

# Executive Member response to municipal year 2011-12 recommendations

Monday 19<sup>th</sup> November 2012

Children's and Health Overview and  
Scrutiny Committee

# Summary of Recommendations made

1. Demonstration that re:fresh continues to be a key priority for the partnership including CCG and receives appropriate funding.
2. Improved public access to information about re:refresh and better signposting including [www.refreshbwd.com](http://www.refreshbwd.com)
3. re:refresh continues to target identified groups; adds value to health improvement including through Health Checks and Community Orientated Primary Care
4. Strengthens relationships with third sector sports clubs and community groups especially using linkages to London 2012

# re:fresh continues to be a key priority

- In 2011/12 there was a 12.5% reduction in partnership funding for re:fresh.
- This resulted in a reduced free leisure offer with the removal of centre based classes, instructor led sessions and squash from the programme (with prices being re-introduced for these activities)
- Partners continue to value re:fresh with a 2-year funding agreement allocated for the re:fresh programme 2011-2013
- The re:fresh model is embedded within the new Health and Wellbeing Strategy

# There is improved public access to information about re:fresh

- re:refresh was rebranded during 2011-12; updating the original visuals to improve wider awareness of its health and wellbeing remit; it's "more than just free leisure".
- Regular e-newsletters generated through [www.refreshbwd.com](http://www.refreshbwd.com) with the website content improving and expanding through consultation with 50+ Partnership and Public Health colleagues
- Healthy Communities Partnership engaged 76 active volunteers to increase awareness of re:refresh at a neighbourhood level using 224 small scale activities and events

# re:fresh continues to target identified groups and adds value

- 4,116 new adult members who took part in exercise, which is a doubling of the target.
- Of the targeted groups, increases in participation were only seen in BME communities (+5%). Current half year position shows rises of 17% for women and those living in 25% most deprived areas; 23% in BME communities and 13% rise in participation in those aged 50+ (Q2 2011-12 vs Q2 2012-13)
- The Health Trainers supported 797 new clients; 17 Healthy Living Pharmacies were linked to the Health Trainer programme signposting to local services for support or advice.
- Health checks are now integrated into the re:fresh delivery framework



# re:fresh strengthens relationships with third sector and uses linkages to 2012

- Torch Relay - supported by 32 sports club volunteers with 5 clubs delivering demonstrations as part of the borough's celebrations.
- Locally 're:fresh 2012' delivered 39 community events; involved 11 sports clubs; 4730 volunteer hours and created an additional 200 new club members
- 2 more local clubs have gained club mark accreditation, with a further 6 being registered as working towards Accreditation.
- 42 new coaches have received further training/education.
- 34 new volunteers have been recruited through the Be inVOLved programme (a 2012 Inspire Mark initiative).



# Any Questions

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