

Agenda Item: 9

NORTH EAST AREA COUNCIL

Project Performance Report

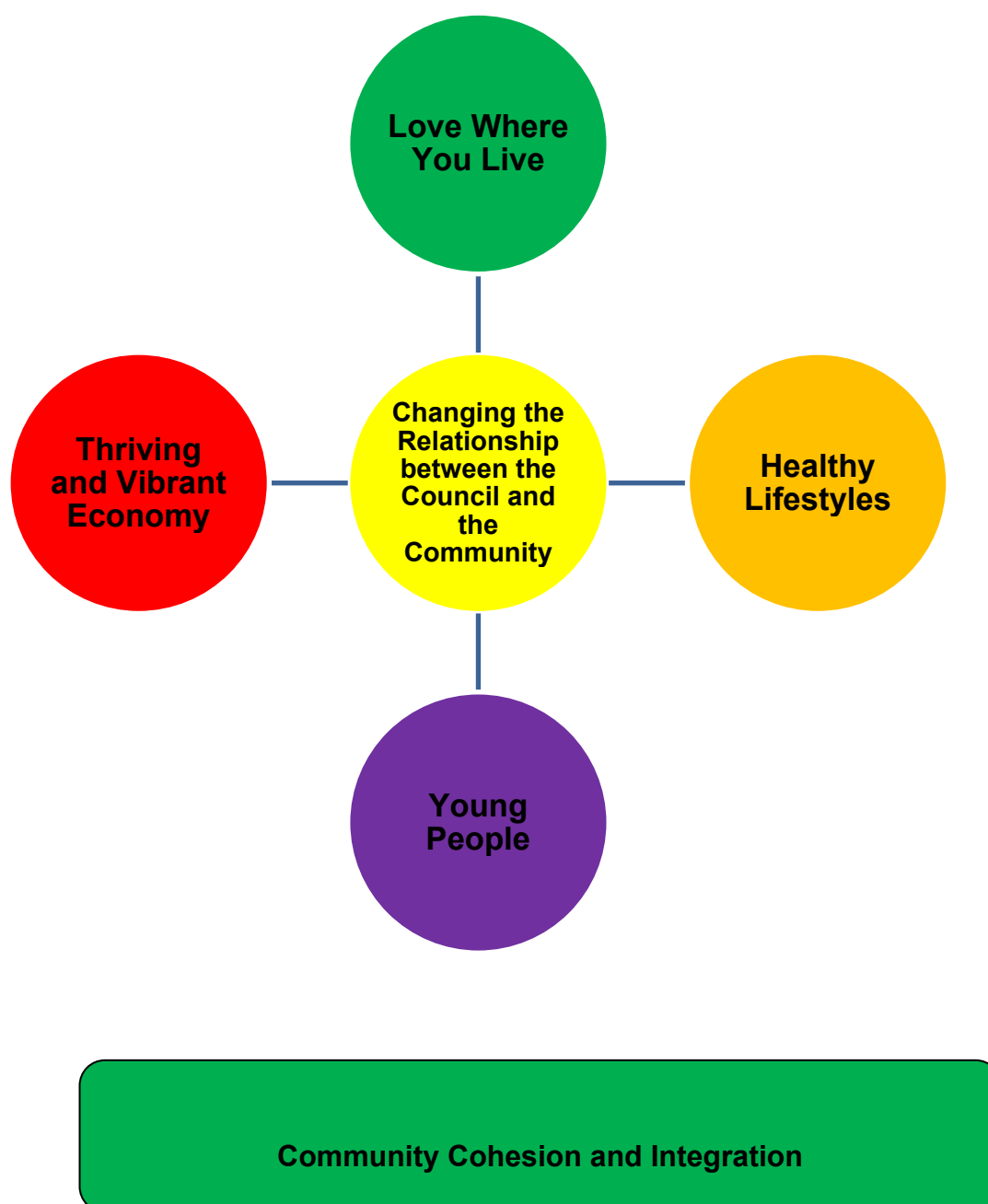
The Great British Spring Clean 2017 – Thanks to the 171 Volunteers that took part. To date 355 Volunteer hours have been recorded and 184 black sacks of rubbish collected, in addition to fridges, tyres and an armchair being removed. Additionally over 100 trees were planted, and Outwood Academy Shafton is keen to set up a young people's Environment Group to work with the North East Area Council on further projects.



March 2017

Introduction

The North East Area Council Priorities



The North East Area Council

The table below shows the Providers that have now been appointed to deliver a series of services that address these priorities, and deliver the outcomes and social value objectives for the North East Area Council. It can be noted that a number of projects are still in the development phase.







| | Service | Provider | Contract Value/length | Contract start date |
|-------------------------------------|--|---------------------------------------|--|--|
| Love Where You Live | North East Environment Team – Cudworth and North East | Barnsley Community Build | £135,000 18 months (extension granted April – June 2016) | 1 st September 2014 Contract completed |
| Love Where You Live | North East Environment Team – Monk Bretton and Royston | Barnsley Community Build | £135,000 18 months (extension granted April – June 2016) | 1 st September 2014 Contract completed |
| Love Where You Live | Environmental Enforcement | Kingdom Security | £91,990 21 months | 4 th August 2014 Contract completed |
| Love Where You Live | Environmental Enforcement | BMBC Enforcement and Community Safety | £18,883 21 months | 1 st April 2016 Contract completed |
| Love Where You Live | Environmental Enforcement | Kingdom Security | £55,796 Per annum (+1 year + 1 year + 1 year) | 1 st April 2016 |
| Love Where You Live | Environmental Enforcement | BMBC Enforcement and Community Safety | £10,800 (+1 year + 1 year + 1 year) | 1 st April 2016 |
| Love Where You Live | Parks Equipment | BMBC Parks Services | £10,000 (+1 year + 1 year) | 1 st April 2014 |
| Love Where You Live | Biodiversity Project - Hedgehogs | Various | £2,000 | 9 th June 2016 |
| Thriving and Vibrant Economy | Rapid Response Team | Barnsley Community Build | £24,000 | 1 st August 2015 Contract completed |

| | | | | |
|--|---|---|--|---|
| Thriving and Vibrant Economy | Apprentices and Employability | Barnsley Community Build | £245,00 (+1 year + 1 year + 1 year) | 1 st July 2016 |
| Thriving and Vibrant Economy | Private Sector Housing Management Officer | BMBC Enforcement and Community Safety | £35,000 Service Level Agreement+ £800 Safety Equipment | June 2016 |
| Thriving and Vibrant Economy | Undergraduate Placement | Leeds University | £18,500 | September 2016 |
| Young People | Summer Holiday Internship 2015 | C&K Careers | £45,000 18 months | 9 th March 2015 Contract completed |
| Young People | Summer Holiday Internship 2016 | C&K Careers | £31,550 18 months | 1 st March 2015 |
| Young People | Youth Development Grant | Local Community Groups and Organisations | £130,00 ongoing | 3 rd October 2014 |
| Young People | Dance and Theatre Performance | QDOS | £9,000 | November 2015 Contract completed |
| Health Lifestyles | Older People's Project | Royston and Carlton Community Partnership | £20,646 9 months | 1 st December 2015 Contract completed |
| Healthy Lifestyles | Shopability | Barnsley Community Foundation | £7,824 6 months | 1 st September 2015 Contract completed |
| Healthy Lifestyles | Fit Reds | Barnsley FC | £19,655 18 months | 1 st October 2015 |
| Health Lifestyles | Fit Me | PSS Health Trainers | £11,600 18 months | 18 th September 2015 |
| Changing the Relationship between the Council and the | Community Magazine | Corporate Communications | Community Magazine | December 2015 |
| | Community Magazine | Community Magazine | Community Magazine | September 2016 |

Part B Summary performance management report for each service

Barnsley Community Build – Apprentices and Employability

September 2016 to December 2016 Year Three, Quarter Two

| <div>Love Where You Live</div> <div>Healthy Lifestyles</div> <div>Thriving and Vibrant Economy</div> | | RAG |
|--|--|---|
| | <i>Satisfactory quarterly monitoring report and contract management meeting.</i> |  |
| | <i>Milestones achieved</i> |  |
| | <i>Outcome indicator targets met</i> |  |
| | <i>Social value targets met</i> |  |
| | <i>Satisfactory spend and financial information</i> |  |
| | <i>Overall satisfaction with delivery against contract</i> |  |

The North East Environment Teams continue to help to improve the local environment across the North East Area Council.

Two apprentices now work with each Team, ensuring more young people have the opportunity to gain valuable work experience. The Apprenticeship and Employability Study Programme provides the young people with a recognised knowledge and competency qualification, and hands on learning approach to enhance their qualifications and improve their CV's. It delivers a recognised route into work and improves educational achievement, which in turn strengthens young people's employment prospects and aspirations.

The apprentices continue to be involved in a programme of Active Citizenship which enhances their skills and develop their community awareness. Regular Volunteer opportunities now take place every month in both Royston Park and Cudworth Park which are supported by the apprentices. The Teams also took supported the activities across the North East Area Council for the Great British Spring Clean 2017, and assisted the 171 Volunteers who took part.

Kingdom Security - Quarter 2 Report







October to December 2016

Year Two, Quarter Two

Love Where
You Live

Healthy
Lifestyles

Thriving and
Vibrant
Economy

| | RAG |
|--|---|
| <i>Satisfactory quarterly monitoring report and contract management meeting.</i> |  |
| <i>Milestones achieved</i> |  |
| <i>Outcome indicator targets met</i> |  |
| <i>Social value targets met</i> |  |
| <i>Satisfactory spend and financial information</i> |  |
| <i>Overall satisfaction with delivery against contract</i> |  |

North East- Area Quarter 2 Report October 2016 – December 2016

Overview.

The North East Area is contracted to 2 officers, this equates to 975 hours over this Quarter, this quarter 900 hours have been achieved which is 95% of the contracted hours. To date 156 FPN's and (40 PCN's for parking) have been issued in the area. 141 of these have been for littering offences and 15 for dog fouling offences. Research on CIVICA, shows that eventually 70-75% of the revenue will be raised from the notices in the North East area.

Officers concentrate their patrols around intelligence led information from the tasking process and also from complaints on the street, from the community at large. To date this quarter complaints and operations are ongoing and continue to be reported and attended. As we have progressed through this quarter reports and complaints continue and are of a consistently good quality. We have been met with an increase in specific witness information re offenders.

Prosecutions continue for Littering and Dog Fouling. To date offenders have paid prior to attending, pleaded guilty prior to court or have been found guilty at court. There has been a 100% success rate at court. A new Single Justice System starts next week which will mean a simplified file being presented and a larger amount being presented at an earlier stage. Currently persons being prosecuted now will not attend court until November 2017.

The Revenue Raised so far from FPN's (Fouling and Littering) for this quarter (October – December) is, £4868.00 and the Revenue Raised so far from FPN's (Fouling and Littering) for this financial year and contract term (April - December) is, £16,483.75

Operations.

- Crown Avenue Estate - issued 6 FPN's for Littering, 2 FPN's Dog Fouling
- Pontefract Road, Lundwood -. issued 4 FPN's Littering
- Carlton - 1 FPN Fouling
- Carlton Spring Close - 2 PCN's nearby but no parking restrictions on the Close.
- Cudworth Robert Street, Bank Street and Carlton Street - 5 PCN's issued
- Royston The Wells - 12 PCN's issued.

Added Value.

1 x Fly Tipping offences reported over this quarter by Kingdom officers whilst out and about on patrol. These have been reported to environmental services and together we have gathered evidence for the ongoing investigation which continues.

Case Study: Pontefract Road Lundwood.

Numerous complaints have been received regarding Littering along Pontefract Road and surrounding area. Some of the complaints are from The North East Environment Team who does a fantastic job in this particular area as it is taking some time to create a behavioural change from some of the local residents.

The main area of complaint is the shop front area around Premier Stores on Pontefract Road Lundwood. Kingdom have made these areas Hotspots for regular, not only normal hours but early morning and early evening, patrols. Officers have engaged with the public handed out information and have met with a positive but mixed response.



Leaflet drops and information gathered whilst patrolling on a very regular basis. Half the officers available from the Borough were deployed on two separate days in plain clothes and also uniform.

Officers have issued in total from the specific and random patrols. 25 FPN's for this quarter. This is a great result. Patrols continue and although have decreased there is still littering in the area.

Case Study: Crown Avenue, Birkwood Ave Estate.

Kingdom have made these areas Hotspots for regular, not only normal hours but early morning and early evening, patrols. Officers have engaged with the public handed out information and have met with a positive but mixed response. There are very few complaints from the residents compared to the amount of litter there is. A portion of litter is attributed to the young people using the local shops, before and after school, on Darfield Road and depositing as they leave the shop front consuming their wares.



Leaflet drops and information is gathered whilst patrolling on a very regular basis. Half the officers available from the Borough were deployed on two separate days in plain clothes and also uniform. Stickers were placed in prominent places.

Officers have issued in total from the specific and random patrols. 17 FPN's for this quarter. This is a great result.

Patrols continue and although have decreased there is still littering and fouling in these areas.

Private Sector Housing and Enforcement Officer

Community Safety and Enforcement Service

October 2016 to December 2016

Year Two, Quarter Two

| <div>Environment</div> <div>Health and Wellbeing</div> <div>Thriving and Vibrant Economy</div> | | RAG |
|--|--|-----|
| | <i>Satisfactory quarterly monitoring report and contract management meeting.</i> | ● |
| | <i>Milestones achieved</i> | ● |
| | <i>Outcome indicator targets met</i> | ● |
| | <i>Social value targets met</i> | ● |
| | <i>Satisfactory spend and financial information</i> | ● |
| | <i>Overall satisfaction with delivery against contract</i> | ● |

North East Area Council– Housing Management & Environment Officer

My main objective is to contribute towards creating and sustaining safe and pleasant communities within private sector housing in the North East Area Council areas. I do this by proactively case managing issues that have a detrimental effect on others in the locality and by identifying and protecting our most vulnerable tenants and residents.

I am working with families and individuals, getting to know communities and getting access to homes that previously have not had the benefit of any kind of support. I am identifying problems and issues and using effective risk assessment to decide on the most appropriate responses.

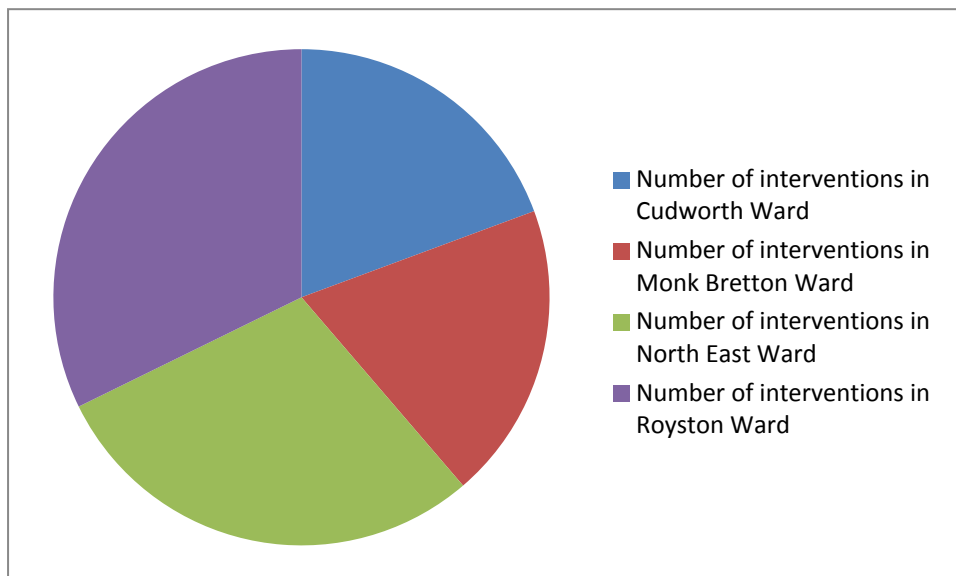
I aim to encourage communities to work towards raising and setting own standards. This includes acceptable behaviour standards, environmental standards, and housing and property standards.

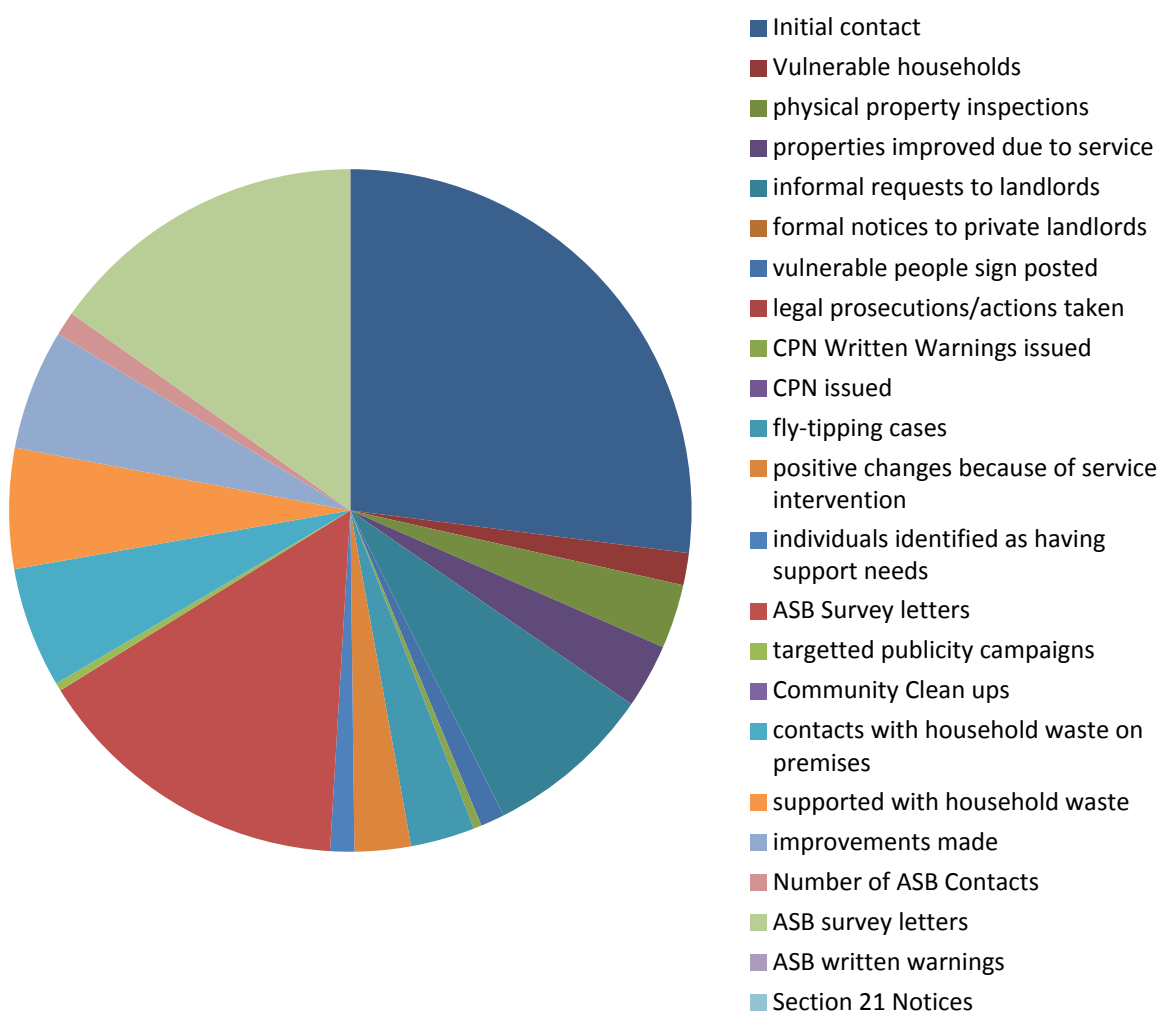
As the Private Sector Housing and Environment Officer for the North East area my work is very high profile. I deal with all manner of issues which include Anti-Social Behaviour, Environmental, Private Sector Housing, Fly tipping and Littering. I initially attended Crime & Safety and PACT meetings where issues and problems are raised in the local community, if I am unable to deal with a particular situation it is sign posted to the relevant agencies that are best suited to deal with the issues.

We are also involved with local community events, litter picking and clean up days. I work closely with other outside agencies such as the Police and PCSO's, the Fire Service, Social Services, and Landlords and Letting Agents. I also work alongside the Generic Environment Officer, who deals with environment issues that are not housing related.

I have formed good working relationships with landlords, letting agents and local residents. I work with tenants within the Private Rented Sector with regard to any issues which have been brought to my attention and work with the Landlords to rectify the problems.

During the period from 1 October to 31 December 2016 I have dealt with **71** complaints, queries and requests for service, advice and referrals. Some of these were dealt with on an informal basis, either speaking to the tenant or occupier, or speaking to and working with landlords to resolve issues. **40** ASB survey letters have been sent. I have served **1** Community Protection Notice for the condition of the garden following a number of requests to have the garden cleared. I have referred **3** families for tenancy support to help them maintain their tenancy. All cases closed within quarter 2 are recorded as having a successful outcome.





ASB Survey letters and fly-tipping warning letters

I have delivered **40** survey letters for ASB and Fly-tipping. This was following information that anti-social behaviour was occurring on a regular basis. The letters are sent to see what complaints come in and how many people are affected. No complainants came forward from the survey.

Case Study 1. Vulnerable Persons and Possible Illegal Eviction.

I met with a landlord to inspect a tenant's garden. All the work had been done. The landlord then asked if I would visit another property with her as she was signing up a new tenant.

When we arrived there was a female with small children moving into the property. Whilst talking with the tenant and landlord it soon became clear that the previous tenant had not terminated his tenancy. I spoke with the previous tenant on the telephone and he said he did not want to terminate the tenancy but the landlord had asked him to leave. He stated that a letter had been sent to the property by the Social Worker of the female from an area down South, which said that she had moved to the address. Due to this the tenant thought he had been evicted and went to stay with his girlfriend as he had nowhere else to go. I managed to get him to come to the property to sort the matter out with the landlord.

The tenant remained in the property and I arranged support for him with the Victim and Witness Support officer who could arrange food bank items, white goods and Welfare Rights to check his entitlement to benefits.

As the tenant had no intention of terminating the tenancy, the female and her children had to remove her goods from the property and move in with her father until she could find alternative accommodation. If this tenancy had been signed up the landlord could have been prosecuted for a potential illegal eviction.

I carried out a property inspection and the electrics were not safe. I advised the landlord to get an electric safety check carried out and any remedial works to be done within 48 hours. This was completed.

The landlord made the decision to sell the property as the tenant did eventually terminate and move in with his girlfriend for support.

Case Study 2. Sexual Harassment from landlord towards female tenant

I received a referral from the Victim and Witness Support Officer to visit a female who was being sexually harassed by her landlord. It was alleged that he used to let himself into the property any time he felt like it. When he was collecting the rent he used to enter the property without warning, he would push her onto the bed and make sexual advances and comments to her. When I initially visited her she was seemed very nervous and scared to be in the property. I arranged to meet her away

from the property so I could assess the situation better with her being less nervous. I met her in the town centre and she was a completely different person. She could give me more information about her landlord and his behaviour.

She was given a Priority 1 move to a council property. She was contacted daily by the Victim and Witness Support Officer and myself until she moved. The landlord was invited to an interview to discuss the complaints and advised not to go to the property at all until the tenant had moved. The landlord's wife had to collect any rent or deal with any issues at the property.

The tenant got a move to a council property within 2 weeks. I have advised the landlord that any tenants that move into the property will be monitored by Barnsley Council to prevent any further complaint being made.

Case Study 3 Disrepair

I was contacted by the tenant of the property on Milgate Street stating that her boiler had broken and her landlord was refusing to carry out the repairs or provide any form of heating. I contacted the landlord who was initially quite aggressive on the telephone. I had to advise him that if he did not initially provide heaters he could have formal action served against him. He also needed to arrange for a qualified Gas Safe engineer to attend the property within the next 5 days to repair the boiler. I then contacted the tenant the next week and was satisfied that the landlord had repaired the boiler and was carrying out other repairs to the property that were required.

Case Study 4 Unacceptable Behaviour

I was contacted by a resident who was having trouble with her neighbour. The neighbour was drinking heavily and shouting and screaming through the night. The complainant was at her wits end and very upset. She was getting little sleep. I visited the perpetrator and she had suffered a number of family deaths over a short period of time and this had made her alcohol consumption increase. She did not realise that her behaviour was so loud and was affecting her neighbour. The tenant agreed to go and speak with her GP and I carried out a further support visit to see how she was managing. She was sorry for her behaviour and was dealing with things better.

I spoke with the complainant and following my intervention the situation had improved and she thanked me for my help. No further complaints have been received.

QDOS Swap Workshops

Final Report



Environment

Health and Wellbeing

Thriving and Vibrant Economy

| | RAG |
|--|-----|
| <i>Satisfactory quarterly monitoring report and contract management meeting.</i> | ● |
| <i>Milestones achieved</i> | ● |
| <i>Outcome indicator targets met</i> | ● |
| <i>Social value targets met</i> | ● |
| <i>Satisfactory spend and financial information</i> | ● |
| <i>Overall satisfaction with delivery against contract</i> | ● |

North East Area Council 'Swap' initiative Final Evaluation

Overview

Swap is a dance theatre performance and participatory workshop created for children age 7-11yrs that explores the benefits of leading a healthy lifestyle. Parents and carers are also invited to watch the performance and participate in the discussion and workshop. This package of work has been performed in **15** primary schools in the North East Area of Barnsley. **1878** pupils engaged with the performance and **401** pupils participated in the workshop.



The **Swap** performance was an exciting collaboration of dance, theatre and singing used to promote a holistic, healthy lifestyle. It followed the story of two ten year olds who ultimately swapped unhealthy lifestyle choices for healthy lifestyle choices. All pupils listened and engaged well throughout the performances. The delivery of an interactive fun post show discussion encouraged children to think deeply about *why* it is important to be healthy and inspired them with fun ways to stay healthy. The discussion used information extracted from the performance to help children understand that a healthy lifestyle encompasses the development of a healthy attitude and mind, having healthy friendships and looking after our bodies through exercise and eating nutritious food. The children's answers and responses during the discussion have shown a clear understanding of the message and have shown that they are enthusiastic about trying new things to stay healthy. Their reactions and comments showed that they had been empowered to make the decision to implement healthy lifestyle choices.

The workshop in the afternoon included a variety of fun and creative activities that involved thinking, physical exercise, trying new things and working together. It then culminated in a body promise where participants were encouraged to practically implement what they had learnt from **Swap** into their everyday life. This had a positive impact on the children's mind-set to being healthy. Children commented that they would like to play outside more with their friends instead of playing the Xbox when they got home from school, wanted to try football, skipping, hula hooping, gymnastics and swimming. Many children also expressed a desire to cook and try eating healthy food by making a fruit salad, stir fry or helping chop vegetables.

The 'Swap' project aimed to empower and inform children and parents about healthy choices and to raise awareness of the positive impact of a healthy lifestyle.

Participation and involvement in the activities gave practical tips that could be easily implemented to bring about a change in lifestyle and behaviours. The project met its aims and objectives through empowering individuals to be pro-active and take responsibility for their own health and wellbeing and by encouraging participants to live a healthy lifestyle to. Positive engagement provided realistic and motivational ideas for young people to make positive health choices. The Qdos Creates artists shared their skills, experience, and knowledge about healthy lifestyles with the participants to enhance the learning experience and were positive role models. Participants increased their knowledge, confidence and self- esteem and were encouraged to be aware and pro-active about their lifestyle choices in relation to developing and maintaining good health and wellbeing.

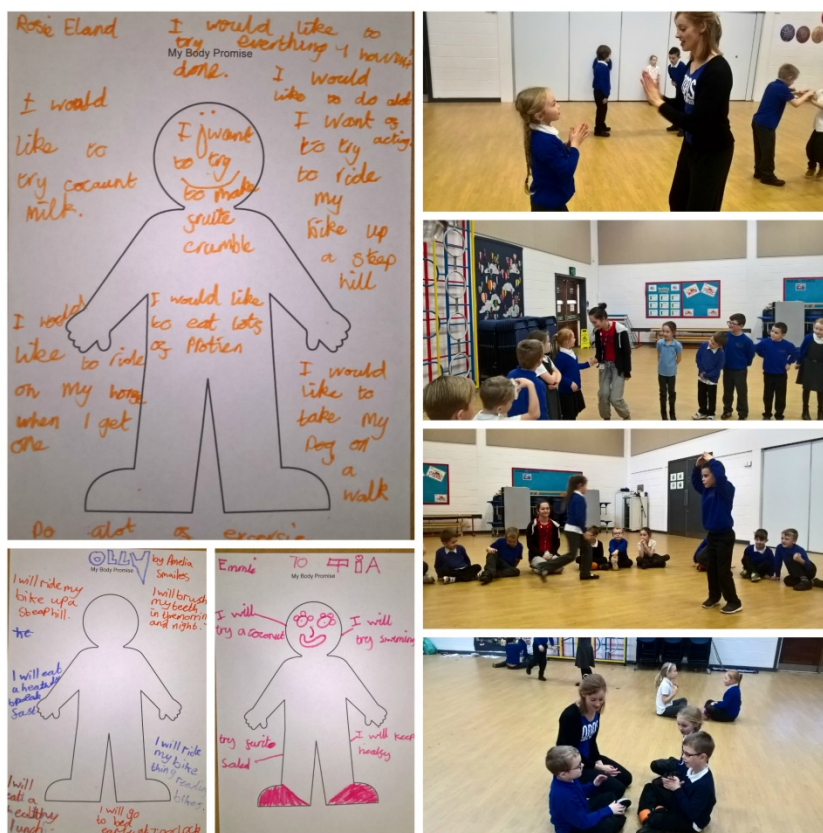
Case Study

During the Swap project Qdos Creates visited **Cherry Dale Primary School** where 24 students participated in the afternoon workshop. As is evident in the photos of their body promises included below individuals are thinking about things they can implement and do to practice a healthy lifestyle. Madison said she would like to go to the park and go to the woods and Amelia said she would go to bed early. When asked if they could think of ways to help them go to bed earlier the children suggested they could spend less time on their phones, tablets, or x boxes. These responses demonstrate deep thinking, analysis and show SWAP inspired them to want to be healthy. Alex said he would like to eat lots of protein to get strong and Emmie said she would try to make a fruit salad. This shows the SWAP workshops helped both of these individuals to consider the importance of changing their diet and they were inspired to personally make the effort to improve their lifestyle. Brandon, Keegan, Ethan and Konrad respectively said they would like to play football, kung fu, swimming and running which shows they are wanting to be active and have a positive attitude by eagerly desiring to try these various forms of exercise that resonates with their own individual characters.

During the workshop students worked with lots of members in their class and were randomly placed with partners meaning had to work with people they do not normally work with. This experience gave the students the opportunity to develop healthy relationships where everyone in the room witnessed the children engaging, developing friendships, practicing co-ordination, participating in physical exercise and mental exercise through concentration and enjoying themselves at the same time. Olivia was sat alone at the start of the workshop and didn't want to join in but by the end she was dancing, smiling and clapping with Ruby as her partner. They had both made a new friend and by the time it came to do the body promise the girls were so proud of themselves they eagerly wanted to tell Rachel they had worked well together and made friends.

The students also watched the performance in the morning where the message and the content had an impact on the children's views on healthy lifestyles. During the discussion pupils were asked if they could recommend ways to stay healthy and they came up with lots of exciting activities including, skipping, hoola hooping, playing tig, football, reading new books, making salads and fruit salads for snacks and most importantly having a healthy attitude and being willing to give things a try. The physical nature of the performance also inspired the children with numerous comments from individuals saying they would like to learn how to do a handstand and to try gymnastics. The impact a performance has on an individual's inspiration, heart and mind cannot necessarily be measured but it is evident from the children's responses, engagement and faces that the SWAP day had a positive impact on their view of healthy lifestyles. Lexie said she liked the gymnastics and all the

performance. She also said, "I liked playing games and doing exercises" Mr Newing their class teacher said, "This afternoon has been fun, the kids absolutely loved it. Thank you for a fabulous afternoon. It was practical, active and enjoyable"



Children's Responses

- 'It was all very entertaining and enjoyable.' - Anonymous, Birkwood Primary School
- 'I liked the play. It was energetic. I loved it!' – Sam, Royston St John the Baptist
- 'It was amazing. I loved everything!' Year 6 - Birkwood Primary School
- 'Could we have more of your shows because they are so good?' - Leah, Sandhill Primary School
- 'It was really good when we did our own show because it was great for our imagination.' – Ellie, Carlton Primary Academy
- 'I liked the claps because it helped us work together.' – Chloe, Royston St John the Baptist
- 'I liked the exercise bit. Because it will make me strong when I grow up.' Kai – Ladywood Primary School
- 'I enjoyed the dancing because you used lots of energy.' - William, Sandhill, Primary school

Evaluative comments from teaching staff and other professionals

Do you think the 'Swap' performance communicated the importance of healthy lifestyles to the pupils?

- 'Yes, the pupils responded well to this active approach to learning about healthy lifestyle choices.'
- 'Definitely - very inspiring and stimulating.'
- 'Yes, pupils were engaged with the performance contributed well and were 'hooked' on the message for the full hour'
- 'Yes, it has lots of elements, drama, music, mime to encourage healthy lifestyles – it helped the children see the difference between healthy and unhealthy.'

If yes, what key messages do you think have been understood

- 'How to live a healthy and balanced lifestyle.'
- 'Being healthy is fun, especially when you do it with your friends'
- 'That there are various ways to stay healthy'
- 'Importance of... eating healthy, lots of sleep, exercise, reading to help your mind grow, healthy body e.g. cleaning teeth'

Which parts of the day do you think had the most impact?

- 'Both areas (performance and workshop) were well thought out and engaging.'
- 'Active parts – acting out their own ideas, re-enforcing prior knowledge.'
- 'The conversation at the end of children linking the performance with the impact of a healthy lifestyle'
- 'The workshop was excellent and built on what the children had learnt in the morning. The children were engaged with lots of short, sharp tasks.'

Feedback

- 'Really beneficial to the children in a fun and interactive way, and even the shy children felt confident enough to join in.' - Liz Gillespie, Class Teacher, Milefield Primary
- 'Delivery was excellent, pitched at appropriate level. Very engaging workshop session' - Mrs Burgin, Class Teacher, Ladywood Primary School
- 'A very enjoyable day in which all pupils were focussed and involved' - Mrs Bailey, Assistant Head teacher/Y6 class teacher, Churchfield Primary School
- 'Fantastic Day' - Miss Coggin, Year 6 Teacher, Summerfields Primary Academy

**"It was amazing.
I loved everything!"**

Yr 6 - Birkwood Primary School

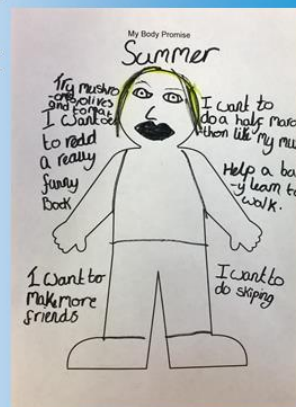


**"I've never done anything
like this before. I loved it!"**

Emily, Yr 3 student, Brierly C of E
Primary School

SWAP

An energetic physical theatre performance and
workshop promoting healthy lifestyles to Key
Stage 2 in the North East Barnsley Area



"Pupils thoroughly enjoyed both sessions.

**Messages were appropriate to KS2. I'm really pleased
with the outcome of the day."**

Mr Haywood, Assistant Head Teacher,
Carlton Primary Academy



**"Delivery was excellent, pitched
at appropriate level.**

Very engaging workshop session"

Mrs Burgin, Class Teacher,
Ladywood Primary School



qdos creates

Future Recommendations

- 'As it is part of the curriculum I think you could go deeper with the subject content' feedback from Meadstead Primary School.
- In order to ensure this is addressed in future performances I would recommend a rehearsal period to research and develop the subject content further so the performance has more depth.
- 'The follow up could have more practical resources to support the discussion' from Cherry Dale Primary School. I would therefore suggest that future performance based projects should include budget for resources and props to help stimulate and engage the young children as budget for costumes, props and resources had to be found elsewhere from limited funds.

Fit Reds

October programme 2016

Carlton Community College



FIT REDS

**AWARD WINNING
9 WEEK HEALTHY
LIFESTYLE PROGRAMME**

**4TH OCTOBER
19:00 - 21:00**

**CARLTON
COLLEGE**

**EATWELLSLEEP
WELLTRAINHARD
FEELGOODBEGOOD**

About Fit Reds

Turn your lifestyle around with the new **FREE** award winning Fit Reds programme at Carlton Community College and experience high quality fitness and football sessions along with informative workshops to make positive lifestyle changes!

ALL participants who complete the programme receive **FREE** Barnsley FC match tickets!

Contact us and **book your place**



community@barnsleyfc.co.uk

www.barnsleyfccommunity.co.uk



01226 211333



**REDS
IN THE
COMMUNITY**



North East Area Council
Cudworth, Monk Bretton, North East, Rotherham

The programme took place at Carlton Community College. During the programme participants used one classroom and the Schools astro-turf.

The activity conducted was a healthy lifestyle programme designed specifically for males over 35 years of age. The programme looked at supporting, informing and guiding participants to a healthier lifestyle.

The programme consisted of interactive workshops looking at improving diet, Benefits of Physical Activity, Weight Management, Nutritional Advice, Men's Health Issues and Safe Alcohol Use.

Furthermore participants took part in one hour's practical session that included circuit training and football. The programme was very positive with 80% retention rate and all participants benefitting in one area of improving their lifestyle. The programme directly impacted 15 males from the local community.

| Per Course | Number of people who could achieve this | Number of people who achieved it | % |
|---|--|---|----------|
| 1) % of participants increasing levels of physical activity | 12 | 11 | 92 |
| 2) % increase in average number of portions of fruit and veg per day | 12 | 10 | 83 |
| 3) % of participants reducing their weight in Kg | 12 | 10 | 83 |
| 4) % of participants reducing waist circumference, cm | 12 | 10 | 83 |
| 5) % of participants reducing blood pressure | 12 | 10 | 83 |
| 6) % of participants completing (increasing) 30mins of moderate activity a week | 12 | 10 | 83 |
| 7) % of participants completing (increasing) 30mins of vigorous activity a week | 12 | 10 | 83 |
| 8) On a scale of 1-10 how would you rate your knowledge on keeping your heart healthy | 12 | 12 | 100 |
| 9) % increase in self confidence | 12 | 9 | 75 |
| 10) reduction in high levels of alcohol consumption to safe level | 10 | 5 | 50 |
| 11) reduction in smoking | 0 | 0 | 0 |

Additional Benefits

- The programme has established pathways for participants to continue their progress and activity levels within sport within the local community.
- The programme had an 80% retention rate highlighting the positive work that is carried out and benefits towards participants.
- Another benefit was one of highlighting unknown health issues that participants had, preventing future medical conditions or current from progressing to a dangerous level.
- The Fit Reds Programme and the North East Area Council have directly impacted on 15 males within the local area.
- The Fit Reds Programme reached **21,211** people over social media. This has further the reach of one specific programme, identifying the programmes outlines, bringing the programme to the attention of future participants and furthermore been a platform to highlight the success of the programme.
- Reaching **21,211** people over the course of the fit reds programme has been a beneficial tool in informing the local community that the North East Area Council are supporting the local community in creating a healthier lifestyle.
- One participant 'Dave' has lost a total of 8kg over the 9 week period. Furthermore he has now increased the amount of physical activity he takes part in each week. Dave has been a model participant attending each of the 9 weeks of the Fit Red Programme and taken the experience and sustained all he learnt and took part in.

Fit Me

Cudworth Valley Community Centre, Manor Road, Cudworth



We tried some new exercise classes with the Cudworth Group. Susie McNamee lead on the group for 6 six sessions and we also had instructor come in and teach a Thai Chi class.

We had exercise sessions: Zumba circuits, legs, bums and tums and power hoop.

All participants attended 8 sessions, which consisted of a 40 minute workshop on the following topics; getting the balance right, food and mood, food labelling and portions, eat well plate.

The workshops are then followed by a 45 minute exercise class covering a range of different session's mentioned above. They had pre and post measurements and the option to have weekly weigh ins. Attendance was really positive for this group with a good retention rate of 57% and all of the women completing the course achieving the goal they set out to. We recorded the highest level of attendance to date. Susie contributed to this as she promoted our course in her own classes that she runs privately. Social media pages saw a large increase and lead to a local school referring us to many of the female staff. 8 of the ladies purchased their own hula hoop to continue the exercises at home and Susie herself enjoyed it so much she put herself through the formal qualification to enable her to teach official power hoop across Barnsley. 10 ladies from this Cudworth course regularly attend Susie's Zumba class at Priory campus as a result of Fit Me

For the women attending the course we have secured some free passes for them to keep up been active through a local gym, they also have access to Be Well Barnsley community gym at Shaw Lane.

Feedback

Most of the referrals for the course were as a result from self-referrals, women found out about Fit Me through the following;

- 22 Word of Mouth
- 1 GP or Primary Care referred
- 20 Poster or Leaflet

The approach we have used for instructors has been adapted recently as during the first course we used instructors from the private sector that had more experience in running mixed ability classes. This turned out to be a very smart partnership as the instructors referred their class participants to Fit Me and we were happy for Susie to give out timetables for her classes for Fit Me participants to go into. We decided to hire local instructors that work and live in the local community. Julie Swallow who was involved in the Shafton, Susie Mcnamee that was involved with the Cudworth fit me and Ann Bates who was involved with Grimethorpe and Great Houghton.



These qualified instructors all lived in the North East and ran community based sessions outside of fit me. This was a much more appealing transition for the participants attending to go to a local community group, at a lower cost than joining a main stream gym. This is something we will be continuing with the remainder of the courses as it brings some business to the local community groups and the local instructors working in the community as well as increasing links between them all.

Local school St Helens Primary have a health and wellbeing adviser who recommended the course as a good way to improve health and relieve stress to the female staff there.

The Thai Chi received mixed reviews but 2 of the ladies that did enjoy it decided to go to the instructors class to try out more sessions.

Caroline Donovan
North East Area Council Manager
March 30th 2017