

SEDGEFIELD BOROUGH COUNCIL
OVERVIEW AND SCRUTINY REVIEW

STATE OF THE BOROUGH
(HEALTHY BOROUGH)

Report of the Review Group

Members of the Review Group

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SUMMARY

Background

Following an extensive community appraisal and consultation a Community Strategy for Sedgefield Borough was published by the Local Strategic Partnership in 2004. The Strategy identifies the key economic, social and environmental issues facing the Borough and sets out a vision for the Borough in 2014 as a 'Healthy, Prosperous and Attractive Borough with Strong Communities'.

It is structured around these four aims, setting out a number of supporting priorities and targets to be addressed under which specific service improvements will be developed.

Four years after the first publication of the Community Strategy Overview and Scrutiny Committees decided to undertake a review to look at quality of life issues within the Community Strategy. This is particularly useful in the final year of the Authority as these issues can be benchmarked for future reference. The review also provided Members with the opportunity to make recommendations, where appropriate, to the new Authority.

The review was broken down into sections covering the four key ambitions. Overview and Scrutiny Committees established review groups to look at key ambitions relevant to their responsibilities.

The reviews looked at achievements, gaps/deficiencies in provision and areas in need of improvement.

Each review group produced a report setting out its finding and recommendations for consideration by Cabinet.

The reports will be combined to form a 'State of the Borough' report which will be a useful source of reference for the new Council and will provide a benchmark for future assessment.

Membership of the Review

Councillors W.M. Blenkinsopp (Chairman) and
Councillors B. Haigh, J.E. Higgin, T. Ward and Mrs. E.M. Wood

Objectives

- To look at both Council and 'other agency' services.
- To highlight areas working well and areas for improvement.
- To make recommendations via Cabinet to the new Council.

Contribution to Council's Ambitions and Community Outcomes

'A Borough where people can lead healthy, active and fulfilling lives as part of vibrant and strong communities.'

Process/Methodology

The Review Group gathered evidence and information as follows:-

- Presentations from officers
- Questioning officers
- Statistical data from the Sedgefield Borough Community Strategy Overarching Framework 2007/2010
- Feedback from Local Strategic Partnership (LSP) event

WHAT MAKES A HEALTHY BOROUGH?

This section of the report sets out the progress made by the Council and its partners towards achieving the ambition of a **Healthy Borough**.

The definition of a Healthy Borough is 'a borough where people can lead healthy, active and fulfilling lives as part of vibrant and strong communities'.

The Corporate Plan 2007-2010 and the Transition Plan June 2008 – April 2009 set out the following key objectives in relation to the above ambition:

- Safeguarding public health
- Promoting independent living
- Creating leisure opportunities
- Promoting cultural activities

The Sedgefield Borough Local Strategic Partnership has also identified the following as its key priorities:

- Improving the health and wellbeing of local communities
- Improving health and social care services

The following quality of life topics which influence the Health of the Borough's residents are examined in detail:

- Public Health
- Community Care
- Leisure and Culture

PUBLIC HEALTH

Key Statistics

- Life expectancy in Sedgefield Borough is around 1 year less than the national average for men and 2 years less for women
- Men in the Sedgefield Borough live 75.8 years compared to the national average of 76.9 years
- Women in Sedgefield Borough live 79.0 years compared to the national average of 81.1 years
- Only 16.8% of adults in Sedgefield Borough take part in physical activity 3x30 minutes a week compared to the national average of 21%
- 14.7% of 10-11 years olds in Sedgefield Borough are over weight and 22.12% are obese
- Approximately 24.6% of residents in Sedgefield Borough binge drink compared to the national average of 18.2%

What we know about Sedgefield Borough

Health deprivation in Sedgefield Borough is high with 24.84% of the local community identifying themselves as experiencing limitations due to health problems in the 2001 census. This makes improving health and reducing health inequalities key priorities for the Council.

Life expectancy in Sedgefield Borough is around one year less than the national average for men and two years less than the national average for women.

Men in the Borough live 75.8 years compared to the national average of 76.9 years. Male life expectancy differs greatly between wards in the Borough. The gap between the best (Tudhoe – 81.2 years) and the worst wards (Bishop Middleham and Cornforth – 68 years) is 13.2 years.

The wards experiencing the lowest male life expectancy in the Borough are Bishop Middleham and West Cornforth (68 years), Ferryhill (71.4 years) and Byerley (72.8 years).

Females live 79.0 years compared to the national average of 81.1 years. The gap between the best (Low Spennymoor and Tudhoe Grange – 83.6 years) and worst wards (Greenfield Middridge – 74.7 years) is 8.9 years.

The wards experiencing the lowest female life expectancy in the Borough are Greenfield Middridge (74.7 years), Ferryhill (74.8 years) and Sunnydale (76.7

years). Greenfield Middridge has the lowest female life expectancy in County Durham.

The death rate from smoking and early deaths from heart disease, strokes and cancer all contribute to the reduced life expectancy.

The high smoking rate in Sedgefield Borough is closely linked to lung cancer, which is the most prevalent type of cancer in Borough. It is interesting to note that although the smoking rate amongst men in the Borough has reduced, it has increased amongst females.

Levels of physical activity in the Borough are low with only 16% of adults participating in physical activity 3x30 minutes a week compared to 31% nationally.

Childhood obesity is also an issue that needs addressing at both a local and national level. The data, which is captured at both reception and year 6, indicates that 14.7% of 10-11 year olds are over weight and 22.12% are obese.

Alcohol consumption in the Borough is higher than the national average. Approximately 24.6% of residents binge drink compared to the national average of 18.2%.

Although the teenage conception rate has remained static from 1998-2005 Sedgefield Borough still remains one of the highest across County Durham.

The Borough's teenage conception rate was 56.3 per 1,000 15-17 year old females in the 2003-05 period. This was very high in comparison to the national average of 41.6 over the same period.

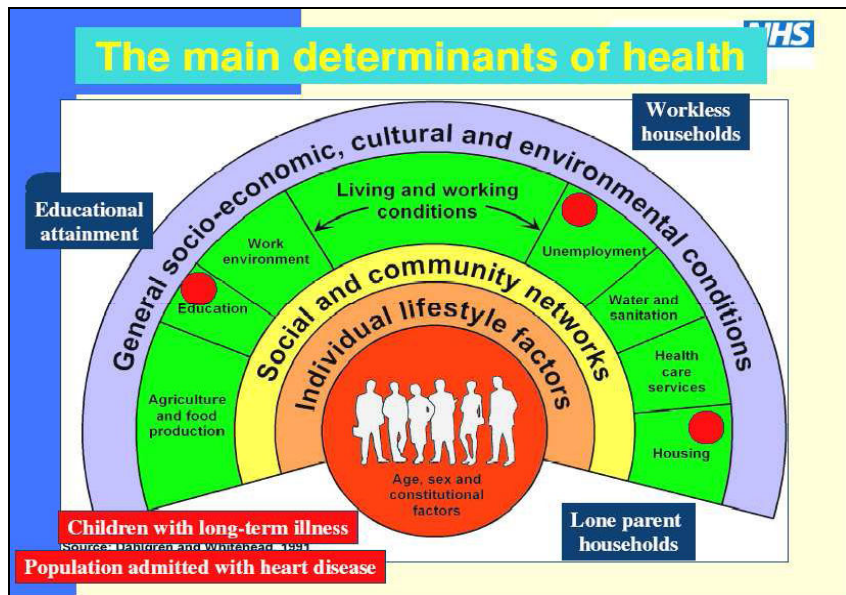
The prevalence of mental health issues across the Borough is significant compared to the national average. In 2004-06 the rate for the Borough was 7.07 per 100,000 compared to the regional average of 6.21 and the national average of 5.81 per 100,000.

Addressing health inequalities is a complex issue. The health of an individual is often determined by their circumstances. Inequalities in opportunities lifestyle choices and access to services all have an impact.

The main determinants of health include:-

- General socio-economic, cultural and environmental conditions
- Social and community networks
- Individual lifestyle factors

In many cases individuals don't have an influence over their health. For example men and women suffer different types of diseases at different ages and inheritance plays a part in determining lifestyle, healthiness and the likelihood of developing certain illnesses.



(County Durham and Darlington Primary Care Trust)

Current and Planned activities

The Sedgefield Health Improvement Action Plan 2008/09

In order to address the issues surrounding health deprivation in Sedgefield Borough the PCT, in partnership with other agencies through the local Area agreement including all local authorities in County Durham, County Durham and Darlington Acute Hospital Trust, Tees Esk and Wear Valley Health Trust, the North East Ambulance Service and the voluntary and community sector, have established the Sedgefield Health Improvement Action Plan 2008/09. The action plan seeks to address the following:-

Cardio Vascular Disease (CVD) Primary Prevention

A countywide initiative has been set up to assess people aged 40-74 years at high risk of developing CVD over the next 10 year period. Although it is expected that this initiative will be rolled out to other age ranges this age group was chosen based on National Institute for Health and Clinical Excellence (NICE) guidance.

The initiative is being led by the PCT and signposts into appropriate lifestyle and/or pharmaceutical interventions. This includes working with GP's and practise based commissioning.

The lifestyle interventions include encouraging people to exercise, weight management, reduce alcohol and stop smoking. It is recognised that the right interventions need to be in place to prevent people getting ill.

In order to reach the most marginalised and difficult to engage people social marketing research needs to take place.

Cancer Prevention and Support Information

Within Easington District there is a Cancer Information Centre which can be accessed by members of the public. The Centre provides information and support to patients and families of those suffering from this illness.

There is no acute hospital situated within Sedgefield Borough and many people, especially in the rural east of the Borough, have difficulties with transport. In order to ensure that both patients and families have appropriate support during these difficult times a similar cancer support model is being developed in the Pioneering Care Centre at Newton Aycliffe. The location of the cancer support centre is critical as it must be easily accessible to all members of the public.

The aim of the information centre is to raise awareness, peer education on self examination, increase awareness of signs and symptoms, and how to access screening and further support.

Stop Smoking and Tobacco Control

As mentioned earlier in the report, Sedgefield Borough has high rates of smoking. In order to address this County Durham Primary Care Trust has developed the Sedgefield Tobacco Control Alliance. Stop smoking services have also been established in priority areas such as Shildon and priority groups such as routine and manual workers.

The amount of officers trained as intermediate stop smoking advisors has been increased and no smoking days and other media campaigns are being coordinated.

As well as increasing awareness about second hand smoke and tobacco control, education is taking place within schools. This was piloted in Sedgefield Borough which has been well received.

Teenage Pregnancy and Sexual Health

Although the Boroughs teenage conception rate has remained static since 1998 (56.3 per 1,000 15-17 year old females), the rate is still high compared to the national average (41.6 per 1,000 15-17 year old females) and is the worst in County Durham.

A lot of good work has however been carried out within schools and colleges in the Borough and this must be maintained and further developed. This includes the Personal, Social, Health Education Programmes in schools and delivering sexual health services in colleges and sixth forms. These services are provided by the Primary Care Public Health Team.

In order to address levels of teenage pregnancies £100,000 was allocated from the Neighbourhood Renewal Fund (NRF) to create a holistic and co-ordinated response to reduce teenage pregnancies and support teenage parents.

Although there were problems, particularly around the employment of a Boys and Young Men's worker which was delayed, other initiatives were introduced to

engage young men including contraceptive awareness week and a confidential and anonymous text helpline for young men to get advice, support and information about sexual health.

Family planning clinics have also changed their name to CASH (Contraception and Sexual Health) to move away from the traditional and female focus.

The funding was also used to increase the sexual health advice capacity in schools and make GP services more young people friendly.

In addition NVQ level 3 training and UNICEF training is being developed for professionals working with young people, together with a multi agency model of support from antenatal to postnatal care. This includes obstetricians, midwives, health visitors, PCT and Sure Start.

Sedgefield Sporting Hub

The PCT is currently working towards increasing the amount of girls and young women aged 16-25 years taking part in sporting activities. The Council is a key player in this process and has developed, in partnership with the PCT and Sport England, the Young Women's Sport and Active Recreation Programme.

This programme, which is part funded by the Borough Council, was developed after it was recognised that there was a shortfall in sporting activities for this age range. It is hoped that by finding out what sporting activities young women would like to participate in and making these activities easily accessible, the amount of young women participating in sporting activities will increase.

A 'go green' cycling and walking initiative is also being developed which is integrated with the exercise referral programmes.

The Sedgefield sporting hub also aims to increase participation of the over 50's population through the living well scheme. This scheme is in the early stages and consultation is currently ongoing between the key partners including the PCT, Sedgefield Borough Council, Age Concern, Pioneering Care Partnership and Carelink. Tai chi taster sessions have been held and taster sessions are currently being arranged in Council Leisure Centres.

Obesity

Obesity is both a national and international problem. Improving the diet and nutrition of pregnant women and early years is essential, especially as obesity can be an issue even before birth.

The North East regional weaning programme is being rolled out which encourages home cooking. All agencies are required to adhere to the newly updated healthy eating guidelines to ensure a consistent message is given to parents and guardians.

Not only is the PCT supporting schools and colleges with healthy eating policies inline with national healthy school standards, work is also ongoing to promote and improve healthy eating within work places.

The PCT firmly believes that a holistic approach is required to deal with obesity effectively from prevention to treatment. The functions of different organisations need to work together and share their priorities through the LSP.

Social Prescribing

Social prescribing relates to anything non clinical e.g. the GP referral fit for life scheme which give people opportunities that will help guide them to lead a healthier lifestyle.

The basic model of social prescribing is referring patients to non-medical facilities and services in the Community that can help improve their health and wellbeing. This also involves targeting specific groups of people who may not normally take up medical advice or care that they require, finding out why they don't access services and what would make them access services.

Sedgefield Borough is piloting the centralising of social prescribing opportunities to engage GP's, Clinicians and support staff to consider prescribing social and leisure activities.

As part of this pilot scheme a web based menu of activities is being made available to GP practices during 2008. This will identify the range of options that is available to the primary care provider and identify concessionary access for those who qualify.

The web based menu of activities will be made available to three GP practices in Spennymoor before being rolled out across the rest of the Borough.

Communities for Health

Communities for Health funding is provided by the Government and aims to coordinate public health approaches to reducing health inequalities and improving the health of local communities.

Although local authorities receive the funding its use must be based on partnership working. It is used to build partnerships between organisations and communities and engages communities in their own health in order to develop a capacity to support individual behaviour for healthier lifestyles.

The current communities for health funding is being used to facilitate health courses to improve peoples skills and knowledge.

Mental Health

Countywide activities, involving Sedgefield Borough, the PCT and other local authorities, are currently ongoing to address the issues of mental health. These activities are as follows:-

Mental Health Improvement Strategic Priorities

The following priorities have been adopted to assist in the development of mental health improvement across County Durham and Darlington:-

- Development and use of information and intelligence
- Development of effective partnerships with commissioning
- Increasing capacity of services to respond to the mental health needs of the population

The priorities do not set out specific activity as this is designed locally against priorities in partnership with local partners. The local actions are embedded within local action plans and are monitored through the County wide mental health improvement group. The PCT work in partnership with key partners from a variety of organisations including the community and voluntary sector through the Local Strategic Partnership (LSP).

Mental Health and Wellbeing Profiling

A high level profile of mental health and wellbeing, including information on a range of vulnerability factors for mental health such as teenage pregnancies, alcohol and worklessness, has been drafted for County Durham.

As part of the next stage more detailed community level data will be developed in order to support local service development and commissioning. Across the whole of County Durham, Practice Based Commissioning (PBC) groups will be asked to consider the type of community data that would be useful in their practice.

Social Prescribing

Funding has been secured through the PCT's annual operating plan for social prescribing. It is intended that patients with low level mental health problems will be prescribed arts based services.

Mental Health First Aid

As part of the regional Big Lottery Wellbeing Fund, a consortium of Mind organisations has been commissioned to deliver mental health first aid training. This involves providing individuals with skills to provide help support and advices to individuals in mental distress.

Key target groups include front line health and social care staff, leisure services, employers, the criminal justice system, the voluntary sector and community leaders.

115 training sessions will be delivered free of charge to priority organisations up to March 2011.

Mental Health Training and Development Programme

This programme, which aims to better equip non specialist front line health staff with skills in mental health improvement, will be ongoing between September 2008 and May 2009.

The course will combine formal learning in stress management and mental health promotion with voluntary sector placements and elective additional training.

Partnership Working

It is evident when reviewing the topic of public health that partnership working is required to improve public health.

All stakeholders are currently brought together through the Sedgefield Borough Local Strategic Partnership (LSP) where the main health priority is to improve the health and wellbeing of local communities. The LSP believes that local people should be engaged in all aspects of their health care which is done through the Local Involvement Networks.

The Health thematic group of the LSP has amalgamated with the Sedgefield Borough Practice Based Commissioning Group to ensure that commissioning is carried out in line with the LSP's priorities.

Conclusions

Taking into account all the information provided the Review Group concluded that:-

- The overall health of the population of the Borough is poor compared to the national average.
- The reasons for health differences can be summarised as inequalities in opportunity, inequalities in lifestyle choice and inequalities in access to services.
- The lifestyle choices of local people in particular have a negative impact on premature mortality and life expectancy.
- Teenage pregnancies remain an issue for the Borough.
- Although statistically the Borough of Sedgefield appears to be an unhealthy place to live, through working in partnership, action is being taken to halt the poor indices of health across the entire Borough.

Recommendation

That the PCT continue working in partnership with relevant residents and organisations to further reduce the inequalities in opportunities, lifestyle choices and access to services, which all have an impact on public health in Sedgefield Borough.

COMMUNITY CARE

Key Statistics

- In 2006/07 within Sedgefield Borough, 7.9 per 1000 adult population (aged 18-64 years) had physical disabilities
- In 2006/07 within Sedgefield Borough, 116.5 per 1000 population of older people (aged 65+) were helped to live at home
- The 2001 Census indicated that the percentage of residents providing more than 1 hour of unpaid care per week was 11.83%
- The 2001 Census indicated that the percentage of residents providing more than 20 hours of unpaid care per week was 4.68%

What we know about Sedgefield Borough

Community care can be defined as assisting people to maintain their independence. There are numerous organisations providing community care including Sedgefield Borough Council through the Carelink Monitoring and Response service and housing support services, the County Durham Primary Care Trust by providing health care to residents and Social Care and Health by providing support to vulnerable residents.

Sedgefield Borough has an increasingly ageing population and a significant number of people who suffer from disability and long term limiting illness.

Within Sedgefield Borough in 2006/2007 there were:-

- 7.9 per 1,000 adult population (aged 18-64 years old) with physical disabilities compared to the County Durham average of 8.9 and the national average of 121.3.
- 116.5 per 1,000 population of older people (aged 65+) were helped to live at home compared to the County Durham average of 12.5 and the national average of 80.

At the 2001 Census it was indicated that:-

- the percentage of residents providing more than 1 hour of unpaid care per week was 11.83%. This was 5% higher than the national average of 6.8%.
- The percentage of residents providing more than 20 hours of unpaid care per week was 4.68%, 1.57% higher than the national average.

This information indicated that the standard of community care in Sedgefield Borough enabled people to live at home longer.

Current and Planned Activities

When examining community care in Sedgefield Borough the review group focused on the Sedgefield Adult Community Care Partnership (Integrated Teams) and the Carelink Monitoring and Response Service.

The Sedgefield Adult Community Care Partnership – Integrated Teams

The Sedgefield integrated teams were established in 2004 after it was recognised that a number of organisations provided services that would be better provided if they were linked together. The partnership was established to provide seamless health, social care and housing services to the adults and older people of Sedgefield Borough.

A number of documents were considered, including the NHS Plan, National Service Framework – Older Persons, Planning and Performance Framework, Local delivery Plans and Supporting People Agenda, and it was apparent that although they were from different organisations they all focused on the wellbeing of individuals and gave the same message. The commonalities indicated that working in partnership was essential in order to secure the health and well-being of its communities and there was certainly a case for improved integrated working in local communities.

The partnership now means that social workers, District Nurses, and housing support staff now work in integrated teams across the Borough. This incorporates a single assessment process for service users that reduces duplication and speeds up responses for people who often have multiple service needs. The integrated teams support the Council's ambition of Healthy Borough by improving Health and Social Care services.

The integrated teams are used by adults over the age of 18 years who are vulnerable due to:-

- Physical ill health including those with continuing health care needs.
- Physical frailty/disability including sensory impairment.
- Older people with mental health problems.

It is important to note that the integrated teams are not Care Trusts but a voluntary agreement to work in an integrated way managed by a partnership board.

There are five integrated teams based across Sedgefield Borough, each providing services 24 hours a day, seven days a week.

The integrated teams continue to meet community needs from prevention to direct service provision. They act as a one stop service team, capable of delivering both efficient preventative actions within their local community.

In order to work in an integrated way there needed to be sharing of data. The merger of the health care system and housing system was the first of its case.

The integrated teams have been very successful. This is reflected in *Our Health, Our Care, Our Say, DoH. 30th January 2006*, where the Sedgefield integration model was identified as a case study.

The teams provide residents with a flexible, open referral route into the system where users and carers receive holistic support and can actually see improved performance.

Since the establishment of the Integrated Teams, each organisation involved in the partnership has reported improved performance through their performance indicators. This indicates that partnership working is required in order to provide the best service.

The Sedgefield model of integration has informed a roll out of Service Integration which is currently being implemented across the whole of County Durham.

Sedgefield Borough Carelink Monitoring and Response (M &R) Service

As a result of the increasing ageing population in Sedgefield Borough, a key challenge to social care and health services in the Borough is to promote independence and provide personalised services for elderly and vulnerable residents which enables them to live in their own homes for as long as possible. The Sedgefield Borough Carelink Monitoring and Response Service contributes to this.

Carelink M&R provides a high quality community alarm service to older and vulnerable people in Wear Valley, Sedgefield, Derwentside and Teesdale areas.

Until 2003 the Carelink Monitoring and Response service was funded by Sedgefield Borough Council's Housing Revenue Account. However in 2003 it became Supporting People funded. Additional income is also generated from private clients.

In addition Sedgefield Borough Council provides the Carelink Supported Housing Service which provides non supporting people funded services principally in sheltered housing schemes and is exclusively funded by the Council's Housing Revenue Account.

The objectives of the Carelink Monitoring and Response service are as follows:-

- Promote and support independent living
- Provide the means to allow people to remain at home
- Provide support and emergency response 7 days a week 365 days a year.
- Reduce the burden on carers/hospitals, GP's and Social care and Health.
- Contribute to maintaining quality of life
- Promote integrated working

Recently a number of changes have been made to the Carelink standards. The original standards have been replaced by core/medium/high to reflect the level of monitoring required according to a needs based assessment.

These changes have resulted in supporting people no longer funding the on site warden element of Carelink services resulting in a change in emphasis which has seen a reduction in planned home visits and the frequency of reassurance calls. The amount of planned home visits and reassurance calls are now based on the need of the client.

An independent living assessment takes place for all Carelink Clients. This includes a face to face interview and a needs based assessment. The assessment takes into account other services e.g. home care and family support. The client is also reassessed every 3 months or on change in need.

Although there has been a change in service due to the new supporting people contract there is a regular review of need and service level. The level of service can be enhanced above the supporting people standard to take into account temporary changes in support e.g. family holidays etc.

Over the years the equipment used by Carelink has been developed as technological advances have been made. Originally clients were simply provided with a pull cord to alert wardens if there was a problem. Although pull cords are still used improvements in technology now mean that homes can be fitted with equipment such as fall detectors, smoke alarms, flood detectors, temperature extreme sensors, natural gas detectors, bogus caller buttons, motion detectors, sounder beacons and carbon monoxide detectors. All these changes mean that the elderly and vulnerable can live at home longer.

Over the first period of the Supporting people contract Carelink attended approximately 3000 emergency incidents. 95% were attended to within 20 minutes and 100% were attended to within the contract response time of 60 minutes. 100% of independent living assessments have been carried out and 2500 equipment checks have taken place. 98.5% of calls were answered within 60 seconds.

At the end of the first period of the Supporting people contract 2000 customer satisfaction surveys were issued. There was a 10% response rate which indicated that 95-98% of users were satisfied with the service.

The current Supporting People contract is set for 2007/2010 with a 2 year extended option. There will also be a review of the community alarm and other related services in 2009.

The Supported Housing Service within Housing Department provides non – supporting people funded services principally in sheltered housing schemes and is exclusively funded from the Housing Revenue Account.

Conclusion

Taking into account all the information provided the Review Group concluded:-

- That both the Sedgefield Adult and Community Care Partnership and the Carelink Monitoring and Response Service provide independence for the elderly and vulnerable residents enabling them to live in their own home for longer.
- That the Sedgefield Adult and Community Care Partnership provides seamless health, social care and housing services to the elderly and vulnerable residents of the Borough.
- That partnership working through the Sedgefield Adult and Community Care Partnership, has improved the quality of service for residents of the Borough.

Recommendation

That the value of joint working arrangements, such as

- Sedgefield adult and community care partnership
- Service integration models
- Supporting people service functions – Carelink M&R

which allow some of the most vulnerable in our communities to be supported at home be recognised.

LEISURE AND CULTURE

Key Statistics

- 16.8% of Sedgefield Borough residents participate in moderate exercise three times a week or more
- 69% of Sedgefield Borough residents are satisfied with the Council's Leisure facilities
- In 2006/07 there were 10,895 people participating in a cultural activity in the Borough
- 21.3% of respondents had used museums and galleries in the last 12 months, 14.1% of respondents had previously used a museum or gallery and 39.7% had never used these facilities.

What we know about Sedgefield Borough

It is recognised that leisure and culture activities make a significant contribution to both the personal health and development of an area.

Despite a having a strong portfolio of leisure facilities within Sedgefield Borough there are low levels of physical activity. The results of the 2006 Active people survey undertaken by Ipsos MORI on behalf of Sport England found that only 16.8% of the population participate in moderate exercise three times a week or more. This is the lowest in the region and 4.2% below the national average.

The principal barriers to exercise are identified as health problems, lack of motivation and work commitments. Incentives to exercise are lower cost facilities and/or improved transport to existing facilities.

Sedgefield Borough has four Council owned leisure centres situated in Newton Aycliffe, Spennymoor, Ferryhill and Shildon. In addition a Town Council leisure centre is situated in Newton Aycliffe. A best value survey in 2006 identified that resident satisfaction with the Councils leisure facilities is 69%. 89.22% of residents thought that sport and leisure had stayed the same or improved over recent years.

With regard to culture in Sedgefield Borough, the general survey indicated that only 21.3% of respondents had used museums and galleries in the last 12 months, 14.1% of respondents had previously used a museum or gallery and 39.7% had never used these facilities.

Despite levels of physical activity in Sedgefield Borough being low in 2007/08 approximately 1,003,873 visits were made to the Council's Leisure Centre. Although the Leisure Centres are accountable for a high amount of the Council's resources they do attract high visitor numbers.

A new fitness suite has recently been installed at Newton Aycliffe Leisure Centre. This was done in partnership with Competition Line. An 800 seating sports facility is also available at Newton Aycliffe Leisure Centre. This is the largest sports hall in County Durham and has attracted both national and international sporting events including an England v Scotland Basketball game in June 2008.

A number of sports development events have taken place at the Council Leisure Centres. A number of Snooker events, including an exhibition match between Alex Higgins and Jimmy White, have taken place at Spennymoor, Ferryhill Leisure centre is the European Headquarter for Taekwondo and Spennymoor Leisure Centre is home to the South Durham Gymnastics Centre, which it is anticipated will be used as a pre games training camp for the 2012 Olympics.

There are also a number of Community facilities within the Borough which provide leisure and culture activities which contribute to making Sedgefield Borough a healthy borough. These include:-

- Greenfield Community College
- Sedgefield Community College
- Trimdon Community College
- Oakleaf Sports Complex

Current and Planned Activities

Sports Development

Access to Services 2007-08

Within Sedgefield Borough a gym buddy and a club buddy scheme is being developed in order to improve access to a range of sporting activities for people with disabilities.

The schemes are for gym and club users to accompany disabled gym users on a regular basis and provide them with support and motivation.

The project provides pathways for people with disabilities to participate in mainstream clubs with the support of their buddy.

Gym and club buddies don't require any specific skills or qualifications. Full training will be provided along with ongoing support from qualified instructors. Although a CRB check is required this is carried out free of charge.

The Gym Buddy scheme started in December 2005 in Spennymoor Leisure Centre and has more recently been set up in Newton Aycliffe Leisure Centre. There are currently five Gym Buddies.

The club buddy scheme will be rolled out in September 2008 and will be piloted in the following 5 clubs together with disability activity sessions before being assessed and rolled out across the Borough:-

- Sedgefield 75 swim club
- South Durham Gymnastics
- Jayenell Gymnastics
- Chungdokwan Taekwondo
- Ferryhill Town youth Football Club

Club buddy volunteers are currently undertaking appropriate training and it is anticipated that there will be 10 volunteers from clubs and 10 volunteers from the Borough.

Funding

Koolkash

Koolkash is an initiative aimed at groups of young people aged 5-19 years that operate within Sedgefield Borough.

The funds purpose is to encourage children and young people to develop projects that they have identified e.g. Newton Aycliffe Junior Neighbourhood Watch, Girls on a Mission and DISC Young Carers.

Koolkash also funded the Mens Attitudes Towards Sex and Health (MASH) group in order to hold a mens event which supports the work of the PCT in reducing teenage pregnancy and improving sexual health.

When an application is made for Koolkash funding it is debated and decided upon by a committee of children, young people and adults. This system involves young people and children in decision making and local democracy.

Youth participation is essential as it provides an opportunity for youths to be involved in decisions that affect their lives and communities. The fact that Koolkash gives young people a budget makes the opportunity for them to engage in local democracy more appealing.

In 2007/08 Koolkash funded £49,000 to 44 children and young people organisations. This has benefited 7800 people. Koolkash has attracted a further £82,348 in matched funding.

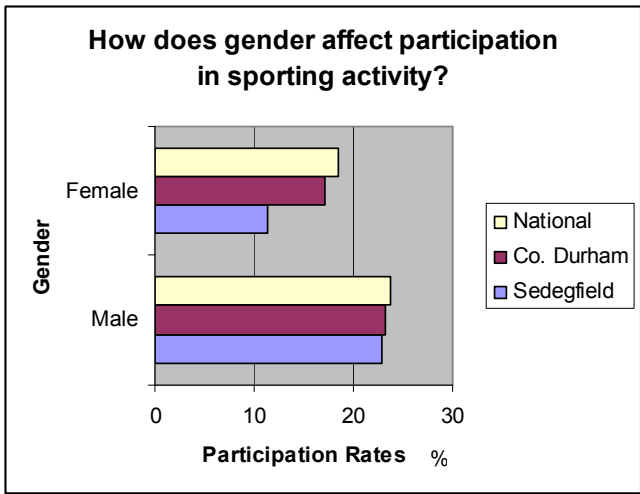
Sports Development Community Investment Fund 2007/08

The Sports Development Community Investment Funding is national lottery funding available through and managed by Sport England. Sedgefield Borough Council applied for funding and was subsequently awarded through an open application process.

Sedgefield Borough Council has been successful in applying for funds to support the following ongoing projects:-

- Young women’s sport and active recreation programme targeting 16-25 years
- Get Active Get Cycling programme (all age ranges)
- Living Well Programme (targeting over 50’s)

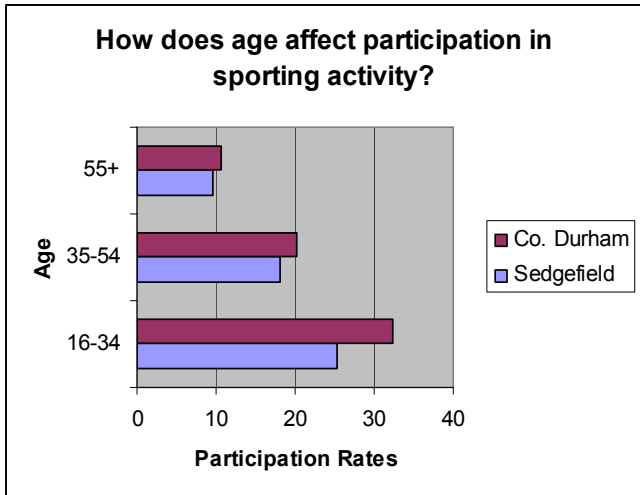
There is evidence to suggest that participation in sport is lower than expected in specific groups. Older people and women are likely to have low level of participation and involvement in sporting activities.



This graph highlights how gender affects participation in sporting activity.

22.8% of males in Sedgefield Borough participate in sporting activity compared to the national average of 23.7%

Only 11.3% of females in Sedgefield Borough participate in sporting activity compared to the national average of 18.5%.



This graph highlights the percentage of people participating in sporting activity dramatically reduces with age.

9.5% of the population aged 55+ years in Sedgefield Borough participated in sporting activity compared to 25.3% of the population aged 16-34 years.

The Council is also developing programmes targeting young women and adults over the age of 50 years as well as developing the Get Active Get Cycling Programme. The Sports Development Community Investment Fund is being used to develop these programmes.

Tourism

The annual value of tourism in Sedgefield Borough in 2006 was £72.93 million. The value of tourism is measured through the STEAM model. As figures are calculated a year in arrears the value of tourism in 2007 is still awaited. The total value of tourism in County Durham in 2006 was £600 million.

Annual visitor numbers to Sedgefield Borough was 2.5 million of which 7.6% were overnight stays compared to the County average of 8%.

The visitor attractions in Sedgefield Borough include a number of Country parks, the national hunt racecourse at Sedgefield village and the National Railway Museum at Shildon.

Locomotion

Locomotion, which opened in September 2004, is an £11 million project and is a joint venture between Sedgefield Borough Council and the National Railway Museum.

The Locomotion museum makes a significant contribution to the economic regeneration of Shildon and builds upon the work started by the Shildon SRB partnership.

Locomotion contributes to tourism across the region and has assisted in diversifying the local economy and in creating jobs. Approximately 45-72 regional jobs have been created/supported.

Locomotion is the first national museum to be built in the north east, It was developed at Shildon in recognition of the railway history of the Town.

In 2007/08 Locomotion attracted 146,856 visitors. However in order to build upon its success by increasing visitor numbers to 200,000 visits per annum, increase the economic impact to the region to £5 million and supporting a further 15-25 jobs, a second phase of the development is required.

As part of phase 2 of Locomotion the following work is required:-

- Improving/stabilising physical assets of historical importance
- Re-siting of the Gaunless Bridge from York
- Creation of new learning and skills environment designed to be a unique feature within the region

However it is anticipated that this work will not commence until after 1st April 2009.

Through investment of £600,000 a new events car park is currently being developed which will enable bigger events to be held at the museum. Environmental improvements are also being made which includes improving derelict land and parcel sheds and other landscaping and fencing works.



(The Green Arrow arriving at Locomotion)

Arts Development

The positive benefits of arts projects are well recognised. The Arts Council England's view is that the arts can have a lasting and transforming effect on many aspects of people's lives.

The Council has an important role in the local arts development and community arts given its community leadership role under the Local Government Act 2000.

A number of arts projects have/are being carried out by the council.

Spennymoor Letters and Spennymoor Signs

These are two pieces of public art supported by a variety of organisations including Sedgefield Borough Council.

The Spennymoor letters are based on poems written by local people. The piece of artwork contains 10 letter shaped poems that are used to spell out the word S-P-E-N-N-Y-M-O-O-R onto the side of various town centre buildings. This was the first piece of permanent artwork in Spennymoor.

Alongside the Spennymoor letters are the Spennymoor signs. The Spennymoor signs use the surnames of 2500 spennymoor residents on three illuminated stainless steel signs. These signs are positioned at the boundary points of the Town.

Sedgefield Borough Council co-ordinated the project in association with Commissions North.

In Our Image

This public art project has been devised by Sedgefield Borough Council, Durham County Council and Sedgefield Engineering Forum.

The artwork which has been described as the North East's next striking piece of public art will be located at Newton Aycliffe Business Park.

The towering head and shoulders will be 16m tall and is designed to look unfinished with 5 life size figures working on its construction.



'In Our image' is a symbol of the regions progressive regeneration and artist Joseph Hillier says 'the art is in value of the often undervalued work of those who build and make the materials we use everyday'.

In our image has been allocated a budget of £226,000 from the Governments Single Programme, Sedgefield Borough Councils regeneration budget and Durham County Council's Urban and Rural Renaissance initiative.

Arts Resource – Spennymoor Leisure Centre

As part of these improvements an Area Resource, to which Sedgefield Borough Council has allocated funding of £700,000 is to be developed at the Leisure Centre.

The Council aspires to use the Arts Resource as a cultural hub for the town However this relies on the bringing together of cultural sector partners within the Leisure Centre and re-engineering the delivery of public cultural services.

As part of the Spennymoor masterplan the library will be located from its position on the high street to form part of this cultural hub. Although the relocation has been agreed the timings have not yet been formalised.

The arts resource will be developed in several phases.

Phase 1 of the development will see an arts resource with a multifunctional performance and rehearsal facility seating up to 200 for drama, dance, music, film performance, a specialist dance and rehearsal space for residents and visiting performance art companies, an exhibition foyer, a bar/café facility and an artist

study.

The art resource will complement the Boroughs strategy of assembling appropriate partners who together are able to deliver effective and efficient services.

Conclusions

Taking into account all the information provided the Review Group concluded:-

- Culture and leisure activities are critical to the wellbeing of individuals and communities.
- Although levels of physical activity in Sedgefield Borough are low, initiatives and projects are ongoing to increase participation in sporting activities.
- Locomotion is a major new tourist attraction of national importance which has assisted in diversifying the local economy and in creating jobs.
- In order to build on the success of Locomotion a second phase of development is required.
- The arts can have a lasting and transforming effect on many aspects of people's lives.

Recommendations

- Culture and leisure activities should be viewed as critical to the wellbeing of individuals and communities and promoted/programmed accordingly.
- That initiatives and projects encouraging participation in sporting activities, in particular those targeting difficult to engage groups such as Koolkash and the Sports Community Investment Fund, continue to be supported.
- That the development of Locomotion be continued to ensure that the cultural and economic benefits of the museum are maximised.
- That the positive benefits of the arts continue to be recognised.

Conclusions

Public Health

- The overall health of the population of the Borough is poor compared to the national average.
- The reasons for health differences can be summarised as inequalities in opportunity, inequalities in lifestyle choice and inequalities in access to services.
- The lifestyle choices of local people in particular have a negative impact on premature mortality and life expectancy.
- Teenage pregnancies remain an issue for the Borough.
- Although statistically the Borough of Sedgefield appears to be an unhealthy place to live, through working in partnership, work is ongoing to halt the poor indices of health across the entire Borough.

Community Care

- That both the Sedgefield Adult and Community Care Partnership and the Carelink Monitoring and Response Service provide independence for the elderly and vulnerable residents enabling them to live in their own home for longer.
- That the Sedgefield Adult and Community Care Partnership provides seamless health, social care and housing services to the elderly and vulnerable residents of the Borough.
- That partnership working through the Sedgefield Adult and Community Care Partnership, has improved the quality of service for residents of the Borough.
- Which allow some of the most vulnerable in our communities to be supported at home be recognised.

Leisure and Culture

- Culture and leisure activities are critical to the wellbeing of individuals and communities.
- Although levels of physical activity in Sedgefield Borough are low, initiatives and projects are ongoing to increase participation in sporting activities.
- Locomotion is a major new tourist attraction of national importance which has assisted in diversifying the local economy and in creating jobs.
- In order to build on the success of Locomotion a second phase of development is required.
- The arts can have a lasting and transforming effect on many aspects of people's lives.

Recommendations to Cabinet

Public Health

- That the PCT continue working in partnership with relevant residents and organisations to further reduce the inequalities in opportunities, lifestyle choices and access to services, which all have an impact on public health in Sedgefield Borough.

Community Care

- That the value of joint working arrangements such as:-
 1. Sedgefield Adult and Community Care Partnership
 2. Service Integration models
 3. Supporting people service functions – Carelink M&R

Which allow some of the most vulnerable in our communities to be supported at home be recognised.

Leisure and Culture

- Culture and leisure activities should be viewed as critical to the well being of individuals and communities and promoted/programmed accordingly.
- That initiatives and projects encouraging participation in sporting activities, in particular those targeting difficult to engage groups such as Koolkash and the Sports Community Investment Fund, continue to be supported.
- That the development of Locomotion be continued to ensure that the benefits of the museum are maximised.
- That the positive benefits of the arts continue to be recognised.