



# Strategic Leisure Review: Update for Overview and Scrutiny

25th November 2024

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# Transition to a single service



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ACTIVE  
NORTH  
YORKSHIRE

[northyorks.gov.uk/Active](http://northyorks.gov.uk/Active)



Gym | Swim | Community | Health suite | Wellbeing | Group X



# Transfer Timetable

- **Selby** (IHL) – successful and smooth transfer completed on 1<sup>st</sup> September 2024. Positive feedback from customers and staff. Lessons learnt applied to future transfers.
- **Harrogate** (Brimham's) – 1 December 2024
- **Richmondshire** (RLT) – 1 March 2024
  
- **Scarborough and Ryedale** (EA) – June 2027



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# Transfer Updates

- Project management teams in place and work is progressing well
- TUPE – staff engagement
- ICT – systems/website/app
- Finance – integrations/direct debits/bank
- Contracts/suppliers
- Internal and External communications
  
- **Key Issues** – freelance (Selby) and casual staff (Brimhams)
- Short term solutions in place
- Longer term solutions being developed
- Phase 2 restructure following RLT transfer



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# New You (Adult Weight Management)

New service – Launching Jan 2025

- Weight loss
- Change in body shape
- Feeling healthy
- Increased confidence
- Type 2 diabetes remission
- Increased mobility
- Ability to be active with the family
- Enjoying life



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# Risks and Issues

**Overall the transfer programme is showing Amber.**

**No red risks and mitigations in place.**

**Key risks include:**

- **Complex size and scale** of the programme
- Pace and volume of activity increases demands on stretched and competing resources both within and outside the service.
- **Loss of staff (Casual and freelance)** – unhappiness with new terms and conditions
- Disjointed processes and no single leisure management system - No single set of performance and management data. (preliminary work on new LMS has commenced)
- **Loss of income** due to disjointed customer journeys, sub optimal marketing and communications, poor service transfers. (programmes in place aim to mitigate this)
- **Increased costs** – e.g. unknown or incomplete information, sub optimal workarounds, extension to contracts etc.



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# Lets Talk Active



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# Lets Talk - Active

- 3281 respondents
- Most people say they are very happy (16%) or happy (40%) with their current level of activity, although more than a quarter are unhappy (20%) or very unhappy (7%).
- Around half the people are very happy (14%) or happy (36%) with their opportunities to be active, while more than a quarter are unhappy (20%) or very unhappy (7%).
- Nearly three-quarters (74%) say they do 30 minutes or more of physical activity at least 3/4 days a week (majority of people from all age groups say they do this level of activity).
- The activity levels of those taking part in the survey are broadly in line with the activity levels of the wider population.
- The most popular outdoor activities are walking, cycling, running, and swimming.
- Fitness classes, swim sessions and gym sessions are the most popular indoor activities.



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# Factors affecting Activity

- The factors most commonly found to affect the ability to be active a lot or quite a bit are time (42%), price (33%), health conditions (30%), travel (28%) and suitability (27%).
- Younger age groups are much more likely to rate price and time as affecting their ability to be active.
- Childcare is much more likely to be rated as a main factor by those in the 30 to 39 and 40 to 49-year age groups.
- Health conditions are more likely to be rated as a main factor by older age groups and those who consider themselves disabled or as having a health condition.



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# Leisure Centres

- Slightly more than half (51%) of people say they never do physical activity at a leisure centre, while nearly 40% do physical activity at least 1 or 2 times a week.
- Nearly four-out-of-ten people say their most often used leisure centre meets their needs very well (15%) or well (24%), but around one-third say their leisure centre does not meet their needs very well (17%) or at all (16%).
- Reasons people gave for leisure centres meeting their needs include welcoming and supportive staff, the quality and variety of classes and activities, good facilities and equipment, opportunities to meet new people and socialise, and community-focused programmes and events that encourage participation, convenient locations, and flexible timings of sessions.
- Reasons why people say leisure centres do not meet people's needs include limited class availability, cost, facility issues, accessibility challenges, inadequate timetables, lack of specific programmes, booking and membership issues, and preferences for outdoor activities.



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# Encouraging More Activity

- Healthy weight, beginners' and health conditions sessions and informal activities are most likely to encourage people to be more active in using leisure services.
- Lower costs and more activities are the improvements most likely to make people use leisure services more. Many people also want to see improvements in health and wellbeing services and community services.

## Priorities (asked to rank top 3 for the Council)

- Community Sports Facilities (73%)
- Health and wellbeing programmes (61%)
- Disability and inclusive facilities (49%)



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# Memorable Experiences

## Positive

- Supportive staff and instructors
- Social Interaction
- Personal achievements
- Fun and enjoyable activities
- Special events and programmes

## Areas for Improvement

- Facility cleanliness and maintenance
- Booking and availability (difficulty in booking popular classes)
- Accessibility and Inclusivity



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# Leisure Investment Strategy



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# Leisure Investment Strategy

- Consultant appointed (SLC)
- Assessment of sites undertaken
- Analysis of performance, financial and participation data
- Discussions with key stakeholders undertaken/planned (NHS, ICB, HAS, NY Sport, CYPS)
- Exploration of co-location opportunities (Ripon)
- Initial findings and recommendations in the new year



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# Transformation and development of Services



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# Healthy Communities



## Activities without barriers

- I.SWIM/I.ACTIVE inclusive activities Project aimed at establishing both non-aquatic and aquatic activities for disabled people.
- PRIME TIME inclusive, low impact, tactical, intergenerational.
- HALO social club open to disabled people aged 14 and over.
- Inclusive teen sports coaching session for children who have special educational needs or disabilities.
- Springboard youth club for young people who have Aspergers syndrome or high functioning Autism.

## Activities Include:

- Under 5's SEND sensory swim session
- 5-8's SEND sensory swim session
- Under 5's SEND soft play session
- 5-8's SEND soft play session
- Sensory den sessions
- Boccia

- Inclusive dance class for adults
- Neurodiverse circuit class for adults
- Inclusive Supported gym session
- Inclusive supported gym session physical disabilities
- Curling
- Waterskiing



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# Healthy Communities Water Wellbeing



Having a comprehensive Exercise Referral programme, we were keen to maximise the potential of our pools to offer aquatic activity for health.



The Water Wellbeing programme offers exercise referral instructors and swim teachers the opportunity to train to deliver water-based solutions to manage long term health conditions, help clients rehabilitate following injury and provide exercise for pre/post-natal ladies.



To supplement the Water Wellbeing programme, we offer Good Boost and Bump Boost – AI technology providing bespoke activity plans for our participant's.

*I find that Good boost classes in the pool are perfect for helping me exercise to avoid undue strain on the issues I have with my shoulder and back. The support I get from being in the water allows me to move with more confidence*



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# Aging Well

## The power of partnerships

Active North Yorkshire have teamed up with NHS colleagues to deliver services that meet the needs of the community and address NHS waiting lists....to include

- **Multifactorial falls risk assessment days** – with 450 patients on the waiting list (Harrogate), the first community MFRA saw 59 people complete an assessment with the NHS frailty team and the Active North Yorkshire delivery team and left with the required medical aids and signed up for a local fall's prevention class.
- **Health fairs** – Delivered in partnership with the NHS frailty team and Selby town PCN patients gained increased knowledge of support services, 59% were scored on the Rockwood frailty scale and 549 clinical codes were updated on patient records.

We deliver Falls prevention classes county wide with referrals coming from GP's, hospitals, social care and self-referral.

Sessions increase strength, balance, confidence, independence and socialisation.



NORTH YORKSHIRE  
COUNCIL

# Aging Well

As the population are living longer, we are focused on helping people to live **well**, for longer. In response to local health profiles and NHS demand

Sessions are delivered by qualified, experienced coaches with a minimum of L3 Exercise on referral and at least 1 L4 specialism (LTHC)

## We deliver

- **Cancer pre/rehab**
- **Exercise with stroke**
- **Exercise with Neurological conditions**
- **Cardiac Rehab P3&4**
- **Bowls for Therapy**
- **Osteoarthritis**
- **Pulmonary rehab**
- **Yoga Therapy**
- **Community walks**
- **Falls Prevention**
- **Weight Management**

*My husband has suffered two strokes and has now been diagnosed with vascular dementia, because of all this he finds it difficult to get motivated to move. As a consequence, he quickly loses strength in his core and legs, it's therefore extremely important for him to attend Strong and Steady to maintain this strength. My husband enjoys them, and I can see a big difference after each session.*



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# Questions and Feedback



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