

WORCESTERSHIRE LOCAL AREA AGREEMENT 2008-11 DELIVERY PLAN

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SUMMARY

Theme	Priority	Theme Group	Management Group Lead	Partners	Cross-Cutting Theme
Improving health and wellbeing	To support and improve the leading of healthy lifestyles and the well-being of adults and children and young people	Health & Wellbeing	Frances Howie, Worcestershire PCT	H&W Sports Partnership, Worcestershire County Council, District Councils, PCT	Promoting Community Cohesion

Indicator	Description	Purpose	Indicator Lead
NI8	Adult participation in sport and active recreation	To measure participation in sport and active recreation at the local level. Participation in sport and active recreation is an important part of a full and fulfilling life and provides unique personal and intrinsic benefits. They also have wide ranging impacts, so increased levels of participation will impact on other local priority outcomes such as community cohesion and improved health.	Steve Brewster, Herefordshire & Worcestershire Sports Partnership

Baseline	2008/09 Actual	2009/10 Target	2010/11 Target	Target
21.7% (2005/06)	22.9%	—————→	25.7%	Designated

CONSIDERATIONS

Is this priority dependant on any other LAA priorities?	LAA Priority	Theme Group	Arrangement for managing dependency
	N/A	N/A	N/A

Have equality and diversity considerations been made?	Yes, The Sports Partnership adheres to the standards within the Sporting Equals 'Equality Standard and all District partners adhere to their own policies and procedures.
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What are the significant risks associated with this priority?	Risk	Current Impact	Current Likelihood	How managed
	Currently a majority of the resources to support interventions come from Sport England's Community Investment Fund, which is now closed. In future Sport England will priorities Sport specific initiatives, with the more physical activity interventions looking for alternatives	Low	High	We will work with potential providers to explore alternatives such as Health improvement Fund, although currently under this funding stream the quality of project under NI8 has been limited.
	Capacity of providers to delivery more within existing resources is limited.	Medium	Medium	We will work with providers to seek alternative ways of delivering.

Is this priority delivered through or dependant on any other policy, plan or strategy?	Policy, plan or strategy	Responsible Theme Group or organisation	Arrangement for managing dependency
	Sport England 2009-1013 strategy	Sport England	Details are still emerging.
	Be Active Be Healthy	Department of Health	Details are still emerging.

What arrangements are in place for managing performance of this priority?	NI8 is measured by the Active People survey. This is annual phone survey to Worcestershire residents across all districts. The Sports Partnership monitors performance through this survey via its Board which has representatives from all Worcestershire Districts. Survey results are broken down by District so individual performance can be monitored as well as Worcestershire as a whole.
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ACTIVITY PLAN

Individual programmes, initiatives and interventions all contribute to the delivery of NI8. All are monitored and evaluated separately through specific KPIs associated with the work area and the deliverer.

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Free swimming Initiative for individuals over 60 years of age.	All Districts	Still being finalised through DCMS	From April 2009 to March 2011	£183,344 per annum (From DCMS)	This is part of a national initiative design to increase the number and frequency of swimmers accessing local authority run facilities.
Be healthy be Active – County wide exercise referral scheme.	All Districts	All districts operating their own referral schemes.	From September 2008 to August 2011 (some districts will vary)	£251,000 (over three years).	The resources come from Districts in the form of district funding and support from leisure providers, the Sports partnership and PCTs.

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Best Foot Forward – Walking schemes / initiatives	Wyre Forest DC, Redditch BC & Bromsgrove DC	Appointment of co-ordinators in districts.	From April 2008 to	£144,096	The Resources have come from the LAs and through a successful Community Investment Fund administered by Sport England – supported through the Sports partnership
Playing together - A community cohesion project design to target eastern European residents, integrating them into local sport and active recreation opportunities	Wychavon DC	Start delivery of sessions May 2009.	From April 2009 to May 2011.	£50,000	The Resources have come from the Wychavon DC and through a successful Community Investment Fund administered by Sport England – supported through the Sports partnership
Splash Everyone Active – Sub-projects will include Banana Dash Inclusive (programmes of cardiovascular exercise sessions), Splash Count Me In (exercise sessions focussing on inclusion), Walking Revolution (programme of Walking and Cycling initiatives).	Malvern Hills DC	May 2009 – Delivery established across all schemes and groups.	1st October 2008 to 31st September 2011	£45,000	The Resources have come from the Malvern Hills DC and through a successful Community Investment Fund administered by Sport England – supported through the Sports partnership

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Chance to Move – Dance activities sessions in 10 week terms targeting 18 – 50 yrs age groups. Run through Malvern theatres and Dancefest in venues of Dyson Perrins High School and Upton Hill Centre.	Malvern Hills DC	June 2009 – 2 nd year ends, attendance evaluated and new audience identified.	1st January 2009 - 31st December 2011.	£30,750	The Resources have come from the Malvern Hills DC and through a successful Community Investment Fund administered by Sport England – supported through the Sports partnership
Tenbury Active – community sports coaching to specifically target the 16-18 age-group. Activities will range from recreational sports and activities and developing cycling and walking routes.	Malvern Hills DC	Qualification of new sports leaders and coaches.	From September 2007 to September 2009.	£30,000	The Resources have come from the Malvern Hills DC and through a successful Community Investment Fund administered by Sport England – supported through the Sports partnership
Sporting Chance – To provide diversionary sporting activities across Worcester city where crime and anti-social behaviour levels are high.	Worcester City Council	Completion of project and evaluation in September 2010.	From September 2007 to September 2010.	£90,000	The Resources have come from the Worcester CC and through a successful Community Investment Fund administered by Sport England – supported through the Sports partnership

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Coaching People with Disabilities – To run exercise and sports programmes such as multi-sports sessions, swimming sessions and athletics sessions.	Worcester City Council	Increase provision for people with disabilities.	From June 2008 to June 2011.	£18,600	The Resources have come from the Worcester CC and through a successful Community Investment Fund administered by Sport England – supported through the Sports partnership
Keep on Moving – To deliver activities to people with disabilities such as Boccia, tai chi, swimming and pilates.	Bromsgrove DC	Commencement of session delivery at first site: Oct 2007. Commencement of session delivery at second site: January 2008.	From February 2008 to February 2011.	£21,000	The Resources have come from the Bromsgrove DC and through a successful Community Investment Fund administered by Sport England – supported through the Sports partnership
Walkpast	Worcestershire Historic Environment and Archaeology Service Historical Walks	All places on series of 9 walks (25 per walk) fully booked, as in previous years	Annually (from May to October)	Staff time	Annual County Council programme of walks offering people the chance to travel back through history whilst also engaging in physical activity

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Wyre Forest LCA Limited To provide weekly swimming session for residents in the Oldington and Foley Park area	Traci Lloyd-Moore, Worcestershire Partnership	Completion of project and evaluation in November 2011	From April 2009 – November 2011	£40,830	Underway. The project received funding from the Health Improvement Fund, administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.
Action for children To enable families to take part in weekly Parent and Baby swimming sessions	Traci Lloyd-Moore, Worcestershire Partnership	Completion of project and evaluation in November 2011	From January 2009 – November 2011	£12,350	Underway. The project received funding from the Health Improvement Fund, administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.
CAP 360 To purchase and install an outdoor gym situated in the Warndon Community Centre Development providing free access to gym equipment for the local community	Traci Lloyd-Moore, Worcestershire Partnership	Completion of project and evaluation in February 2010	From February 2009 – February 2010	£50,000	Underway. The project received funding from the Health Improvement Fund, administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.

<p>Odell Trust The Trust will deliver sports and physical activity sessions for adults with learning and physical disabilities</p>	<p>Traci Lloyd-Moore, Worcestershire Partnership</p>	<p>Completion of project and evaluation in September 2009</p>	<p>From September 2009 – September 2011</p>	<p>£7,865</p>	<p>Not yet started. Funding has been approved by the Health Improvement Fund administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.</p>
<p>Deaf Direct To run a healthy lifestyle programme for deaf adults and young people. Activities will include keep fit and sports sessions at local leisure and sports centres and a Healthy Living course</p>	<p>Traci Lloyd-Moore, Worcestershire Partnership</p>	<p>Completion of project and evaluation in March 2011</p>	<p>From June 2009 – March 2011</p>	<p>£30,000</p>	<p>Not yet started. Funding has been approved by the Health Improvement Fund administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.</p>
<p>Bromsgrove Sports Development To run an intergenerational summer project to re-engage adults and older people back into sport and physical activity.</p>	<p>Traci Lloyd-Moore, Worcestershire Partnership</p>	<p>Completion of project and evaluation in September 2009</p>	<p>From June 09 – September 2009</p>	<p>£3,172</p>	<p>Not yet started. Funding has been approved by the Health Improvement Fund administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.</p>
<p>Redditch Partnership: To support the design and installation of a network of way-marked routes in Redditch, suitable for recreational walking and other outdoor pursuits such as jogging and cycling.</p>	<p>Traci Lloyd-Moore, Worcestershire Partnership</p>	<p>Completion of project and evaluation in April 2011</p>	<p>From May 09 – April 2011</p>	<p>£15,050</p>	<p>Not yet started. Funding has been approved by the Health Improvement Fund administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.</p>