

**ADULT SOCIAL CARE AND SERVICES SCRUTINY PANEL  
PHYSICAL ACTIVITY FOR OLDER PEOPLE (AGED 65-PLUS) - ACTION PLAN**

**16 FEBRUARY 2021**

<b>SCRUTINY RECOMMENDATION</b>	<b>PROPOSED ACTION</b>	<b>POST TITLE</b>	<b>BUDGET COST</b>	<b>TIMESCALE</b>
<p>That local physical activity initiatives be developed to promote the health benefits for older people, e.g. 'Month of Walking'. These should be publicised through a combination of on-and-off-line methods. Although the exact number of activities should be determined by the service area, the Panel recommends at least four per year (quarterly), with the first four being established by Spring/Summer 2021. Such initiatives should measure participation levels to ensure that they are fit for purpose.</p>	<p>Public Health routinely deliver a number of campaigns annually, usually aligned to those implemented by national organisations (e.g. Sport England, Public Health England) – our role is to amplify that in the local area using our community assets and social media channels.</p> <p>Whilst these campaigns may not be specifically targeted at older people, the local amplification of them allows for this by targeting the messages via appropriate assets (e.g. Age UK Teesside).</p> <p>We deliver at least four of these campaigns a year – for example, in 2020 we amplified the following campaigns from local or national partners:</p> <ul style="list-style-type: none"> <li>• This Girl Can (Sport England)</li> <li>• We Are Undefeatable (Public Health England)</li> <li>• Better Health (Public Health England)</li> <li>• Your Personal Best (You've Got This)</li> </ul> <p>Additionally, Age UK Teesside have been supported to access £50,000 of Sport England funding to roll out physical activity content on Teesside TV (channel 7 on Freeview) – the first burst of this was in November and December</p>	<p>Scott Lloyd (Advanced Public Health Practitioner)</p>	<p>Nil – amplification of national campaigns via local assets and on social media.</p>	<p>To be reviewed in September 2021</p>

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	<p>and is being repeated through January and February.</p> <p>The success of such campaigns is measured by changes in awareness of the target behaviour and if people can recall the campaign. These data tend to be based on national samples, but the results can be shared with local partners on request.</p>			
<p>That a resources guide be created for individuals and groups that shows walking routes and details planned walk schedules. This should be made available in Council buildings and on the Council's website. This guide should be created and made available by Spring/Summer 2021. Creating this guide could encourage 20 existing walking groups to adopt a joined-up approach to enhance the experience further for participants.</p>	<p>A walking guide is produced annually by Middlesbrough Environment City. We will work with the panel to make improvements to this resource in the future and to promote through a wider range of channel targeting older people including through aging better Middlesbrough</p> <p>The Council is working with partners to design a range of Heritage trails which will be available in digital and print format. The first heritage trail is completed and a further 2 under development centred on Leisure and Pastimes (encompassing cinemas, dance halls, clubs, pubs, shops, winter gardens, theatres and concert venues) and a Boro trail (Ayresome Park to the Riverside taking in a walk through Albert Park). This will be completed by Spring 2021 and will be shared widely with existing walking group and well as potentially leading to the development of new groups.</p>	<p>Scott Lloyd (Advanced Public Health Practitioner)</p>	<p>Already resourced</p>	<p>August 2021</p> <p>June 2021</p>
<p>That a feasibility study be undertaken, with voluntary and community sector organisations, into the creation of a single resource showing activities available to</p>	<p>There are a number of databases that have been created to perform this task (e.g. <a href="https://www.teesvalleysport.co.uk/sports-">https://www.teesvalleysport.co.uk/sports-</a></p>	<p>Scott Lloyd (Advanced Public Health Practitioner)</p>	<p>Nil</p>	<p>December 21</p>

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<p>older people in Middlesbrough. If viable, the resource should be created and made available by the end of 2021.</p>	<p><a href="#">directory/</a>) as well as Social Prescribing platforms/directory.</p> <p>We propose working with Aging Better and Age UK to ensure existing resources are accessible to and include opportunities for older people.</p>			
<p>That Everyone Active undertakes an analysis of its membership to determine the level of demand for gym use, and the feasibility of introducing a membership tier, for over 65s. This should be completed by Spring 2021.</p>	<p>SLM are working with the council on their post COVID-19 recovery plan. This will include consideration and implementation of a membership pricing policy that reflects the needs of the community, the commercial viability of the centres (and wider contract) and the availability of COVID-19 recovery and other funding opportunities.</p> <p>Overall, the leisure contract was won by SLM via a competitive process and operates on a very tight financial envelope, meaning that they have to protect their income levels. They will work with any specific group or organisations that presents itself as facing challenges to participation. SLM will work, alongside partners, to assist these groups or organisations to tackle their specific challenges to participation.</p>	<p>Scott Hydon (Sports and Leisure Contract and Development Manager)</p>	<p>Unknown</p>	<p>October 2021</p>
<p>That a feasibility study be undertaken to establish if transport could be provided to over 65s to increase participation in physical activities. The feasibility study should include all key stakeholders, such as licensed providers and voluntary agencies, and be completed by Summer/Autumn 2021.</p>	<p>It is not recommended that this is perused based on the following:</p> <p>Transport for accessing physical activity was identified as a barrier for older people in the insight work done by You've Got This, but this was by a specific group (who previously used a dedicated bus) and it was a minor issue</p>	<p>Scott Lloyd (Advanced Public Health Practitioner)</p>	<p>N/A</p>	<p>N/A</p>

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	<p>compared to the bigger barriers such as fear of or actual crime levels.</p> <p>Where transport is identified as a barrier, colleagues would actively work with a group to identify the need and then potential sources of funding if appropriate.</p> <p>Middlesbrough has a network of well utilised bus routes, which link with facilities particularly in the town (e.g. The Live Well Centre).</p>			
<p>That, regarding dementia awareness, a further (online) training session be arranged for Elected Members by March 2021. In addition, an online training session/module should be established and placed on Middlesbrough Learns by Autumn/Winter 2021.</p>	<p>We will arrange a further online training session on dementia awareness for Elected Members by March 2021 and establish a resource on Middlesbrough Learns by November 2021.</p>	<p>Emma McInnes (Health Improvement Specialist)</p>	<p>In-house skills and capacity</p>	<p>March 2021 and November 2021.</p>
<p>That explorative analysis be undertaken by Spring/Summer 2021 to establish interest levels amongst older Carers for subsidised gym membership. Should the analysis show this to be popular, subsidised gym membership should be offered when developing care packages going forward.</p>	<p>SLM are working with the council on their post COVID-19 recovery plan. This will include consideration and implementation of a membership pricing policy that reflects the needs of the community, the commercial viability of the centres (and wider contract) and the availability of COVID-19 recovery and other funding opportunities.</p> <p>Overall, the leisure contract was won by SLM via a competitive process and operates on a very tight financial envelope, meaning that they have to protect their income levels. They will work with any specific group or organisations that presents itself as facing challenges to</p>	<p>Scott Hydon (Sports and Leisure Contract and Development Manager)</p>	<p>Unknown</p>	<p>October 2021</p>

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That a forum be established that brings together the 26 care home Activities Coordinators, Adult Social Care and Public Health South Tees representatives to share best practice; and report back to the Director of Adult Social Care and Health Integration on a quarterly-basis. This Forum should be established by Spring/Summer 2021.	Public Health colleagues will facilitate a forum in partnership with Adult Social Care. This will meet on a quarterly basis and include opportunities for sharing and invited presentations by relevant experts and case studies.	Robin Bedford (Health and Physical Activity Development Manager)	Nil	Summer 2021
That, where possible, and with immediate effect, future contracts with care providers should incorporate best practice principles for physical activity for older people.	In consultation with Commissioning Officers, a best practice clause will be developed and agreed.  Following this, consideration will be given to which contracts to include the best practice clause in at contract issue/renewal.	Scott Lloyd (Advanced Public Health Practitioner)	Nil	April 2021  July 2021
That a map of all toilet facilities in the town centre be created to assist older people in mapping out their shopping visits. This should be displayed prominently throughout the town centre. The map should be implemented by Spring/Summer 2021.	Information on where to access standard male and female toilets, accessible toilets, ambulant disabled toilets and changing places toilets is included on the Middlesbrough Council website.  We will seek funding to design and produce a toilet map to be displayed in designated areas in the Town Centre. Insight work is taking place with Businesses that offer toilet facilities and those signed up to 'Please have a seat' campaign initiative, who also offer access to toilets, to get consent for inclusion on toilet map.	Emma McInnes (Health Improvement Specialist)	£300 - £500 for design and printing costs	Spring/Summer 2021

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<p>That a list of taxi providers offering accessible taxis for older people be provided to Elected Members, and details shared via the 'Love Middlesbrough' magazine.</p>	<p>A list of the vehicles that have been designated as wheelchair accessible under Section 167 of the Equality Act 2010 are listed on the Middlesbrough Council website</p> <p>Dementia Friends Session have been delivered to approximately 40 Boro Taxi Drivers. Plans are underway to arrange virtual sessions to all drivers and has been discussed with Tim Hodgkinson as a priority for licenced taxi drivers.</p>	<p>Emma McInnes (Health Improvement Specialist)</p>	<p>Nil</p>	<p>September 2021</p>
<p>That, where possible, Adult Social Care and Public Health South Tees contribute to discussions and other initiatives regarding 'whole system change', to ensure that older people can participate in physical activity wherever possible.</p>	<p>To be progressed as part of You've Got This, the Sport England Local Delivery Pilot which is now funded through to 2025.</p>	<p>Scott Lloyd (Advanced Public Health Practitioner)</p>	<p>External resource</p>	<p>To provide an update by September 2021</p>