

Activation

Overview

The Activation project aims to improve the health and wellbeing of the community by assisting them to become more active more often.

The key areas of focus are people and projects i.e. a focus on promoting participation in active recreation through provision of programmes, public information, club development and leadership of an active recreation policy and strategy; along with the facilitation of community driven events and activities.

This period of 2009-2019 is the opportunity for Council to provide further investment to continue to lead the way in recreation planning and delivery and ensure that the long term behaviour changes and sustainability of the outcomes is achieved.

This plan includes the investment by Council of a minimum of five years to fully bed in the impacts made by the project to date. This will ensure core components of the programme will continue. As well, Council will aim to secure partnerships and funding for the continuation of the entire Activation programme.

For people to be physically active they need opportunities to explore the range of opportunities available, to learn the skills and then develop the confidence and competence to participate regularly. In addition, they require the elimination of barriers created through infrastructure and policy gaps. The Active Recreation Plan illustrates the continuum of participation from people starting to explore options for active recreation to those that excel in their area of choice. Activation is about intervention at all stages of the continuum to achieve success.

The Activation team is charged with assisting and leading the community through its programme in becoming more active, more often. The Activation team works within Council and in the community and with individuals to develop and support physical activity in the city.

At all levels, the principles of the Activation project also meet the sustainable development approach, which is a core feature of local government legislation.

The role of the Activation team is to:

- connect groups together and create networks to enhance physical activity opportunities and reduce duplication of services;
- support clubs and groups to provide physical activity and sport services;
- provide advice and create awareness about physical activity opportunities;
- assist with the development and delivery of programmes and events;
- create community change at a population level;
- advocate for physical activity opportunities;
- monitor and evaluate physical activity in the city;
- influence and lead policy and planning as it affects opportunities to participate in recreation; and
- ensure there are no infrastructure barriers to access.

Activation

Level of service objectives and performance measures

Indicator	Performance measure	Target 2010/11
Objective:	Council will promote participation in active recreation through the facilitation of community driven events and activities along with the provision of programmes, public information, club development and leadership of active recreation policy and strategy.	
1 OPPORTUNITIES		
1a Community Information	Community satisfaction with the provision of information about sport and recreation	87% of respondents rate the provision of information about sport and recreation as satisfactory or better ¹
1b Access	Community satisfaction with access to sport and recreation opportunities	87% of respondents rate access to sport and recreation opportunities as satisfactory or better ¹
1c Participation	Participation levels in sport and physical activity increases. The current participation level for Upper Hutt residents is - that 26% are meeting the National Activity Guideline ⁴	55% of Upper Hutt residents participate in at least 30 min of moderate physical activity on 5 or more days per week ³
1d Participation	Club participation numbers increase	3% increase in club participation numbers ²
Objective:	Council will partner with external organisations to provide sport and active recreation services.	
2 PARTNERSHIPS	Positive, ongoing partnerships are developed and maintained that support sport and physical activity in Upper Hutt	Contracted targets for Activation partner organisations are met
Objective:	Council will monitor the impact of sport and recreation on the health and wellbeing of Upper Hutt residents.	
3 MONITORING	The overall physical activity grade (as per the Active Recreation Project Evaluation report)	To achieve a minimum score of 'B'

¹ Annual Community Survey

² Annual Activation Clubs and Groups Survey (Community Group Survey)

³ The above monitoring tools plus the National Physical Activity Survey (undertaken by SPARC) and the Hutt Valley Physical Activity Survey

⁴ The National Activity Guideline is a recognised measurement of desired physical activity levels. The guideline is: '*participated in at least 30 minutes of moderate intensity physical activity on five or more days of the week*'.

Activation

WORKS PROGRAMME	Forecast	Forecast	Forecast	Source of Funding 2010/11
	LTCCP	Annual Plan	Variation	
	Year 2	Year 2	Year 2	
	2010/11	2010/11	2010/11	
	(\$000)	(\$000)	(\$000)	
Primary project (ongoing)				
Activation	204	148	(56)	Rates/Grants/ Accumulated Funds
Total works programme expenditure	204	148	(56)	

COST OF SERVICE STATEMENT	Forecast	Forecast	Forecast	Forecast
	Annual Plan	LTCCP	Annual Plan	Variation
	Year 1	Year 2	Year 2	Year 2
	2009/10	2010/11	2010/11	2010/11
	(\$ 000)	(\$ 000)	(\$ 000)	(\$ 000)
Operating Statement				
Rates	241	204	104	(100)
Operating Income*	128	67	177	110
Total Operating Revenue	369	271	281	10
Operating Costs	471	271	325	54
Interest	0	0	0	0
Depreciation	1	1	1	0
Total Operating Costs	472	272	326	54
Operating Surplus/(Deficit)	(103)	(1)	(45)	(44)
Capital and Reserves Funding Statement				
Capital Expenditure	0	0	0	0
Loans Repayments	0	0	0	0
Operating (Surplus)/Deficit	103	1	45	44
Transfer to Funds	0	0	0	0
Total Funding Required	103	1	45	44
Funding from Non-Cash Expenses	1	1	1	0
Loans Raised	0	0	0	0
Transfer from Funds	0	0	0	0
Accumulated Funds	102	0	44	44
Transfer from Funds Applied	103	1	45	44

*Operating income and expenses is reduced from 2009/10 onwards due to lower grant income.