

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. However the extent of council's offering is dependent on also achieving outside contributions from funders like Lion Foundation. 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 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
- ensure there are no infrastructure barriers to access.

Activation

Level of service objectives and performance measures

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

Indicator	1a. Community information
Performance Measure	Community satisfaction with the provision of information about sport and recreation
Target 2011-12	87 percent of respondents rate the provision of information about sport and recreation as satisfactory or better ¹

Indicator	1b. Access
Performance Measure	Community satisfaction with access to sport and recreation opportunities
Target 2011-12	87 percent of respondents rate access to sport and recreation opportunities as satisfactory or better ¹

Indicator	1c. Participation
Performance Measure	Participation levels in sport and physical activity increase
Target 2011-12	Participation numbers in Activation events and activities increase annually ²

Indicator	1d. Participation
Performance Measure	Club participation numbers for target sports increase
Target 2011-12	3 percent increase in club participation numbers ³

Activation

Objective

Council will partner with external organisations to provide sport and active recreation services.

2. Partnerships

Indicator	
Performance Measure	Positive, ongoing partnerships are developed and maintained that support sport and physical activity in Upper Hutt
Target 2011-12	Targets with 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

Indicator	
Performance Measure	The overall physical activity grade (as per the Active Recreation Project Evaluation report)
Target 2011-12	To achieve a minimum score of 'B' ⁴

¹Annual Community Group Survey

²In-house event monitoring

³In-house club monitoring in conjunction with target clubs

⁴In-house physical evaluation monitoring

Works programme	Forecast LTCCP Year 3 2011-12 (\$000)	Forecast Annual Plan Year 3 2011-12 (\$000)	Forecast Variation Year 3 2011-12 (\$000)	Source of Funding 2011-12
Primary project (ongoing)				
Activation	201	185	(16)	Rates/Grants
Total Activation Works Programme	201	185	(16)	

Activation

Cost of service statement	Forecast Annual Plan Year 2 2010-11 (\$ 000)	Forecast LTCCP Year 3 2011-12 (\$ 000)	Forecast Annual Plan Year 3 2011-12 (\$ 000)	Forecast Variation Year 3 2011-12 (\$ 000)
Operating statement				
General rates	104	201	185	(16)
Operating income	177	69	122	53
Total operating revenue	281	270	307	37
Operating costs	325	269	307	38
Interest	0	0	0	0
Depreciation	1	1	1	0
Total operating costs	326	270	308	38
Operating surplus/ (deficit)	(45)	0	(1)	(1)
Capital and reserves funding statement				
Capital expenditure	0	0	0	0
Loans repayments	0	0	0	0
Operating (surplus)/ deficit	45	0	1	1
Transfer to funds	0	0	0	0
Total funding required	45	0	1	1
Funding from non-cash expenses	1	0	1	1
Loans raised	0	0	0	0
Transfer from funds	0	0	0	0
Accumulated funds	44	0	0	0
Transfer from funds applied	45	0	1	1