

**HIGH LIFE HIGHLAND PROGRESS REPORT –
Report by Chief Executive of High Life Highland**

Summary

This report presents information on the performance of High Life Highland during the operating period April to October 2015 and an evaluation of the “You Time” programme of commissioned learning and leisure opportunities for older people delivered as part of the Council’s commitment to a preventative approach.

1. Background

- 1.1 High Life Highland (HLH) was established by the Council in October 2011 as a charity, developing and promoting opportunities in culture, learning, sport, leisure, health and wellbeing. The Council has contracted with HLH to deliver its Public Services Obligations (PSO) through a Service Delivery Contract (SDC) to deliver the following nine areas of work: Adult Learning; Archives; Arts; Leisure Facilities; Libraries; Museums; Outdoor Learning; Sport; and Youth Work.

2. Service Delivery Contract Quarterly Objectives

- 2.1 The Council and HLH have signed a Service Delivery Contract which specifies the Public Services Obligations which the Council requires HLH to deliver on its behalf in relation to the nine areas of work listed in paragraph 1.1. The Council monitors the delivery of the contract through the performance reporting requirements laid out in the contract which comprise objectives from Highland First and the Care and Learning Service Plan.
- 2.2 The formal monitoring of HLH forms part of the Quarterly Performance Reviews of the Care and Learning Service, where the Director of Care and Learning reports on progress to the Council’s Chief Executive. During April to September 2015, there were two rounds of QPRs where the quarterly objectives were assessed as having been met or exceeded. The indicators which monitor progress against the Council’s plans along with summary explanations can be seen in **Appendix A**.

3. HLH Governance

- 3.1 HLH directors are appointed by the Council (eight independent directors and four Councillor directors). Following the resignation from the HLH board of Council Director Drew Millar, Highland Council appointed Councillor Michael Green at its meeting on 13 August 2015 to join Councillors Jaci Douglas, Ken Gowans and Fraser Parr on the Board.

4. You Time Evaluation

4.1 At its meeting held on 20 March 2013, Committee agreed to introduce a programme of commissioned learning and leisure opportunities for older people which would be delivered by HLH and voluntary or community led organisations. This was done as part of the Council's commitment to a preventative approach in leisure and learning and HLH was asked to deliver a programme at seven locations across the Highlands (Alness, Aviemore, Dingwall, Invergordon, Fort William, Portree and Tain) with a budget of £0.01m per site. The Council also worked with Lochalsh Leisure, Assynt Leisure and the Ormlie Group to undertake similar programmes.

4.2 HLH branded its programme "You Time". The programme was evaluated with NHS Highland and the report can be seen in **Appendix 2**. "You Time" includes a range of activities delivered by libraries, leisure centres and archives and examples of "You Time" activities include: local author talks, trace your family tree, local history sessions, Pilates, aerobics, Otago Exercise Programme and more.

4.3 The evaluation with NHS Highland identified that HLH had exceeded all of the targets set by the programme as can be seen in the table below.

	Target	Actual
Number of registered participants	140	1124
Number of training places offered	77	154
Number of locations	7	8

The number of attendances at "You Time" over the two year period was 9117.

4.4 The contribution which the programme makes to a preventative approach to service delivery is also evident in what participants said during the evaluation, examples include:

- "The programme has been a life saver during a difficult time in my life"
- "I now feel the benefits of the exercises and have now begun to think about driving a car again."
- "This has helped me get out and feel better about myself and has improved my balance"
- "It's really interesting attending Otago. It gets me out of the house to a safe environment Makes me feel good."

4.5 Because of its success, HLH have been asked to use the experience gained to extend the "You Time" programme by allocating a reduced amount to the existing sites (maintaining existing "You Time" programme levels) and reallocating £0.03m from the existing budget to run "You Time" at the following three new locations: Inverness, Wick and Kingussie.

5. Recommendations

It is recommended that Members:

- i. note that High Life Highland has met or exceeded the outcomes expected in the Service Delivery Contract with the Council for the period April 2014 to March 2015;
- ii. note the outcomes delivered by High Life Highland through the “You Time” programme;
- iii. note that the “You Time” programme is embedded in the Partnership Prevention Plan within the Highland Single Outcome Agreement 2013/14 – 2018/19;
- iv. note the addition by HLH at no extra cost of three new “You Time” locations from December 2015: Inverness, Wick and Kingussie; and
- v. agree that the Council works in partnership with High Life Highland to ensure that other organisations continue to be offered training and marketing support to deliver their local plans.

Signature:

Designation: Chief Executive
High Life Highland

Date: 02 November 2015

HLH Performance Summary

SOA Action	Notes – HLH contributions to the Highland Single Outcome Agreement
Activities for pupils beyond the school day	Active Schools Coordinators provided 372,472 participant sessions in 2015-15 and has already on target to exceed this this year having provided 111,375 participant sessions during term three 2014/15.
Communities Use of Schools Policy (THC's Policy is to develop schools as part of its capital programme into community hubs)	High Life Highland operates 10 school and community facilities outwith school hours on behalf of the Council, most recently those at Lochaber High School. In the future HLH will be operating the new facilities in Wick and Inverness Royal Academy following completion of the capital projects. Discussions are underway regarding HLH taking over the booking of school lets in secondary schools.

SOA Action	Notes – HLH contributions to the Highland Single Outcome Agreement
Councils policies in cultural & sports services	<p>HLH operates the two regional Museums, the Highland Folk Museum and Inverness Museum and Art Gallery, supports the work of the Highland Culture Strategic Board and is supporting the on-going work of the Council to develop a new Highland Cultural Facility in Inverness.</p> <p>HLH delivers a schools arts programme for primary and secondary schools which covers all 29 Associated School Groups in Highland and programmes exhibitions and activity programmes in three Galleries. Total Arts attendances last year were 67,122. Attendances for the first half of the year 2015/16 were 47,121 with the hugely successful Lego exhibition contributing to this improved performance.</p> <p>HLH operates 19 stand-alone and joint school/community leisure centres which achieved their highest ever attendance last year of 1,154,920. This year so far attendances are 15,322 greater than they were last year.</p> <p>There are two particular successes with regard to customer numbers in cultural services:</p> <ul style="list-style-type: none"> • The Highland Folk Museum and Inverness Museum and Art Gallery have already generated more donations and income than they did for a full year last year and the folk museum has achieved a record high for visitor numbers of 60K visitors against a previous high 54.5K; and • Inverness Botanic Garden has exceeded last financial year's visitor numbers with there having been 65,628 visits in the period April to September 2015 compared with a total of 62338 visits last financial year.
Deliver ESOL & adult literacies	<p>HLH delivers a programme of Literacy and Numeracy and English for Speakers of Other Languages (ESOL) classes and 1:1 support. This year it has reached an average of 448 unique participants per month across Highland. The numbers of participants are reducing because of reduced external funding and a move towards working with harder to reach/smaller groups of clients.</p>

SOA Action	Notes – HLH contributions to the Highland Single Outcome Agreement
Deliver the Arts strategy	<p>HLH supports the work of the Highland Culture Strategic Board and is supporting the on-going work of the Council to develop a new Highland Cultural Facility in Inverness.</p> <p>HLH delivers a schools arts programme for primary and secondary schools which covers all 29 Associated School Groups in Highland and programmes exhibitions and activity programmes in three Galleries which have achieved an increase 11,887 on the same six month period last year.</p>
Deliver the Youth Work Policy	<p>HLH provides a targeted youth work service across all 29 Associated School Group areas in Highland. The number of learning hours provided for young people in Highland has increased with youth work staff delivering 144,272 learning hours in the first six months of 2015/16 compared with 97,624 during the same period last year. The average number of unique participants per month increased to 2,546 compared with 2,051 in the previous year. Attendances at “Fusion” diversionary activity programmes increased from 1,126 for the first six months of 2014/15 to 1,909 this year. Contacts with young people for the first six months of 2014/15 were 41,674 and this increased to 42,851 for the same period in 2015/16. Within the context of the Council and national direction being a greater emphasis on targeting young people in need (prevention agenda), the expectation is that this figure will reduce as the service focuses on a smaller number of harder to reach young people.</p>
Delivery of lifelong learning	<p>HLH runs a commissioned adult learning service which reached 4,894 participants in 2014/15 which is an increase of 60 compared with the previous year. It is anticipated that this number will reduce as commissioning funding reduces as a result of agreed budget savings and the services focuses its resources on literacy, numeracy and ESOL provision.</p>
Develop new ways of supporting adult learners	<p>HLH Commissioned classes provide a wide range of learning opportunities which are based on needs assessments carried out by commissioning partners [local organisations which propose and deliver the classes]. The increase referred to above is reflective of the relevance of the programme to local communities.</p>

SOA Action	Notes – HLH contributions to the Highland Single Outcome Agreement
Develop the High Life low cost leisure access card	Between HLH and the other leisure providers in Highland which operate the High Life Leisure Access Scheme there are 88,130 individual High Life card holders which is 37.8% of the Highland population. HLH's number of direct debit memberships has risen by 1000 over the past two years. The High Life card can now be used as a library card ,Young Scot card and as a cashless catering school meals card and national Entitlement card.
Development apprenticeship for young people supported by youth services	HLH runs a Young Person's Leadership Programme delivered by Active Schools Coordinators which has an annual participation of 201. Youth Work staff run employability programmes which have an annual participation rate of 200 young people and support the Council's activity agreement programme. HLH Leisure facilities have delivered modern apprentices for 41 staff since 2013.
Development officers for disability & sports coaching	HLH has development officers for disability sport and gymnastics. These posts are responsible for club development, coach education and support.
ECS volunteering policy	HLH has developed a volunteering policy which includes recruitment, induction, training and review and has over 1000 volunteers associated with the services it delivers, particularly in sport.
Evidence children are included across ECS	HLH contributes to this objective by supporting area youth forums and by directly running two Highland Youth Parliaments each year which cover a variety of topics, including specific sessions on schools on behalf of the Care and Learning service.
Expand access to culture & arts across the Highlands	HLH delivers a schools arts programme for primary and secondary schools which covers all 29 Associated School Groups in Highland and delivers exhibitions and activity programmes in three Galleries. Gallery attendances increased by 11,887 during the first six months of 2015/16 compared with the same six month period last year.
HLH to ensure balanced programme of activity for young people	The active schools and youth work programmes have a wide range of activity included in them. There is a particular emphasis placed on encouraging girls to remain active and, therefore a focus on less traditional activities such as dance, exercise to music and gymnastics. Youth work staff provide a wide range of activity which includes employability programmes, a range of achievement awards and diversionary activity.

SOA Action	Notes – HLH contributions to the Highland Single Outcome Agreement
Online learning solutions for adult learning	HLH libraries have a range of on-line resources which support learners in Highland which includes a formal language learning resource as well as e-books; e-magazines and audiobooks.
Property Asset Management Strategy for HLH	The Council's Property Asset Management Strategy links its secondary school building programme with community facilities so that new schools become joint school and community facilities. The next such facility is Wick High School which will have school and community library, swimming pool, games hall, exercise studio and gym which will all have community access. This approach has led to increased use of facilities by the public in every case.
Single smart card	The range of services which can now be placed on once card are: National Entitlements, Young Scot, High Life leisure, Highland Libraries and school cashless catering.
Targeted numeracy & literacy services	HLH delivers a programme of Literacy and Numeracy and English for Speakers of Other Languages (ESOL) classes and 1:1 support. This year it has reached an average of 448 unique participants per month across Highland. The numbers of participants are reducing because of reduced external funding and a move towards working with harder to reach/smaller groups of clients.
Targeted young people in need - High Life Highland	HLH provides a targeted youth work service across all 29 Associated School Group areas in Highland. The number of learning hours provided for young people in Highland has increased with youth work staff delivering 144,272 learning hours in the first six months of 2015/16 compared with 97,624 during the same period last year. The average number of unique participants per month increased to 2,546 compared with 2,051 in the previous year. Attendances at "Fusion" diversionary activity programmes increased from 1,126 for the first six months of 2014/15 to 1,909 this year. Contacts with young people for the first six months of 2014/15 were 41,674 and this increased to 42,851 for the same period in 2015/16. Within the context of the Council and national direction being a greater emphasis on targeting young people in need (prevention agenda), the expectation is that this figure will reduce as the service focuses on a smaller number of harder to reach young people.

SOA Action	Notes – HLH contributions to the Highland Single Outcome Agreement
With HLH provide integrated community facilities	A strong focus of all recent and planned school campus new build or refurbishments is the provision of integrated facilities, Aviemore Primary School being the most recent, with Wick High School and Inverness Royal Academy in the pipeline.
Youth Convenor & Youth Workers engage with young people	The Youth Convenor post is recruited to annually and it works with the Highland Youth Parliament Executive Committee which meets 6 times per year in addition to 2 annual Highland Youth Parliament conferences.
Youth Convenor attendance at Full Council	The Youth Convenor attends full council meetings and other Council Committees as required.
Youth Voice elections	HLH supports the bi-annual youth voice elections.

Appendix 2 - You Time Evaluation

1. Background

- 1.1 In March 2013 The Highland Council agreed the following, to address the Council's commitment to a preventative approach in leisure and learning opportunities for older people (full committee report and minute is available [here](#)):
- to introduce a programme of commissioned learning and leisure opportunities for older people which would be delivered by High Life Highland and voluntary or community led organisations;
 - that the programme be introduced at 10 venues across Highland, (out-with Inverness, where a different arrangement would be introduced) with 7 centres being led by High Life Highland and 3 by other organisations;
 - that High Life Highland be commissioned to arrange training for all staff who might be engaged in delivering the programme and to lead the introduction of a comprehensive marketing plan for the programme;
 - that £20k be made available each year to the four Community Development Officers to establish activities in areas not included in the ten sites;
 - that the programme run for an initial 2 year period after which it be fully evaluated;
 - those delivering in the initial phase be encouraged to mainstream provision so that funding could be reduced to enable other centres to join the programme in year three;
- 1.2 The approved programme is embedded in the Partnership Prevention Plan within the Single Outcome Agreement (SOA) for Highland (the Highland SOA is available [here](#)).
- 1.3 The programme is not part of the Service Delivery Contract between High Life Highland and The Highland Council. A budget of £175k was set aside by the Council in year one and £125k in subsequent years. A sum of £50k was allocated to High Life Highland in year one to be used to fund the training and to develop a marketing plan to promote the programme. Additionally a sum of £70k per year was allocated to High Life Highland and £10k each per year to three other organisations to develop the programme.
- 1.4 The initial two year phase of the programme ended in September 2015. During the initial two year phase High Life Highland has delivered the programme in the following seven locations: Alness, Aviemore, Dingwall, Invergordon, Fort William, Portree and Tain. High Life Highland branded the programme as *You Time*. The Highland Council also worked with Lochalsh Leisure, Assynt Leisure and the Ormlie Group to undertake similar programmes.
- 1.5 The High Life Highland *You Time* programme offers a range of activities from a broad range of services such as libraries, leisure centres and the archive service. Examples of activities include: local author talks, trace your family tree, local history sessions, pilates, aerobics, Otago Exercise Programme and

more. All of the activities are intended to be fun filled and suitable for older adults, regardless of fitness levels and they aim to be interesting, stimulating and challenging both physically and mentally.

- 1.6 High Life Highland arranged a comprehensive training programme for staff engaged in delivering the programme, including for non-High Life Highland organisations (Lochalsh Leisure and Assynt Leisure) and the third sector. A training needs assessment was undertaken and training has been delivered as follows:

Training Course	Number of Staff Trained
Functional Fitness MOTs	32
Adapting exercise for older adults	19
Otago Exercise Programme (evidence based falls prevention programme)	31
Postural Stability Instructors, (advanced falls prevention programme)	4
Pilates	9
Aqua Aerobics	17
Level 2 Certificate in Fitness Instructing	20
Level 3 Certificate in Personal Training	20
Total Number of Training Places Offered	152

- 1.7 A marketing plan was developed by High Life Highland to promote the new programme of activities including activity in the following areas:
- Press coverage
 - Targeted household mail drops (in vicinities close to the seven HLH locations)
 - Leaflet and poster design and distribution
 - Web presence (click [here](#) for web link)

2. Outcomes for Participants

- 2.1 The overarching intended outcome for the programme addresses the Council's commitment to a preventative approach in leisure and learning opportunities for older people, specifically to maintain and improve health and wellbeing of older people with a focus on: mental wellbeing; physical wellbeing; and reducing loneliness and increasing social connections.

2.2 Physical wellbeing

The World Health Organisation recommends that in order to improve cardiorespiratory and muscular fitness, bone and functional health, reduce the risk of non-communicable diseases, depression and cognitive decline, older adults should do at least 150 minutes of moderate-intensity aerobic physical activity throughout the week.

2.3 Reducing loneliness and increasing social connections

Age UK reported in 2010 that between 6 – 13% of older people feel lonely. A meta-analysis in 2010¹ highlighted that people with better social relationships had between 50% - 91% chance of increased survival if they had good social relationships.

2.3 Mental wellbeing

The Scottish Association for Mental Health (SAMH) advises that three of the five key ways to maintain and improve mental health are to: be more physically active; learn something new or try something different; and to keep socially connected. The High Life Highland *You Time* programme facilitates all three and has made a significant impact for some in relation to their mental health and wellbeing as demonstrated by the evaluation results and feedback.

3. Evaluation Results

3.1 A comprehensive qualitative and quantitative evaluation has been undertaken for High Life Highland *You Time* activities, with support from NHS Highland Clinical Governance.

3.2 Quantitative data

Quantitative data for the High Life Highland programme is given below:

	Original Target	Actual Achieved
Number of registered participants	140	1124
Number of training places offered	77	154
Number of locations	7	8

Other quantitative data of note:

Number of attendances at activities	9117
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The original target number of participants was an average of twenty people per site or one hundred and forty people in total – High Life Highland has reached almost eight times as many people than originally proposed.

The original target number of training places to be offered was seventy seven – High Life Highland has delivered more than double the number of training places originally proposed.

In addition to the original seven locations High Life Highland has trialled delivering some activities in the Inverness area as the need was identified. The trial period has gone well and High Life Highland is well placed to augment this service as part of the overall *You Time* programme with funding support.

¹ Holt-Lunstad J., Smith T.B. & Layton J.B. (2010). Social relationships and mortality risk: a meta-analytic review.

3.3 Qualitative data

All participants in the programme are asked to complete a baseline evaluation form. Once participants have attended for more than 12 weeks they are asked to complete a review evaluation form.

Qualitative data for the High Life Highland programme is given below:

Participants who completed a review evaluation form and said the programme has given them more opportunities to be physically active	88%
Participants who completed a review evaluation form and said the programme has given them more opportunities to socialise	89%

3.4 Quotes from participants

A selection of quotes, given on evaluation forms by participants, is below:

- “The programme has been a life saver during a difficult time in my life”
- “I now feel the benefits of the exercises and have now begun to think about driving a car again.”
- “I love the opportunities to exercise during the day and meet up with lots of friends.”
- “This has helped me get out and feel better about myself and has improved my balance”
- “In semi-rural areas there is a genuine need for social get-togethers such as these”
- “It's really interesting attending Otago. It gets me out of the house to a safe environment Makes me feel good.”
- “I'm delighted how fantastic the leisure centre has become - so many options and variety of exercise for all ages!”
- “Nice to meet new people in a small group situation and do something that's not physical”

4. Next Steps

4.1 It was proposed by The Highland Council in 2013 that the funding at each centre be reduced by 25% at the end of year 2 (October 2015) and that this is in turn would be used to bring three new venues in to the programme.

4.2 High Life Highland proposes to bring on the following three new *You Time* locations in December 2015: Inverness, Wick and Kingussie.