

**Active Communities**  
**A Delivery Plan For Rother**  
**2012/13**

**“More People, More Active, More Often”**

## **Active Communities Delivery Plan 2012/13**

The Active Communities Strategy has been developed following an evidence base review, a gap analysis report and consultation with stakeholders and partners. This process resulted in agreement on 3 strategic aims for the programme. Any action set out in the Delivery Plan will contribute towards achieving one or more of the aims, reflect the aspirations of the LSP and addresses the issues identified within the Gap Analysis Report.

### **Strategic aims**

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

### **LSP aspirations**

1. A need to ensure maximum benefit is achieved from previous investment (Play Pathfinder, Active Rother, Sports Facility Improvement, Open Spaces) by enabling increased use of facilities and participation
2. A desire to respond to the needs identified by communities through Local Area Planning (LAP) and other processes, although recognising that it is not feasible to effectively respond to all sectors and that priorities would need to be agreed based on the evidence of effectiveness
3. An aspiration to support community stakeholders to develop their capacity and stimulate volunteering

### **Themes and issues arising from Gap Analysis report**

1. 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/prioritised, should have clear outcomes and outputs along with performance management procedures and be undertaken down to LSOA level.
2. Targeting Priority Groups and Areas
  - Priority should be given to action targeted on high risk population groups (low-income households, older adults, women, Black and ethnic

minority groups, young adults - in particular girls, and people with disabilities) and geographical areas

- Opportunities should be taken to influence the content and delivery of service/agency plans/work streams that can target priority Groups, areas and settings.

### 3. Developing Capacity and Capability

- Need to focus on building greater capacity within organizations in order to support improvements in practice
- Partnership work should be joined up more effectively, in order to support a pathway approach to facilitating physical activity opportunities
- Strengthen work by all partners to increase uptake of existing opportunities and services that support and enable individuals to increase their participation in active lifestyles e.g. volunteering programmes, Health Trainers, NHS Health Checks and Active Women
- Communities should be supported to recognise their own capacity/assets and to advocate for and develop physical activity opportunities
- Development and use of a 'physical activity pathway' to support practitioners and volunteers signpost to wide range of locally available opportunities and enable individuals to progress between levels of intensity and types of activity relevant to their needs

### 4. Communication and Marketing

- Social marketing tools, techniques and insight should be used to inform the planning and delivery of all programmes
- Developing and promoting Active Rother brand including the use of the internet and other forms of social media ,should be set out in specific communication strategy and plan

### 5. Evaluation and Learning

- Sharing of learning and project outcomes should 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

The Delivery Plan is set out in six different sections. These sections reflect the strategic aims, LSP aspirations, the issues identified in the gap analysis and the need to develop sustainability into the programme. The sections are as follows:

1. Strategy/Policy Development, Service Design and Innovation
2. Targeting Priority Groups, Areas and Settings
3. Developing Capacity and Capability
4. Communication and Marketing
5. Evaluation and Learning
6. Sustainability



	<b>Desired Outcome(s)</b>	<b>Action(s) To Be Taken</b>	<b>Output Indicator(s)</b>	<b>Lead Individual(s)/ Organisation(s)</b>	<b>Support Available (including funding)</b>	<b>Timescale</b>
1.2	Increased opportunities for Rother residents especially from priority groups to engage in participation	LSP to communicate with agreed leisure/sports providers and community organisations and encourage them to review their offers to support strategic aims of the Active Communities programme. To include offer of technical assistance.	Number of providers/ organisations provided with technical assistance  Number of organisations who have revised provision in line with Active Communities strategic aims.  Report produced detailing action undertaken	LSP Chair  RDC - Stuart Ramsbottom	Technical assistance from Stuart Ramsbottom and Adrian Gaylon  (i.e. to re-shape offer in line with AC priorities and evidence of effectiveness)	Autumn 2012  End of March 2013
<b>Progress Report</b>						
1.3	Local leaders better understand the importance of physical activity and their role to act as Champions/ Advocates to support Active Communities	Agree and implement an engagement programme for local leaders identifying potential champions through LSP members.  Local leaders to be targeted to include: <ul style="list-style-type: none"> <li>• RDC elected members</li> <li>• Parish Councils via RALC</li> <li>• Clinical Commissioning Group</li> </ul>	Programme developed and incorporated into existing briefing programmes  Active Communities Champion(s) identified and contributions agreed  Case study (s) demonstrating impact on Active Communities	RDC - Lisa Anderson and Brenda Mason  RALC  Clinical Commissioning Group - via LSP Chair  Chamber of Commerce –	Technical assistance from Stuart Ramsbottom	September 2012  December 2012  End of March 2013

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
		<ul style="list-style-type: none"> <li>Chamber of Commerce</li> </ul>	outputs and outcomes	TBC		
	<b>Progress Report</b>					
1.4	Production of a commissioning framework for RDC officers to use in future procurement and contracting to increase physical activity participation especially in priority areas	<p>Develop and test framework based on best practice</p> <p>Review existing Leisure Contracts using framework</p> <p>Identify additional opportunities to influence procurement</p>	<p>Framework produced and tested.</p> <p>Framework used, innovation and change secured through tendering and procurement outcomes</p>	RDC - Scott Lavocah and Adrian Gaylon	<p>Technical assistance from Stuart Ramsbottom</p> <p>East Sussex Procurement Hub</p>	End of March 2013
	<b>Progress Report</b>					
1.5	Service Delivery Plans for Young People reflect increase in physical activity initiatives.	<p>Undertake mapping and review work with existing forums that focus on Children and Young People</p> <ul style="list-style-type: none"> <li>Rother CSPG</li> <li>Youth Strategy Group</li> <li>Rother HIMP</li> </ul> <p>Agree action as required for future delivery plans</p> <p>Explore development of a Young Achievers Award that recognizes healthy lifestyles</p>	Work undertaken and action plan agreed	<p>RDC - Brenda Mason ESCC Public Health - Sheila O'Sullivan ESCC CYP Lead</p> <p>RDC – Brenda Mason &amp; Adrian Gaylon</p>		End of March 2013

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	<b>Progress Report</b>					
1.6	East Sussex Health and Well-being Board are engaged with Active Communities strategy and action plan	<p>Ensure that RDC representative on Health and Well-being Board is up to date with progress around Active Communities</p> <p>Use consultation period for Health and Well-being Strategy to reflect action undertaken and submit formal RDC response.</p> <p>Encourage LSP to respond to the consultation.</p> <p>Keep up to date with Public Health Systems Partnership developments</p>	<p>Regular update meetings held to brief Cllr Bob White</p> <p>RDC Cabinet approved response submitted for Health and Well-being Strategy consultation.</p> <p>LSP partners submit responses</p> <p>Updates provided for Active Communities Steering Group and action agreed as appropriate</p>	<p>RDC – Brenda Mason, Stuart Ramsbottom &amp; Cllr Bob White</p> <p>RDC – Richard Parker-Harding</p>	<p>ESCC – Barbara Deacon</p>	<p>End of March 2013</p> <p>October 2012</p> <p>October 2012</p> <p>End of March 2013</p>
	<b>Progress Report</b>					
1.7	Hastings and Rother Clinical Commissioning Group are engaged with Active Communities	Chair of CCG to be provided with a briefing on the programme and invitation to attend a meeting	Meeting held with any actions agreed taken forward as required	RDC – Brenda Mason & Stuart Ramsbottom		End of March 2013

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	strategy and action plan					
	<b>Progress Report</b>					
<b>2. Targeting Priority Groups, Areas and Settings</b>						
<b>(a) Older People</b>						
2.1	Older people engaged in Active Communities through participation, volunteering and shaping future opportunities available within the District	Undertake rapid appraisal of current provision, capacity and opportunities.  Use findings to develop plan to stimulate increased opportunities among partners using asset based approach  Use findings to influence commissioning and/or service innovation/redesign	Report with Action Plan developed	ESHT - Angela Broomfield RDC - Stuart Ramsbottom	Age UK AiRS Parish Councils RVA Senior Forum	October 2012         End of March 2013
	<b>Progress Report</b>					
2.2	Older people engaged in Active Communities through participation, volunteering and shaping future opportunities available within the District	Active Communities workshop included in Older People's Day set up and run by RDC	Number of participants  Evaluation feedback used to shape future provision and delivery  Report with	RDC – Debbie Peters and Stuart Ramsbottom	Technical assistance from Adrian Gaylon	September 2012       December 2012



	<b>Desired Outcome(s)</b>	<b>Action(s) To Be Taken</b>	<b>Output Indicator(s)</b>	<b>Lead Individual(s)/ Organisation(s)</b>	<b>Support Available (including funding)</b>	<b>Timescale</b>
			recommendations developed			
	<b>Progress Report</b>					
2.3	Older people engaged in developing and delivering health and well-being using asset based approach	Ageing Well workshops to be held in 2 areas, Bexhill and Hurst Green with focus on engaging with local residents.  Review event reports and implementation plans for opportunities to develop physical activity interventions.	Number of residents attending each workshop.  Reports produced.  Number of physical activity interventions identified and then developed	RDC – Brenda Mason  ESCC – Teresa Lipson	RDC - Debbie Peters and Stuart Ramsbottom	September 2012
	<b>Progress Report</b>					
2.4	Physical activity participation amongst older people living in rural communities increased	Work with older people to build sustained capacity, including development of volunteers through Village Care Programme to enable them to remain active	Increased number of opportunities available in parishes (from baseline)  Volunteers and/or Leaders deliver an increase in opportunities	AIRS – Caroline Scotter	RDC – Stuart Ramsbottom	Oct 2011 until Sept 2014

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	<b>Progress Report</b>					
2.5	Physical activity participation amongst older people living in priority areas increased	<p>Run a programme of physical activity 'taster sessions' to extend range of provision in collaboration with older people</p> <p>Use feedback from 'taster sessions' to support case for building a legacy programme to ensure sustainability using volunteers</p> <p>Work with other partners to ensure integration of activities into a pathway database alongside other available opportunities</p>	<p>10 taster sessions delivered across Rother</p> <p>Number of sessions regularly delivered across RDC (from baseline)</p> <p>Increase in number of participants (from baseline)</p> <p>Activities listed on Active Rother database</p>	Age UK East Sussex – Charlotte Stirling-Reed & Stephen Giles	Stuart Ramsbottom	<p>October 2011</p> <p>October 2012 - Sept 2014</p>
	<b>Progress Report</b>					
2.6	Residents in sheltered housing are supported to engage in designing, delivering and participating in physical activity opportunities	<p>Work with providers to develop plans to build capacity among staff and residents to deliver opportunities. To include:</p> <ul style="list-style-type: none"> <li>Work with residents on estates in priority areas, to develop and deliver a</li> </ul>	<p>Training Needs identified and capacity building plan in place</p> <p>Case studies on file and ready for inclusion on Active Rother website</p>	<p>RDC – Stuart Ramsbottom</p> <p>AmicusHorizon - Zoe Jackson</p>		End of March 2013

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
		<p>programme of physical activity opportunities</p> <ul style="list-style-type: none"> <li>Identify volunteers and use and build their capacity to develop and co-delivery activities</li> <li>Undertake a Training Needs Assessment to develop the programme and to strengthen knowledge and skills of staff and volunteers</li> <li>Production and dissemination of case studies</li> </ul>				
	<b>Progress Report</b>					
<b>(b) Women</b>						
2.7	Number of women living in areas of deprivation within Bexhill and Sidley, who take part in sport by 1% each year increased (equates to 354 new women)	<p>Develop and deliver a weekly programme of activity sessions via the 'Active Women' project</p> <p>Develop and implement a quarterly marketing and publicity programme</p> <p>Project funders group to meet quarterly to oversee project</p>	<p>Number of weekly sessions held (against target of 10)</p> <p>Number of participants attending sessions (against annual target of 354)</p> <p>Number of coaches trained (against target</p>	<p>HBC - Cath Smee/Keith Duly</p> <p>RDC - Adrian Gaylon</p>	<p>Stuart Ramsbottom</p> <p>Sport England funding received.</p> <p>RDC has agreed £5k per year funding contribution</p>	3 Year Project runs until end of March 2014

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
		development and performance  Production and dissemination of case studies  Use feedback to influence ongoing provision  Agree sustainability plan for post March 2014	of 3)  Number of volunteers trained (against target of 7)  Case studies on file and ready for inclusion on Active Rother website		from Sports Development budget.	
	<b>Progress Report</b>					
<b>(c) Young People</b>						
2.8	Young people in sheltered housing are supported to engage in designing, delivering and participating in physical activity opportunities	Deliver Olympic themed events and use results to inform ongoing PA programme  Work with providers in priority areas to develop, expand and sustain an annual physical activity programme for young people that includes: <ul style="list-style-type: none"> <li>• participation and engagement in design</li> <li>• volunteer skills development</li> </ul>	150 young people participating at spring/summer events, with 50 still participating at end of 2012  Programme plan developed and influences annual delivery plans and prioritisation/re-prioritisation of resources  Case studies on file	Amicus Horizon – Zoe Jackson	Street Games – Ken Dullaway  Adrian Gaylon	End of 2012  End of 2012

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
		<ul style="list-style-type: none"> <li>strengthened links with Sports Clubs</li> <li>use of open and green space</li> <li>incorporation of exercise into daily living, e.g. active travel</li> </ul> Production and dissemination of case studies	and ready for inclusion on Active Rother website			
	<b>Progress Report</b>					
2.9	Provide primary school age children with an opportunity to experience a wide range of 'Olympic' sports and inspire longer term participation	Deliver the 'Golden Challenge' project in up to 6 schools in priority areas in Rother.  Production and dissemination of a participation toolkit  Teacher evaluation feedback	School and pupil participation figures. Target is 700 yr 1 – 3 pupils across 6 schools.  Toolkit outcomes data  Follow up evaluation report produced  Use evaluation to identify action for future integrated work with schools in community settings	Albion In The Community	RDC – Adrian Gaylon  HIMP funded	End of 2012

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	<b>Progress Report</b>					
<b>(d) People With Disabilities</b>						
2.10	Improve the strategic awareness of the issues that influence the provision and uptake of opportunities to be physically active, for people with physical and sensory impairments.	Undertake a rapid appraisal of current provision, capacity, uptake and opportunities to address personal and environmental barriers associated with access  Use findings to influence commissioning and/or service innovation/redesign	Report with Action Plan developed	RDC - Stuart Ramsbottom	RDC – Debbie Peters and Adrian Gaylon  1066 PODS	End of March 2013
	<b>Progress Report</b>					
<b>(e) Black and Ethnic Minority Groups</b>						
2.11	Improve the strategic awareness of the issues that influence the provision and uptake of opportunities to be physically active, for people from black and ethnic minority groups	Review 2011 census data when available to determine BME profile within Rother district.	Report and recommendations produced.	RDC - Stuart Ramsbottom	RDC – Debbie Peters	End of March 2013
	<b>Progress Report</b>					

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
<b>(f) Open and Green Spaces</b>						
2.12	Ensure that local open and green spaces are actively developed, promoted and used as opportunities to be physically active, with a particular focus on priority groups and areas.	<p>Combe Valley Countryside Park is developed and promoted as an open and green space opportunity to be physically active through the following:</p> <ul style="list-style-type: none"> <li>• Improve access and signage to and around the Park site</li> <li>• Production and distribution of 2012 events brochure</li> <li>• Plan, promote, deliver and evaluate an Open Day event on July 21st that includes Games in Green Spaces and Games 4 Life messages</li> <li>• Identify and implement other opportunities to encourage long term sustained use of park independent of the printed brochure</li> <li>• Agree future funding and service specification for community engagement programme of work with a particular focus on priority</li> </ul>	<p>Access and signage plans implemented</p> <p>Number of events organised and number of participants</p> <p>Number of participants at Open Day and evaluation feedback from both residents and partner agencies</p> <p>Number of other promotional activities undertaken</p> <p>Report with recommendations produced for Park Management Board meeting in October.</p>	<p>ESCC – Andy Arnold</p> <p>Sussex Wildlife Trust – Kim Richards</p> <p>RDC – Debbie Peters, Stuart Ramsbottom. James Waite</p> <p>RDC - Frank Rallings &amp; James Waite</p>	<p>ESCC - Sheila O'Sullivan ESHT – Jenne Nicholson</p>	<p>End of 2012</p> <p>End of 2012</p> <p>Autumn 2012</p> <p>On-going</p> <p>October 2012</p>

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
		<p>groups and areas</p> <ul style="list-style-type: none"> <li>• Work with a wide range of partners to seek their views on park development, community engagement, use and access issues</li> <li>• Set up a short life HiMP (Hastings and Rother) working group in collaboration with Sussex Wildlife Trust to explore joint opportunities to increase health and wellbeing</li> </ul> <p>Explore opportunities to actively promote other open and green spaces within Rother including water, beaches and forests.</p>	<p>Findings incorporated in report for Management Board and future delivery planning</p> <p>Opportunities identified to progress joint work, work plan produced in collaboration CVCP Officers Delivery Group and HImP partners</p> <p>Development plans in place within RDC</p>	<p>Kim Richards, Debbie Peters and Stuart Ramsbottom</p> <p>Sheila O'Sullivan and Richard Watson (NHS Sussex) Janis Watson (SWT)</p> <p>RDC – Stuart Ramsbottom</p>	<p>RDC – Scott Lavocah</p>	<p>October 2012</p> <p>September 2012</p> <p>End of 2012</p>
	<b>Progress Report</b>					
	<b>(g) Active Travel</b>					
2.13	Work in partnership to encourage walking and cycling as a way to keep active and as a means	Identify and agree actions to support implementation of 'Travel Choices Campaign' in Bexhill	To be confirmed pending outcome of funding bid.	ESCC - Lisa Simmonds	ESCC - Anita Counsell  Rother	October 2012 to 2015



	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
	of transport  Action plan developed for sustainable transport solutions that will promote and support access to walking, cycling and public transport	Agree with ESSC Lead Active Travel Implementation Plan to include: <ul style="list-style-type: none"> <li>improved travel choices to enable greater levels of walking, cycling, bus, rail use and car sharing</li> <li>implementation of Travel Choice campaign to support and improve travel behaviour change</li> <li>Promote walking routes/paths and opportunities to joint led walks through establishment of dedicated web pages on Active Rother web site</li> </ul>			Transport Group	
	<b>Progress Report</b>					
<b>(h) Healthy Workplaces</b>						
2.14	Workplaces are encouraged to develop	a) LSP partners (who are employers) to review current	All LSP partners are promoting Games 4	LSP partners	Stuart Ramsbottom	Summer 2012

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	and/or incorporate a Healthy Workplace Action Plan to encourage access to healthy lifestyle opportunities for employees, with a particular focus on physical activity	<p>practice regarding provision and promotion of healthy lifestyle opportunities for employees.</p> <p>b) For RDC staff and members</p> <ul style="list-style-type: none"> <li>Promote national Games 4 Life campaign and completion of questionnaires</li> <li>Plan and deliver health related event that includes access to Health Trainer service</li> <li>Review access to and promotion of current healthy lifestyle activity for RDC staff in collaboration with RDC occupational health/workforce leads and agree approach to incorporation within ongoing workplace programme</li> </ul> <p>Explore potential project(s) to target other Rother based employers prioritizing those that include routine and manual workers and agree</p>	<p>Life campaign and completion of questionnaires</p> <p>All RDC staff and members receive information</p> <p>Number of attendees and evaluation feedback</p> <p>Review completed and action plan produced</p> <p>To be agreed late 2012.</p>	<p>RDC – Maria Benford, Lisa Anderson and Daniel Collins ESHT - Clare Ledwith</p>	<p>Stuart Ramsbottom</p> <p>RDC - Stuart Ramsbottom ESHT – Hayley Martin Active Sussex –</p>	<p>Autumn 2012</p> <p>Summer 2012</p> <p>Autumn 2012</p> <p>Autumn 2012</p>

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
		action plan			Donna Imrie	
	<b>Progress Report</b>					
<b>3. Developing Capacity and Capability</b>						
3.1	Increased opportunities for individuals to participate in health walks are available.	TCV to support the delivery of accessible led health walks, working with partner organisations including RDC, RVA, Parish/Town Councils and housing providers. To include: <ul style="list-style-type: none"> <li>• Programme of weekly led walks in priority areas available and promoted through a range of communication media</li> <li>• Volunteer walk leader training available and promoted in priority groups, areas and settings</li> </ul>	<p>Increase in number of regular led walks held</p> <p>Increase the number of participants on led walks</p> <p>Increase in Number of trained Health Walk leaders</p> <p>Number of new organisations supported to deliver led walks (from baseline October 2011)</p>	TCV – Paula Hubens	LSP partners  Stuart Ramsbottom	Oct 2011 to Sept 2014
3.2	Information on opportunities to develop and participate in a range of walking activities is available and widely promoted	<p>Work with key partners including BTCV, Ramblers, ESCC Rights of Way Team, RVA to develop a Walks Pathway.</p> <p>Work with BTCV to set up a</p>	<p>Pathway developed</p> <p>Report produced</p>	Stuart Ramsbottom	BTCV Ramblers RVA ESCC	End of March 2013

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		<p>pilot project to monitor use of Pathway and use results to make recommendations for future work</p> <p>Include relevant information on Active Rother website</p> <p>Production and dissemination of case studies</p> <p>Promote guides and tools to encourage and support walking opportunities</p>	<p>Pathway available on Active Rother website.</p> <p>Case studies on file and ready for inclusion on Active Rother website</p> <p>Information available on Active Rother website</p>			
	<b>Progress Report</b>					
3.3	Physical activity pathway in place for healthcare professionals, with a range of referral options available, apart from gym based schemes.	<p>GPAQ pilot in Old Town surgery, Bexhill</p> <p>Development and delivery of a 'Lets Get Moving' pilot programme in 1 GP surgery in Rother. Will include:</p> <ul style="list-style-type: none"> <li>• Training for surgery staff</li> <li>• Provision of a database of local physical activity opportunities</li> </ul>	<p>Evaluation report produced</p> <p>Participating surgery identified</p> <p>Training delivered</p> <p>Database produced</p> <p>Evaluation report</p>	ESHT - Nicola Blake		<p>June 2012</p> <p>End of March 2013</p>

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		<ul style="list-style-type: none"> <li>Evaluation work</li> </ul>	produced			
	<b>Progress Report</b>					
3.4	Communities in priority areas have a local champion(s) with an interest in leading physical activity initiatives	Recruiting and supporting volunteers	Number of local champions identified and 'active'	RVA - Gina Sanderson Parish/Town Councils	Stuart Ramsbottom	End of March 2013
	<b>Progress Report</b>					
3.5	Community groups are supported and confident to be able to apply for funding and implement programmes that will enable them to increase access to and promote physical activity	Production and dissemination of guidance/toolkit including case studies of best practice	New funding generated  New physical activity opportunities created	RDC - Stuart Ramsbottom RVA - Gina Sanderson		End of March 2013
	<b>Progress Report</b>					
3.6	Better knowledge of local facilities and resources for physical activity	Asset mapping with communities in priority areas  Integrated use of data held	Mapping undertaken  Process for data	RDC - Stuart Ramsbottom & Adrian Gaylon	RDC - Brenda Mason	End of March 2013

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		by partners  Summary profile of what is available in each area	sharing agreed  Profile produced and available on Active Rother website			
	<b>Progress Report</b>					
3.7	'Big Local' Heart of Sidley project in Sidley is aware and engaged with Active Communities strategy	Identify any opportunities to advise and support the community regarding health and well-being outcomes	Number of opportunities  Number of new health and well-being programmes that are developed	RDC and RVA to support Sidley community led process		Programme starts in 2012 for 10 years.
	<b>Progress Report</b>					
3.8	Increased awareness of local physical activity opportunities via 'places that people go to'	Develop a partnership programme with ES Library and Information Service to include: <ul style="list-style-type: none"> <li>• Library Staff training</li> <li>• Use of library space and facilities for promotional opportunities</li> <li>• Integrating messages into on-going activities offered</li> </ul>	Plan agreed and specific actions delivered	ESCC - Abigail Luthmann RDC - Stuart Ramsbottom & Adrian Gaylon		End of March 2013

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3.9	Client uptake for NHS Health Trainer (Healthy Lifestyles and Behaviour Change) service is increased in Bexhill and Sidley.	<p>Support ESHT to set up a task and finish group that will engage partner organisations and increase number of referrals into the service</p> <p>and agree and undertake specific actions to include:</p> <ul style="list-style-type: none"> <li>• Identify and understand Rother specific service data</li> <li>• Setting of baseline data</li> <li>• Engagement work with target groups</li> <li>• Specific publicity work in RDC publications and local media</li> <li>• Engaging local councilors</li> <li>• Presenting to Rother HIMP</li> <li>• Production and dissemination of case studies</li> <li>• Undertaking and reporting 3, 6 and 12 month client follow ups</li> </ul>	<ul style="list-style-type: none"> <li>• Rother service user data report available and baseline set</li> <li>• Task and finish group meeting with agreed work plan</li> <li>• Increase in no of referrals (from baseline)</li> <li>• Number of new publicity opportunities achieved</li> <li>• Case studies on file and ready for inclusion on Active Rother website</li> <li>• Follow up data available</li> </ul>	Stuart Ramsbottom ESHT – Claire Ledwith		End of March 2013

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
	<b>Progress Report</b>					
3.10	Build capacity of and support available to Exercise Referral Scheme providers in Rother, in order to: a) ensure compliance with national standards and b) ensure accurate data collection to assess the effectiveness	<ul style="list-style-type: none"> <li>Recommend and then agree data that could be collected and is reflective and in line with national standards.</li> <li>Develop infrastructure for data collection in consultation with leisure providers, Public Health analysts and RDC.</li> <li>Develop Special Interest Group where best practice can be shared and encourage using as a basis the consultation document - Professional and Operational Standards for Exercise Referral</li> <li>Provide a report on findings and recommendations</li> </ul>	<p>All 3 Exercise Referral Scheme providers (currently Freedom Leisure in Bexhill, 20/20 Health in Battle and 20/20 Fit in Rye) in Rother involved in this work.</p> <p>Data collection criteria agreed and made available to Active Communities programme.</p> <p>Report on findings and recommendations available to Active Communities programme.</p>	ESHT – Jenne Nicholson	RDC – Stuart Ramsbottom and Adrian Gaylon	End of March 2013
	<b>Progress Report</b>					
3.11	Increase the number of practitioners/volunteers	Opportunities for uptake of specialist health improvement	Number of Rother participants undertaking	ESHT - Hayley Martin and		End of March 2013



	<b>Desired Outcome(s)</b>	<b>Action(s) To Be Taken</b>	<b>Output Indicator(s)</b>	<b>Lead Individual(s)/ Organisation(s)</b>	<b>Support Available (including funding)</b>	<b>Timescale</b>
	trained to deliver healthy lifestyle brief advice in priority settings/working with priority groups	<p>services, including training are maximized in Rother, in particular 'Making Every Contact Count' (MECC). Action to include:</p> <p>Work with ESHT Health Improvement Team to review Rother uptake and agree and implement specific action in priority settings/priority groups</p> <p>Work with RDC HR department to make MECC training available to identified officer groups</p>	<p>MECC training</p> <p>Number of RDC staff undertaking MECC training</p>	<p>Andrew Hoyt</p> <p>RDC - Stuart Ramsbottom and Maria Benford</p>		
	<b>Progress Report</b>					
3.12	<p>Clear and effective links established between Active Sussex, RDC and local communities and sports clubs, that will support achieving the following Sport England targets in Rother:</p> <p>1. A year on year increase in the % of people who play</p>	<p>Work with Active Sussex to identify funding/training opportunities that will benefit and develop capacity in local communities and clubs in Rother. To include the following projects:</p> <ul style="list-style-type: none"> <li>• Sportivate</li> <li>• Inspired Facilities</li> <li>• Community Games</li> <li>• School Sports Clubs</li> </ul>	<p>Within the 2012/13 year the number of:</p> <ul style="list-style-type: none"> <li>• Grants made and individuals benefitting from Sportivate funding</li> <li>• Grants made under Inspired Facilities</li> <li>• Community Games registered events</li> <li>• Accredited</li> </ul>	<p>Active Sussex - Sadie Mason</p> <p>RDC - Adrian Gaylon</p>	<p>RDC makes annual funding contribution to Active Sussex from Sports Development budget.</p> <p>Sport England funding</p>	<p>End of March 2013</p>

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
	<p>sport once a week for at least 30 minutes.</p> <p>2. An increase in the % of 14 to 25 year old playing sport once a week</p> <p>3. A reduction in the number of 14 to 25 year olds dropping out of sport</p>	<p>(under development)</p> <ul style="list-style-type: none"> <li>• Door Step Sports Clubs (begins April 2013)</li> <li>• Disability access</li> <li>• Clubmark</li> <li>• Positive About (under development)</li> </ul>	Clubmark recipients			
	<b>Progress Report</b>					
<b>4. Communication and Marketing</b>						
4.1	Social marketing tools and insight are used to inform the development and delivery of programmes and communication with priority groups	<p>a) Promote and encourage use of social marketing tools and insight with partners.</p> <p>b) Healthy Foundations Segmentation model workshop is delivered within Rother.</p>	<p>On-line resources and tools circulated, including any training opportunities and offer of technical support</p> <p>Number of organizations supported</p> <p>Workshop delivered with at least 3 Rother practitioners attending</p> <p>Findings agreed and</p>	<p>RDC - Adrian Gaylon and Stuart Ramsbottom</p> <p>ESCC - Anita Counsell and Sheila O'Sullivan</p>		

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
		Findings from the workshop are used to inform future communications strategy and service development	written up.  Report used to inform 2013/14 Delivery Plan.			
	<b>Progress Report</b>					
4.2	Communications plan developed and implemented to promote clear and consistent messages re physical activity	Communications plan to focus on: <ul style="list-style-type: none"> <li>• Active Rother brand development</li> <li>• Web based information provision</li> <li>• Use of social media</li> <li>• Use of case studies that can be motivational to local residents</li> <li>• Use of local media features</li> </ul>	Plan produced with implementation and review procedures in place.  Number of Active Rother brand usage opportunities  Number of media/publicity opportunities actioned and on file	RDC Stuart Ramsbottom and Daniel Collins  Partner organisations appropriate to priority groups and areas		End of March 2013
	<b>Progress Report</b>					
4.3	Up to date information on physical activity programmes and opportunities available in one place.	Active Rother website re-designed and launched as a 'hub' for information on physical activity programmes and opportunities, targeted at both residents and partners.	New website designed and launched  Publicity programme in place targeted at local residents	Stuart Ramsbottom	RDC – Adrian Gaylon, Cheryl Poole, Daniel Collins and Toby Field	Spring 2013

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
		Site and content management arrangements in place within RDC or via a partner organisation	Partners are aware of the site, its role and how to submit information for inclusion on it			
	<b>Progress Report</b>					
4.4	Local opportunities are developed to promote the Olympic and Paralympic Games and inspire physical activity participation	Communities are supported to plan events around Torch Relay on July 17th  RDC to keep a calendar of event activity  RDC website to carry related information	Number of events that take place  Number of media features generated	RDC - Adrian Gaylon and Daniel Collins		End of 2012
	<b>Progress Report</b>					
4.5	Change4Life (and its sub-brands), insight and resources used to inform delivery of campaigns	Encourage partners to register and use Change4Life resources, where appropriate  Encourage all sports clubs and activity providers to list local opportunities on Active Rother website	Evidence of information distribution and partner engagement (what can you gather and keep?)  5% increased each year on baseline (what is current figure for number on database?)	RDC - Adrian Gaylon  ESCC – Sheila O’Sullivan	Technical assistance from Stuart Ramsbottom  Resources from national campaign	April to December 2012

	<b>Desired Outcome(s)</b>	<b>Action(s) To Be Taken</b>	<b>Output Indicator(s)</b>	<b>Lead Individual(s)/ Organisation(s)</b>	<b>Support Available (including funding)</b>	<b>Timescale</b>
		<p>Lead on/work with partners to implement a district wide Games4Life campaign and encourage completion and return of questionnaire</p> <p>Analyse participation data on Games4Life and incorporate relevant findings into future work.</p>	<p>5% of Rother population to complete a questionnaire</p> <p>Short report produced, with recommendations</p>			
	<b>Progress Report</b>					
<b>5. Evaluation and Learning</b>						
5.1	<p>Greater sharing of what works and what doesn't in terms of achieving strategic aims, in order to measure impact and enable learning for the future.</p>	<p>Use Steering Group and HIMP to share information.</p> <p>Projects to be written up and reports disseminated</p> <p>In-depth evaluation work encouraged and supported to in order to measure impact and enable learning for the future.</p>	<p>Guidance produced on this action.</p> <p>Number of project reports received</p> <p>Reports available on Active Rother website</p>	RDC - Stuart Ramsbottom		End of March 2013
	<b>Progress Report</b>					

	Desired Outcome(s)	Action(s) To Be Taken	Output Indicator(s)	Lead Individual(s)/ Organisation(s)	Support Available (including funding)	Timescale
5.2	Introduction of a standardised monitoring and evaluation tool for interventions aimed at increasing physical activity participation within community based interventions	<p>Research to develop a monitoring and evaluation tool that will measure:</p> <ul style="list-style-type: none"> <li>• daily activity levels</li> <li>• individuals who have 'moved on' and broadened their engagement in physical activity</li> <li>• self-reported measures of activity before, after and at 6 and 12 months after completion of intervention</li> </ul> <p>Identify 2 projects to pilot a tool that measures participation and behaviour change in line with above criteria.</p>	<p>Review undertaken of monitoring and evaluation tools used by partners looking to increase physical activity participation.</p> <p>Appraisal undertaken of above against evidence base guidance.</p> <p>Pilot projects undertaken and written up with recommendations for future use.</p> <p>Tool available with guidelines to support use</p>	RDC - Stuart Ramsbottom	ESHT – Nicola Blake	End of March 2013
	<b>Progress Report</b>					
<b>6. Sustainability</b>						
6.1	Plans in place to ensure that Active Communities programme continues to lead and inform work to increase physical activity	To be agreed	To be agreed	<p>RDC – Brenda Mason</p> <p>ESCC – Sheila O'Sullivan</p>	Stuart Ramsbottom	

	<b>Desired Outcome(s)</b>	<b>Action(s) To Be Taken</b>	<b>Output Indicator(s)</b>	<b>Lead Individual(s)/ Organisation(s)</b>	<b>Support Available (including funding)</b>	<b>Timescale</b>
	participation across priority population groups and areas within Rother.			LSP partners		
	<b>Progress Report</b>					