

Development Office

Directorate of Children's Services
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Legacy 2012 - Networks for Excellence

Participation levels in physical activity and outdoor education flourish under the new Legacy 2012 - Ozone programme.

Lindsay Newton, Head of Development at Dudley Council's Directorate of Children's Services describes the quiet revolution that is set to take place in schools and community settings over the next few years.

Stakeholder Statements - November 2005

"The challenge for all local strategic partnerships is to make a real difference and improve the lives and life chances for all local people. The health and active participation of our community is critical to the wider regeneration of our borough. The Legacy 2012 project offers our Community Partnership a significant opportunity to reach out to all children, young people and their families across the borough. If we can get this right, much else will fall into place. On behalf of the Partnership and its members, I am delighted to offer my full support to the Legacy 2012 programme and wish to be 'actively' involved!"

Dennis Hodson

Director - The Dudley Community Partnership (Local Strategic Partnership)

"On behalf of the Physical Activity Task Group of the Local Strategic Partnership, I welcome this innovative and creative response to improving the health and wellbeing of the children and young people in Dudley. By working together we are finding new and innovative ways to improve the health of our young people. All agencies must continue to work hard to ensure that unnecessary and needless bureaucracy does not stand in the way of maintaining and improving the health of our most needy communities, particularly those who are experiencing significant levels of multiple deprivation and ill health. Coordinated, concerted and concentrated action is now beginning to turn around the rise in obesity locally. Physical activity, sport and outdoor education is making a real difference and changing the lives of our children for the better. Partnership working, joint commissioning and a change of attitude and working practices with our staff on the ground is now a priority and I support this exciting proposal without reservation."

Valerie A Little

Director of Public Health - Beacon and Castle Primary Care Trust

"As we move to become a Children's Trust we must ensure that the role of the local authority, working together with our statutory partners and stakeholders, becomes genuinely strategic, with the Children's Trust commissioning work from a wide range of providers. The providers will include extended schools, children's centres, leisure provision, and primary care health provision, as well as youth justice and the police. The commissioning process must be designed to encourage providers to join-up services for individual children and young people, so that the vision of integrated children's services becomes a reality. At the same time, the Children's Trust needs to reinforce support for preventative work and early intervention, rather than waiting for children to be failed by services before trying to put things right."

John Freeman

Director of Children's Services - Dudley Metropolitan Borough Council



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(A 'crystal ball' press statement written for publication in November 2011)

Participation levels in physical activity and outdoor education flourish under the new Ozone programme.

Lindsay Newton, Head of Development at Dudley Council's Directorate of Children's Services describes the quiet revolution that has taken place in schools and community settings between 2005 and 2011.

Commissioning Services

- 1.1 The funding of physical activity, outdoor adventure and education outside the classroom has been transformed over the last few years as local authorities responded to their new roles and responsibilities enshrined in the Children Act 2004, Education Acts 2006, 2008 and 2010. The well established Physical Education, School Sport and Club Links strategy, and Manifesto for Education Outside the Classroom published in April 2006, has also played a significant role in the quiet revolution.

Services under threat

- 1.2 During the early years of this century many sporting venues, outdoor adventure centres, expedition organisations, museums and cultural facilities feared they would be forced to close as the rise of the compensation culture in schools began to bite into visitor numbers.
- 1.3 Teachers Associations were advising their members to be extremely careful when agreeing to take on the extra responsibilities of organising school trips. Even out-of-school hours sports fixtures were threatened as concerns about risk assessment and litigation reduced the number of staff prepared and trained to take children out of the school gates.

The Turning Point

- 1.4 However, 2006 proved to be a turning point for education outside the classroom as the Government increased spending and put in place an innovative training and voluntary accreditation programme to support schools, teachers and volunteers.
- 1.5 As we approach the 2012 Olympics Games next year, we have seen a tremendous growth in the number of young people participating in sport and physical activity.

Getting more young people, more active, more often has begun to reverse the frightening trends of the last ten years, when many of our young people were predicted to pre-decease their parents. As more and more children see the value of physical activity and education outside the classroom we can begin to see a time when we can reverse the obesity culture of the last twenty years.

An innovative Children's Trust

- 1.6 The establishment of Children's Trusts across the country has seen a significant targeting of funding for healthy eating, outdoor education and physical activity including some inspirational commissioning from Trusts across the Country.
- 1.7 One Children's Trust, based in a local authority in the West Midlands, has been leading the way in pioneering an exciting incentive scheme for children and young people.

The Ozone Programme

- 1.8 Launched in April 2007, the Young People's Ozone Programme, sponsored by the Local Strategic Partnership's Physical Activities Task Group, has transformed the opportunities of over 45,000 young people across the local authority.
- 1.9 Each child and young person, from birth to eighteen, is entitled to use their ozone credits to buy access to a whole range of high quality play and outdoor provision both near their homes and further afield. A special international programme, sponsored by the Expedition Trust, also supports young people on international adventure expeditions throughout Europe and across the World.

Earning ozone credits

- 1.10 Children and youngsters can earn their ozone credits online by recording their achievements and participation at home, in school and in their community. The more physical activity they undertake, the more credits they earn. Parents, carers and teachers are able to match and moderate their credits and those children looked after by the local authority get special bonus points.

Partnership Funding and Support

- 1.11 The programme is sponsored by the Children's Trust with funding and support from the police, the Primary Care Trust, the probation service, the Big Lottery Fund, local employers and retailers and the local authority. In addition, a partnership of local faith groups, under the Chairmanship of the Diocesan Bishop, also contributes to the programme for youngsters participating in the uniform organisations and community service.

Commissioning services

- 1.12 Special programmes are commissioned from private providers, schools, local and national outdoor education establishments. The local authority's leisure services have also transformed access to public swimming pools and leisure centres with the introduction of the programme. Extended Schools work together in clusters to co-ordinate provision and staffing, drawing on specialist trained professional coaches and workers.

Those children with challenging behaviour

- 1.13 Those children who find school difficult because of their challenging behaviour, access local centres, run by consortiums of schools and staffed with specially trained volunteers and professionals providing basic skills and exciting programmes of work experience, offsite activities and residential experiences.

Ozone Pledge and Legacy 2012

- 1.14 The local authority's Legacy 2012 programme has co-ordinated and monitored the programme including managing all planning and risk assessments online.
- 1.15 In 2007, a whole raft of organisations signed up to the Legacy 2012 Pledge for children across the authority, including the LSP, local authority, teachers associations, school governors, parent councils and school trustees.

Networks for Excellence

- 1.16 At a recent Networks for Excellence event, attended by the Commissioner for Education Outside the Classroom, a group of pupils with disabilities spoke passionately about their round Britain sailing adventure.
- 1.17 The Commissioner, who presented the group with their Award for Excellence said, "The last five years have seen tremendous progress in outdoor education. All children and parents now expect access to high quality outdoor experiences during their time at school. These young people before us today are a credit to themselves, their parents and to the local authority. I have been delighted to be part of this exciting movement and I congratulate everyone involved."

Outcomes

- 1.18 Over the last five years there has been a transformational step change for children, young people, parents and carers throughout the local authority. Over 86% of young people in the area are participating in at least four hours of physical and outdoor activity every week, some already preparing to help in next year's Olympic Games. Participation in adventurous outdoor activities has increased by 48% and new providers have come forward to meet the demand.
- 1.19 Obesity levels are falling for children between the ages of 5 and 14, youth offending and disorder in public places has reduced by 25% in target areas, smoking cessation

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success rates for girls are up 38% and the gap between the highest and lowest achieving schools has narrowed by over 22% percentage points in the last three years.

- 1.20 The leisure and outdoor education sector has reformed and regenerated to meet the new challenges through improved investment, training, accreditation and support across the sector.
- 1.21 The reform of local authorities has made a significant impact upon the quality and effectiveness of local services for children and young people. Many of the predicted problems of integrating public and private providers didn't materialise and a better future for all our children is now being delivered.

Lindsay Newton
Head of Development

10.11.2011