

NORTH LINCOLNSHIRE COUNCIL

**CORPORATE SERVICES
CABINET MEMBER**

CREATION OF 'FIT FOR FOOTBALL COORDINATOR' POST

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To seek approval to create a new post, based within the Health Improvement and Partnerships Team, to administer and coordinate the Fit for Football scheme.

2. BACKGROUND INFORMATION

- 2.1 Fit for Football was established in 2003, specifically at that time to address healthy lifestyle issues for children in disadvantaged communities in the Humber area, through the provision of fun, interactive games. The project has worked in partnership with three Football in the Community schemes – Hull City, Scunthorpe United and Grimsby Town.
- 2.2 In total, over 140 schools have taken part in the project over a five year period. Fit for Football has won an Excellence in Tobacco Control Award from the Department of Health and came runner up in the Football League Awards - Best Community Initiative in 2007.
- 2.3 The project is featured in the council's Health and Well-Being Strategy and contributes to a number of its objectives such as reducing smoking, reducing obesity, helping young people to be healthy, increasing healthy eating and in particular increasing being active in the Active Choices Active Futures Strategy.
- 2.4 The project has now developed a comprehensive package of Fit for Football training and support, resource materials, monitoring and evaluation, which is available to other Football in the Community schemes.
- 2.5 North Lincolnshire Council has the rights to the use of the Fit for Football brand and income from the sale and any associated merchandise.

- 2.6 The package referred to in 2.4 above is available and has already been sold to 22 football clubs around the UK in association with the Football League Trust with a potential to sell to a further 50 clubs over 2010 – 2012.
- 2.7 The training element of the package is currently delivered by the Health Promotion Officer from the Health Improvement team, supported on a goodwill basis by three other staff members.
- 2.8 This is becoming time consuming and may not be sustainable on the basis of goodwill. The ability to maintain and support joint working initiatives with North Lincolnshire NHS will be affected by the increase in demand.
- 2.9 The equipment pack is manufactured and assembled by a leading sports equipment supplier and agreement has been reached to offer it for sale as a stand alone element through its national and international catalogues, for which North Lincolnshire Council will receive 5% commission for each set sold.

3. OPTIONS FOR CONSIDERATION

- 3.1 That agreement is given to establish this post.
- 3.2 That no agreement is given for a new post.

4. ANALYSIS OF OPTIONS

- 4.1 Option 3.1:
 - 4.1.1 As stated above, much of the staff time currently is based on goodwill and in the case of the Health Promotion Officer it is becoming a major part of the post holder's work (up to 75% if the orders remain at the current level) and, whilst it generates income, it precludes the post holder from doing other work that is not possible to back fill due to its specialised nature.
 - 4.1.2 The goodwill of other staff is not sustainable in the long term.
 - 4.1.3 There is already guaranteed income which will finance over a year of the proposed post and projections indicate at least two – three further years of income.
 - 4.1.4 Admin and other support would be through the Health Improvement and Partnerships team.

4.2 Option 3.2

4.2.1 This option may result in the ability to sustain the project limited to a much reduced scale based on only one member of existing staff and the limitation of work on other Health Improvement projects. Potential income would not be maximised and input into other Health Promotion activities would be compromised.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 Each training package delivered raises income of £3250. The 22 clubs already signed up will therefore realise £71,000. After costs of equipment and staff expenses it is estimated that a “profit” of between £43,500 and £59,000 could be achieved. Additional income would also come from the sale of equipment packs.

5.2 A job description has been developed and has been evaluated at grade 6* (£18,270 - £21,306). Anticipated income from sales would more than cover the cost of establishing and sustaining this post. (*Grading is yet to be determined but likely to be grade 6 or 7).

5.3 It is therefore expected that the post will be self-financing with additional income to contribute to general office and administrative support based on the existing Health Improvement and Partnerships team. It is anticipated that there will be nil net cost to the council for at least two years.

6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)

6.1 There are no other implications.

7. OUTCOMES OF CONSULTATION

7.1 The full-time trade union officers have been sent a copy of the report and no adverse comments have been received.

8. RECOMMENDATIONS

8.1 That approval be given to creation of the post of Fit for Football Co-ordinator.

SERVICE DIRECTOR NEIGHBOURHOOD AND ENVIRONMENT

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Background Papers used in the preparation of this report:
None