

**WEST DUNBARTONSHIRE COUNCIL**  
**Report by Acting Director of Housing, Regeneration and Environmental**  
**Services**  
**(Land & Environmental Services)**

**Community Safety and Environmental Services Committee: 6 December 2006**

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**Subject: Kids United Initiative – Combating obesity and inactivity in children**

**1. Purpose**

1.1 To update the Committee on the success of the Kids United Initiative which aims to combat obesity and inactivity in children.

**2. Background**

2.1 Inactivity and obesity amongst school children has received high profile national media coverage recently with research showing that it is an ever increasing problem throughout Britain.

2.2 In July 2006 Leisure Services launched an initiative offering free activities to school children aged between 8 and 12, who met with the enrolment criteria, of either being in-active or overweight.

2.3 This initiative, branded as Kids United, aims to inspire children in a fun and motivating way to participate in fitness-based activities suitable for all levels of ability. Children are also educated about the benefits of being physically active. Children can, through regular participation achieve personal success, physical fitness, health and social development.

2.4 Children are referred to this initiative by a parent, guardian or health professional. Previous partners established through the Acorn Club initiative (a lottery funded partnership project with NHS Argyll & Clyde targeting obese children) have been consulted and are involved in supporting the project. Kids United was written into the exit strategy document for the Acorn Club project at the end of the funding period.

2.5 Children who enroll in this initiative are subscribed 24 free activity sessions, choosing from programmed Kids United classes, holiday activities and gym sessions.

**3. Main Issues**

3.1 Since the initiative was launched in July 2006, 193 children have enrolled with a breakdown of location as follows:-

<b>Location</b>	<b>Area</b>	<b>Number</b>
Meadow Sports Centre	Dumbarton	45
Vale of Leven Swimming Pool	Alexandria	34
The Play Drome	Clydebank	114

The gender split is almost equal with 95 males and 98 females participating on the scheme.

3.2 To date a total of 1,328 activity sessions have been accessed by Kids United members, giving an average of just under 7 sessions per child. A further breakdown of where these sessions were accessed is as follows:-

<b>Location</b>	<b>Area</b>	<b>Usage</b>
Meadow Sports Centre	Dumbarton	465
Vale of Leven Swimming Pool	Alexandria	86
The Play Drome	Clydebank	777

#### 4. **Personnel Implications**

4.1 Additional staffing was required to provide instruction for Kids United classes. This equated to six classes per week offering one hour's instruction.

4.2 Attendance at holiday programme classes was included within the scheme which offered a greater selection of activities without the need for additional instructor fees.

#### 5. **Financial Implications**

5.1 A sum of £10,000 was secured for this initiative as part of the 2006/07 Service Enhancement to cover loss of income and additional expenditure.

#### 6.0 **Conclusions**

6.1 It is believed that many participants of the initiative will be encouraged to develop longer-term patterns of use and experience the varied health benefits of participation in physical activity. Feedback from participants and parents has been positive and a full consultation exercise is planned for early in 2007.

6.2 This initiative has been developed following the success of the Acorn Club, a previous initiative to tackle obesity and inactivity which was provided in partnership with Argyll and Clyde NHS.

**7. Recommendations**

- 7.1 The Committee is asked to note the success of the initiative in achieving greater participation in physical activity by children in West Dunbartonshire at risk from health problems due to inactivity and/or obesity.**

**Ronald M Dinnie**  
**Acting Director of Housing, Regeneration & Environmental Services**  
**(Land & Environmental Services)**  
**Date: 7 November 2006**

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**Wards Affected:** All

**Appendix:** None

**Background Papers:** None

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