

Active Communities

Update for Rother LSP



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Key Milestones Achieved

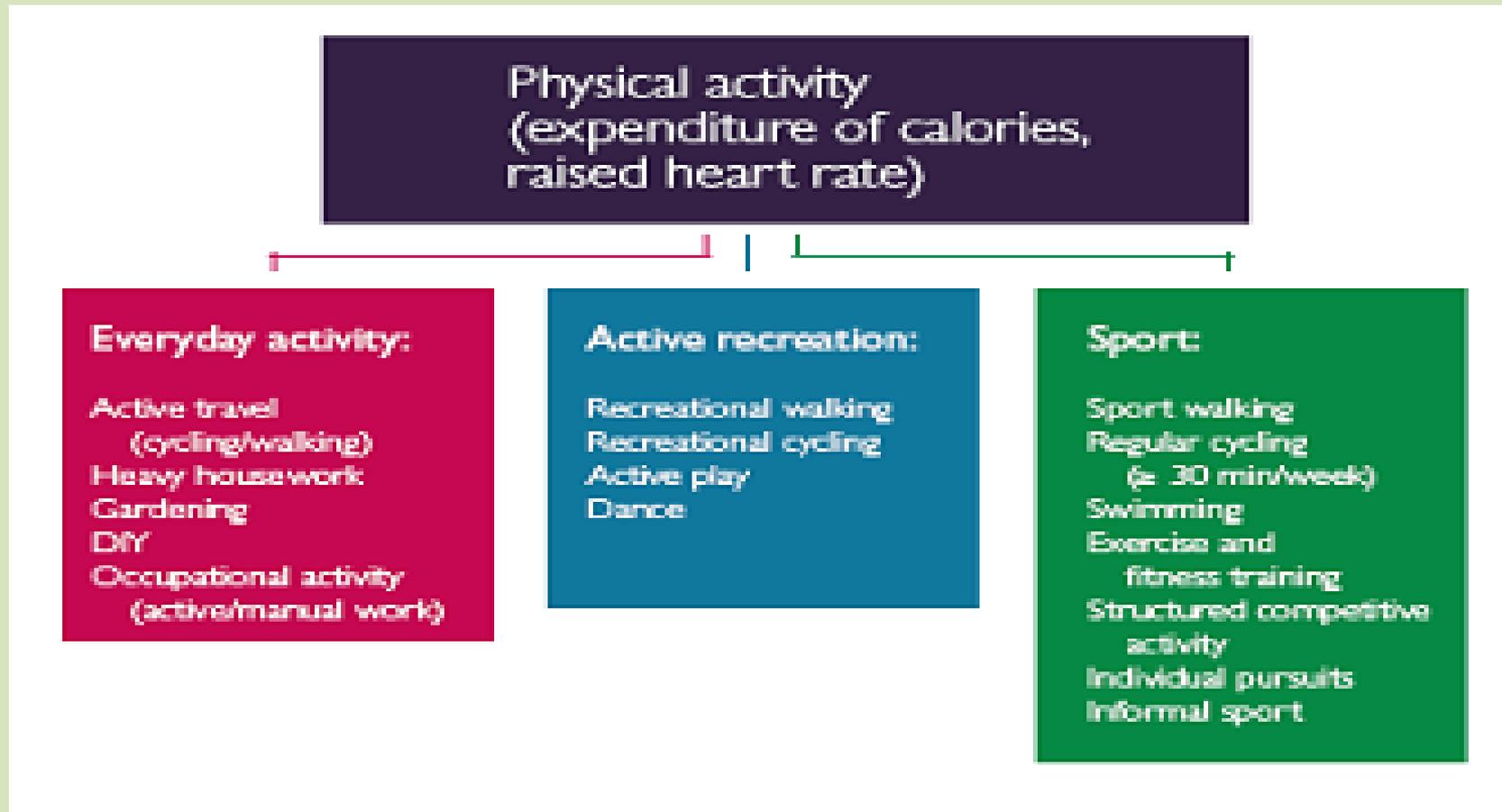
- January 2012 - Evidence Base Review & Gap Analysis completed
- February 2012 – Draft Active Communities Strategy produced
- March 2012 – Strategy consultation and action planning
- April 2012 – Draft 2012/13 Delivery Plan produced
- May & June 2012 – Delivery Plan consultation
- July 2012 – Strategy approved by Active Communities Steering Group
- July 2012 – First Delivery Plan progress report to Active Communities Steering Group

Strategic Aims

The aims of the Active Communities programme reflect the aspirations of the LSP, the health and deprivation profile of Rother and the evidence base review. They are as follows:

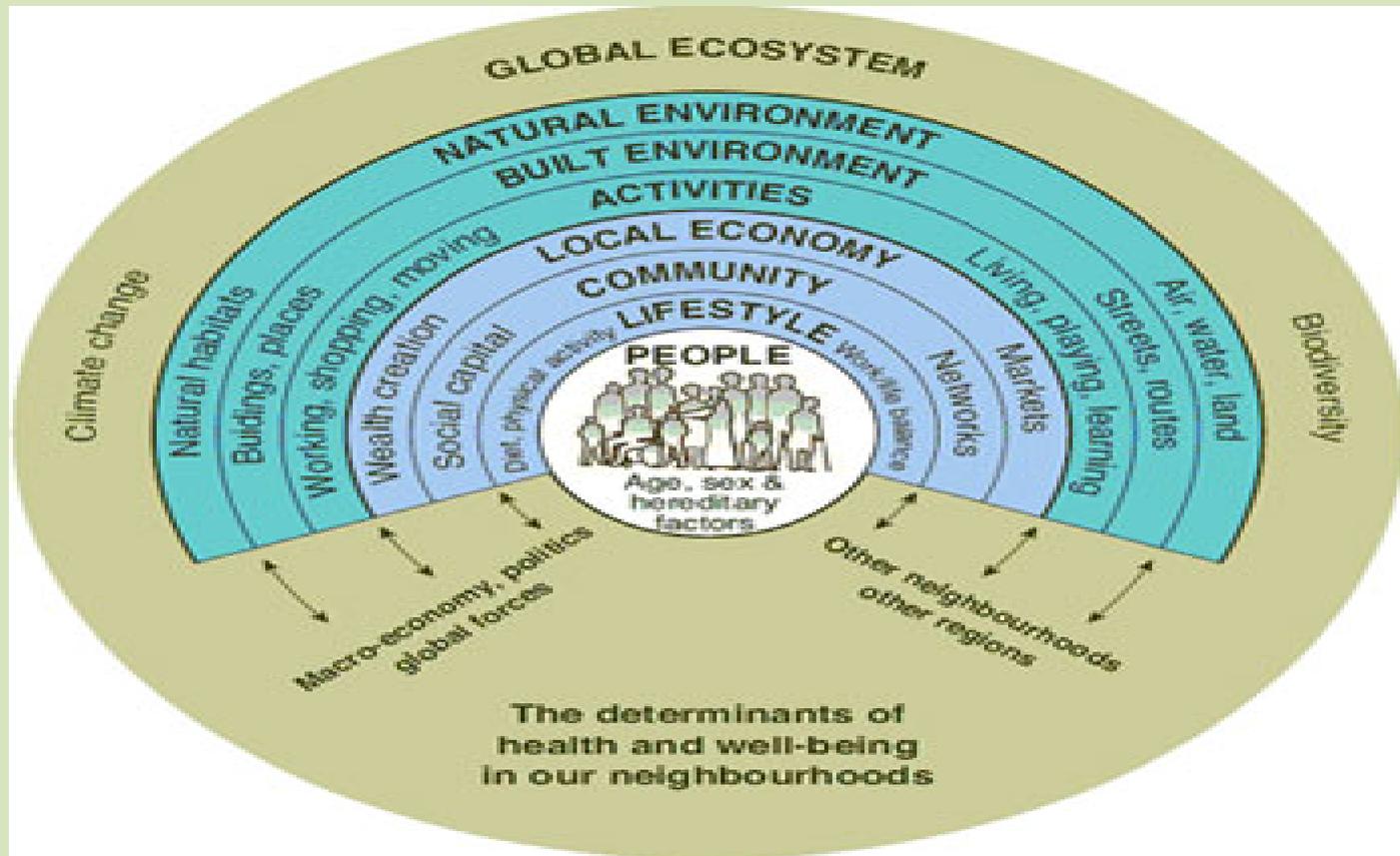
1. To reach out to local communities, especially disadvantaged groups, in order to influence behaviour and increase physical activity participation, thereby contributing to reducing health inequalities
2. To facilitate in partnership, the increased provision of flexible, attractive, sustainable and affordable opportunities, for people to develop and engage in physical activity
3. To widen the appeal of greater participation by raising the profile of physical activity and its benefits throughout the community

What Do We Mean By Physical Activity?



Source: Start Active, Stay Active, DH, 2011

Address the wider determinants of health and well-being



Source: Barton H and Grant G (2006) adaptation of Dahlgren G and Whitehead M (1991) from UN Economic Commission for Europe (2007), Resource Manual to Support Application of the Protocol on Strategic Environment Assessment.

Delivery Plan Themes

Reflecting evidence review and gap analysis findings:

- Strategy/Policy Development, Service Design and Innovation
- Targeting Priority Groups and Areas
- Developing Capacity and Capability
- Communication and Marketing
- Evaluation and Learning

Strategy/Policy Development, Service Design and Innovation

- Policies and strategies of LSP and wider partners should set out a commitment to:
 - reduce health inequalities and addressing the social determinants of health
 - empower local communities and decision makers
 - increase physical activity participation, in line with national public health strategy
 - identify opportunities and barriers to increase physical activity levels through commissioning and/or provision of services
- Opportunities to influence innovative practice, commissioning and service provision should be pursued and prioritised, should have clear outcomes and outputs along with performance management procedures and be undertaken down to LSOA level.

Targeting Priority Groups and Areas

- Priority should be given to action targeted on high risk population groups, geographical areas and settings
- Population groups
 - low-income households
 - older adults
 - women
 - Black and ethnic minority groups
 - young adults - in particular girls
 - people with disabilities
- Geographical areas (by ward)
 - Bexhill Central, Sackville and St Michaels
 - Sidley
 - Rye
- Settings
 - Workplaces
 - Open and green spaces

Developing Capacity and Capability

- Focus on building greater capacity within organizations in order to support improvements in practice e.g. Walk Leader training, Active Sussex coaching and volunteering opportunities
- Developing availability and increasing access e.g. Community Sports Clubs, Doorstep Sport, open and green spaces such as Combe Valley Country Park, Bexhill Seafront gardens
- Increase uptake of existing opportunities e.g. Health Trainers, Active Women
- Development of a 'physical activity pathway' to support practitioners to signpost to wide range of locally available opportunities e.g. Lets Get Moving pilot at Collington surgery
- Joining up partnership work more effectively, in order to support a pathway approach to facilitating physical activity opportunities e.g. Active Rother 'hub' website

Communication and Marketing

- Social marketing tools, techniques and insight should be used to inform the planning and delivery of all programmes e.g. Sport England Segmentation Profiles
- Developing and promoting the Active Rother brand
- Developing a new Active Rother website that is a 'hub' for both public information and partnership activity
- Supporting national campaigns e.g. Change 4 Life

Evaluation and Learning

- Sharing of learning and project outcomes to be encouraged and supported in order to facilitate a greater understanding of best practice and enable engagement with target groups and communities.
- In-depth evaluation work should be encouraged and supported to in order to measure impact and enable learning for the future.
- Monitoring and evaluation tools should be used to measure impact of local action

How Can LSP Partners Contribute?

Strategy, Policy and Service Design

- Review policies to identify opportunities and barriers
- Review services to develop opportunities, address barriers and target priority groups, areas and settings
- Implement specific action within 2012/13
- Agree actions as part of 2013/14 planning process

Joining Up

- LSP to communicate with leisure/sports providers and encourage them to support the strategic aims and delivery of the Active Communities programme

Active Communities Leaders

- Identify individuals within organisations who will be the lead for Active Communities

How Can LSP Partners Contribute?

- Active Rother brand support

- Websites
- Newsletters
- Events
- Printed materials



- Games 4 Life promotion and participation

- Your public
- Your workforce



How Can LSP Partners Contribute?

- Active Women promotion



- Combe Valley Country Park

- Promote availability, access
- Deliver activities



**Please be prepared to provide evidence
to support your contributions**

Thank you for listening.

Any questions?