



Report to Cabinet

Subject: “Changing Lifestyles” A Sports & Physical Activity Strategy for Gedling – 2005-2010

Date: 27th April 2005

Author: Councillor Wendy Golland – Leisure Portfolio Holder

1. Purpose of the Report

To adopt “Changing Lifestyles” a Sports and Physical Activity Strategy for Gedling 2005 – 2010.

2. Background

A number of key agencies throughout Gedling have been developing a range of initiatives and actions to support the development of sports and physical activity in the community, in line with a range of National, Regional, County and Local policies and strategies. Some of those initiatives have been undertaken in isolation of any overall policy co-ordination between the key partners involved in its delivery.

The need for a coordinated Sports and Physical Activity Strategy also became apparent when developing other Leisure Strategies which highlighted the need for joint working to maximise the use of resources and to avoid duplication of effort.

The value that sport and physical activity has on improving the quality of life and well being of communities is now well documented. There is also a growing weight of evidence of the role that sport and physical education can play in improving standards of education, and health as well as its impact on the reduction of crime and anti social behaviour.

For us to become a healthy community it is important that we work in partnership to achieve our goals.

The Gedling Sports Forum was established in 2004 and represents the wide sporting fraternity within the Borough of Gedling. It was constituted with the aim to ‘help shape and guide the strategic and operational development of sport and leisure within the Borough of Gedling’. Under this aim it has several objectives, all of which focus around promoting, assisting, improving, facilitating and providing.

Following the establishment and constitution of the Gedling Sports Forum, a Sports and Physical Activity partnership was developed to unite all statutory parties that have an influence over the provision and direction of sports and physical activity within Gedling. The partnership's aim was to plan, develop and implement a comprehensive Sports and Physical Activity Strategy across the Borough of Gedling. The Gedling Sports and Physical Activity partnership is made up of the following partners: -

- Gedling Borough Council
- Gedling Council for Voluntary Service (CVS)
- Gedling Primary Care Trust (PCT)
- Gedling Sports Forum
- Sport England (East Midlands)
- The Gedling School Sport Partnership
- Wheldon School Sports College

The Strategy was produced following a period of widespread consultation and a comprehensive review of current sports and physical activity provision within the Borough of Gedling. It has been developed with referral to national, regional and local policies and strategies.

3. Proposal

The Sports and Physical Activity Strategy "Changing Lifestyles" was developed by the Gedling Sports and Physical Activity Partnership. What is absolutely fundamental to the partnerships vision is that the residents within the Borough of Gedling lead a physically active lifestyle as a way of life. The strategy has as its vision a press release to be given in April 2015 with the headline: -

"Participation in sports and physical activity reaches all time peak in Gedling"

The Executive Summary is shown as Appendix 1.

The development and implementation of this strategy is very much one of a 'multi-agency approach' that pulls together all the various strands around health, schools, sports development, leisure facilities, voluntary sector and other overlapping area to plan and deliver a single seamless Borough-wide Sports and Physical Activity Strategy for the people of Gedling.

A number of priority aims and objectives have been developed in which to implement the actions of the strategy around the findings from the research and evidence identified in the strategy. This includes the implications of the strategic context, the outcomes from the consultation exercise and more importantly the identified issues and needs.

The strategy identifies four priority aims. These are: -

- Increasing young peoples participation
- Increasing community participation

- Developing an effective sports club structure
- Developing facilities to support the needs of the strategy

An Action Plan detailing how this will be achieved is shown in Appendix 2.

The strategy delivery will be driven by a Core Management Team, which will be comprised of: -

- Leisure Management x 3 (Borough Council Head of Service and Service Managers)
- Sports Development x 2 (County and Borough Council Sports Development Officers)
- Facility Management x 2 (Borough Council Facility Managers)
- Arts Development x 1 (Arts Development Officer)
- Health Promotion x 2 (Gedling Primary Care Trust and Positive Moves Health Promotions Officer)
- Schools Sports Partnership x 2 (Assistant Head and Partnership Development Manager)
- Voluntary Sector x 2 (Gedling Sports Forum and Gedling CVS)

Copies of the strategy have been made available to the Scrutiny Committee via the Scrutiny Officer requesting that they consider the content and forward comments by 22nd April 2005. No comments have been received at the time of drafting this report.

A copy of the strategy was also forwarded to Sport England. They are extremely impressed with the partnership approach towards producing and managing the strategy and also the content within the strategy. They are keen to utilise the “Changing Lifestyles” strategy as a model for Best Practice and encourage other partnerships nationally to adopt a similar process.

A full copy of the strategy will be placed in the Members Room for information.

4. Resource Implications

Funding sources to be explored in order to fund the Action Plan.

5. Recommendation

To adopt “Changing Lifestyles” A Sports and Physical Activity Strategy for Gedling 2005-2010

7. Wards Affected

‘All Wards’

Executive Summary

Vision

Imagine the following article was taken from a press release given in **April 2015** following an interview with the Gedling Sports and Physical Activity Partnership.

**‘Participation in Sports and Physical Activity
Reaches all time peak in Gedling’**

This vision identifies an idyllic position for sport and physical activity participation levels in the year **2015**. It sets a target and focus, leading the actions identified within the ‘Changing Lifestyles’ Sport and Physical Activity Strategy.

Introduction

The vision for our future sees an idyllic state encompassing a healthy and active community. In reality, this is not the direction we are heading. Participation in sport and physical activity has reduced over recent years. This coupled with the current issues surrounding general health, is becoming one of today’s main causes of concern. A number of key agencies throughout Gedling have developed a range of initiatives and actions to support the development of sport and physical activity in the community. The majority of these have been undertaken in isolation. This has highlighted the need for a coordinated Sports and Physical Activity Strategy utilising joint working between key partners to maximise the use of facilities and avoid any duplication.

This strategy is the first step towards reversing the current trends and achieving our vision.

Gedling Sports and Physical Activity Partnership

For us to become a vibrant and active community it is important that we work together to achieve our goals.

The Gedling Sports Forum was established in 2004 and represents the wide sporting fraternity within the Borough of Gedling. It was constituted with the aim to ‘help shape and guide the strategic and operational development of sport and leisure within the Borough of Gedling’. Under this aim it has several objectives, all of which focus around promoting, assisting, improving, facilitating and providing.

Following the establishment and constitution of the Gedling Sports Forum, a Sports and Physical Activity partnership was developed to unite all statutory parties that have an influence over the provision and direction of sports and physical activity within Gedling. The partnership’s aim was to plan, develop and implement a comprehensive Sports and Physical Activity Strategy across the Borough of Gedling. The Gedling Sports and Physical Activity partnership is made up of the following partners:

- § Gedling Borough Council
- § Gedling Council for Voluntary Service (CVS)
- § Gedling Primary Care Trust (PCT)
- § Gedling Sports Forum
- § Sport England (East Midlands)
- § The Gedling School Sport Partnership
- § Wheldon School Sports College

Participation Trends

A number of documents highlight areas of concern in current participation trends for sport and Physical activity. 'Game Plan' the strategy published by the Governments Strategy Unit and Department for Culture, Media and Sports (DCMS) outline that:

- § Only 46% of the population participate in sport more than 12 times a year, compared to 70% in Sweden and 80% in Finland.
- § Only 32% of adults in England take 30 minutes of moderate exercise five times a week compared to 57% of Australians and 70% of Finns.

The Government's White Paper entitled 'Choosing Health - Making Healthier Choices Easier' adds that the prevalence of obesity has trebled since the 1980's and well over half of all adults are either overweight or obese – almost 24 million adults.

The Chief Medical Officer's report entitled '*At least five a week*' outlines that 30 minutes a day of at least moderate intensity physical activity on 5 or more days of the week reduces the risk of premature death

The availability of local participation data for sport and physical activity in Gedling is limited. There is currently little available data outside of the Leisure Centres to use in identifying sport and physical activity participation trends and for use as future benchmarks. This issue is now being addressed through the development of a survey that will measure participation trends of the residents within the Borough. This will enable us to measure the success of any future initiatives.

Factors that influence the Gedling Sports and Physical Activity Strategy

There are several strategic factors that influence the development of the strategy, these can come from existing policies and practices or from existing strategies and documents of key government departments and other agencies involved in developing sport and physical activity.

Sport and Physical Activity play a key role in changing people's lifestyle, it has shown to make a significant contribution to sport and social inclusion, fostering social cohesion whilst increasing self-confidence. Recent years have shown sport and physical activity to play an important role acting as a diversionary activity in reducing the levels of crime and disorder, especially among young people. There is also an increasing weight of evidence to demonstrate that involvement in sport and physical activity has a positive impact on the improvement to educational attainment especially in young people.

A key theme running through a number of external documents identifies the need to increase participation in sport and Physical Activity. The argument on which this need is addressed has a different focus between documents. 'Change 4 Sport' is Sport England's (East Midlands) regional plan, the aim of which is to unite the East Midlands in one goal – to be the best in England at raising levels of physical activity through sport and other activities.

Increasing participation as a means of improving health is a theme supported by The Government's White Paper entitled 'Choosing Health - Making Healthier Choices Easier', The Regional Strategy, and '*At least five a week*', a report from the Chief Medical Officer.

The academic benefits of sports and physical activity are addressed in The PE, School Sport and Club Links Strategy. This was developed on the basis that 'children who take regular exercise do better at school, school sport raises pupils standards of attainment and improves their social skills and behaviour'.

Corporate Policies that the Gedling Sports and Physical Activity Strategy will make an impact on

Gedling's Community Plan is a strategy that was developed through the Gedling Partnership. The strategy focuses on seven key themes that have a complimenting range of overlapping objectives and actions with other theme based plans in the Borough, including the Gedling Crime and Disorder Strategy and the Local Health Delivery Plan. The identified actions within the Sports and Physical Activity Strategy will have a significant effect on the Gedling Community Plan.

The Sports and Physical Activity Strategy will also have an impact on the Council's pending Leisure and Cultural Strategy entitled 'Leisure Our Culture'.

Key Findings

Consultation

Consultation was undertaken with a number of agencies and individuals within Gedling through means of questionnaires and interviews to determine the needs of the community. Following this, an assessment of strengths, weaknesses, opportunities and threats was undertaken and a final identification of key issues was made. These issues were sectioned into priority areas with their subsequent objectives identified.

Priorities and Actions

The successful implementation of the actions identified within the strategy will ensure that the priority aims and objectives are achieved. If this is to be a successful process, it is essential that the community take an active and holistic approach to the delivery of these actions.

The priority aims and subsequent objectives are outlined as follows:

Priority Aim 1 - *Increasing Young People's Participation*

- Facilitate positive changes in active lifestyles
- Increase participation in both formal and informal sport, physical activity and recreation.
- Adopt a 'healthy schools' ethos
- Reduce crime amongst young people
- Implementing the objectives and actions identified within the School Sports Partnership Plan.

Priority Aim 2 - *Increasing Community Participation*

- Ensure that Health and Leisure professionals have the appropriate skills to promote health through physical activity as identified in this strategy.
- Promote health through Active Lifestyles to the whole population of the Borough.
- Increase participation in rural areas of the Borough.
- Expand the Positive Moves Programme
- Produce and implement a Gedling Obesity Action Plan.

Priority Aim 3 – *Developing an Effective Sports Club Structure*

- Support clubs to build their capacity.
- Recruit, develop, deploy and retain an increasing number of volunteers, leaders and coaches
- Increase the numbers participating in club-based sport and physical activity.

Priority Aim 4 – *Developing Facilities to Support the Needs of the Strategy*

- Establish a philosophy of use for facilities based on needs.
- Reduce barriers to participation.
- Ensure that the use of facilities and other resources is 'development driven'.
- Provide new and refurbished facilities to support the delivery of the strategy.

Be Involved

Changing inactive lifestyles and levels of inactivity presents a tremendous public health challenge, a challenge we must rise to if we are to improve health. This strategy is the first step towards achieving our vision for a healthy future. The strategy was developed through partnership working and is based on the needs of the community. It now calls on the community for its involvement in the steps towards delivering the actions to achieve its goals.

Sport and physical activity ultimately has the power to save people's lives as well as increasing their longevity. This strategy sets out the pathway for our future.

If you want to be a part of this process, or would like some information on how you can contribute, please contact: 0115 901 3708 (Mr A. Bowers, Gedling Borough Council, Leisure Services). A full list of partners and their contacts is available upon request.

Priority Aim 1 – Increasing Young People’s Participation

	Objectives	Making it Happen	Responsibility	Targets	Evidence
1.1	Facilitate positive changes in active lifestyles by Increasing awareness of the benefits of sport and physical activity.	<ul style="list-style-type: none"> α Plan and facilitate school visits by local sports personalities to inspire and influence young people to take up sport and physical activity. α Plan, develop and deliver a health and physical activity promotion campaign initially focussing in primary schools and Sure Start linked nurseries. α Promote active living in families with children 4 yrs and under in Sure Start areas. α Mainstream Sure Start 'Healthy Lifestyle 'courses in Gedling. 	<p>Gedling Primary Care Trust Gedling Borough Council School Sports Partnership</p> <p>Gedling Primary Care Trust Gedling Sure Start</p> <p>Gedling Primary Care Trust Gedling Sure Start</p> <p>Gedling Primary Care Trust Gedling Sure Start</p>	<ul style="list-style-type: none"> α 1 visit at 7 primary schools per annum [Yrs 1 - 5]. α 1 visit at 4 secondary schools per annum [Yrs 1 - 5]. α Total of 34 primary and 21secondary schools covered [Yrs 1 - 5]. α 1 campaign visit at 7 primary schools per annum [Yrs 1 - 5]. α Refer to Primary Care Trust Local Delivery Plan. α Refer to Gedling Obesity Action Plan <p>See also targets on increasing levels of participation.</p>	<p>Verbal feedback from schools as to impact of visits.</p> <p>Evidence of promotion in Sure Start and Primary School documentation.</p> <p>Courses delivered and evaluated.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
1.2	Facilitate positive changes in young people's participation rates by implementing the Long Term Athlete Development model thereby giving them the fundamental skills to successfully participate in sport and physical activity.	<ul style="list-style-type: none"> ☐ Sports development staff to deliver LTAD briefing to Gedling Heads meeting ☐ Sports development staff to deliver LTAD ½ day (whole staff& assistants) training sessions at primary schools. ☐ Sports development staff to deliver Sports Coach UK workshops on LTAD for club coaches. ☐ Sports development staff and Community Sports Coaches to go into clubs and deliver theory and practice sessions on LTAD. ☐ Refer to SSP Implementation Plan. 	<p>Gedling Borough Council School Sports Partnership Gedling Sports Forum</p> <p style="text-align: center;">“</p> <p style="text-align: center;">“</p> <p>Gedling Borough Council School Sports Partnership</p> <p>School Sports Partnership</p>	<ul style="list-style-type: none"> ☐ Deliver to 5 Primary Schools per year [Yrs 2 - 5]. ☐ Deliver 5 club workshops per year [Yrs 1 - 5]. ☐ Undertake sessions in 5 clubs per year [Yrs 1 - 5]. ☐ 5 primary schools and 5 clubs delivering using LTAD principles. ☐ SSP targets refer to Implementation Plan <p>See also targets on increasing levels of participation.</p>	<p>School Sports Partnership evaluation. Primary Schools are running multi skill clubs. Key Stage 3 base line assessments from Year 2 onwards.</p> <p>Evidence from Club development plans and PE development plans.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
1.3	Reduce crime amongst young people through increased participation in sport and physical activity.	<ul style="list-style-type: none"> ☐ Maintain existing crime reduction programmes at Carlton Forum. ☐ Produce plan to extend schemes to other area based initiatives. ☐ Produce costed scheme for Redhill scheme and obtain external funding. ☐ Produce costed scheme for Calverton scheme and obtain external funding. ☐ Work with agencies to identify groups of young people at risk from offending. ☐ Maintain holiday activity schemes across the Borough. ☐ Deliver Gedling Community Safety Partnership - Crime and Drugs Strategy action plan. 	<p>Gedling Borough Council School Sports Partnership</p> <p>Local Strategic Partnership Gedling Borough Council</p> <p>“</p> <p>“</p> <p>Gedling Borough Council</p> <p>Gedling Borough Council Voluntary sector and youth services</p> <p>Gedling Community Safety Partnership</p>	<ul style="list-style-type: none"> ☐ Extend existing programme beyond April 2005 [Yr 1]. ☐ Produce plan in 2005 [Yr 1]. ☐ Funding obtained for Redhill scheme [Yr 1]. ☐ Implement schemes at Redhill [Yr 2]. ☐ Funding obtained for Calverton scheme [Yr 2]. ☐ Implement scheme at Calverton [Yr 3]. ☐ Take up by 10-targeted young people per site. ☐ 2% year on year increase of numbers of attendances at each scheme ☐ Refer to Crime and Drugs Strategy action plan. 	<p>Evidence of reduction in crime and social disorder in the area from statistical data.</p> <p>Evidence from Activities attendance register.</p> <p>Evidence of reduction in crime and social disorder in the area during holiday activities.</p> <p>Evidence from Activities attendance register.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
1.4	All pupils in Gedling adopt a healthier lifestyle through becoming healthy schools.	<ul style="list-style-type: none"> ☐ Undertake an assessment to identify the current position / baseline of existing position within schools through questionnaire. ☐ Work in partnership with the National Healthy Schools programme team and encourage participation and accreditation by schools to National Healthy schools Standards. ☐ Offer support to schools throughout the accreditation programme. ☐ Influence primary and secondary schools to promote safe routes to schools. 	<p>Gedling Primary Care Trust Gedling Borough Council</p> <p>Gedling Primary Care Trust</p> <p style="text-align: center;">“</p> <p>Gedling Primary Care Trust Gedling Borough Council</p>	<ul style="list-style-type: none"> ☐ 75% response required from 34 primary schools and 7 secondary schools. ☐ 8 primary and 2 secondary Schools to be accredited per annum [Yrs 1 - 4]. ☐ By 2007 15 schools to have safe routes to school plans in place. 	<p>Evidence of comprehensive baseline data with which to measure future success.</p> <p>Evidence of levels of young people in schools adopting a healthier lifestyle.</p> <p>Schools to have plans in place.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
1.5	<p>To increase participation in informal recreation.</p> <p><i>(Facility Provision Actions dealt with in Priority Aim 4)</i></p>	<ul style="list-style-type: none"> α Plan awareness campaign to increase awareness and promotion of the use of parks and open spaces for young people. Produce leaflets and place articles in local publications [Yrs 1 - 5]. α Establish a sports club for extreme sports and encourage more young people to take part in in-line skating and other extreme sports. α Provide loan equipment and protective clothing. α Facilitate an annual inline Skate Leaders training programme α Work in partnership with Sure Start Gedling and mainstream Health Visitors to promote active lifestyles in children 4 yrs and under i.e. activity events, toddler trails etc. 	<p>Gedling Borough Council Gedling Primary Care Trust Local Strategic Partnership</p> <p>Gedling Sports Forum Gedling Borough Council School Sports Partnership Local Strategic Partnership</p> <p style="text-align: center;">“</p> <p>Gedling Primary Care Trust Gedling Sure Start</p>	<ul style="list-style-type: none"> α Increase the numbers of young people making use of parks & play areas by 2% on baseline per annum. α Increase the numbers of young people joining clubs / involved in extreme sports by 2% on baseline per annum. [Yrs 1 - 5]. α At least 4 people have trained as Skate Leaders [Yr 2]. α 2 of the Skate Leaders deployed into the club [Yr 3]. α Refer to Primary Care Trust Local Delivery Plan. 	<p>Evidence of increased visits / use in parks and open spaces through NCC Youth Survey.</p> <p>% of residents satisfied with parks and open spaces.</p> <p>Club constitution established and young people's membership increasing year on year.</p> <p>Qualifications gained.</p> <p>Skate Leaders deployed.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
1.6	Increase participation in sport and physical activity.	<ul style="list-style-type: none"> ☐ Facilitate Schools tournaments, festivals and trials to create full capacity teams to represent the Borough at the Nottingham Youth Games (NYG). ☐ To promote sports and physical activities. 	<p>School Sports Partnership Gedling Borough Council</p> <p>Gedling Sports Forum School Sports Partnership Gedling CVS</p>	<ul style="list-style-type: none"> ☐ 75% of young people undertaking 2 hours of high quality PE and school sport per week [Yrs 1 - 5]. ☐ Promotions Plan in place by 2005. 	Promotional plan produced and implemented.
	Objectives	Making it Happen	Responsibility	Targets	Evidence
1.7	<p>Implement the identified objectives and actions from the School Sports Partnership Plan around the identified areas of: -</p> <ul style="list-style-type: none"> ☐ Strategic Planning ☐ Primary Liaison ☐ Out of school hours learning ☐ School to community ☐ Coaching and leadership ☐ Raising standards 	<ul style="list-style-type: none"> ☐ Refer to SSP implementation plan. 	School Sport Partnership	<ul style="list-style-type: none"> ☐ Refer to SSP implementation plan. 	Annual report and review.

Priority Aim 2 – Increasing Community Participation

	Objectives	Making it Happen	Responsibility	Targets	Evidence
2.1	To ensure that Health and Leisure professionals have the appropriate skills to promote health through physical activity as identified in this strategy.	<ul style="list-style-type: none"> ☐ Identify educational needs and produce joint education and training programme in 2005 [Yr 1] for Health and Leisure Staff and deliver a Continuing Professional Development programme. ☐ Implement education and training programme. ☐ Establish inventory and improve access to existing resources at e.g. Lindon House (City Primary Care Trust) and library at Byron Court. ☐ Establish internal network of health and leisure professionals to share areas of best practice. ☐ Leisure and Health professionals to attend Quarterly Regional Physical Activity Network. ☐ Undertake surveys for Arnold, Carlton and Rural Areas to identify baseline health and participation data. ☐ Adopt and promote an organisational commitment to promoting 'Healthy Workplaces' and staff roles as Active Lifestyle 'role models'. ☐ <i>Working towards Practice Plus status in Improving Working Lives. Standard 5 relates to Healthy Workplace.</i> 	<p>Gedling Borough Council Gedling Primary Care Trust</p> <p style="text-align: center;">“</p> <p>Gedling Borough Council Gedling Primary Care Trust</p> <p>Gedling Borough Council Gedling Primary Care Trust</p> <p style="text-align: center;">“</p> <p>Local Strategic Partnership Gedling Borough Council Gedling Primary Care Trust</p> <p>Gedling Borough Council Gedling Primary Care Trust Gedling CVS</p> <p>Gedling Primary Care Trust</p>	<ul style="list-style-type: none"> ☐ Audit undertaken in 2005 [Yr 1]. ☐ CPD programme formulated and delivery commenced by December 2005. ☐ 2 training courses covering 60 members of staff delivered by 2006 [Yr 2]. ☐ One open forum held each year to be attended by 50 key members of staff [Yrs 1 - 5]. ☐ 4 meetings attended by 2 staff [Yrs 1 - 5]. ☐ <i>500 samples x 3 areas.</i> ☐ <i>Follow up surveys at 3-year intervals [Yr 4].</i> ☐ <i>Commitment to be contained within 100% of job descriptions [Yr 4].</i> ☐ <i>100 Pedometers issued to staff in 2005 all being used.</i> ☐ <i>5 Mentoring Staff to be identified trained and deployed [Yrs 1 - 5].</i> 	<p>Documentation e.g. course registers, CPD records.</p> <p>Course attendance and evaluation.</p> <p>Recording visits and resource enquiries.</p> <p>Areas of best practice identified.</p> <p>Effective data to compare and contrast future changes in levels of participation.</p> <p>Practice Plus status achieved.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
2.2	Promote health through Active Lifestyles to the whole population of the Borough.	<ul style="list-style-type: none"> ☐ Plan and implement a health and physical activity promotion campaign to both clinical and non-clinical groups across the whole population. ☐ Develop active lifestyle brand name and logo in [Yr 1]. ☐ Actively campaign mass participation culture through GBC Contacts magazine and Primary Care Trust and CVS Newsletters [Yrs 1 - 5]. ☐ Development and promotion of healthy living awards [Yrs 1 - 5]. ☐ Develop and deliver educational programmes for staff i.e. <ul style="list-style-type: none"> ☐ Understanding benefits of physical activity [Yrs 1 - 5]. ☐ Activity programming [Yrs 1 - 5]. ☐ Motivational interviewing techniques [Yrs 1 - 5]. ☐ Exercise counselling [Yrs 1 - 5]. ☐ Develop and support community walk leaders through Walking Health Initiative (who can then organise walking activities for Golden Amblers and Walking Off Weight programmes) [Yrs 1 - 5]. ☐ Provide advertising materials to increase membership / and rates of participation. <p><i>(see also 2.6 Positive Moves).</i></p>	<p>Gedling Primary Care Trust Gedling Borough Council Gedling CVS</p> <p>“</p> <p>“</p> <p>Local Strategic Partnership</p> <p>Gedling Primary Care Trust Gedling Borough Council</p> <p>“</p> <p>“</p> <p>“</p> <p>Gedling Primary Care Trust Gedling Borough Council Gedling CVS</p> <p>“</p>	<ul style="list-style-type: none"> ☐ Campaign circulated to 20,000 households [Yrs 1 & 3]. ☐ 2 articles in 2 magazines per annum [Yrs 1 - 5]. ☐ 25 entries per year. ☐ 2 workshops per year, attended by 60 members of staff [Yrs 1 - 5]. ☐ 2 annual courses training 5 Walk Leaders per year [Yrs 1 - 5]. ☐ Additional 800 participants over the period. [Yrs 1 - 5]. 	<p>Successful branding.</p> <p>Evidence of raised awareness.</p> <p>Number of entries and awards made.</p> <p>Raised awareness and increased capacity to deliver programmes.</p> <p>Increased awareness of walking initiatives and uptake in participation rates.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
2.3	Increase participation in sport and physical activity.	<ul style="list-style-type: none"> ☐ Plan, develop and implement a mass participation culture to the whole population across the Borough [Yrs 1 - 5]. ☐ Identify target groups, specific needs, venues and activity programmes [Yrs 1 - 5]. ☐ Plan and organise sports and physical activity events / taster sessions in a number of sports and recreational activities at local events (Carnival, Play Event and Gedling Show) [Yrs 1 - 5]. ☐ <i>Promote increase participation in non-sporting activities through raising awareness campaign to increase cycling, dancing and allotment gardening activities.</i> ☐ Consider need to employ Disability Activity Coordinator in 2005 Yrs [1 - 5]. ☐ Increase opportunities for people with disabilities to participate in sport [Yrs 1 - 5]. ☐ Provide sporting opportunities for People with disabilities within existing clubs ☐ Launch and deliver Moving More Often (MMO) programme focussing on vulnerable adult groups in community settings. ☐ Training of wardens, day centre staff, elderly care staff as Physical Activity Leaders [Yrs 1 - 5]. <p><i>See also 2.6 Positive Moves</i></p>	<p>Gedling Borough Council School Sport Partnership Gedling Sports Forum</p> <p>“</p> <p>“</p> <p>Gedling Borough Council Gedling CVS</p> <p>Gedling Borough Council School Sport Partnership Gedling\CVS</p> <p>“</p> <p>“</p> <p>Gedling Primary Care Trust Gedling Borough Council</p>	<ul style="list-style-type: none"> ☐ Provide 10 different taster activities each year. ☐ Reach 15,000 people at the Carnival, 2,000 young people at Play Day and 9,000 people at Gedling show. ☐ Increase participation levels by 1% per annum (1,100 people). ☐ Increase numbers of people with disabilities participating in sport and physical activity by 5% per annum. ☐ Re-establish Volunteers in Sports Programme by 2006. ☐ 50% of residents taking part in appropriate level of physical activity per annum. ☐ 10 care staff trained per year. 	<p>Evidence of increased take up of sport and physical activity across range of target groups.</p> <p>Evidence of increased awareness and take up. Number of unlet allotment plots</p> <p>Increased awareness and take up of activities by people with disabilities.</p> <p>Evidence of improved mobility and health benefits to older people.</p> <p>Evidence of training completed and activity programmes undertaken.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
2.4	Increase participation in rural areas of the Borough.	<ul style="list-style-type: none"> α Analyse the participation trends in rural areas, in conjunction with the findings of the baseline survey and establish participation needs. α Undertake a needs assessment to identify barriers to participation in rural areas and methods of overcoming them [Yr 1]. α Produce and deliver rural activity programme based upon the findings of the needs assessment on a priority basis [Yrs 2 - 3]. 	<p>Gedling Primary Care Trust Gedling Borough Council</p> <p style="text-align: center;">“</p> <p style="text-align: center;">“</p>	<ul style="list-style-type: none"> α Increase participation levels in rural areas by 2% per annum on baseline from [Yr3]. 	<p>Survey data.</p> <p>Evidence of needs assessment.</p> <p>Number of rural activity programmes implemented and attendees.</p>
	Objectives	Making it Happen	Responsibility	Targets	Evidence
2.5	<ul style="list-style-type: none"> α Production and implementation of a Gedling Obesity Action Plan around a range of identified priority areas. The main emphasis on halting the year on year rises of childhood obesity. 	<ul style="list-style-type: none"> α To establish a baseline of the prevalence of obesity in school aged children. α Undertake Body Mass Index (BMI) testing in school-aged children [Yrs 1 - 3]. α To develop programmes to reduce obesity in target groups including children under 11 (NHS target). α Establish Positive Moves clinic at Youth Gym in 2005 for obese patients / individuals [Yr 1]. 	<p>Gedling Primary Care Trust Gedling Health and Social Well-Being Partnership</p> <p style="text-align: center;">“</p> <p>Gedling Primary Care Trust Gedling Borough Council</p> <p style="text-align: center;">“</p>	<ul style="list-style-type: none"> α 50% of schools (pupils) record BMI scores in 2005. α 60% of schools (pupils) record BMI scores in 2006. α 70% of schools (pupils) record BMI scores in 2007. α 200 patients referred into the programme per annum. α 85% of patients continue to take up activities outside of the programme. 	<p>Identifying lowering trends in BMI through active participation.</p> <p>Successful Take up of activity and reduction in BMI by target groups.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
2.6	Expand the Positive Moves Programme.	<ul style="list-style-type: none"> ☐ Review and revise referral protocols [Yr 1]. ☐ Provide additional staff resources to expand programme and referrals [Yr 2]. ☐ Train staff in 3 leisure centres in BACR Phase IV Cardiac Rehab [Yr 2]. ☐ Increase rate of patient referrals [Yrs 1 - 5]. ☐ Provide school nurses with referral toolkit [Yr 1].. 	<p>Gedling Primary Care Trust Gedling Borough Council</p> <p>“</p> <p>“</p> <p>“</p> <p>“</p>	<ul style="list-style-type: none"> ☐ Referrals in place in 2005. ☐ Provide 1 additional member of staff on Positive Moves team. ☐ Provide 4 additional instructors. ☐ Train 1 - 2 instructors in each facility. ☐ Increase rate of patient referrals to 300 by 2007. 	<p>Evidence of increased referrals into exercise programmes, improved retention rates and healthier lifestyles.</p>
		<ul style="list-style-type: none"> ☐ Develop and launch referral pathway for young people [Yr 1]. ☐ Deliver Moving More Often activity programme [Yr 1]. ☐ Develop Walking Off Weight programme [Yrs 1 - 5]. ☐ Develop and launch youth gym for special clinics [Yr 1]. ☐ Provide special clinics for older people, patients with obesity, and people with mental and physical disabilities [Yrs 1 - 5]. ☐ Influence active lifestyles [Yrs 1 - 5]. ☐ Expand Cardiac Rehabilitation Services as per heartbeats protocols and through New Opportunities Funding. 	<p>Gedling Primary Care Trust Gedling Borough Council</p> <p>“</p> <p>“</p> <p>“</p> <p>“</p> <p>“</p>	<ul style="list-style-type: none"> ☐ 15 nurses issued with toolkit. ☐ 200 referrals per year Yrs 1 - 5]. ☐ 2 training courses provided per annum covering 20 Staff. ☐ 50 participants per annum. ☐ Provide 1,440 places per year across the target clinics. ☐ 50% of people who leave the programme having reached target weight and or levels of fitness. ☐ 40% of participants to continue with activity following conclusion of programme. ☐ 100% of people who leave programme understand long-term health behaviour change. 	<p>Young people referred into programmes by nurses and other health professionals.</p> <p>Courses completed</p> <p>Structured led health walks around the Borough.</p> <p>Register of attendance and case study material.</p> <p>Programme data, questionnaires and case study material. Evidence from Flex, Information Management System.</p> <p>Exit interviews</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
2.7	Implement the identified actions from the Gedling Primary Care Trust Local Delivery Plan.	☐ Refer to Gedling Primary Care Trust Local Delivery Plan.	Gedling Primary Care Trust	☐ Refer to Gedling Primary Care Trust Local Delivery Plan.	Monthly board reports.

Priority Aim 3 – Developing an Effective Sports Club Structure

	Objectives	Making it Happen	Responsibility	Targets	Evidence
3.1	To support clubs to build capacity.	<ul style="list-style-type: none"> ☐ Encouraging and supporting clubs to improve governance and organisational and operational development [Yrs 1 - 5]. ☐ Advise sports clubs on available funding streams and support application process [Yr 1]. ☐ Work with clubs on setting up taster sessions within schools, hosting festivals and thereby improving school club links. ☐ Clubs to have an identifiable and verifiable link to schools, within their development plans [Yrs 1 - 5]. ☐ Work with clubs to provide exit routes for participants involved in NYG trials, festivals and squads [Yrs 1 - 5]. ☐ Refer to SSP implementation plan. 	<p>Gedling Borough Council School Sports Partnership Gedling CVS Gedling Sports Forum</p> <p>“</p> <p>“</p> <p>“</p> <p>“</p> <p>School Sports Partnership</p>	<ul style="list-style-type: none"> ☐ 10 clubs achieving National Governing Body Club Standards. ☐ Increase number of successful grant applications ☐ At least 10 clubs to have a link with schools by 2007. ☐ All secondary schools and 50% of primary schools to have a club link by 2007. ☐ 20% of 125 clubs have a junior programme for both boys and girls by year 5. ☐ Refer to SSP implementation plan. 	<p>Accreditation</p> <p>Successful numbers of grant applications.</p> <p>Sustainable school / club links and increased take up of sport by young people.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
3.2	Recruit, develop, deploy and retain an increasing number of volunteers, leaders and coaches.	<ul style="list-style-type: none"> α Undertake audit of clubs to identify the numbers of volunteers needed and roles to be undertaken [Yr 1]. α Supporting clubs to develop a volunteering policy. α Plan, develop and implement a strategic volunteer recruitment programme [Yr 1]. α Plan, develop and implement a strategic volunteer management programme including ongoing CPD [Yrs 1 - 5]. α Introduce an ongoing annual volunteer awards scheme [Yrs 1 - 5]. <p>See also School Sports Partnership Delivery Plan</p>	<p>Gedling Sports Forum Gedling CVS</p> <p>“</p> <p>“</p> <p>Gedling Borough Council School Sports Partnership Gedling Sports Forum</p> <p>“</p> <p>School Sports Partnership</p>	<ul style="list-style-type: none"> α Audit of 125 clubs to be achieved in 2005. α 5 clubs in year 1 and 10 per year thereafter to develop a volunteering policy. α Plan in place and circulated to 125 clubs in 2005. α 25 new volunteers introduced into sport each year. α 25 numbers of volunteers accessing CPD programme. α 15 volunteers to be retained 2 years after recruitment. α 1 event per year to recognise and reward volunteers. 	<p>Increased numbers of volunteers in clubs being recruited and retained by clubs.</p> <p>Policies and procedures in place.</p> <p>Increase in the numbers of volunteers.</p> <p>CPD programme register.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
3.3	Increase the numbers participating in club-based sport and physical activity.	<p>☐ Engage with Sports Clubs to increase awareness and interest of the need to introduce young people into their clubs [Yr 1 - 5].</p> <p>☐ Sports Development team to offer advice and support to sports clubs in developing junior sections [Yrs 2 – 5].</p> <p>☐ GSF to engage with Sports and physical activity clubs to increase awareness and interest of the need to expand membership of clubs [Yr 1].</p> <p>☐ Sports clubs to develop veteran sections to encourage take up by older people [Yr 1 - 5].</p> <p>☐ To increase the number of people regularly participating in sports and physical activity clubs [Yrs 1 – 5].</p> <p>See also School Sports Partnership Delivery Plan</p>	<p>School Sport Partnership Gedling Borough Council Gedling Sports Forum Youth Issues Sub Group / Forum</p> <p>Gedling Sports Forum Sports Clubs Gedling Borough Council</p> <p>“</p> <p>“</p> <p>“</p> <p>School Sport Partnership</p>	<p>☐ Clubs report an increase of 2% per year take up of young people joining and participating in sports and physical activity clubs.</p> <p>☐ 10 sports clubs / junior sections to have developed new junior sections by Year 5.</p> <p>☐ 1 open forum per annum with 40 sports and physical activity clubs.</p> <p>☐ 10 sports clubs develop veteran sections by year 5.</p> <p>☐ Additional 50 older people per year joining sports and physical activity clubs [Yrs 1 – 5].</p>	<p>Evidence of increase number of junior sections in sports clubs through Sports Development records.</p> <p>Outcome of participation survey.</p> <p>Evidence of increase number of veteran sections in sports clubs through Sports Development records.</p> <p>Participation survey</p>

Priority Aim 4 – Developing Facilities to Support the Needs of the Strategy

	Objectives	Making it Happen	Responsibility	Targets	Evidence
4.1	To establish philosophy of use of facilities based on needs.	<ul style="list-style-type: none"> α Plan and develop a philosophy of use for all facilities across the Borough [Yr 1]. α Plan and adopt charter to deliver the identified needs of the strategy [Yr 1]. α SSP to work with schools to maximise access and use of facilities [Yrs 1 – 5]. 	All Partners	<p>Increase the range and numbers of participants using the Borough's facilities by 2% per annum on baseline.</p> <p>5 additional school football pitches accessed by community clubs by 2007 and an additional 2 per year until 2010.</p>	<p>Leisure card, school usage, club usage.</p> <p>School pitches being used by the community.</p>
	Objectives	Making it Happen	Responsibility	Targets	Evidence
4.2	Reduce barriers to participation.	<ul style="list-style-type: none"> α Review list of barriers to participation in sport and physical activity [Yr 1]. α Produce a plan of action to minimise / overcome identified barriers. [Yrs 1 – 5]. α Produce pricing philosophy for use of facilities [Yr 2]. α Balance facility programmes to those of users needs [Yrs 1 – 5]. 	<p>Gedling Sports Forum Gedling Borough Council Gedling Primary Care Trust School Sports Partnership</p> <p>Gedling Borough Council</p> <p>"</p>	<ul style="list-style-type: none"> α Identify and minimise top 3 barriers. α 50% - 100% concessionary pricing to those most at need. α 90% of users satisfied. α 2,200 new participants per year (2% of population). 	<p>Successful removal / minimising of barriers and evidence of initial take up from target groups.</p> <p>Pricing policy and structure of fees and charges.</p> <p>Satisfaction surveys. Participation survey</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
4.3	Ensure that the use of facilities and other resources is 'development driven'.	<ul style="list-style-type: none"> ☐ Integrate and create synergy to health promotion, sport development and facility management to fulfil the needs of the strategy. ☐ Raise awareness among staff of their part in the process by organising a visioning / training day [Yrs 1 & 3]. 	<p>All Partners</p> <p>Gedling Borough Council Gedling Primary Care Trust School Sports Partnership Gedling CVS</p>	<ul style="list-style-type: none"> ☐ Gedling Sports Forum consulted on and contributes to; changes in policy re facility provision, refurbishments and proposals for new facilities. ☐ 2 visioning / training days delivered to 100 staff filtered to remaining staff. ☐ Leisure, health and school staff able to show development priorities in annual service plans. 	<p>Evidence of partners working in synergy in an integrated approach.</p> <p>Evidence of awareness and understanding by all staff in delivering needs of strategy and their part in the process.</p>

	Objectives	Making it Happen	Responsibility	Targets	Evidence
4.4	Provide new and refurbished facilities to support the delivery of the strategy.	<ul style="list-style-type: none"> ☐ Review and revise facility maintenance programmes with reference to the GBC Facilities, Playing Pitches and Open Space Strategies to ensure all facilities are fit for purpose [Yrs 1 – 5]. ☐ Undertake an annual audit of facility needs through planned open forum, club audits and young people. [Yrs 1 – 5]. ☐ Provide a range of additional equipped play provision, skate parks, multi use games areas, kick walls and youth shelters. ☐ Develop additional walking and cycling routes throughout the Borough [Yrs 1 – 5]. 	<p>Gedling Borough Council Gedling Sports Forum School Sports Partnership</p> <p>Gedling Borough Council Gedling Sports Forum</p> <p>Gedling Borough Council</p> <p>Gedling Borough Council Gedling Sports Forum</p>	<ul style="list-style-type: none"> ☐ Refer to actions in GBC Leisure Facilities, Playing Pitches and Open Space Strategies. ☐ Refer to School Sports Partnership Plan. ☐ Produce audit every other year. ☐ Refer to actions of play strategy. ☐ 2 additional walks and cycling routes for Carlton and Arnold by 2010. ☐ 2% of users taking up walking and cycling by 2010. 	<p>Evidence of improved maintenance and development of indoor and outdoor facilities and improved customer satisfaction.</p> <p>Updated action plan showing revised needs.</p> <p>Increased play facility provision.</p> <p>Provision of walking and cycling routes being used.</p> <p>Evidence from participation survey.</p>