

EXECUTIVE BOARD – 17 March 2015

Subject:	National Programme of physical activity in Parks and Open Green Spaces.		
Corporate Director(s)/ Director(s):	John Kelly, Corporate Director for Communities Hugh White, Director of Sport and Culture		
Portfolio Holder(s):	Councillor Dave Trimble, Portfolio Holder for Leisure and Culture		
Report author and contact details:	Eddie Curry, Head of Parks and Open Spaces Email: eddie.curry@nottinghamcity.gov.uk Tel: 0115 8764982 John Wileman, Head of Sport, Community and Leisure Centre Email: john.wileman@nottinghamcity.gov.uk Tel: 0115 8764956		
Key Decision	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Subject to call-in	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Reasons:	<input type="checkbox"/> Expenditure <input type="checkbox"/> Income <input type="checkbox"/> Savings of £1,000,000 or more taking account of the overall impact of the decision	<input checked="" type="checkbox"/> Revenue <input type="checkbox"/> Capital	
Significant impact on communities living or working in two or more wards in the City			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Total value of the decision: In Exempt Appendix			
Wards affected: ALL	Date of consultation with Portfolio Holder(s): 26 th February 2015 Councillor Trimble, Portfolio Holder for Leisure and Culture		
Relevant Council Plan Strategic Priority:			
Cutting unemployment by a quarter			<input type="checkbox"/>
Cut crime and anti-social behaviour			<input type="checkbox"/>
Ensure more school leavers get a job, training or further education than any other City			<input type="checkbox"/>
Your neighbourhood as clean as the City Centre			<input type="checkbox"/>
Help keep your energy bills down			<input type="checkbox"/>
Good access to public transport			<input type="checkbox"/>
Nottingham has a good mix of housing			<input type="checkbox"/>
Nottingham is a good place to do business, invest and create jobs			<input type="checkbox"/>
Nottingham offers a wide range of leisure activities, parks and sporting events			<input checked="" type="checkbox"/>
Support early intervention activities			<input checked="" type="checkbox"/>
Deliver effective, value for money services to our citizens			<input checked="" type="checkbox"/>
Summary of issues (including benefits to citizens/service users):			
<p>This report seeks approval to enter into a Partnership Agreement with a Significant Partner to deliver a two year Programme of park based activities and Healthy Lifestyle events in many of the City's major parks. The report provides the aims and objectives of the Activation Programme and also provides a summary of the Partnership Agreement and Partnership Funding from the Significant Partner.</p>			
Exempt information:			
State 'None' or complete the following.			
An appendix to the report is exempt from publication under paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 because it contains information relating to the financial or business affairs of any particular person (including the authority holding that information) and, having regard to all the circumstances, the public interest in maintaining the exemption outweighs the public interest in disclosing the information. It is not in the public interest to disclose this information because the report contains detailed financial information that is commercially			

sensitive. The name of the Significant Partner and the programme “Brand” has been removed from the report until the signing of legal contracts between Nottingham City Council and the Significant Partner.

Recommendation(s):

1 To grant approval to implement the project, as detailed in section 1.2 below.

2 To grant delegated authority to the Director of Sports and Culture, in consultation with the Portfolio Holder for Leisure and Culture, to confirm the final funding and Activation Programme and enter into contracts with the Significant Partner.

3 That the Medium Term Financial Plan be amended to reflect the additional expenditure and funding listed in Appendix 4. (Not for Publication)

4 To grant approval to enter into contracts with local sports coach providers to deliver the activation programmes

5 Note the establishment of a new 2 year fixed term Project Co-ordinator post as detailed in section 1.2

1 REASONS FOR RECOMMENDATIONS

The project has been designed to help activate the community and help provide a sustainable range of opportunities to help improve health and wellbeing. This will support the Council’s priorities relating to health and leisure. The activities will help to increase park usage and help to build pride and ownership which in turn will help tackle reduce any perceptions of vandalism, crime and antisocial behaviour within the parks years.

2 BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)

2.1 Over the last 10 years the Parks and Open Spaces and Sport and Leisure Teams have secured and delivered a significant £60million capital and revenue programme of Infrastructure improvements and activation programmes. Key projects have included the restoration of the Forest Recreation Ground , St Ann’s Allotments, the creation of 19 outdoor Gyms and improvement of over 63 new Play Areas and 3 new Skate Parks. The Leisure Transformation Programme has also provided a portfolio of modern fit for purpose leisure centre and fitness suites. In addition to several new projects such as the Iconic Project at Harvey Haddon, the restoration of Highfields Park and the new Sport Zone at the Forest Recreation Ground, combined with the successful “Football in the Community Programme” and Football City Initiative, will all provide opportunities for our citizens to access and participate in a broad range of free to attend healthy life style activities delivered outside in the fresh air.

2.2 The Significant Partner has a long heritage and association with sport. Investment in sport as a passion point for their consumers has long been a part of the Significant Partner’s global strategy. The Significant Partner has built associations with some of the biggest sporting properties in the world for the past 80 years and has also significantly invested in sport at a community level.

2.3 The Significant Partner is committed to supporting people in leading healthier lives and one of these commitments is around physical activity.

- 2.4 In 2014 the first Physical Activity Projects were established in two major UK Cities and one London Borough. These projects have delivered the first year of activities in partnership with the Councils and the wider community. In their first year of activation all the Councils are reporting an increase in participation and also an increase in park usage outside of the programmed activities. In addition, all the Councils have found working with the Significant Partner to be very productive and a real partnership approach.
- 2.5 The programme will be independently evaluated and measured so that we can track its efficacy, progress and outcomes.
- 2.6 The need:
- a) Improving the health and mental wellbeing of our citizens is a key priority for the City.
 - b) Regular exercise / activity and ways to reduce sedentary life styles, reduce obesity, heart failure and improve mental wellbeing via exercising outside in parks and green spaces, has over recent years started to become more and more recognised by health professionals as a way to make real interventions and provide significant pathways ways to help prevent ill health and help improve the health and wellbeing our communities.
 - c) Well maintained quality parks and green spaces provide opportunities to help improve health and wellbeing and the quality of life of our citizens. Parks are well positioned in the heart of our communities and when managed appropriately can help improve community cohesion and help create places that are more sustainable and attractive. Great parks and green spaces can help inspire the young and the old alike, they help shape our views on where we live and who we are, encouraging responsibility, self-esteem, environmental stewardship and civic pride.
 - d) Activating the parks and creating lots of free to participate opportunities for people to engage is the most effective way to help sustain recent investments through greater local pride and ownership of the City's parks.

The Proposals

- 2.7 The Significant Partner has recently approached Councils with an offer to expand the Physical Activity Initiative in the major cities. The Significant Partner's commitment is to invest £20million up to 2020 to help:
- a) One million teens and adults be active through the Physical Activity Programme and for them to lead happier and ultimately healthier lives.
 - b) The Significant Partner's role will be centered on happiness and will aim to demonstrate how active lifestyles are a fundamental driver of happiness. (Mental + Physical Wellbeing + Sociability = More Happiness!)
 - c) The Significant Partner's objective is to do more to help more people be active, more often and to help remove some of the barriers to being active: cost, distance and the feeling of 'that's not for me'...

- 2.8 The proposed programme of activities and events agreed with the Significant Partner for Nottingham include:
- a) Formally designate a number of key parks and green spaces as 'Activity Parks' within the Physical Activity programme
 - b) Provide weekly free activities from April – September. The emphasis will be on sociability and fun with a target of reaching those who are most unlikely to participate from IMD areas.
 - c) Activate thousands of people during the two year programme with a focus of activity over the summer holidays.
 - d) There will also be two mass participation events; an opening ceremony in spring and a family sports day at the start of the summer holidays.
- 2.9 The programme will establish and fund a new 2 year fixed term Project Coordinator post Band G. The post will coordinate all the activities and events and will be the key liaison between the Council, Community and the Significant Partner and its agencies.
- 2.10 The programme of activity will aim to engage families as well as some activities that will be more targeted to 14-25's / seniors and women and girls sessions that link into the national Sport England campaign 'This Girl Can'.
- 2.11 The programme offer will have a diverse range of activities to include everything the parks and green spaces in Nottingham have to offer which is Health and Fitness, Sports, Social and Cultural, Conservation and Adventure and will be led by a range of people including Park Rangers, Friends of Parks, volunteers, paid activators and specialist sports coaches.
- 2.12 These activities will be split into:
- a) Park Ranger, Friends of Parks and volunteer led sessions such as Orienteering, Geocaching, Nature Walks, Family Bushcraft
 - b) Activator Led sessions such as Outdoor Gym, Football, Cycling, Tennis, Family Play
 - c) Women and Girls Targeted sessions such as Zumba, Yoga, Boxercise, Netball, Street Dance
 - d) Specialist Coached Sessions such as Archery, Open-Water Swimming, Slacklining, BMX, Tai Chi, Parkour, Triathlon.

Appendix 1-3 contains details of park locations and outline activities.

3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

To not enter in to the partnership with the Significant Partner would significantly reduce our ability and capacity to deliver this mass participation programme of events and activities. As a result the City would miss the opportunity to activate the parks and encourage our communities to participate and engage in regular physical activity.

4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY/VAT)

See Exempt Appendix 4

NOT FOR PUBLICATION

Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972

5 RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS AND CRIME AND DISORDER ACT IMPLICATIONS)

- 5.1 The precise detail of the proposed partnership agreement still needs to be resolved, subject to contract and detailed legal negotiations. As a consequence of this no steps should be taken which would entail financial commitments being made until such time as the partnership agreement is completed unless the Council are content to do so at risk.
- 5.2 Recruitment to the 2 year fixed term post should be made in accordance with the Council's recruitment policies and have regard to the temporary nature of the role. Possible extension of post following year two evaluation.
- 5.3 From a Crime and Disorder Act perspective, the proposals raise no particular issues, however, S17 considerations should include reducing any opportunities for crime on the site, and setting and enforcing rules to regulate behaviour through structured activities and events as well as the clearly demonstrated social considerations to prevent and reduce criminal or anti-social behaviour.

6 SOCIAL VALUE CONSIDERATIONS

The proposal would see NCC act as the employer for the role with financial support provided by a mixture of financial backing from the Significant Partner and internal budget allocation. A review of the service and its workforce profile suggests there may be opportunities to recruit to the role from within the organisation, saving on recruitment costs. The service should plan for potential exit costs at the end of the contract, which may potentially be greater if internal recruitment is successful. Exit costs could include a redundancy payment for any individual dismissed by reason of redundancy, with the calculation based on a payment of up to £475 for each full year of continuous service completed (with an additional half added for every years service over the age of 41). The service is currently in the process of finalising a job description for the role and this will be confirmed shortly.

7 REGARD TO THE NHS CONSTITUTION

- 7.1 From a public health perspective, utilising the green spaces in the City to promote and engage more people to become active and engage in enjoyable, sociable physical activities is likely to be beneficial to mental and physical health and community cohesion and wellbeing and particularly so if the measures employed were sustainable beyond the length of the project.
- 7.2 The objectives in the programme link to the improvement of health and a number of indicators in the public health outcomes framework. It would be appropriate to build in evaluation of progress against these measures as part of the project plan.

8 EQUALITY IMPACT ASSESSMENT (EIA)

Has the equality impact been assessed?

- (a) not needed (report does not contain proposals for new or changing policies, services or functions, financial decisions or decisions about implementation of policies development outside the Council)
- (b) No
- (c) Yes – Equality Impact Assessment attached

Due regard should be given to the equality implications identified in any attached EIA.

9 LIST OF BACKGROUND PAPERS RELIED UPON IN WRITING THIS REPORT (NOT INCLUDING PUBLISHED DOCUMENTS OR CONFIDENTIAL OR EXEMPT INFORMATION)

None.

10 PUBLISHED DOCUMENTS REFERRED TO IN THIS REPORT

None

11 OTHER COLLEAGUES WHO HAVE PROVIDED INPUT

Malcolm Townroe Solicitor and Legal Services Manager
Emma Orrock, Service Improvement Manager, Community Protection
Steve Ross Financial Analyst
Alison Challenger Director of Public Health
Paul Slater, Redesign Consultant, Organisational Transformation

Appendix 1

20 parks and open spaces have been selected for this project using insight data to target the local communities in areas of high health inequalities

1	The Forest Recreation Ground	11	Colwick Country Park
2	Clifton Playing Fields	12	St Ann's Allotments
3	Radford Recreation Ground	13	Broxtowe Country Park
4	The Arboretum	14	Victoria Embankment Park
5	Bulwell Hall Park	15	Harvey Haddon / Bilborough Park
6	Southglade Sports Park	16	King Edwards Park
7	Colwick Woods SSSI Nature Reserve	17	Wollaton Park
8	Lenton Recreation Ground	18	Highfields Park
9	Bulwell Forest Park	19	Sycamore Recreation Ground St Anns
10	Vernon Park	20	Edwards Lane Community Park



Primary Park



Secondary Park

Appendix 2

Number of Events and Activities

Sessions	Number
Events (Opening Ceremony & Family Sports Day)	2
Park Ranger Activities (such as Orienteering, Geocaching, Nature Walk, Wild Food Walks, Wildlife Walks, Family Bushcraft, Beginners Running, Health Walks, Heritage Walks, Scavenger Hunts, Giant Board Games)	600
Sport and Physical Activity Activator Sessions (such as Outdoor Gym, Football, Tennis, Ping!, Cycling, Family Play, Cricket, Rounders, Baseball/Softball, Tag Rugby)	600
Women and Girls Targeted Sessions (such as Zumba, Zumba Tonic, Street Dance, Bokwa, Yoga, Pilates, Boot Camp, Buggy Fit, Netball, Roller skating)	600
Specialist sessions (such as Archery, Open-water swimming, Slacklining, Parkour, BMX, Tai Chi, Angling, Triathlon, Climbing, Petanque, Fencing, Kabaddi, Golf, Lacrosse)	200
Total Sessions	2000 (plus 2 events)

Appendix 3

Estimated Participation Levels per year

Session type	Expected no. per session	No. of sessions	Total Attending per year
Events:			
Summer Sports Day	2000	1	2,000
Opening Ceremony (Spring)	1500	1	1,500
Park Ranger activities (such as Orienteering, Geocaching, Nature Walk, Wild Food Walks, Wildlife Walks, Family Bushcraft, Beginners Running, Health Walks, Heritage Walks, Scavenger Hunts, Giant Board Games)	12	600	7,200
Sport and Physical Activity - Activator led sessions (such as Outdoor Gym, Football, Tennis, Ping!, Cycling, Family Play, Cricket, Rounders, Baseball/Softball, Tag Rugby)	15	600	9,000
Women and Girls sessions - Instructor led sessions (such as Zumba, Zumba Tonic, Street Dance, Bokwa, Yoga, Pilates, Boot Camp, Buggy Fit, Netball, Roller skating)	15	600	9,000
Specialist sessions (such as Archery, Open-water swimming, Slacklining, Parkour, BMX, Tai Chi, Angling, Triathlon, Climbing, Petanque, Fencing, Kabaddi, Golf, Lacrosse)	10	200	2,000
Total	3552	2002	30,700