



Physical Activity Plan

Lets Get Physical

May 2007
sportessex.com

Introduction

A very challenging agenda for sport, recreation and physical activity over the next 15 – 20 years was set out with the publication of the Government's strategy for sport, "Game Plan" in December 2002. This strategy declared the Government's aspirational target of 50% of the adult population taking 30 minutes of physical activity, five times per week, by 2020.

Following "Game Plan", Sport England launched its own "National Framework for Sport", which was at regional level recently followed by "Active East: A Physical Activity Framework for the East of England", from the Department of Health, looking at the specifics related to Physical Activity in the Eastern Region. This document has importantly recognised that:

"Physical Activity is a crosscutting agenda that needs to involve a variety of key stakeholders working in partnership."

All three plans detail the importance of the development of the County Sports Partnerships network and how this is key to delivering on the participation targets and contributing to wider priority outcomes.

sportessex is the Essex, Southend and Thurrock County Sports Partnership (CSP), and is one of the 49 CSP's in England. **sportessex** is a partnership of organisations that have a shared interest in a wide range of important issues associated with sport. As mentioned above the East Region Plan for Sport 2004 -2008 puts CSP's at the heart of a co-ordinated and effective sports delivery development system, which is intended to widen access to opportunities to participate in sport and also physical activity in a range of different settings.

The Strategy for Sport in Essex (2006 – 2010) "Building a Winning Future Together in Essex": identifies the following six themes supported by action plans:

- 1 – Identifying, brokering and strengthening strategic links (connecting people and organisations)
- 2 – **Increasing quality opportunities for participation in sport and physical activity in a range of settings**
- 3 – **Improving and expanding the sport and physical activity infrastructure**
- 4 – Increasing and improving the workforce capacity
- 5 – Improving methods and effectiveness of marketing and communications
- 6 – Providing and effective method of impact measurement

This Physical Activity Plan has been written and developed to support the implementation of the actions and objectives set out in themes two and three, whilst there are other relevant associated areas in a number of the other plans.

The targets that have been set in relation to this Plan also link in with the local level targets given to Local Authorities through the Comprehensive Performance Assessment, to develop a better understanding of the participation rates amongst their residents. This Plan is designed to look at the issues of increasing the numbers of people in Essex who benefit from being involved in sport and physical activity.

As the Strategy for Sport in Essex states:

“The Term “sport” in this strategy is as described by the European definition of sport: “Sport means all forms of physical activity which, through casual or organised participation, is aimed at improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”. This definition is wider than the traditional view of sport. The challenge for all the partners in the implementation of this Strategy is to think beyond a weekend football match on a hired pitch to include less formal physical activity in unfamiliar or everyday surroundings.”

This definition, when then linked to the action plans which accompany the Strategy, demonstrates how the area of physical activity is most certainly an important measurable outcome. This also suggests how this Plan will focus on the alternative types of physical activity, which are not traditionally associated as being sport, without ignoring the important part that sport has and will play in increasing the physical activity levels of the Essex, Southend and Thurrock population.

This Plan has taken into account the related strategies, plans, projects and initiatives that are already in existence, regionally, countywide and locally. This is in order to avoid duplication, to identify gaps and to ensure that relevant themes are implemented consistently and effectively. Whilst **sportessex** is the key driver of this Plan, it is owned by all of the partners involved in the consultation process for the “Building a Winning Future Together in Essex”: A Strategy for Sport in Essex (2006 – 2010).

Glossary

County Sport Partnership	CSP
Community Sport Network	CSN
Local Authority	LA
Sports Development Officer	SDO
Primary Care Trust	PCT
School Sport Partnerships	SSP
National Governing Bodies	NGB
Active People Survey	APS

Strategic Context

This Plan is designed to support and extend existing work, and to introduce an innovative approach with the aim to ensure that the sedentary population of the county becomes active. In order to ensure that gaps are identified and work is supported rather than duplicated, research was carried out across a wide range of documents. The documents which have been used in order to support this Plan and the statements that it intends to carry forward are:

- "Building a winning future together in Essex", A Strategy for Sport in Essex (2006 – 2010)
- Action Plan: Essex Legacy from the 2012 Games, Essex County Council 2006
- Thurrock Borough Council Local Transport Plan, 2006
- Southend on Sea Borough Council Local Transport Plan, 2006
- Essex County Council Transport Plan, 2006
- Chelmsford Borough Council – A Strategy for Sport and Recreation in Chelmsford 2006 – 2010
- North East Essex PCT Weight Management and Physical Activity Strategy 2007 – 2010, North East Essex PCT and Colchester Borough Council 2007
- Mid Essex Primary Care Trust – Physical Activity, www.midessexpct.nhs.uk 2007
- Countryside Recreation Network: A Countryside for Health and Wellbeing: The Physical and Mental Health Benefits of Green Exercise, www.countrysidecreation.org.uk 2007
- Active East: A Physical Activity Framework for the East of England – Department of Health, 2005
- The Active People Survey, Sport England 2006
- The Framework for Sport in England: Making England an active and successful sporting nation: A vision for 2020, Sport England 2004
- Choosing Health: A Physical Activity Action Plan, Department of Health 2005
- Sport Playing its Part: Executive Summary, The contribution of sport to community priorities and the improvement agenda, Sport England 2005
- Team Effort: A Sports, PE and Physical Activity Strategy for Thurrock 2004 – 2007
- Brentwood District Council Sports Development Strategy, 2006
- Sport in Colchester – Colchester Borough Council, 2004
- Tendring Sports Development Work Programme, 2005 - 2006
- Tendring Community Activity Network, Vision Document and Action Plan, 2006
- Rochford Sports Development Action Plan 2004
- Regional Mapping Activity in the East of England Summary Report September 2004
- Essex Local Area Agreement – Priority One, Reduce Obesity

As well as using these strategies and plans to gain knowledge and information of the current situation, all of the local authority Sports Development and Leisure Departments have been contacted and have provided information about their current and future plans.

It is important to note that with the emerging Community Sports Networks (CSN) many Sports Development and Leisure Departments are not updating their current strategies, but are working within the emerging CSN's to develop their visioning document action plans. All the newly restructured Primary Care Trusts (PCT) were also contacted with regard to their physical activity plans; many of these also talked about their partnerships with the Local Authorities (LA) and the CSN's.

As a result of this consultation, it has been possible to identify a number of common crosscutting themes which have been used as a basis for this Plan. There is therefore evidence that these are relevant to both regional frameworks and local identified need.

These themes are:

- Lack of awareness of the opportunities and events that already exist. This highlights a lack of effective marketing and communication systems and within campaigns.
- Extension of GP Referral Schemes
- Obesity linked work – particularly through the PCT's and Local Area Agreements
- Extensions of walking and cycling programmes, with particular links to the 2012 agenda in relation to cycling
- Specific target groups – e.g. older people, women and girls, people with disabilities, black and ethnic minority groups
- Engaging whole families as a unit to foster an active lifestyle
- Promotion of activity in the workplace; this also links in to encouraging companies to engage with each other for promotions which will be of benefit to their staff e.g. offering subsidised gym membership
- Promotion of "green" activities
- Mass participation events
- Extending the age range of participants in sport
- Increasing the number of quality clubs, with the aim to attract those who are less competition focused

Aims of the Plan

sportessex has been set the target of achieving a 1% increase per annum in the physical activity levels of the population of the county. This target, as mentioned in the Department of Health 2005 document, "Active East: A Physical Activity Framework for the East of England", is in line with the results in increasing physical activity levels achieved in the most successful nations around the world. It is seen therefore as a good indicator as to how England is performing in comparison to other nations, and consequently how Essex, Southend and Thurrock is performing as a county.

The Sport England Active People Survey (APS) is the largest single survey of sport and active recreation ever undertaken in Europe. It provides more detail on sports participation than any previous research and now provides a series of baseline results from which to work from. The Survey took place between October 2005 and October 2006 using a method of random digit dialling to ensure that a wide range of people were questioned.

This method was used in order to create a series of accurate results which came with a high level of confidence. Each Local Authority area had at least 1,000 people aged 16 and over interviewed, meaning a minimum of 14,000 people in Essex, Southend and Thurrock were interviewed. These were spread across the year to allow for seasonal differences.

The physical activity participation results for the county were disappointing, particularly in comparison to levels in other counties in the Eastern Region. The results also demonstrated how the activity levels of Essex, Southend and Thurrock residents are below the national average.

The results collected are in relation to:

Participating in at least 3 days a week x 30 minutes of exercise

To ensure that there is a consistent approach to collecting Physical Activity participation levels, this Plan will also utilise this benchmark as its main target.

The Active People Survey results in table 1 have provided baseline data from which this Plan can now tackle these lower than average results.

Table 1: Participation levels in Essex, Southend and Thurrock

Area	Percentage	Males	Females	White	Non White	Limiting Disability	No Limiting Disability	Over 55
National Average	21.0	23.7	18.5	21.2	18.6	8.8	23.3	11.4
Eastern Regional Average	20.5	22.5	18.7	20.6	19.1	9.1	22.5	11.3
Essex Average	19.8	22.0	17.9	19.9	18.4	8.4	21.8	10.9
Basildon	17.6	21.7	13.8	17.4	20.9	7.6	19.3	8.1
Braintree	20.9	20.9	21.0	21.0	19.0	9.7	22.7	11.6
Brentwood	22.7	22.9	22.6	22.8	21.5	7.7	24.9	16.4
Castle Point	18.3	23.3	13.7	18.0	32.1	6.0	20.7	9.1
Chelmsford	20.9	21.7	20.1	21.1	15.1	6.9	22.7	13.8
Colchester	22.9	23.3	22.6	22.7	27.8	15.0	24.3	9.6
Epping Forest	20.9	23.1	18.8	20.8	22.4	8.6	22.6	12.2
Harlow	18.5	22.5	14.8	18.2	22.2	8.5	20.4	8.3
Maldon	21.0	23.5	18.5	21.1	14.8	6.2	23.5	12.5
Rochford	19.9	22.6	17.4	20.2	4.7	10.5	21.5	9.3
Southend	21.0	25.6	16.7	21.1	18.4	7.3	23.6	12.0
Tendring	16.2	17.3	15.1	16.2	13.2	5.5	18.8	9.9
Thurrock	16.6	18.7	14.7	17.1	12.2	9.7	17.9	7.7
Uttlesford	23.1	23.0	23.1	23.5	0.00	5.8	25.8	14.6

Target Groups

As demonstrated in Table 1, there is a pattern of lower than average participation when looking at a number of target groups. The Eastern Region average for black and minority ethnic groups participation was 19.1%, whilst the average in Essex, Southend and Thurrock was only 18.4%.

In the county, the APS shows that women are 4.1% less likely to participate in sport and physical activity at the same level as men. This is whilst only 8.4% of disabled adults in Essex participate in some form of sport or physical activity for 30 minutes x 3 days a week.

In relation to Young Peoples participation in sport, figures would seem to suggest that for the Under 16's, according to the School Sport Survey (2005/6), that a high percentage of young people are taking part in sport and physical activity. From September 2006 all of the 14 School Sport Partnerships (SSP) across Essex, Southend and Thurrock were in place, and an increase in the amount of high quality physical education and school sport taking place both in and out of curriculum time in schools, began to emerge. The target for 2006 was for 75% of children and young people in schools to spend a minimum of two hours per week on high quality physical education and school sport. Nationally this target was exceeded and the average was 80%, and the target has now been increased to 85% by 2008, and to 100% by 2010

The achievement of the Essex, Southend and Thurrock School Sport Partnerships (SSP) shows they have outperformed the national figure, successfully achieving 84%. Whilst this shows that physical education and sport within schools may well be helping to increase some physical activity levels of young people, there is evidence which demonstrates a very high drop out rate from sport when young people leave school. This is an area that community sport and associated physical activity projects need to address. SSP's are doing good work to try and tackle this trend for drop out, particularly in regards to teenage girls, but there is still a lot more work to be done to address this further. The exact role of Extended Schools is still emerging, but there is no doubt that they will play an important and active role in helping to increase the opportunities for young and older people alike to get involved in physical activity.

There is no doubt from the research carried out that there is a lot of effective and positive work being carried out by various partners. However, the results conclusively show that as a county the level of physical activity across the population is disappointing. This Plan will:

- add value to the good work that is already occurring
- improve the marketing and communications related to sport and physical activity providing people with the all important knowledge
- increase the opportunities that are available
- measure and evaluate the impact of all new interventions that are put in place.

Measurement and Evaluation

The (APS) was originally planned to take place once every three years; this meaning that the next APS is due to take place in 2009. However, recent developments now mean that this survey will be completed more often. The survey will take place on a yearly basis, with the first new set of results released in Autumn 2008, with 500 participants in each Local Authority surveyed, rather than the 1,000 participants used for the original APS.

The implementation of an annual APS will be an excellent method through which to measure the effect of the new interventions introduced through this Plan, and will ensure that a consistent method is used up to 2010.

Measurement and evaluation will also take place against every intervention detailed in this Plan in order to ensure that feedback is used to make sure that future delivery take suggestions into account. Any measurement that is generated through project interventions will also help to inform progress towards achieving our key performance indicator of increasing participation by 1% per annum.

Partners

As the key driver for the implementation of this Plan, **sportessex** will be working very closely with a wide range of partners in order to deliver and coordinate initiatives throughout the county. These partners will have been involved in the consultation process which is an accompaniment to this Plan, as the support and views of partners are vital to ensure successful delivery. **sportessex** see their important delivery partners as:

- Community Sport Networks
- Sports Development Officers (and Local Authority Leisure Departments)
- Primary Care Trusts
- Leisure Facility Providers
- Sports Clubs and Coaches
- Sports Colleges and School Sports Partnerships
- Private Leisure Facilities
- National Governing Bodies of Sport
- Sport England
- ExDRA
- BBC Essex/Essex FM
- Local Press
- Country Parks
- Business Community
- Youth Sports Trust
- Sportscoach UK

Consultation and Review Process

The initial consultation process with partners in March 2007 will be followed by the final version of the Plan being officially launched. Once the interventions have been initiated a review and evaluation will take place after every

event/campaign/initiative has taken place, in order to use feedback in a positive way to feed into future actions.

The Plan will be reviewed by partners and the **sportessex** team on a yearly basis, up to 2010, to review the impact that has been made and to make any changes to the actions that have already been planned for the following year, where necessary.

Barriers to Participation

There are a number of barriers which have been identified through research when looking at the reasons why people do not take part in sport and physical activity. There is no doubt that with some they are valid reasons, but with others they can be viewed as little more than excuses or easy ways to avoid being active. There really is little excuse for not looking after your health. It is, however, imperative to identify what these barriers are and to consider ways in which they can be partially or fully overcome, if we are to increase physical activity levels and people's commitment to long term participation.

Time Pressures

Time pressure is a barrier that the majority of people do face and as mentioned in "The Framework for Sport in England: making England an active and successful sporting nation a vision for 2020":

"The reasons for this include working hours (the UK has the longest working hours in Europe with an increasing trend towards weekend working) and the increasing diversity of family life. Trends suggest that pressures of time will continue to have a detrimental impact on our ability to increase participation."

This is most definitely an issue for a large number of people living in Essex, Southend and Thurrock. The county is a very popular commuter base for those working in London, or indeed travelling to other parts of the county. Many will see that once they have worked a long day and travelled to work and back, they will simply not 'have the time' to build in physical activity to their routine. The challenge is therefore, to develop new ways that will encourage people to build physical activity into their lifestyle, whether this is at the weekends with families, or actually at work, or working with employers to offer incentives.

Lack of Knowledge

As has been identified earlier, the lack of knowledge of the opportunities and events that already exist is a major barrier to participation. This is an area that **sportessex** can rectify; knowledge is power, so by providing the population with the information and motivation, this will certainly help to tackle this barrier.

Transport

The county is very different in geographical nature and has many rural areas, making the population spread throughout the county extremely varied. In

both rural and urban areas; transport is often noted as a barrier to participation. Access to public transport is a huge issue for disabled people. The lack of efficient public transport and increasing cost of using taxi's can be a problem for those who do not have their own transport, or perhaps have to limit their use.

Lack of Childcare Provision

Lack of childcare provision is also a problem as participating in organised physical activity and paying for childcare can become extremely costly, as well as being difficult to arrange. This is an area where schemes that involve the whole family taking part together in order to make these extra costs no longer an issue, would be advocated. At the same time this is perhaps not an area that can be easily solved for everyone who is involved. In this case **sportessex** would look to the delivery partners to use their local knowledge to further investigate how this barrier could be tackled.

Fear

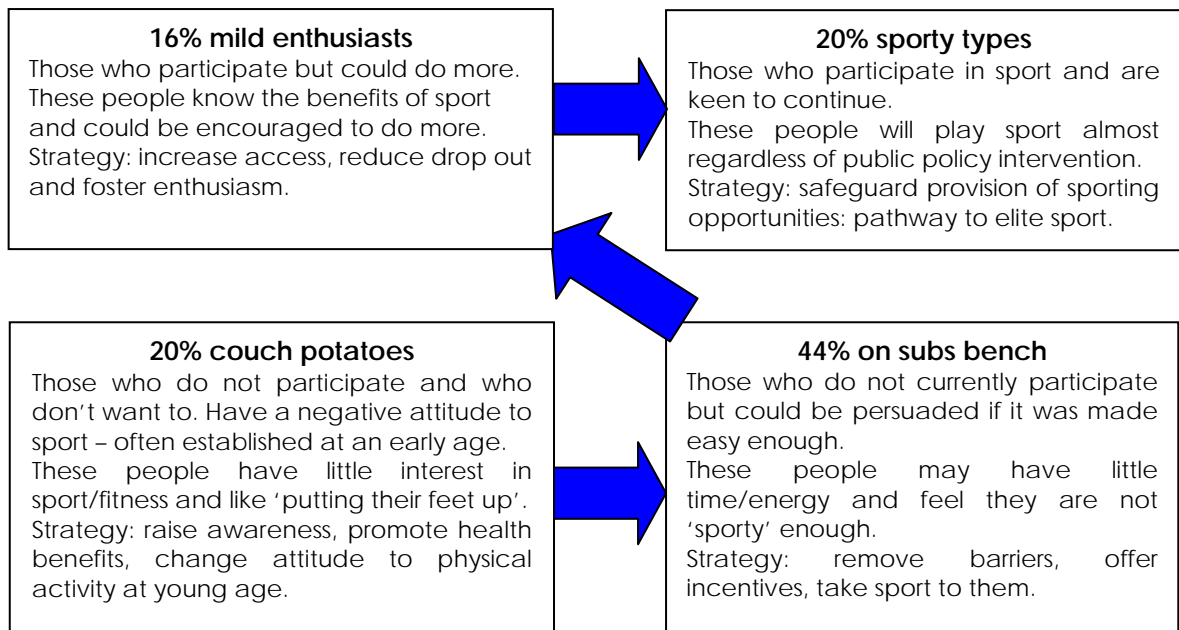
There is often a great deal of fear associated with taking part in new activities; those who are already in poor health are often worried that taking part may aggravate health problems, rather than seeing how activity may help and act as a prevention. This is an area where the health experts, the PCT's, are looking at extending GP referral schemes and this could be used to tackle this fear factor, demonstrating that professionals will ensure that the safety of the individual is paramount.

Finances

Whilst taking part in some forms of sport and physical activity can be associated with a lot of expense, there are activities which are accessible at a reasonable cost. In order to make physical activity as accessible as possible to all those who want to get involved, cost is an area which should be taken into account when working with partners and setting up initiatives.

Lack of Motivation and desire

Whilst there are many for whom the benefits of activity and enjoyment is a motivation in itself, there are also many who do not have the same motivation or suffer from a lack of encouragement to get involved. "The Framework for Sport in England: making England an active and successful sporting nation a vision for 2020" states that there are four market segments of "participants":



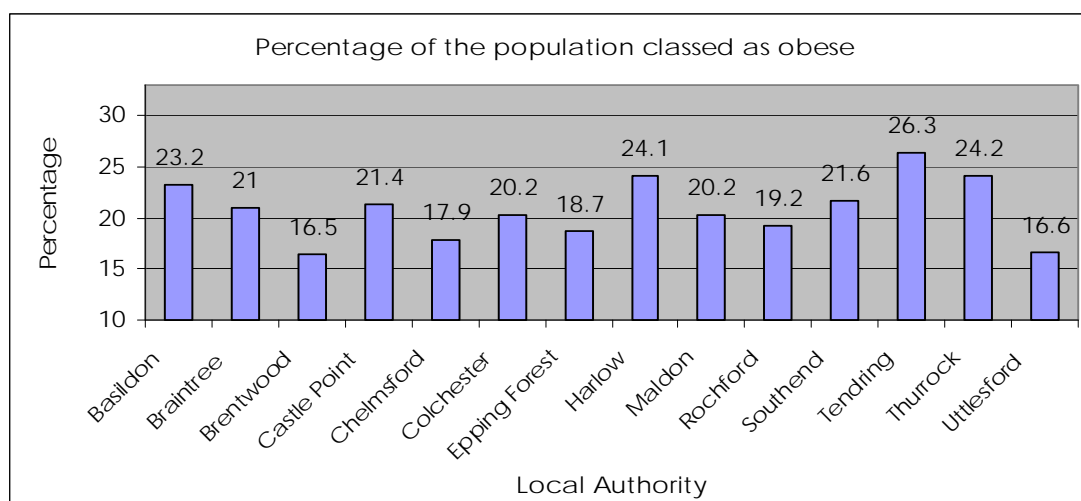
Through highlighting these four different segments the Framework seeks to provide a structure for interventions which can be used in a targeted manner rather than using the same approach to target everyone, which invariably will not work. In looking to increase the physical activity levels of Essex, Southend and Thurrock it would seem that the segments that need to be focused on are all four. It is as important to target the:

- Subs bench
- Mild enthusiasts, and
- The couch potatoes whilst;
- Looking at how to maintain the sporty types.

The benefits of Physical Activity

Many members of the general population of Essex, Southend and Thurrock do understand what the benefits are of taking part in regular physical activity. However, the message is not reaching the majority of the population, as the disappointing APS results demonstrate. The obesity levels in the county are dramatic as detailed below:

Graph 1: Percentage of the population classed as obese



Community Health Profiles, Department of Health 2007

Typically the benefits of being physically active are as follows:

- Can be used to help to control or lose weight. Taking part in regular physical activity alone will not necessarily act as a weight control mechanism. However, it is an extremely important aspect of achieving a healthy lifestyle, when combined with healthy eating.
- Regular physical activity can help to reduce high blood pressure, reduce the risks of developing diabetes, osteoporosis and reduces the risk of developing heart disease.
- Social benefits – taking part in physical activity is a good way to meet new people who may have the same attitude and ideals that you have, or may be completely different to you.
- Increased energy levels through increased fitness and motivation.
- Increase in self esteem and confidence.
- Increase of motivation to try other new activities.
- Discovering something that you are good at, which you did not realise previously
- You can become a role model to others
- Will help to achieve a good nights sleep
- Improve strength, balance and bone density
- Running and aerobic exercise have been shown to postpone the development of debilitating conditions in older adults.

World Health Organisation, 2007
www.cdc.gov 2004

Regular physical activity does bring about many health benefits. However, it also has the potential to bring important social and economic benefits. Communities and economies can benefit in terms of:

- Reduced health care costs
- Increased productivity
- Lower worker absenteeism
- Increased turnover and stimulating the economy
- Increase in the number of volunteers
- Better performing schools and improving educational attainment
- Reducing the cost of truancy

- Cutting arrest rates and crime

It is part of the role of **sportessex** as the strategic lead for sport in the county to ensure that these messages are being communicated to the population in appropriate ways, and aimed at the right levels. The Sport England Everyday Sport campaign is unique in the way that it informs people what they could do, rather than what they should do e.g. "Stop Smoking". This is an interesting approach to consider when designing specific marketing campaigns.

The Way Forward

Using the cross cutting themes that the research has brought to light and taking into consideration all the other factors mentioned so far throughout the plan, six priority areas for action have been identified. The focus of these action plans may alter after the year one review and new priorities determined; this will depend on the impact that has been made according to interim monitoring and evaluation results.

The priorities have taken into account the different role that partners will play in the delivery of this plan and the resources that will be required in order to ensure that as a minimum, the participation rates of the Essex, Southend and Thurrock populations are increased by 1%, each year.

Priorities

1. To develop and promote consistent messages about physical activity across Essex.
2. To create and sustain a wide range of participation opportunities, paying particular reference to identified target groups.
3. To research, promote and deliver an events calendar throughout Essex, focusing on mass participation events and working with partners.
4. To promote and support the development of walking and cycling schemes, linked to London 2012, throughout the county.
5. To work with local businesses to encourage them to support their staff to become more active in the workplace and look to create links with local private and local authority run leisure facilities.
6. To increase and develop participation in mainstream sport

Priority One

1. To develop and promote consistent messages about physical activity across Essex.

Recommendation	Action	Timescale	Monitoring/ Success Criteria
1.1 Develop an easily identifiable brand associated with these messages	<p>Branding document to be developed.</p> <p>Marketing strategy and budgets to be developed including allocation of resources for all material to be produced in relation to Physical Activity Promotion. Bespoke marketing strategies will also be developed for Southend and Thurrock.</p> <p>Develop a specific physical activity strapline for promotional purposes. Develop and run specific marketing campaigns related to Physical Activity – linked to Website and Plan launch.</p>	<p>April 2007</p> <p>March 2007</p> <p>April 2007</p>	<p>Document developed and used in practice</p> <p>Plan produced, launched and distributed to various partners</p> <p>Strapline promoted. Various marketing campaigns launched, feedback from campaigns and their effectiveness needs to be monitored.</p>
1.2 To establish and maintain a good relationship with the local media in order to increase the promotion and publicity of all Physical Activity related campaigns and events	<p>Contact to be made by sportessex Marketing and Communications Coordinator with the ExDRA Press Officer and outside Media contacts.</p> <p>sportessex Marketing and Communications Coordinator to make contact and establish regular features on local radio stations, and investigate the possibility of regular features in local newspapers.</p> <p>Other local media avenues to be investigated and press packs to be produced.</p>	<p>March 2007</p> <p>May 2007</p> <p>Ongoing</p>	<p>New contacts established and increased press coverage achieved.</p> <p>Features established, increase press coverage achieved and impact on advertised events evaluated.</p> <p>Increase in press coverage and media interest.</p>
1.3 Establish section on the sportessex website to promote Physical Activity and Health, with links to and buy in from a variety of partners.	<p>Website to be up and running, with Physical Activity section designed.</p> <p>Partners contacted for promotional purposes and to secure support, production of a promotion summary of Plan for the partners.</p>	<p>April 2007</p> <p>March 2007 onwards</p>	<p>Website established and continuously measure the amount of hits to Physical Activity section of the website.</p> <p>Summary produced and distributed, increased interest and buy in from</p>

	sportessex website established as the place to look for information on what is happening and where to take part in sport and physical activity in Essex, Southend and Thurrock.	April 2007 onwards	partners. Website established and continuously monitor the amount of hits to Physical Activity section of the website.
1.4 Establish links with partners through the forming of a Physical Activity Alliance, incorporate this into the CSN Alliance, to ensure that a consistent county message regarding physical activity is being communicated.	Terms of reference and membership list for the Physical Activity Alliance to be drawn up, once discussed with the CSN Alliance. Establish what the consistent messages should be, and discuss the methods through which they should be promoted. Gain buy in from the Alliance to support and deliver sportessex campaigns. Investigate any potential for sponsorship from any commercial partners engaged through this alliance.	July 2007 May 2007 May 2007 May 2007 onwards	Terms of Reference drawn up, meetings established Agreed messages and methods to be drawn up into document/mandate with actions to be followed through Support agreed and campaign delivery and monitoring begins Record presentations that are delivered and the interest and support that is incurred as a result, whether through funding secured or in kind support.
1.5 Encourage LA Sports Development/Sports and Leisure Departments/CSN's to incorporate physical activity strands into their updated/new strategies/action plans.	Work with the sportessex CSN Manager to ensure that all CSN's include physical activity/mass participation events in their action plans. Work with the Sports Development Officers in the LA's and influence their work programmes to include physical activity delivery. Particular attention will focus on how to deliver Physical Activity in Southend and Thurrock.	March 2007 onwards March 2007 onwards	Action plans are written with physical activity incorporated and agreements to support and deliver sportessex activities. Work programmes influenced and agreement to support and deliver sportessex activities.
1.6 Investigate current pricing policies and systems throughout the county, and encourage concessionary/targeted pricing policies.	Audit local pricing policies through the county – LA leisure providers Link concessionary pricing plans to the possibility of a county wide leisure card – buy in will have to be achieved from LA leisure providers with possible private sponsorship for the scheme	July 2007 August 2007 onwards	Feasibility study commissioned and completed, with comparisons made, and suggestions for taking this area forward established. Achieve buy in from leisure providers, attract private sponsorship, production and allocation of leisure card.
1.7 Ensure sportessex keeps up to date with local, regional and national	sportessex Marketing and Communications Coordinator to ensure that this plan is kept up to date with new initiatives and distribute	March 2007 onwards	Internal communications strategy is followed and staff kept up to date

<p>physical activity campaigns and links in and takes the lead, where appropriate.</p>	<p>these where appropriate.</p> <p>Update events calendar as and when with new events and campaigns</p> <p>Ensure sportsex is always at the forefront of new campaigns and initiatives.</p>	<p>April 2007 onwards</p> <p>March 2007 onwards</p>	<p>Calendar up and date and increasing with information that it holds</p> <p>sportsex is a recognised brand</p>
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Priority Two

2. To create and sustain a wide range of participation opportunities, paying particular reference to identified target groups

Recommendation	Action	Timescale	Monitoring/ Success Criteria
2.1 Establish through working with the PCT's the current scope and effectiveness of the GP Referral Scheme, with a view to increasing the effectiveness and the opportunities on offer.	<p>Make contact and form relationship with relevant PCT contacts.</p> <p>Establish ways of enhancing and extending the GP referral scheme – there may be the possibility of extending it to younger age groups. There may be a need to engage the appropriate sports clubs and private facilities.</p> <p>Ensure that there is a link with the Obesity Alliance, Investigate if there are currently links with Southend and Thurrock, to influence their involvement.</p> <p>Investigate links from the GP referral scheme to the proposed Leisure Card.</p>	<p>September 2007</p> <p>October 2007</p> <p>October 2007</p> <p>December 2007</p>	<p>Contact formed and information sharing has begun</p> <p>Expansion of partners involved in GP Referral Scheme</p> <p>Link achieved</p> <p>Results of feasibility study</p>
2.2 Active+ roll this project out focusing on the target group of Older People.	Distribute project plan for Active+ with associated funding through the SDO's and/or CSN's and ensure that the targets are delivered on. Southend and Thurrock to be the pilot areas in the first phase of the project.	June 2007	Project roll out has begun. Target number of Older People attending, 100, is achieved. Evaluate feedback from the day and the outcomes e.g. exit routes successfully achieved.
2.3 Female only 'Get Back Into Activity' scheme. Run as two projects, one of which can specifically target BME communities. A scheme which focuses on a short term programme teaching the skills of sports and physical activity, promoting the fun and social side, and not necessarily the competitive element.	Scheme plans to be drawn up with associated funding costs and projects organised through the SDO's/CSN's, e.g. venue booking, engaging clubs and leisure providers, and ensure that the targets are delivered on. Pilot this scheme in Southend and Thurrock and then extend throughout Essex. The courses will be booked through the sportessex website and a booking cost will be associated.	June 2007 for pilots Roll out across Essex from August onwards	Numbers attending the schemes, evaluation of the scheme and the exit routes that are achieved. Evaluate the demand for further schemes in the boroughs.
2.4 Sport specific courses run under the banner of 'Get Back Into.....' A scheme which focuses on a short term programme re-teaching the skills of individual sports, led by local clubs in order to provide exit routes.	Scheme plans to be drawn up with associated funding costs and projects organised through the SDO's/CSN's, e.g. venue booking, engaging clubs, and ensure that the targets are delivered on. Pilot this scheme in Southend and Thurrock and then extend throughout Essex. The courses will be booked through the sportessex website, www.getbackinto.co.uk and a booking cost will be associated.	September 2007 Roll out across Essex from November	Numbers attending the schemes, evaluation of the scheme and the exit routes that are achieved. Evaluate the demand for further schemes in the boroughs.

		onwards	
2.5 Adult Bodycare scheme roll out - staggered roll out of project through out county over two years.	<p>Project plan to be drawn up with associated funding costs and project delivered through the SDO's/CSN's, ensuring that targets are delivered on.</p> <p>There may be associated training that will need to be delivered before the programme can be rolled out, currently only one tutor trained.</p>	September/October 2007 begin to plan the areas to target for year one	Numbers attending the schemes, evaluation of the scheme and the exit routes that are achieved. Evaluate the demand for further schemes in the boroughs.
2.6 Investigate projects that are happening in the Country Parks and support and extend these, with the target of promoting "green" exercise.	<p>Meet with Tim Dixon at Essex County Council, discuss if there is a joint way forward and work to coordinate projects. Investigate further links with country parks in Southend and Thurrock, if these are not covered under Essex County Council.</p> <p>If projects are possible, investigate funding sources or potential sponsorship that could support these.</p>	July 2007	Joint way forward established
2.7 Meet with Dominic Everett, Disability Sports Development Officer Essex County Council initially and Marie Yates of EFDS to discuss potential projects for disabled people in Essex.	<p>Make contact and arrange meeting/s</p> <p>Discuss ideas, and what is already occurring in the county and, how to take things forward, linking in with planned Disability Plan.</p> <p>Look to write plans, engage partners and roll out projects</p>	<p>August 2007</p> <p>September 2007</p> <p>January 2008</p>	<p>First meeting held and follow up arranged</p> <p>Action plan drawn up</p> <p>Action the plan and evaluate the outcome of the projects</p>
2.8 Exercise classes transmitted live on air through BBC Essex/Essex FM – engage those who find it difficult to leave the house/live in sheltered accommodation. Design scheme with sign up idea, followed by 8 weeks of classes, free health check and at the end for those who are able to attend leisure centres vouchers as an incentive to continue. If successful different types of classes could be run.	<p>Draw up business plan to how the scheme would work.</p> <p>Meet with BBC Essex/Essex FM to go through the concept and obtain buy in.</p> <p>Source instructor to run classes; engage local leisure providers/gyms for vouchers.</p> <p>Market the programme, how to sign up, what is involved etc. Track the numbers who sign up and the numbers who take advantage of vouchers for leisure centres.</p>	<p>January 2008</p> <p>January 2008</p> <p>February 2008</p> <p>March 2008 April 2008 pilot</p>	<p>Business plan drawn up</p> <p>Buy in obtained and times/days and dates agreed for the programme</p> <p>Tutor obtained and programme outline written, local leisure providers/gyms have bought in to the project</p> <p>Programme launched, track the number who sign up, enquire and follow through at the end of the project.</p>
2.9 Create a strategic group to meet in regard to antisocial behaviour/crime	Identify partners to sit on the group, set up initial meeting and take actions from meeting forward as necessary.	October 2007	Meeting taken place and action plan taken forward

reduction projects in the county. The group will discuss current project, potential funding for further projects and how these are targeted and delivered.			
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Priority Three

3. To research, promote and deliver an events calendar throughout Essex, focusing on mass participation events and working with partners.

Recommendation	Action	Timescale	Monitoring/ Success Criteria
<p>3.1 Carry out a comprehensive mapping exercise into all the events that are run throughout Essex, Southend and Thurrock, and create an events calendar to be put on the sportessex website.</p>	<p>sportessex Research and Information Coordinator to carry out research and create events calendar.</p> <p>Once initial calendar is created, this will be marketed and organisations will be able to advertise their events on the calendar. Organisers whose events sportessex would like to promote on the calendar will be contacted for their consent, and to establish communication so they automatically send sportessex dates in the future. Private facilities/businesses may have to pay a fee to do this.</p> <p>sportessex Business Development Manager to investigate sponsorship opportunities for the production and distribution of a calendar</p>	<p>Research to begin March 2007</p> <p>Initial calendar to be created by May 2007</p> <p>April 2007</p>	<p>Comprehensive calendar is created; track the number of hits on the website and enquiries that are made.</p> <p>Enquiries that are made about events on calendar. Enquiries made regarding potential sponsorship and any income generated to be measured.</p> <p>Number of sponsors who are interested, any income generated to be measured.</p>
<p>3.2 sportessex team to determine the events that will be run as an organisation in order to include on events calendar</p>	<p>Team to meet to discuss events and dates, events will include the Council for Sport and the Sports Awards, as examples</p>	<p>April 2007</p>	<p>Events located on the events calendar</p>

Priority Four

4. To promote and support the development of walking and cycling schemes, linked to London 2012, throughout the county.

Recommendation	Action	Timescale	Monitoring/ Success Criteria
4.1 Research and establish the current walking schemes that exist within the county.	sportessex Research and Information Coordinator to research the schemes that exist, seek their permission and collate a database to be held on the website.	June 2007	Database launched on website, and number of hits and enquiries recorded
4.2 Encourage the development of walking schemes in areas where there are gaps, and specifically target at groups, e.g. Buggy Walks. Encourage link in with GP Referral Schemes.	Meet and discuss with the coordinators of the schemes and discover what resources are needed in order to extend the scheme.	September 2007	Resources required detailed and action plan drawn up
	Assist where possible in sourcing the resources that are necessary.	October 2007	External funding streams sourced and applications made where possible
4.3 Research and establish the current cycling schemes and any planned for the future, with a view to constructing a cycling development plan, linking in with ECC and plans for 2012.	sportessex Research and Information Coordinator to research the schemes that exist, seek their permission and collate a database to be held on the website.	June 2007	Database launched on website, and number of hits and enquiries recorded
	Meet with the 2012 team at Essex County Council and British Cycling to discuss their cycling plans for the future.	August 2007	Meeting held and action plan established
	Using the above information construct a cycling development plan, playing particular attention to links with schools and family based initiatives.	September 2007	Cycling development plan constructed, partners consulted with, schemes launched
4.4 Coordinate training courses to facilitate Walk Leaders and Cycling Proficiency Courses, where appropriate.	When in contact with coordinators carry out a short TNA to discover if there is a need for training for further walk leaders and cycling proficiency, this may be for adults rather than for children.	June 2007 onwards	TNA carried out, results analysed and action plan identified
	If training is necessary sportessex Workforce Development Coordinator to research courses and sportessex to run training courses as necessary.	August 2007 onwards	Courses booked, attendance and practical application of training monitored and evaluated
4.5 Provide funding advice to organisations wishing to increase walking/cycling provision	Funding database to be established on the website, sportessex team to offer advice and support applications where possible.	August 2007 onwards	Funding database established, number of hits and enquiries to be monitored and recorded

Priority Five

5. To work with local businesses to encourage them to support their staff to become more active in the workplace and look to create links with private and local authority run leisure facilities.

Recommendation	Action	Timescale	Monitoring/ Success Criteria
5.1 Investigate further the 'Fit for Business' Scheme and how sportessex could be an advocate for this with employers.	Set up a meeting with Creating Excellence and the sportessex Business Development Manager and investigate steps forward.	August 2007	Meeting set up, potential collaboration for the future drawn up.
5.2 Look into links with local private and local authority run leisure facilities into offering subsidised gym memberships for businesses/joint marketing campaigns to encourage employers to advocate physical activity.	Work with the sportessex Business Development Manager to investigate this avenue. Look at the type of business proposition we are looking at and how to potentially engage with businesses and leisure providers.	October 2007	Links and meetings set up, monitor the interest shown, and follow through with interest
	Set up meetings with businesses to look into pilot projects.	October 2007	
5.3 Link with large business organisations and investigate possibility of 'Sport and Physical Activity Vouchers' similar to Sainsbury's Active Kids Scheme – the vouchers allow subsidised/free access into leisure facilities who have signed up to the scheme.	Work with sportessex Business Development Manager on a business proposal and the organisations and leisure providers who we would want to engage.	November 2007	Business proposal drawn up, links and meetings set up, monitor the interest shown, and follow through with interest.
	If feasible and project partners are engaged, set up a pilot project.	January 2008	Pilot project set up

Priority Six

6.To increase and develop participation in mainstream sport

Recommendation	Action	Timescale	Monitoring/ Success Criteria
6.1 Increase the number of high quality clubs in the county, through increasing the amount of Clubmark clubs.	sportessex National Governing Bodies Services Manager and other staff members to work to support and encourage clubs to achieve accreditation standards	March 2007 onwards	Increase in amount of clubs working towards achieving Clubmark and an increase in the amount who are accredited
6.2 sportessex to become a registered Clubmark awarding body. Publicise to clubs and the general public the benefits of being an accredited club	sportessex to fulfil all criteria to become an awarding body Marketing campaign to launch awarding body status, incentives for clubs to achieve Clubmark through sportessex – club and general public focused campaigns	October 2007 September onwards	sportessex is an awarding body Campaign to launch has occurred and track the number of clubs who enquire as a result of the campaign
6.3 sportessex to work with National Governing Bodies to run family sessions/fun days/courses through accredited clubs	sportessex National Governing Bodies Services Manager to engage with NGB's and draw up business plans for events/session in clubs to involve the whole family – the idea being to encourage families to join sports clubs, and to pitch the project at the social and fun angle of sport rather than at the more competitive end.	July 2007 onwards	NGB's engaged, action plans drawn up and projects rolled out
6.4 CSN's/SDO's to identify sports clubs within their localities who are more focused on social play and enjoyment rather than competition. Marketing campaign to promote these clubs and social play nights and the fun element of sport.	sportessex to engage with partners regarding this area and the sportessex Marketing and Communications Coordinator to aid in designing and rolling out specific Marketing Campaigns. Specific targeting to be rolled out at different age groups and target groups – bare this concept in mind when selecting specific clubs to promote.	May 2007 May 2007	Effectiveness of campaign – number of clubs involved, number of participants involved and number of new members as a result.