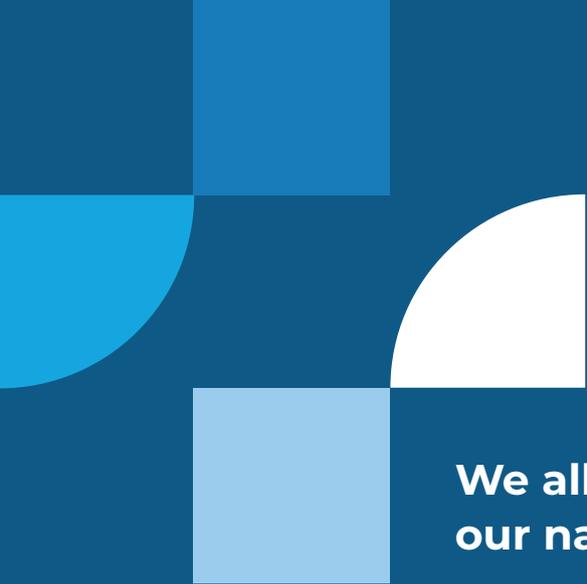


**Supporting Integrated Care
through Leisure and Culture**
**An Offer from Leisure
& Culture Trusts**





**We all have a responsibility for
our nation's health and wellbeing.**

While our NHS does an incredible job, it falls to all of us – local authorities, Integrated Care Systems and the wider public health sector, as well as the private, public and voluntary sectors – to support the health and wellbeing of our communities.

Great work is already happening across our nation, with public leisure and culture increasingly recognised as catalysts for change.

The new Health and Care Act 2022 says that NHS organisations need to work together to make health and wellbeing better for people. The establishment of Integrated Care Systems (ICS) forms the perfect framework for engagement with leisure and culture trusts.

The statutory guidance for NHS England on Working in partnership with people and communities recognises that working with charitable organisations “helps address health inequalities by understanding communities’ needs and developing solutions with them”¹.

Leisure and culture trusts offer a person-centred approach to health and social care considering personal preferences, needs and ability to engage. They aim to reduce inequalities in ill health by providing access to tailored and supervised physical activity and cultural activity at the right time in the optimal care setting. Their work influences both the medical and social determinants of health.

We encourage you, therefore, to:



Connect

Connect with your local leisure and culture providers to understand their work;



Visit

Visit your local leisure and culture venues and programmes to see the impact they have on local communities and their health and wellbeing;



Collaborate

Collaborate with your local leisure and culture providers to implement a plan for leisure and culture to support health and wellbeing.

¹ [england.nhs.uk/publication/working-in-partnership-with-people-and-communities-statutory-guidance](https://www.england.nhs.uk/publication/working-in-partnership-with-people-and-communities-statutory-guidance)

Leisure and Culture Trusts

Across England, public leisure and culture is often managed by charities and social enterprises, commonly referred to as leisure and culture trusts. They are fully dedicated to providing an accessible and inclusive leisure and culture offer to their local communities. Their work is focused on providing quality health and wellbeing services, supporting rehabilitation and active ageing, the prevention of ill (mental) health, and addressing health inequalities, obesity, and long Covid.

Public leisure and culture activities managed by leisure and culture trusts are in a unique position to support the NHS and the wider health sector to cope with the increased demand for health and social care, reducing waiting lists, providing early interventions to prevent and reduce health complications and improve people's wellbeing.

These organisations are a key partner for local government and public health as their business model is built on the trust model, meaning that they reinvest their profits into the organisation to ensure those communities who are in most need of inclusive activities and services, can access them. They:

1. cross-subsidise services i.e. more profitable activities will fund other health and community outreach work, and;
2. cross-subsidise access i.e. income from those who can afford to pay is used to support reduced cost or free activities for those with less disposable income.

Nearly £450 million pounds of social value was generated in the last 12 months by participants undertaking consistent activity at leisure trusts in England reporting to the national platform Moving Communities. This is attributable across the following 4 outcome areas:

Physical and mental health

£77,845,632

Total savings in health and social care costs achieved through the reduced risk of various health conditions and the average annual costs per person diagnosed with the condition.

Subjective wellbeing

£258,595,965

The value of higher wellbeing derived by participants from engagement in sport.

Individual development

£3,533,548

Improved educational attainment through sports participation valued using lifetime productivity returns and higher starting salaries after graduation.

Social and community development

£118,134,053

Savings in the criminal justice system costs derived from the reduced crime rates for young people, plus increased capital derived from enhanced social networks, trust and reciprocity.

The All-Party Parliamentary Group on Arts, Health and Wellbeing aims to improve awareness of the benefits that the arts can bring to health and wellbeing. Their inquiry into practice and research in the arts in health and social care revealed a social return of between £4 and £11 for every £1 invested in arts on prescription². Their report's key messages were that the arts and cultural sector can help:

- Keep us well, aid our recovery and support longer lives better lived.
- Meet major challenges facing health and social care: ageing, long-term conditions, loneliness and mental health.
- Save money in the health service and social care.

² Arts on prescription involves people experiencing psychological or physical distress being referred (or referring themselves) to engage with the arts in the community (including galleries, museums and libraries). The full Inquiry report can be accessed here: culturehealthandwellbeing.org.uk/appg-inquiry

Foreword on partnership working

Community Leisure UK represents not-for-profit charitable leisure and culture trusts across the UK. Leisure and culture trusts range from large social enterprises that operate leisure centres, libraries and children centres through to small charities that operate a small swimming pool or theatre. All of them work on the same principle: that they are there for public benefit and to make a difference to their communities.

Most of these organisations work in partnership with local authorities, and other stakeholders, up and down the country to enhance the opportunities for local people to engage in a range of activities that improve their health and wellbeing.

Community Leisure UK members are proud to be working with a number of stakeholders in trying to address some of the biggest challenges that face our communities, the health service and local authorities today.

The members are keen to further understand the health sector and the issues facing society so that they can continue to develop partnerships and create solutions that support the health and wellbeing of local people. This document is complemented with a case studies booklet with a wide range of examples of work that is already happening across England, supporting the NHS and other stakeholders with some of their most urgent priorities including mental health, integrating care into communities, reducing social isolation, support for healthy ageing as well as dealing with the demand on services following the impact of the pandemic.

WARREN SMYTH

Community Leisure UK Board Director,
Chair of the Health Special Interest Group,
and Chief Executive of Abbeycroft Leisure

I am delighted to provide a foreword because I believe passionately that the Voluntary, Community and Social Enterprise (VCSE) sector are the key to unlocking the potential of Integrated Care Systems. The quality of leadership, the creativity and solution making culture in that sector is an enormous asset for health and care services to connect and collaborate with – building a bridge between the community and statutory services.

In my system the VCSE already plays a vital role in helping improve health and care outcomes for our local population, particularly our most deprived and vulnerable communities, because of the personalised approach they take. Leisure and culture trusts in particular offer a person-centred approach to health and social care considering personal preferences, needs and ability to engage. They aim to reduce inequalities in ill health by providing access to tailored and supervised physical activity and cultural activity at the right time in the optimal care setting. Their work influences both the medical and social determinants of health.

Adopting a place-based approach is vital to build effective integrated care. We have three 'alliances' locally and they have enabled us to develop significant levels of health and care integration through our integrated neighbourhood teams. In West Suffolk this has led to us building a fantastic relationship with our leisure trust Abbeycroft Leisure, which has enabled me to see the impact they can make. They have been helping us with the challenges we face as a health and social care system by delivering a broad range of projects that improve physical and mental wellbeing and help prevent illness, such as developing a co designed pathways for frailty and pulmonary rehabilitation. They are also superb at tackling the wider determinants of health in creative ways, an outstanding example of which is the way they have been equipping deprived families with cookery skills in a woodland environment. Their work links into our integrated neighbourhood teams so we have built a virtuous circle.

The relationship between the new ICSs and leisure and culture trusts is one that has significant potential, and I look forward to seeing the creative partnership work that will emerge over time to improve outcomes for communities not just in our own system, but in ICSs across the country.

ED GARRATT

Chief Executive, NHS Suffolk & North East Essex
Integrated Care Board

OUR OFFER

Leisure and culture trusts as non-profit distributing organisations can offer Integrated Care Systems (ICS), the NHS and wider public health partners their facilities, skilled workforce, and reach into communities to jointly improve England's health and wellbeing.



Managing an estimated
1368 physical buildings
in communities across England



Welcoming over
126 million visitors
a year



Investing in a
large and skilled workforce

Facilities, Infrastructure & Community Assets

Trusts manage a wide range of community assets, but most commonly these include leisure facilities (leisure centres, sports halls, swimming pools, outdoor courts), green spaces (parks and playgrounds), and cultural facilities (town and community halls, cinemas, theatres, museums and libraries).

Facilities are not solely used to deliver and manage a traditional offer such as exercise classes or book lending services. Wider health services are co-located at the spaces they manage, including GPs, employment support services, and adult community learning. In addition, leisure and culture trusts have transformed their facilities into wellbeing centres, offering an all-round service to their community to support their health and wellbeing with a tailored, person-centred approach.

These assets are located across communities, both urban and rural, providing reliable infrastructure across England. The facilities and green spaces are accessible and welcoming places providing care at the right time in the optimal care setting. There is an opportunity to collaborate with and connect these leisure and culture facilities into the new NHS service model in which patients get more options, better support, and properly joined-up care.

Facilities have spaces available in the daytime to move NHS services into the buildings and integrate people into the centres as both patients and users. Bringing patients into leisure and culture facilities creates a joined up approach between NHS services and physical activity and cultural activities that lead to better health. Thus health, wellbeing, and leisure can happen in one place nearer to or at home and away from hospitals and clinical settings.

Leisure and culture trusts are ready to support the health sector, delivering quality, personal care and reducing workload pressures.

Workforce, Skills & Knowledge

With experience of managing a broad range of facilities and services, the workforce of leisure and culture trusts are highly skilled and offer specialised knowledge across mental health and wellbeing, social care, rehabilitation and recovery including cancer rehabilitation, coaching healthy lifestyles, weight management, and ill health management and prevention.

By connecting with this skilled workforce, the health sector can continue to deliver quality care while at the same time tackle current workforce pressures and support their own staff.

The leisure workforce is supported by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) who develop best practice and set standards for the sport and physical activity sector³ safeguarding the sector's workforce, organisations and reputation.

Trusts can therefore offer a workforce with skills and experience of working with people of all ages and stages of life – from children and young people to pregnant women and the elderly. They take a person-centred approach to their work and are experienced working with people at different skill and ability levels, whether those are digital skills, life-altering illnesses such as Alzheimer's disease, long-term health conditions, or children and adults with special educational needs and disabilities.

In addition to these skills and knowledge, these charitable organisations have well-established and robust safeguarding and employment policies, assuring the welfare of children and vulnerable adults, and ensuring the Equality Act principles are embedded in their organisations.

They actively invest in their staff who have the experience to support the NHS with addressing their waiting lists and to offer a quality, preventative, and tailored service that improves patients' health and wellbeing.

Reach Into Communities

Being located and rooted in their community, trusts can detect changes in people's life and health early through their personal and continuous interaction with customers. In response, they can provide preventative activities, rehabilitation, treatment, and ongoing care as close to home as possible.

By collaborating with these organisations, the health sector can ensure that not only that people have a better quality health and wellbeing, but also that money is spent on the right things that meet the needs of people. Being rooted in their communities, and building a relationship of mutual trust, they can link patients with other health and community services.

Being people-centred organisations, however, they do not solely rely on people being able to join them at their local facilities and venues, which is why leisure and culture trusts integrate care into communities through a wide range of local and regional partnerships. Most commonly, this includes delivering activities in care homes, working in and with schools, and collaborating with other local community groups.

“ The sport and physical activity workforce are increasingly respected and recognised by our health sector partners, they understand the role they can play in improving the quality-of-life years and addressing the inequalities in life expectancy. As qualified and competent professionals they are often an integrated part of the clinical team supporting patients in their pre and rehabilitation. Our people are the heartbeat of the community-based interventions our trusts provide, they make it easier for people to be active preventing people from contracting long term conditions.

Tara Dillon

Chief Executive, Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

³ cimspa.co.uk/about/what-is-cimspa

PROGRAMMES AND ACTIVITIES

Trusts help to reduce pressure on the NHS by helping people to stay healthy and moderate demand on the NHS. They can help to reduce the time patients spend in hospitals and in NHS care through their prehabilitation, rehabilitation, and preventative services.

Providing an accessible and people-centred way to stay well close or at home, the wider activities they provide address some of our nation's most pressing health challenges, including recovering from the Covid-19 pandemic, sustaining good mental health, healthy ageing, addressing inequalities, and preventing loneliness and social isolation.

Social prescribing

While leisure and culture trusts cannot address all medical conditions, they can provide preventative activities while patients wait for their medical treatments and therefore reduce the demand on the NHS. These activities reduce the need for further medical intervention, increase people's chances for recovery and provide prehabilitation support.

This can take the form of social prescribing programmes. The National Academy for Social Prescribing established in October 2019 following advice through NHS England and Improvement and the Department of Health and Social Care, describes social prescribing as a non-medical intervention that allows "people [to] get more control over their healthcare, to manage their needs and in a way that suits them"⁴. Social prescribing sits with the NHS Long Term Plan and its Universal Personalised Care framework.

Recent research from ukactive⁵ shows that most social prescribing activities delivered by sport and leisure organisations take place in local authority leisure facilities (including those managed by leisure trusts as their partners) and community venues.

With the NHS's commitment to invest in social prescribing⁶, and aiming to refer at least 900,000 people to social prescribing by 2023/24, connecting with these non-profit distributing organisations makes for a strong partnership.

The report from the All-Party Parliamentary Group on Arts, Health and Wellbeing (APPGAHW) demonstrated that participatory arts programmes help to alleviate anxiety, depression and stress both within and outside of work. Participatory arts activities with children improve their cognitive, linguistic, social and emotional development and enhance school readiness.

These are programmes that refer to individual and group arts activities intended to improve and maintain health and wellbeing in health and social care settings and community locations. For example, after engaging with the arts and culture, 79% of people in deprived communities in London ate more healthily, 77% engaged in more physical activity, and 82% enjoyed greater wellbeing. The APPGAHW report found that £1 spent on early care and education has been calculated to save up to £13 in future costs⁷.

⁴ socialprescribingacademy.org.uk/about-us/what-is-social-prescribing

⁵ ukactive.com/reports/leading-the-change

⁶ england.nhs.uk/personalisedcare/social-prescribing

⁷ See footnote 2.

Mental health

Enabling and supporting mental wellbeing is embedded in the work of all charitable trusts, for both their local communities, and for their workforce. Their services reflect the need for wide and varied support across the life course, from birth to older adults, and often combine the benefits of physical activity with mental wellbeing.

Examples of their work include arts in health programmes, mental health training for staff, programmes to support young people's mental wellbeing, carers support networks, books on mental health available on prescription, and physical activity referral schemes, with targeted mental health interventions.

Loneliness and social isolation

Most leisure and culture trusts have been operating for over a decade, and over a third for more than 20 years, therefore they are an integral part of the local infrastructure, known and trusted by multiple generations of their local community. They are therefore well positioned to support the NHS and the Government's strategies and campaigns for tackling loneliness.

Their facilities and services are adapted to be inclusive and accessible to everyone in their community. They respond locally to demographic and societal changes, and each leisure or culture trust delivers slightly different programmes and offers reflecting the needs of their communities.

The person-centred approach to delivering public leisure and culture services means that their programmes come with an extensive social support network, and provide a safe and inclusive space where people feel welcome and can develop meaningful social relationships.

The network across England is vast, operating in nearly every region of Integrated Care Systems as shown [here](#), and therefore providing accessible and social spaces in both urban and rural areas.

Healthy ageing

With our population getting progressively older, support for healthy ageing is important to keep people well for longer and maintain independent living. Offering flexibility, rehabilitation, and support for changes in physical activity levels following the Covid-19 pandemic will not only improve life expectancy but will also decrease the pressure on our NHS.

Research by ukactive in 2021⁸ showed that only 54% of adults over the age of 55 complete the recommended 150 minutes of moderate intensity physical activity per week. Older adults indicated that the activities they find most important are offerings that increase physical activity levels, strength and balance, social connections, and personal wellbeing, for which group activity classes, resistance exercises and chair-based exercises were rated most popular.

Leisure and culture trusts offer specific programmes that support patients in their recovery for a wider range of health conditions but also support general healthy ageing. This includes, but is not limited to, supporting people who are:

- Living with long term health conditions, such as MS, Parkinson's, arthritis, osteoporosis, long-covid or joint problems;
- Recovering or have recovered from health problems, such as cancer or a stroke;
- Recovering from more short-term injuries, such as a fall;
- Not used to regular exercise and looking for a gentle introduction into activity.

Their activities can take the form of time-bound rehabilitation programmes, but also form part of their wider programming where activities take place regularly and are adapted, such as chair-based exercise classes or gentle activities so as to be accessible to anyone at any time.

⁸ [ukactive.com/reports/life-in-our-years](https://www.ukactive.com/reports/life-in-our-years)

CONCLUSION

The large network of non-profit distributing leisure and culture trusts in England is ideally positioned to support some of the NHS' most pressing challenges, including managing increased demand for health and social care, reducing waiting lists, providing early interventions to prevent and reduce health complications, and improving people's wellbeing.

Integrated care through public leisure and culture is already happening. This demonstrates that it can bring health services together, providing tailored support to communities based on their needs, ensuring money is well spent, and relieving pressure on the NHS.

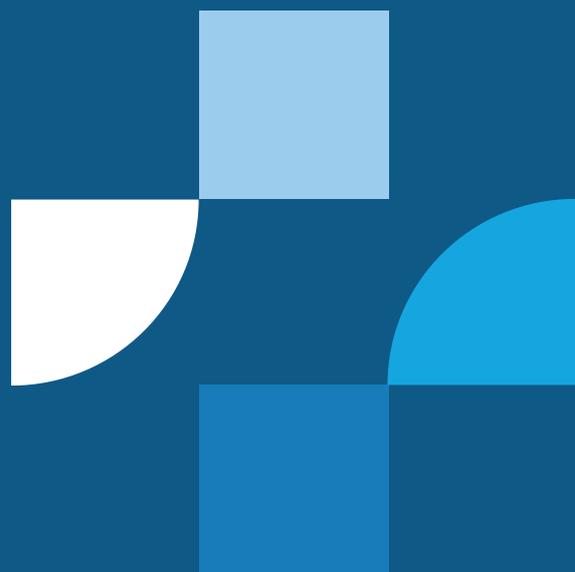
There is a vast network of charitable organisations right across the country, operating in nearly all areas of the Integrated Care Systems. We would encourage you to connect, visit and collaborate with your local leisure or culture trust to plan for how their facilities, workforce, and activities may support you to integrate care into communities.

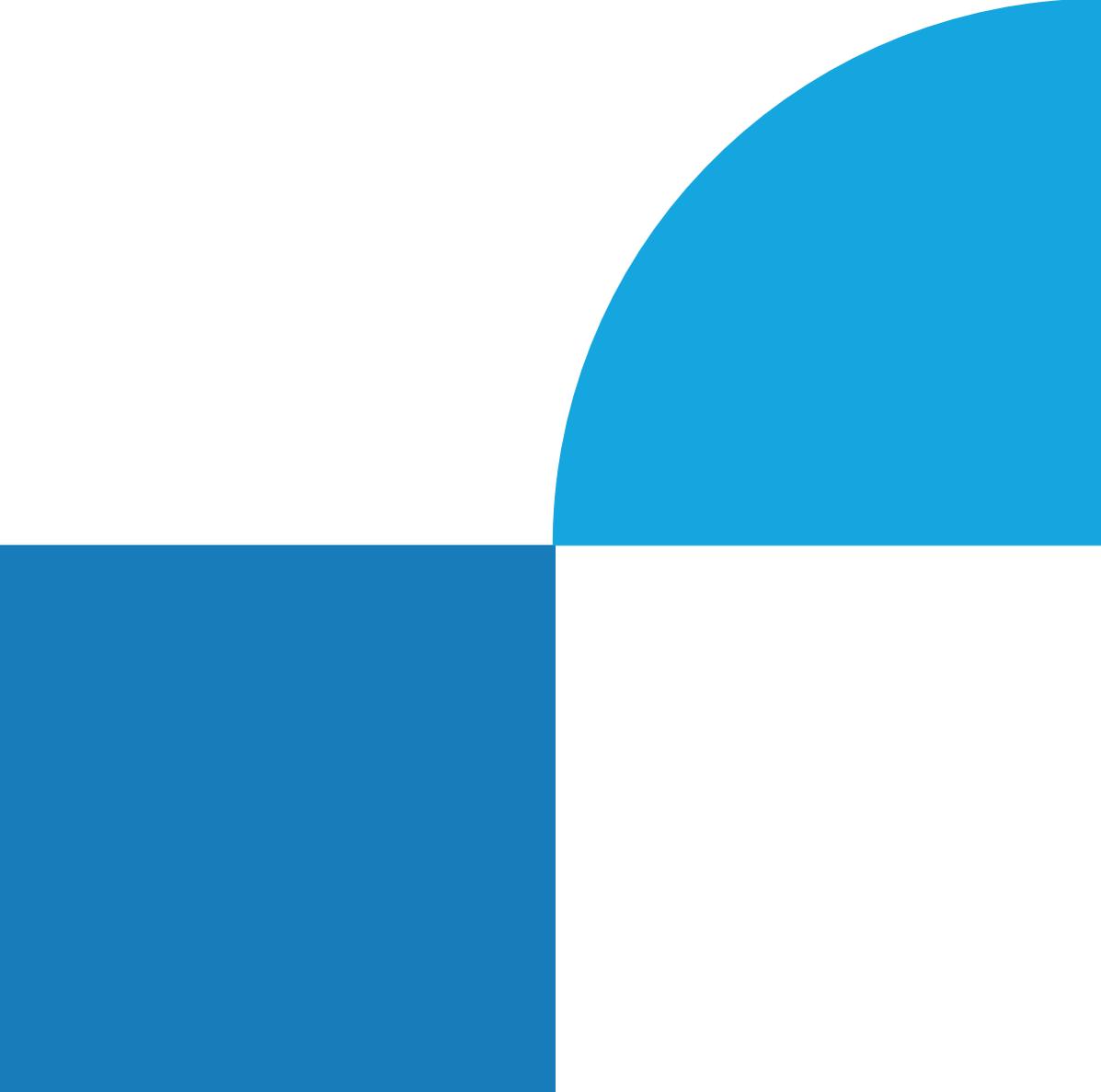
There is also the opportunity for healthcare professionals to increase their knowledge and skills around the benefits of physical activity, and incorporate physical activity within routine care to support quality improvement and better patient outcomes. The Office for Health Improvement and Disparities (OHID) together with Sport England run a national Moving Healthcare Professionals programme⁹ which increase healthcare professionals' awareness, knowledge and skills to promote physical activity to patients to prevent and manage ill health and reduce inactivity.

For healthcare professionals interested in increasing their knowledge and skills around the benefits of arts and culture, the Academy for Social Prescribing was co-founded by Arts Council England and offers various partnership and professional development training programmes¹⁰.

⁹ sportengland.org/campaigns-and-our-work/moving-healthcare-professionals

¹⁰ artscouncil.org.uk/blog/getting-grips-social-prescribing





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