



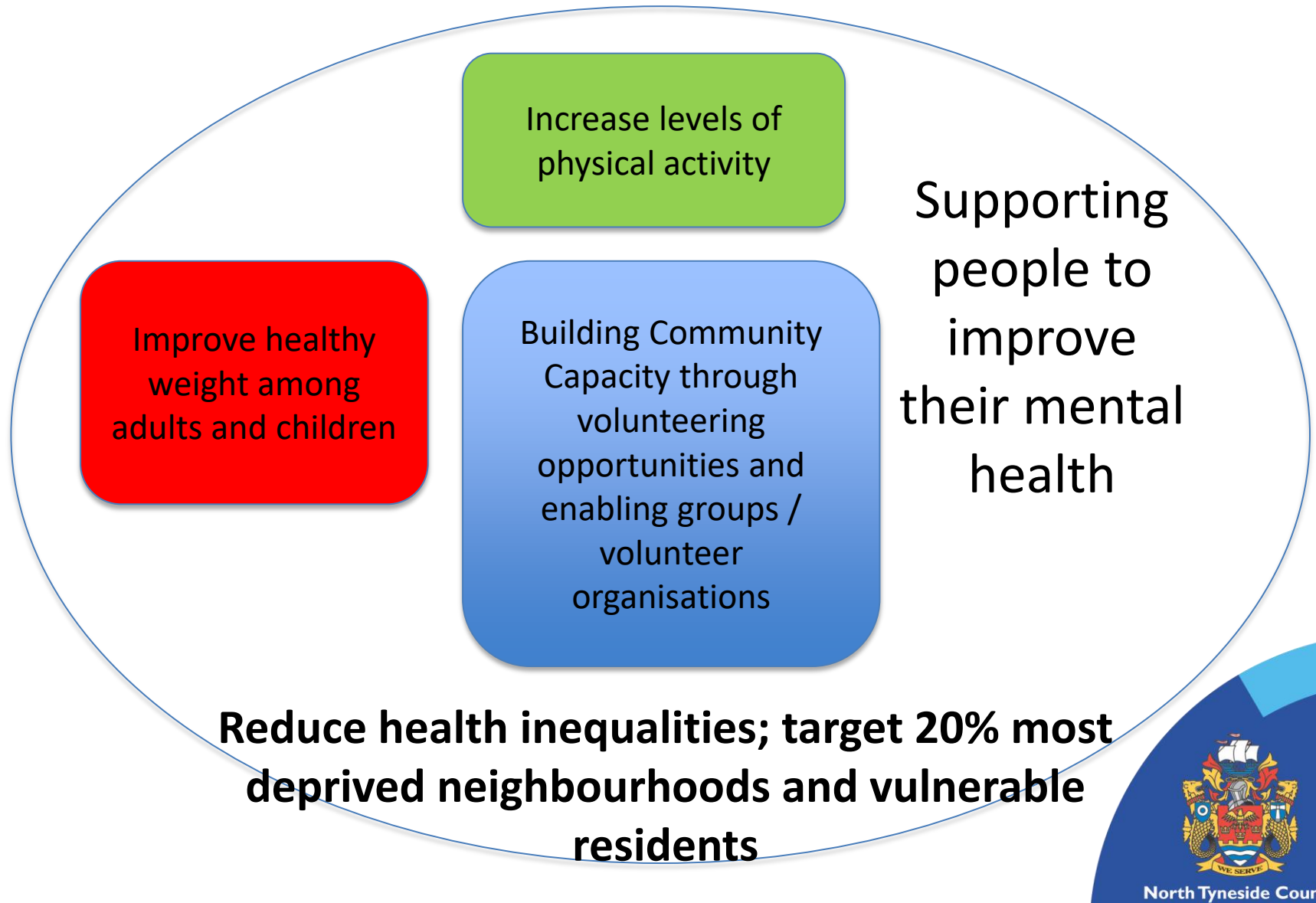
Sport and Leisure Service

Annual Report – 2017 – 2018



North Tyneside Council

# Active North Tyneside – improving wellbeing



Increase levels of  
physical activity

**Universal**

Health Walks – all ages  
Buggy Boot Camps – new  
parents and babies  
Family swimming  
Free activities for children

**Targeted**

Targeting young men and  
girls who are NEET  
vulnerable or disaffected  
Partnership work –  
Newcastle United Football in  
the Community; The Eagles  
Basketball Club

Improve healthy  
weight among  
adults and children

**Mini Movers** – 2 –4  
years olds, movement  
and learn about  
healthy snacks

**Healthy 4 Life** – whole  
family intervention to  
reduce child's weight

**Good Youth Move** –  
targeting overweight  
teenagers

**Weight Worries** -  
targeting adults

Building Community  
Capacity through  
volunteering  
opportunities and  
enabling groups /  
volunteer  
organisations

Community Health  
Champions

Community Start Up  
fund



# Context

- Active Lives Survey – more positive picture of physical activity

**59%** of adults in

North Tyneside are achieving the Chief Medical Officers guidelines of 150 minutes of physical activity per week

**$\frac{3}{4}$**  of people reported taking part in some physical activity at least twice in the last month

**B  
U  
T**

**62.2%** of adults

are obese or overweight

Life expectancy still **10.5**  
years lower for men and

**10.2** years lower for  
women in the most deprived  
areas of the borough



# Some figures

- Over 44,500 visits to Active North Tyneside Programmes (impacting on over 6000 individuals).
- 1156 Active North Tyneside Easecards issued to individuals accessing targeted programmes, including, CLUB1, Healthy 4 Life, Weight Worries, GYM.







## Key successes

Activities for young people  
– free swimming and sports  
Newcastle United in the  
Community – Kicks sessions  
and Eagles programmes in  
schools  
Health Walks  
Beginners Running groups  
Weight management  
programmes

## Challenges

Targeting the 0 – 20% most  
deprived neighbourhoods  
Trying to engage with  
inactive people



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# Developing healthy behaviours

## How are we making an impact?

- Capturing baseline and end of programme data for more programmes than ever
- Lots of evidence (as you might expect) where we invest and spend time working with people – they make changes
- The programmes which have the most impact.....





# Healthy behaviours: weight management



## Healthy4Life

70% of children  
reduced their BMI

Over 80% improved  
eating habits

65% reduced screen  
time



## Weight Worries

98% lost weight

83% increased fruit  
and vegetable  
intake



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# Healthy behaviours; outcomes ctnd..

Reduced  
sugar  
intake



Increased use of  
food labels

	Fat	Saturates	Sugar	Salt
What is <b>HIGH</b> per 100g	Over 17.5g	Over 5g	Over 22.5g	Over 1.5g
What is <b>MEDIUM</b> per 100g	Between 3.1 & 17.5g	Between 1.6 & 5g	Between 5.1 & 22.5g	Between 0.31 & 1.5g
What is <b>LOW</b> per 100g	3g and below	1.5g and below	5g and below	0.3g and below

Increased fruit and  
vegetable intake



*Based on guidelines by the Department of Health, under the terms of the Open Government Licence.*

96%

.....agreed or strongly agreed  
they would maintain positive  
behaviour changes



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# Healthy behaviours; physical activity



Beginners  
running  
77% achieving  
CMO guidelines  
for physical  
activity by  
programme end



Mini Movers  
78% increasing  
activity levels  
outside of the  
session



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# Community Health Champions



*I became a this girl can champion as I was diagnosed with osteoarthritis and could no longer run so I decided to join a back to netball group. Once joined I felt young again and couldn't get enough so when the opportunity came along to get other ladies to do the same thing I couldn't resist. After getting ladies to come along I also came across ladies that were worried about their fitness at netball so I decided to do a small walking group. This has allows ladies of all ages and abilities to do some form of exercise and feel great about it without being judged.*

*Rachel Bestford*



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# Community Start Up Fund – Building Community Capacity

Over £7000 issues to community groups

Stress  
awareness  
Event

Dance event for  
residents with  
learning  
disabilities

Probation Trust  
– supporting  
women who  
may be subject  
to a court order

Baby massage,  
baby yoga

Tai Chi

Rookie golf





# Wellbeing – common themes





# CLUB 1

- Targets young men, 16 – 25 years old who are NEET
- Partnerships with Phoenix Detached Youth Project; Youth Offending Team; – Walking With working with refugees in Wallsend; De Paul Trust



# Some statistics

- 46 lads started the intervention
- 30 followed up at 3 months
- 18 followed up at 6 months



Big improvements in  
mental health scores

Of the 18:  
5 had gone into education  
5 were training  
6 had found employment



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# Active North Tyneside Easecards

**Number of EASEcards issued  
under Active North Tyneside  
programmes 2017 - 2018**

**1156**

**Percentage of these from  
residents living in the 20%  
most deprived  
neighbourhoods**

**29%**



# Lessons learned and future challenges

- Dilemma – even people who want to make a change can still find it difficult
- How do we target more in areas of deprivation. Much of the work required here is almost pre-programme delivery; setting the scene; building relationships
- Supporting longer term change
- Wallsend and Howdon



# Questions and feedback

