

## Increasing the Health & Well being offer in City Community Centres.

### Introduction

The Active Women<sup>1</sup> and GO Active<sup>2</sup> projects and Age UK and Oxfordshire, already offer a variety of health and well being initiatives in city community centres, and Officers are completing a lot of consultation with key community contacts. Information on all the activities offered through these projects are sent to all GP Surgeries, Libraries, Community Notice boards, Weight Watchers groups etc and where applicable supported housing schemes. Additionally the cities seven leisure facilities provide wide ranging sport and recreational activities that are accessible and affordable to all.

It is important to take into consideration the need to offer balanced programmes of activities in community centres that are fit for purpose for surrounding populations and to the facilities contained within them. This will mean that activities that can be delivered are different on a site by site basis. Also, to avoid a level of competition that is detrimental to all concerned, or replicating what is already on offer, it is essential that there is awareness of what is already being delivered by other operators including the Councils leisure management provider Fusion Lifestyle<sup>3</sup>.

The following opportunities are those that could be explored to support breaking down the barriers to participation and promoting an already available health and well being offer.

### Delivery

- Offering one off taster sessions in community centres and signposting to activities provided in leisure facilities. (Indicative cost: £50 to £100).
- Health and well being stakeholder representation at community centre and other community events. (Officer time, plus promotional materials £50).
- Utilising community centres to expand the Streetsports range and programme of activities. (Indicative cost: £35 per hour).

### Outreach work

- Development of a proactive and positive partnership relationship between Fusion Lifestyle and Community Centres/ Associations. (Cost: Officer time).
- Joint stakeholder activity programming relationship to avoid duplication of provision and to make best use of off peak usage. (Cost: Officer time).
- Question and Answer sessions, in community centres, delivered by health and well being stakeholders (i.e. Fusion Fitness and gym Instructors, Swimming coaches, sports and community development officers; General Practitioners; Community Fit for Life organisation; Slimming World/ Weight watcher organisations; Age UK Oxfordshire; Active Women; Go Active; etc). (Indicative cost: £100).
- A calendar of consultation and liaison between key health and well being stakeholders.

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<sup>1</sup> The Active Women project is designed to get women and girls (aged 16+) back into sport or joining a sport for the first time and is focused on six fun sports; Tennis, Football, Gymnastics, Athletics, Netball and Badminton.

<sup>2</sup> The GO Active project works to get adults over 16 doing more exercise, across Oxfordshire

- Health and well being representation at community centre/ association meetings. (Indicative cost: Officer time).
- A joint stakeholder development plan to meet the socio demographic need across the City's communities (Indicative cost: Officer time).

**Public relations and marketing**

- Dedicated Fusion Lifestyle notice boards and leaflet rigs in community centres (Indicative cost: £500).
- Joint stakeholder promotion work through web pages, leaflets, posters and community days. (Indicative cost: from £300).
- Consultation to establish community health and well being needs and demand. (Indicative cost: £50).
- Attendance by Fusion Lifestyle at community events and open days. (Indicative cost: £200).

**Perceived participation barriers:**

- Accessibility and affordability
- Condition of facilities
- Awareness of current provision
- Availability of community centre rooms/ halls
- The fear of being too old, too young, the odd one out, on my own, etc.