

CABINET MEMBER UPDATE

Overview and Scrutiny Committee (Adult Social Care and Health)

25 February 2025

| Councillor | Portfolio | Period of Report |
|-------------------|-----------------------------|-------------------------|
| Mhairi Doyle | Public Health and Wellbeing | Jan – Feb 25 |

Public Health

Small Grants for Mental Wellbeing

A summary report of the intention to run a small grants programme for senior residents mental wellbeing was brought to the January Cabinet Member Briefing. The programme will award amounts ranging from £500 to £5000 to local third sector organisations to run or expand existing projects to improve the wellbeing of those over the age of 65 from a total pot of £45,000. Sefton CVS are coordinating the public health funded programme, with projects running from March to October. An evaluation report will subsequently be completed measuring impacts.

Sefton Staff Flu Vaccination Programme Activity Summary

Seasonal flu vaccination remains a critically important public health intervention. Sefton Council continues to adhere to the annual recommendations and best practice guidance by commissioning a staff flu vaccination programme which is open to all staff and elected members within the Council, Agilisys, state funded Sefton schools (including special schools), Sefton Place, and Sandway Homes.

578 staff members were vaccinated as part of this year's programme, an increase of 9 staff members from the previous year, with 92.9% of those vaccinated not being eligible for the NHS offer. The work-based model continues to prove effective at delivering good engagement with the staff flu vaccination programme. Service delivery will be reviewed and learning will be taken from this year's programme to inform future delivery to further improve vaccination uptake.

Leisure

Leisure Update

Sefton Council's leisure service comprises six leisure centres that offer an affordable high-quality sport and wellness solution for the whole community.

Bootle Leisure Centre

The centre is currently running on the winter pool timetable, where the leisure pool is closed during the daytime until 17.00. Attendance figures for fitness classes have improved with positive feedback from members. A business case is in development

to secure capital funding to replace the sports hall floor, this will include engagement with National Governing Bodies and local user groups to inform future use.

Meadows Leisure Centre and Library

Following an environmental audit as part of the Sport England Swimming Pool Support fund grant programme, Meadows achieved a good result enabling the centre to upgrade the solar PV in the new year, with a fully funded £80,000 array

Crosby Lakeside Adventure Centre

The lake was closed again due to a sewage pipe leak and an outbreak of toxic blue green algae between 6th October and 5th November. The Environment Agency and legal services are engaged regarding potential compensation for the closure period.

Netherton Activity Centre

A number of building issues have had to be addressed including 3G pitches: Some damaged boards have been removed and replaced pending a permanent solution. A review of emergency lights is underway with the energy team as part of energy efficiency works with potential to be replaced with LED lighting.

Litherland Sports Park

Leavers are increasing and feedback from members refer to the age of the fitness equipment. Litherland REMYCA FC, negotiations are underway regarding potential to renew the lease and seek Football Foundation funding to improve the pitch.

Dunes Splashworld

Splash World visitor numbers and income are down upon last year, reflecting lower footfall in Southport. There is a promotion underway for December which aims to attract visitors. Unfortunately Storm Darragh caused damage to several areas of roof and cladding. The site remained open throughout, and the damage has not caused any operational issues.

Memberships

Memberships are at a very healthy 14,145, some 658 more than the same time last year, with monthly direct debit gym membership income at £373k, some £29k more than the last year.

Website

Procurement of the new service website is underway with the anticipated contract award in early 2025. This project will encompass all Active Sefton centres, services and programmes and is linked to the new leisure management system being implemented.

Leisure 2025/26 Pricing Proposal

A review of the leisure service pricing structure has been carried out resulting in an uplift in prices by an average 4%, this is necessary in order to continue to offset the

increased costs incurred in providing the service in NNDR, supplier costs, staffing and utilities.

This will specifically increase swimming lesson prices by 8%, however this would maintain Sefton's charges in the bottom quartile for swimming lessons fees in the region. Due to the highly competitive nature of the gym market the top price of gym memberships will remain at the same level as 2024, but the discounted corporate rate will increase by £1. The cost of GP referral session prices will be held at 2023 levels, along with a number of social focussed initiatives, such as Jakes Sensory World etc. Splashworld prices will be maintained at current 2024 levels due to the ongoing impact of the Southport incidents in 2024.

Restart Reset Rethink

The report provided an update on the impact of the Restart Reset Rethink programme throughout 2024.

The Restart, Reset, Rethink programme, funded by the Police Crime Commissioner and delivered by Active Sefton, provides physical and emotional wellbeing support to children (from the age of 11), young people and adults who have experienced domestic abuse or sexual abuse. The programme uses physical activity and sport sessions to have a positive impact on the health and wellbeing of participants.

Initially established as a pilot through the Localities model, the programme is an example of community teams working collaboratively to deliver improved outcomes for Sefton residents. The programme also demonstrates cross-system working as there are aspects of co-delivery on the Adverse Childhood Experiences (ACEs) Programme with Primary Care Networks and Children's Services.

Throughout 2024, 135 individuals engaged in the programme, 66 adults and 69 children and young people. Of those that engaged with the programme, 98% of adults and 85% of children and young people improved their mental well-being. Upon completion of the programme, to further support participants, a free 3-month gym pass is provided to help participants to maintain their new healthy behaviours.

The team are flexible in their approach and work with the participants to overcome any barriers they may face, this includes adapting sessions, changing the venue or date at short notice. The bespoke nature of the programme allows the team to take a trauma informed approach by building trust with individuals, creating a safe environment and empowering individuals to make their own decisions.

Strong working relationships have been established with a range of partners who refer into the service, including Early Help, Primary Care Networks, Sefton Women's And Children's Aid (SWACA), Venus and Rape And Sexual Abuse Merseyside (RASA Merseyside).

Moving forward, the team will contribute to the Sport England Place Expansion which will provide the opportunity to collaborate with new and existing organisations. Additionally, the team will explore the potential of expanding the programme to support adults, who have not experienced domestic or sexual abuse, to improve their mental wellbeing.