

Committee(s): Shadow Health and Wellbeing Board	Date: 7 November 2012
Subject: Fusion Lifestyle Exercise on Referral Scheme	Public
Report of: Director of Community and Children's Services	For Information
<p style="text-align: center;"><u>Executive Summary</u></p> <p>This report, which is for information, provides an overview of the City of London's Exercise on Referral Scheme delivered by Fusion Lifestyle. This is a pilot project running from January – March 2013 with the intention of extending the scheme past the pilot stage.</p> <p>The City of London's Exercise Referral Scheme offers health professionals the opportunity to refer patients to an individually tailored exercise programme, healthy living and nutrition session. Exercise on referral is a scheme that aims to improve health and make positive change for life.</p> <p>The process begins with a welcome appointment and induction to the facilities, whereby one of qualified Exercise on Referral instructors will discuss the programme and design the individual's 12 week activity plan. Instructors will also offer support and guidance throughout the scheme, including information on nutrition and leading a healthy lifestyle.</p> <hr/> <p>AIM OF THE PROJECT:</p> <ul style="list-style-type: none"> • To undertake health assessments and subsequent exercise prescription • To offer effective exercise for participants with medical conditions • To empower and motivate participants to make informed choices to improve their physical, mental and social well-being through physical activity • To advise, support and motivate participants who would benefit from increased physical activity • To empower participants to make positive changes to their lifestyles and create long term change in exercise behavior • To implement individual nutritional advice and guidance • To allow participants to meet the 5x30 physical activity for health message • To promote access to facilities 	

REFFERALS:

- Participants must be a City of London Resident

RECOMMENDATIONS:

- Members are asked to note this report

Main Report

Background

Physical inactivity is an independent risk factor in the development of serious long terms conditions such as coronary heart disease (CHD), type 2 diabetes and strokes. National data suggest that 70% of adults are not achieving the recommended minimum of at least 30 minutes of moderate intensity physical activity on 5 or more days of the week. In 2007 the Department of Health published Best Practice Guidance for the Commissioning of Exercise on Referral Services. This recommended that exercise on referral services should be available for those people who would gain health benefits from regular physical activity as part of the medical management of a chronic condition, and/or who are at risk of CHD.

The Programme

The Golden Lane Sport and Fitness programme will deliver 7 hours of structured Exercise on Referral qualified instruction. All exercise will be undertaken in the gym lead by qualified instructors.

Referral Pathway

Each partner will be met with and individually explained the referral procedure, strategic fit and benefits of the programme. The central referral point is the Neaman Practise in the City of London who already is involved in the current NHS City and Hackney GP referral scheme. The have already been contacting and are ready to roll out the partnership programme from January 2013. Any City Resident can ask to be referred and we will contact their GP on their behalf. The two primary additional practises that will we receive referrals to the programme are;

1. The Spitalfields Practise, 20 Old Montague Street, London, E1 5PB.
2. Green Box GP Surgery – 63 Mansell Street, Aldgate, London, E1 8AN

Referrers can include;

- GP
- Practice Nurse
- Community Nurse

- Mental health professionals
- Occupational therapists
- Specialist nurses

All participants must be referred by a healthcare professional because of the requirement to complete a risk assessment based on the client's medical history and current health status.

City of London services and other agencies will be informed about the new Exercise on Referral Programme so they can make City of London Resident referrals directly to Fusion Lifestyle we will then ensure the participant contacts their relevant GP to complete the referral.

- City of London Departments and services Fusion Lifestyle will contact are;
- Substance Misuse Team,
- Safer City Partnership
- Homeless services including Broadway
- Adult Social Care
- Housing Department.
- Public Relations team
- Health Visitor
- Physiotherapists

Exit Routes

Those who complete twelve sessions will be classified as 'Achievers', and will receive a pack giving them information on the variety of exit routes available.

The pack includes:-

- A certificate
- Newsletter giving advice and tips for long term behaviour change
- The latest timetable for the Physical Activity programmes, including;
 - Participants will still have access to the Exercise of Referral lead gym sessions.
 - The Young at Heart programme, a specific programme designed for those aged 50 and over. Including 21 hours of physical activities each week plus social events and activities.
 - The City of Sport programme, a pay as you go activity programme designed for inactive individuals.

- Golden Lane Sport and Fitness information including the swimming pool timetable and group exercise programme. Discounted membership options will be offered including a resident discount membership of £39 per month. Or off-peak resident discount of £15 per month.
- Details of any other Local Authority / Local Authority partner current events or programmes, e.g. Adult Skills and Community Learning.
- 15 minute free aches, pains and strains consultation with registered physiotherapist.
- Each participants spouse will receive discounted membership options.

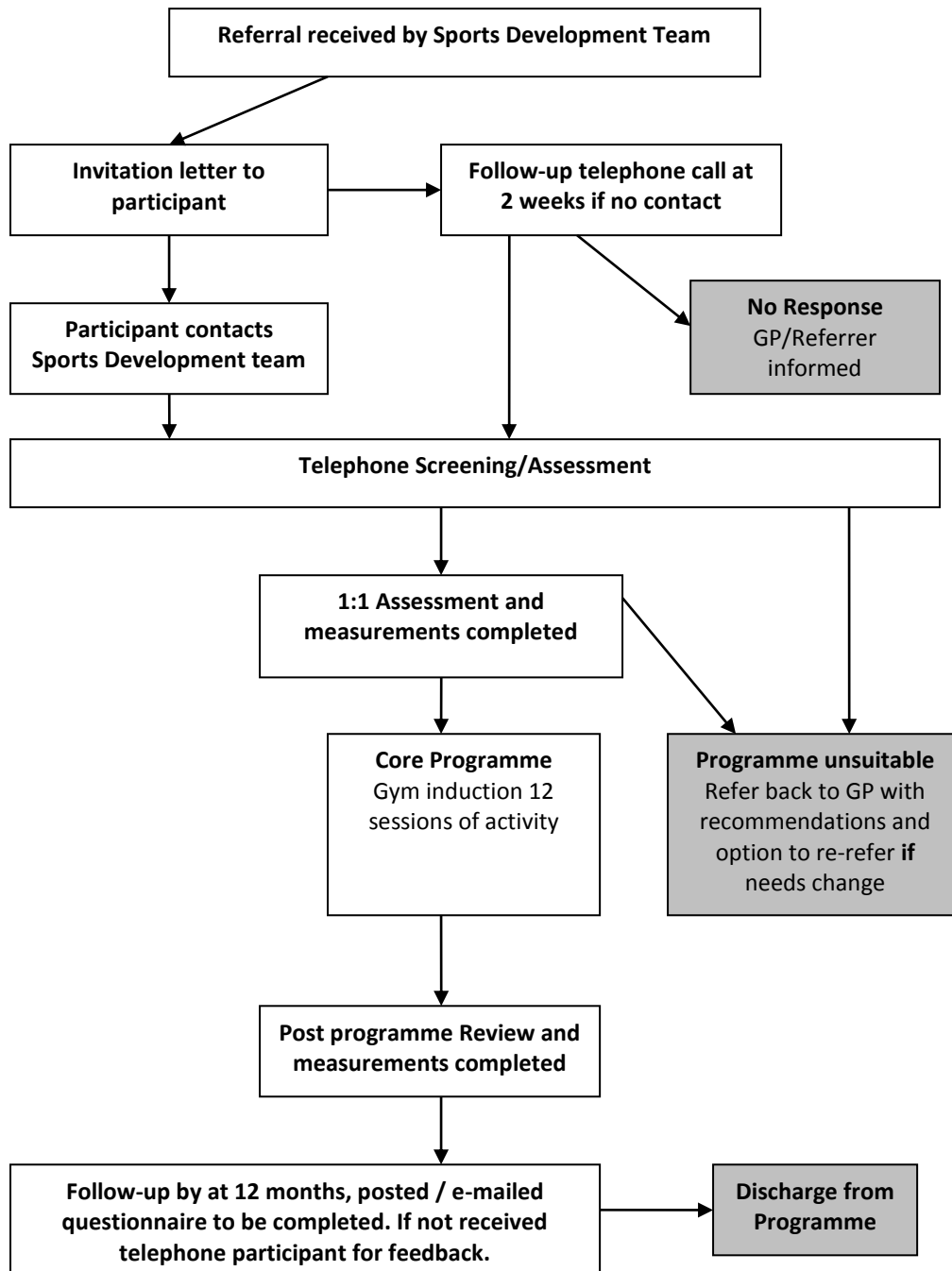
Monitoring and Evaluation - Key performance indicators

KPI	Target	Threshold
Number of referrals received	35	85%
Time between receipt of referral and provider making contact with patient	72 hrs (3 working days)	90%
Time between provider making first contact and first assessment	No more than 3 weeks (15 working days)	85%
Number attending first appointment for assessment	24	90%
Number starting first training session	20	90%
Number completing the programme	15	90%
Number of completers with an increase in activity from baseline *	12	90%
Number of 12 month follow-ups attempted	Based on number that completed the programme	90%
Number of 12 month follow-up achieved	75% of number that completed the programme	80%

*Each referral will receive a Golden Lane Sport and Fitness membership card at the point of initial assessment. Therefore individual usage will be monitored throughout the 12 week Exercise on Referral programme and throughout their continued ongoing usage within the leisure centre.

The Exercise on Referral project will be monitored via the contract monitoring procedure with the City of London Corporation / Fusion Lifestyle contract, within the Sports Development update submitted by the 10th of each month. The programme will report against the key performance indicators on a monthly basis to ensure service delivery matches the service level agreement. A summary report of the pilot project will be submitted on the 15th April 2013 including the monitoring and evaluation collect and the key performance indicators as listed above.

Exercise Referral Client Pathway



SWOT analysis of the City of London Exercise on Referral Scheme

<p>Strengths</p> <p>Fusion Lifestyle Sports Development team have a greater understanding and knowledge of the local area and variety of exit routes.</p> <p>Newly refurbished leisure centre which has a greater variety and range of activities, it has a sports specific environment compared to the doctors surgery with changing rooms which is fully accessible.</p> <p>The geographical location is an advantage for the residents.</p> <p>Consistency of the instructor from the Exercise on Referral scheme through to the exit routes and weight management course.</p> <p>Offer specific weight management course.</p>	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. The current GP referral programme has two hours a week based in The Neaman Practise surgery. New programme won't be based in the surgery. 2. City of London instructors taking over the programme from current instructors. 3. No classes offered within the pilot, gym based sessions only. 4. The pilot period is for 12 weeks and the programme needs 12 weeks to complete so the monitoring and evaluation will not be substantial at the end of the pilot programme. 5. Do not accept cardiac rehab patients 6. The set up cost of the programme is high, the maintenance costs are lower. <p>*See risk mitigation section.</p>
<p>Opportunities</p> <p>If the pilot is successful there is the potential to increase the programme to include permanent evening and weekend sessions.</p> <p>Measure the requirement for class based exercise and can introduce, classes and swimming based activities.</p> <p>Potential to incorporate health checks into the Sports Development service and therefore have a direct</p>	<p>Threats</p> <p>City and Hackney NHS do not commission Exercise on Referral programmes after 31.3.13.</p> <p>Health and Wellbeing boards are not established by 31.3.13</p> <p>The monitoring and evaluation of the pilot programme will not have a full years worth of data.</p>

<p>identification tool for referrals.</p> <p>Long term potential to include cardiac rehabilitation in the scheme.</p> <p>Long term potential to put instructors through a motivational interviewing course.</p>	
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Risk mitigation

1. To mitigate the risk that participants drop out of the existing programme due to change of location, the exercise instructors will meet the participants at the GP surgery and walk the 5 minutes to Golden Lane Sport and Fitness as part of the warm up.
2. The current Exercise on Referral instructors will join in the first week of the new programme to smoothly hand over existing participants.
3. As it is a new project the suggestions for classes and activities will be measured by participants and added when there is enough people.
4. Statistics will be monitored and feedback to the City of London Corporation past the 12 week programme via the contract monitoring report and summary report.
5. The number of cardiac rehabilitation referrers will be measured, with the long term aim of recruiting a phase 4 cardiac rehabilitation instructor after the pilot.
6. Any underspend will be carried forward to deliver only on the Exercise on Referral programme.

Finance:

Funding requested from the City of London Corporation: £10,315

Item	Detail	Cost
Training	Exercise on Referral Qualification	£595 x3 – to start immediately. £595 x2 – 2 additional members of staff will to undertake the training making all GLSF staff Exercise on Referral qualified, future proofing the scheme and

		ensuring participants can have access to the centre at any time.
Staff costs	Initial Assessments and delivery	7hrs per week x 12 weeks x 2 instructors = £3,360
Weight management course	Delivery / training day / course manuals / equipment.	Delivery £480 Training Day £500 Course Manuals / equipment £500
Marketing costs	Referrers manual design and print	£2,000
Incentive for achievers	T-shirts for completers	£500

Any underspend in funding will be carried for to continue the programme after 31 March 2013.

In Kind Contribution From Fusion Lifestyle	Detail	Cost
Project Management	2 days per week	3,000
Use of Facility	£5.20 per off peak session	Dependant on number of referrals
Exit routes / membership discounts	Centre membership discounted from £56 to an introductory rate of £25 per month moving up to £39 after 3 months They would also be entitled to our off-peak membership of £15 per month. Or discounted programmes such as Young at Heart (£15 per year for over 20 hours a week of free activity) and City of Sport pay as you go activity.	Dependant on number of referrals converting to members. Fusion Lifestyle would subsidise each full membership by £31/month for the first 3 months then £17/month thereafter.
Aches Pain and Strains	£15 per person	Dependant on number of referrers

Income to Fusion Lifestyle -

The programme will charge £3.20 or £1.50 (50+ only) per session.

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