicity will be targeted at specific areas that demonstrate social problems but recruitment will be open to the wider community</li> <li>• Extra funding will be targeted at training and development of existing providers to up skill i.e. equality and diversity training.</li> <li>• Two groups from the 'protected characteristics' will have targeted projects: health inequalities and access issues for ethnic minority groups, access issues for disabled people.</li> </ul>
Health And Safety Implications	<ul style="list-style-type: none"> <li>• All providers will have appropriate public liability and insurance policies.</li> <li>• Service Level Agreements will identify that the service provider will be responsible for Health and Safety procedures.</li> <li>• Risk Assessments will be carried out by the service provider for each activity and submitted to Get, Set, Go Dacorum co-ordinator.</li> </ul>
Consultees:	<p>30 partners from National Governing Bodies, District Partnerships, Sports Clubs and providers, Voluntary Sector, Children's and Community Centre's, Public Health, Clinical Commissioning Group, Housing Associations, ethnic minority groups and Secondary Schools attended two consultation workshops with the Council to develop the project.</p> <p>Questionnaires have been completed by;</p> <ul style="list-style-type: none"> <li>• Students at Adeyfield School, Hemel and Cavendish School</li> <li>• Families in Woodhall Farm and Tring Central</li> <li>• Ethnic minority groups</li> <li>• Families at the Adventure Playground Play days (2014 &amp; 2015)</li> </ul> <p>Consultation and development of project is on-going through the three year programme. Additional consultation to take place in coming months;</p> <ul style="list-style-type: none"> <li>• Targeted consultation of attendees of children's centres</li> <li>• Residents in rural areas</li> </ul>
Background papers:	<ul style="list-style-type: none"> <li>• Sports Policy Statement, Cabinet Report, 24 April 2012</li> <li>• Community Sports Activation Fund Application, Cabinet Report, 22 October 2013</li> </ul>

### **Historical background**

#### **Community Sport Activation Fund**

The Community Sport Activation Fund is a £40m revenue fund from Sport England which will:

- Enable people to create a sporting habit for life.
- Help stimulate local sports delivery.
- Provide a flexible investment at a very local level.

The fund aims to:

- Increase once a week participation in sport by those aged 14 and above.
- Encourage and support local partners to work together to develop new approaches to delivery.
- Invest in projects that will deliver sustainable increases in participation.
- Support communities across England to help ensure sport becomes a regular part of the majority

of people's lives.

## **General project update**

### **Publicity and marketing**

- Get set, go Dacorum branded t-shirts, hoodies, stress balls and gazebo have now been purchased and are being used at events to raise the profile of the project (see appendix 1 (pg 5) for photos)
- Get set, go Dacorum branded roller banners and outdoor flags are on order

### **Events attended over the summer**

- Housing annual fun day – Hemel Hempstead School
- Adventure Playground National play days – Bennetts End, Chaulden, Adeyfield and Grovehill
- Highfield Fun day
- Love your Neighbourhood – Tring
- Training sessions with local GPs – Fernville and Rothchild Surgery

### **Events coming up over the next few months**

- Old Town Hall Community Event
- Love Your Neighbourhood – Bennetts End
- Training sessions with local GPs – Parkwood, Kings Langley, Manor Street and Bennetts End Surgery

### **Social media**

- Facebook and twitter accounts have a growing following and are continually being publicised to increase networks (help publicise @getsetgodacorum)

### **Website**

- The Get set, go Dacorum website has been created and was launched in April 2015 - [www.getsetgodacorum.co.uk](http://www.getsetgodacorum.co.uk)
- It includes a full calendar of events and activities which are running for the programme
- Sport England headquarters have been tweeting about the Get set, go Dacorum project during their European Week of Sport, supporting the standard of activities available.

## **Figures which are reported to Sport England**

The annual target dates run from September 2014 to September 2015 in year one of the project. The key performance indicator designed by Sport England focusses on the number participants over 14 years old only.

Attendances against target as of 14<sup>th</sup> August 2015 (11 months into project)

### **September start dates**

- Rush Judo – 100% of annual target of 10
- Youth Boxing – In progress, visits have been made to the group and things are going well but awaiting forms

### **October start dates**

- Back 2 Netball – 196% of annual target of 25 (almost doubled target)
- Woodhall Farm & Grovehill Family Fun sessions – 100% of annual target of 40
- Much Stronger Together Football – 53% of annual target of 60 (event planned for 13 September 2015 to reach additional numbers)

### **November start dates**

- The Puffins – 167% of annual target of 15 (almost doubled target)

- Stay with it Programme – 49% of annual target of 80 (term time programme was stopped for summer holidays but other projects running instead please see below)
- Go for Fit women and girls – 100% of annual target of 30

#### January start dates

- Culturally Aware Fitness – 100% of annual target of 40
- Sports Match “Buddy” scheme – so far 40% of annual target of 30 (Volunteer Centre Dacorum have been commissioning to run this project and have been going through a redundancy process with staff which has affected the ability to deliver)

#### February - May start dates

- ENJOY Family – so far 50% of annual target of 50
- A Taste of Fitness – so far 20% of annual target of 30
- Adventure in the Playgrounds – multi-sport sessions so far 75% of annual target of 80
- Expansion of Stay with it Programme (please see target figures above)

#### June – August start dates

- Cycle your Family to Fitness – 25% of annual targets achieved and project carrying over due to close links with upcoming Dacorum Cycle Hub
- Active Men – in progress but information pending

#### Extra projects which have been run to accommodate for projects which have not met their KPIs

- Sport @ the Elms (DENS project) – 8 regular attendees on the last update (awaiting final numbers)
- Xtreme skates– 12 regular attendees on the last update (awaiting final numbers)
- Dance @ the Adventure Playgrounds – 13 regular attendees on the last update (awaiting final figures)
- Shape Up – 11 men booked onto the follow up 12 week weight management course with Watford Football Club (started beginning of August)
- Let’s Dance – 35 older adults regularly attending at the Old Town Hall
- Tring Parkrun – 123 regular attendees on the last update (was originally going to be funded through the Community Grant pot so an internal transfer will take place)

In total the programme has achieved 77% of its target KPIs as of August 2015 (when referring to the 14+ age group).

#### Staff changes

The Get set, go Dacorum co-ordinator has ended her secondment, finishing on the 14 August 2015. All enquiries should be directed to [getsetgo@dacorum.gov.uk](mailto:getsetgo@dacorum.gov.uk) and will be picked up by the Community Partnerships Team until a new person is in post. The role is currently going through the internal approval processes and will then be advertised.

#### Developing the project

This is a new project and we are continuously developing, tailoring and re-profiling the project based on consultation results and feedback from partners. Any ideas or suggestion from stakeholders will be gratefully received at any time via [getsetgo@dacorum.gov.uk](mailto:getsetgo@dacorum.gov.uk).

Glossary of acronyms and any other abbreviations used in this report:

CSAF – Community Sports Activation Fund  
CCG – Clinical Commissioning Group  
NGB – National Governing Bodies

### Appendix 1. Get set, go Dacorum at Community Events

