

**Meeting:** Well-Being Partnership Theme Board

**Date:** 2 March 2009

**Report Title:** Summary HariActive Report

**Report of:** Andrea Keeble – Recreation Services, Adult, Culture & Community Services

### **Summary:**

To update Well-being Partnership Theme Board on the HariActive Programme

This programme draws together existing and new sport & physical activity projects. The programme is underpinned by clear baseline positions established via the Active People Survey and the Active Places Survey, and supported by a number of local proxy indicators split across six themes.

The Community Sport and Physical Activity Network (CSPAN) will provide the governance for the projects. This work contributes to HSP and LAA targets which report to and are monitored by the Wellbeing Partnership Board

- N1 8 Adult sport and physical activity participation
- N1 6 Participation in volunteering
- N1 119 (local target) Overall health and wellbeing
- N1 137 (local target) Healthy lifestyle expectancy
- N1 56 Childhood obesity target
- N157 Children and Young People's participation in high quality PE and sport

### **Introduction**

HariActive seeks to embrace existing sport & physical activity projects whilst also developing a bespoke brand and campaign.

KPI 1 is the main target and this underpins the NI 8 stretch target shared with the PCT to achieve 26.9% 3 x a week adult participation by 2010.

The activity to achieve the basket of targets below also contributes to outcomes for a number of other LAA and local targets (as detailed in the summary) which report to the Wellbeing Theme Board/Haringey Strategic Partnership.

There are 7 KPI's (KPI 1 is further sub divided) developed by Sport England as well as a target specifically focussed on young people (developed by the Youth Sports Trust) that HariActive will target; in the first instance by 2010:

- KPI1 Increasing sport and physical activity participation
- KPI1a Increasing sport & physical activity
- KPI1b Increasing sport & physical activity
- KPI1c Decreasing numbers not participating at all
- KPI2 Increasing sports based volunteering
- KPI3 Increasing sports club membership
- KPI4 Increasing sports based tuition
- KPI5 Increasing sport based competitive opportunities
- KPI6 Increasing satisfaction with local sports provision
- KPI7 Increasing the percentage of school children participating in 5 hours of sport per week
- KPI8 Active Places – increasing the number of residents living within 20 minutes walk time of a quality assured leisure facility

**KPI Targets, Baseline and Performance**

<b>KPI no.</b>	<b>Target</b>	<b>Indicator</b>	<b>05/06</b>	<b>07/08</b>
KPI 1	26.9%	Participating three times a week	22.9%	19.8%
KPI 1a	10%	Participating twice a week	7%	na
KPI 1b	15%	Participating once a week	12%	na
KPI 1c	45%	Not participating at all	49%	na
KPI 2	5%	Volunteering in active recreation for at least one hour a week	2.7%	3%
KPI 3	26%	Membership of sports clubs	23%	21.4%
KPI 4	21%	Receiving tuition or coaching	19.9%	20.6%
KPI 5	15%	Taking part in organised competitive sport	11.2%	10.1%
KPI 6	66%	Very or fairly satisfied with sports provision in the local area	62.2%	63.1%
KPI7	50%	Increasing the number of children participating in 5 hours of sport per week	na	25%
KPI8	95%	Increasing the number of residents living within 20 minutes walk time of a quality assured leisure facility	74.2%	90.2%

**Comment**

It should be noted that although the 07/08 performance presents challenges in terms of meeting the targets the variations from 05/06 are not considered statistically significant. Regarding the London picture – Haringey’s performance is matched by an overall drop in participation generally.

**Theme Groups/Proxy Indicators/Performance Measurement**

The CSPAN will have six sub (theme) groups reporting to it. Each sub group is responsible for a number of projects and for the achievement of the relevant KPIs. A number of proxy indicators have or will be developed to judge the direction of travel between Active People Surveys.

<b>Subgroup</b>	<b>KPI Lead</b>	<b>Proxy Indicators</b>	<b>Projects</b>
Marketing	1, 1a, 1b & 6	Throughput Registrations Attaining KPI after 3 months Equalities	HariActive Increasing Use of Leisure Provision Free Swimming – u 16’s & 60+ Swimming Development Plan

Schools & YP	4, 5 (YP) & 7	Sport Unlimited & Holiday Programme & Throughput Registrations Equalities	Sport Unlimited Holiday Programme Summer Uni
Health & Wellbeing	1c	Throughput & Registrations Completed GP Referrals Obesity 10 – 11 years	Walking, Jogging & Cycling Project Healthy Walking Libraries for Life Health for Haringey Health in Mind (GP Referral) Childhood Obesity
Facility Development	8	National Benchmarking Survey Internal leisure centre 60 second survey Residents Survey Place Survey Active Places Survey	Leisure Centre Facility Upgrade Sports Hubs Facility Strategy & Sports Zones
Club, Coach & Volunteer Development	2&3	Number of affiliated clubs Number of clubs with Clubmark Club membership Number of qualified coaches Number of sports volunteers	Sports Clubs, Coaches & Volunteers Sports Plan Development - Football - Netball - Athletics - Rugby League - Basketball Approved Suppliers
Training & Employment	4 & 5	To be developed	To be developed

## **Governance**

Targets have been set for the proxy indicators and will be reviewed quarterly which will determine progress against the eight KPIs between annual APS survey results. There are six sub groups feeding into the CSPAN. These subgroups oversee the projects and proxy PIs. Themes which run across all the sub groups are:

Sustainability

Equalities

VFM

2012

The CSPAN will be acting as the Programme Board for governance of the HariActive Programme and the specific HariActive Project. The CSPAN steering group's members are drawn from key stakeholders and partners.

The CSPAN will have representatives from the following agencies and be chaired by The Joint Director of Public Health :

HTPCT

Recreation Services

Children's Services – Youth/Play

Age Concern

HAVCO

Pro Active North London

Representatives from the sub groups of the CSPAN

Project Officers will report every three months against achievement of targets, objectives, milestones, budget, risk and issues.

## **Relationship to Central Government Change4Life Campaign**

This major campaign instigated by central government dovetails with HariActive. There are eight themes within the government's campaign and two of these relate directly to HariActive:

- Up and About
- 60 Active Minutes

The government's campaign is targeting families. The HariActive project will be engaging with the Change 4 Life Campaign in a number of ways:

- Information – providing updates to Change 4 Life Campaign
- Branding and messaging – we will develop a distinctive brand for HariActive using where possible Change 4 Life branding
- Becoming a partner with the Change 4 Life Campaign – specific borough projects linked to overall campaign
- Like the government's campaign HariActive will have some focus on themes within the physical activity agenda that the government highlighting; these are:
  - Play4life
  - Swim4life
  - Walk4life
  - Dance4life

## **Recommendations**

**To endorse the approach adopted in the report.**

## **For more information contact:**

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