

South Lanarkshire Council



Annual Performance Report

2014 – 15



Objective 13

Improve and maintain health and increase physical activity



13. Improve and maintain health and increase physical activity

Lead – Community and Enterprise Resources

Other contributing services: [South Lanarkshire Leisure and Culture](#)

Improving the health of individuals and communities is a key challenge for South Lanarkshire and Scotland as a whole. Lifestyle, poverty and environmental factors all have a part to play and the council's approach to improving health will involve working with partners to target the most disadvantaged communities.



The council also has a significant role to play in promoting healthier lifestyles through local sports and community facilities operated on its behalf by South Lanarkshire Leisure and Culture (SLLC). The Commonwealth Games hosted by Glasgow in 2014 provided an ideal platform for promoting sport and physical activity.



Achievements for 2014-15



- As part of the Commonwealth Games celebrations the Queen's Baton Relay event visited South Lanarkshire in June 2014. A variety of sporting and cultural events took place across a number of SLLC venues with approximately 32,000 people coming out to see the Baton and take part in local events. The culmination of the day's activities took place at Hamilton Palace Sports Ground where over 700 participants and 5,500 spectators enjoyed three major activities (Big Drum, Big Dance and Big Sing) and participated in a whole host of family activities.
- **Active Schools** staff trained and supported around 772 local volunteers to deliver a range of sports activities across each school term, helping to increase opportunities in sport for 5-18 year olds.
- Over 9 million attendances were recorded at activities organised by SLLC, with just under 1 million young people making use of the free access initiative for local under 16s clubs, (1.3% more than last year).
- Over 2,700 primary school pupils took part in the South Lanarkshire [cross country championships](#).

Improve and maintain health and increase physical activity



Carluk gym



Cambuslang Park

Achievements for 2014-15 (continued)

- **'The Perfect fit'** marketing campaign aimed at encouraging people to take out fitness memberships resulted in 1,143 new memberships being sold (16% over the original target).
- We upgraded Strathaven tennis courts to an all weather surface, put down a new grass pitch at St Leonard's Primary School, and progressed the feasibility study to refurbish **East Kilbride ice rink** in line with the shopping centre development.
- The council completed year four of a five year investment programme on fixed play areas. One of these play areas - Clearburn Natural Play and Picnic Area - was highly commended in the Scottish Civic Trust **'My Place' Awards** scheme, which celebrates good local design and conservation.
- Cambuslang Park and Strathaven Park, which are maintained by our Grounds Services teams, were awarded the Green Flag by **Keep Scotland Beautiful** (Strathaven Park retained the award it won last year and Cambuslang Park received the award for the first time). The Green Flag is the benchmark for quality green space in Scotland.
- As part of the Scottish Government's and council's commitment to doing more for children to give

them a good start, the council introduced a new school meals initiative: from January 2015, every primary 1-3 pupil in the 125 primary schools in South Lanarkshire now has the opportunity to have a free healthy school meal.

- We provided 4.3 million nutritional meals, which met not only the nutritional guidelines, but are consistently the favourite choice of our young learners.

Areas for improvement and action



- A Social Media Strategy will be developed to specifically inform and improve the way in which leisure services and facilities are marketed.
- We will develop further health and physical activity programmes with our partners for those most in need.

Next steps



- A continued focus will be on addressing the health inequalities across South Lanarkshire, through the development of intervention and referral programmes which focus on weight management, addiction, mental health and general physical inactivity.

Improve and maintain health and increase physical activity

Next steps (continued)

- We will upgrade our leisure facilities, including completion of the final year of our five year investment programme on play areas, the commencement of the refurbishment of East Kilbride Ice Rink, and the development of a new community facility and 3G pitch at Newton (to commence on site early 2016).
- We will approve and implement a new Sports Pitch Strategy which considers the various uses of the council's sports pitches, with particular focus on the five main pitch sports of football, rugby, hockey, cricket and American football. The strategy will take account of all pitches within South Lanarkshire, regardless of ownership, surface type and size, and present a sustainable method of managing and upgrading our sports pitches.
- With a view to making the leisure service more accessible, we will continue to investigate and introduce developments in the use of Information Technology in service delivery, in particular, the introduction of more online-based processes and procedures.
- We will continue to benchmark and share good practice with other comparable leisure service providers.
- We will continue to provide 4.3 million nutritious school meals and over 136,000 community meals to Social Work clients.
- We will continue to promote leisure activities for older people through our 'Activage' scheme. Activage is a membership scheme specifically for South Lanarkshire residents who are 60+ and we aim to have at least 6,000 people registered to the Scheme in 2015-16.



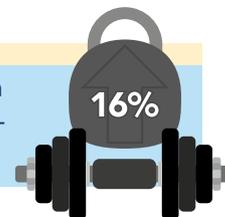
Link to:

[Cultural and community services performance at a glance report](#)

[Improve and maintain health and increase physical activity](#) – Quarter 4 Progress Report 2014-15

[SLLC Annual Report 2014-15](#)

'The Perfect Fit' marketing campaign generated **1,143** new memberships – **16%** over the campaign target.



Case study:

Weigh to Go Programme

Gran, Janet's super weight loss!

In partnership with NHS Lanarkshire the 'Weigh to Go' programme has now been rolled out successfully to fourteen centres across South Lanarkshire. The 'Weigh to Go' course provides a forty-five minute nutrition based session where a different topic is discussed each week - such as fats, sugars and alcohol - so people are equipped with the knowledge to enable them to make lifestyle changes. The classes are then followed by a forty-five minute physical activity session. One customer, Janet, has reaped the benefits of attending these classes and lost two stones in weight in sixteen weeks.

Janet continues to use the gym and classes at Hamilton Water Palace and pops into the 'weigh to go' classes from time to time to keep her weight on track. Janet commented "You don't need to try any more fad diets, believe me I've tried them all. You just need to go along to SLLC and support and assistance is there to help you lead a healthier lifestyle."



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