

## **Portfolio Holder (Leisure and Culture) presentation for Health and Wellbeing Scrutiny**

Leisure and Cultural Services take a lead role in the local delivery of sport and active lifestyles, working with local sports clubs and strategic partners.

Sports interventions to develop healthier communities are planned and delivered with sports organisations within the area, including the County Sports Partnership, National Governing Bodies of sport, Schools, Colleges and Universities as well as working with the NHS, GP practices, Public Health and social care.

These programmes are designed to create healthier communities and to enable older people to live independent lives.

Members of the Health and Wellbeing Scrutiny Committee have previously received reports on the delivery of the cardiac rehabilitation programme, GP Referral Scheme, Sky Rides cycling and the work of the council's sports development officers.

31.1% of adults in the Borough take part in sport once a week. This is slightly lower than the county (32.4%) and west midlands (33.5%) participation rates.

The health cost of inactivity in Newcastle Borough is £2,715,765.

25.8% of adults are obese (24.2% for England)

19.2% of children (year 6) are obese (19% for England)

Life expectancy in the Borough:

Male – 73.3 years (78.6 years across England)

Female – 83 years (82.6 years across England)

Over the previous year nearly £600,000 investment has been made in the Borough through sport in the following programmes.

£12,000 Sportivate

£17,648 Satellite Clubs (1 existing and 4 new)

£1,320 Coaching Grants (to get people qualified as sports coaches)

£7,000 Sky Rides

£4,000 Community Badminton Network

£108,000 Lifestyles Programme at Keele University

£45,000 Norton Cricket Club

£1,000 Keele University Archery Club

£74,650 North Staffs Sports Club

£84,835 Badminton England

£240,000 Clayton Sports Centre

New work streams starting this year include:

To increase life expectancy we will be looking to target activity levels in those aged 55 years and over, and are preparing a joint bid with other Staffordshire councils (East Staffs, Tamworth and Cannock) by developing a joint bid to Sport England's Get Active Get Healthy programme. This has the potential to bring in £125,000 of investment over three years.

The Newcastle Partnership has made £89,193 available for physical activity and Sport and Active Lifestyles Officers will be available to advise on applications for this funding as well as submitting projects for consideration in their own right.

A Community Sport Activation Fund bid is being developed with the College to deliver inter-generational activities. This project will last for three years and could bring in investment of between £50,000 to £250,000.

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