

Appendix 2 - Physical Activity Plan Update 2012-13

Objective: Increase professional and community awareness of the benefits and how to be more physically active					
Key Task	Sub-Task	Lead	Cost/resource	Time scale	Success/Measure
To develop sports programme for adults and older people	a) Delivery of 'Back to Sport' Programme for adults and older people not engaged in sports - promoting LBH leisure facilities and sport activities	LBH - RESIDENTS SERVICES Sports Development Team	a) £25k pa – Sport England. 2 years of Grant remaining . Budget for targeted publicity, venue hire, equipment hire, coaching	a) 2012 – 13	a) Full year participation Target >1814. Measured through attendance registers
	b) Free Swimming for older residents – 65+	LBH - RESIDENTS SERVICES Sports Development Team	b) £15kpa - Base budget LBH resources	b) 2012 – 13	b) Participation >1900 per Annum. Measured through monthly admission report
	c) Enter a Hillingdon Team in the 55+ Games	GLL	c) Within existing resources	c) Nov 2012	c) Hillingdon represented at annual 55+ games.
	d) Leisure centre programmes include a range of activities specifically for older residents	GLL / Fusion LBH - RESIDENTS SERVICES Sports Development Team	d) Within existing resources	d) 2012/13	d) Open days organised to promote existing and any new activities available at the centres. Increased take up in use of the facilities.
	e) Organise Tea Dances and other related activity	Public Health	e) Within existing resources and contribution from Back to Sport funding.	e) 2012/13	

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	across Hillingdon for older residents				e) 15 dance sessions organised. Target >80 participants per session
To develop sports programme for children and young people	a) Set up 'Sports Unlimited' - 6 to 8 week taster sessions for 14 – 25 yr olds to encourage interest in participating in sports	LBH - RESIDENTS SERVICES Sports Development Team	a) £35kpa – Sport England. 2 years of Grant remaining	a) 2012 - 13	a) > 443 people retained in regular activity. Measured through attendance registers
	b) Annual London Youth Games – To encourage young people/schools to compete and participate in competitive sport	LBH - RESIDENTS SERVICES Sports Development Team	b) £28k pa– Base budget LBH resources	b) 2012 - 13	b)> 250 participants representing Hillingdon
	c) Establish a programme of multisport activities for 5-10 year olds (Ready, Steady, Boost) targeting areas with lower participation.	LBH - RESIDENTS SERVICES Sports Development Team	c) Within existing resources	c) 2012/13	c) Weekly pilot scheme re-established in West Drayton with >20 participants per week.
	d) Delivery of 'Street Games' for 14-19 year	LBH - RESIDENTS SERVICES Sports Development Team	d) £20k pa (£5k base budget; £15k Hillingdon Community Trust and Sport England)	d) 2012 - 13	d) Weekly attendance by 150 young people. Target to increase by 2% in Year 2

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Cont'd	olds.	LBH - RESIDENTS SERVICES Sports Development Team	e) Within existing resources	e) 2012/13	e) Training sessions delivered and more than >50 people engaged to better understand and implement physical activity within their setting.
	e) Organise Physical Activity Training for staff in early years settings	Public Health	f) £3k - Base budget, within existing resource	f) June – Sept'12	f) 12 schools interested, 2 signed up; e-flyers and posters sent out. Monitoring through: Walk4Life; website 'hit's', recorded walks, page views
	f) Part of Olympic events launch 'Explore Hillingdon' to promote and encourage participation of 800 residents in physical activities through walking + cycling . This includes: 500 under 18 year olds; 50 18-30 year olds; 250 over the age of 30	Public Health	g) £15k – Base budget, within existing resource	g) June'12 – March'13	g) Target > 30 residents participate in additional 7 rides Target > 580 people attend tea dances and 90 people attended library talks
	g) Targeted community activities for over 55's o Set up 5 'Age Well on Wheels' free led cycle	Public Health	h) Base budget – within existing resource	h) 2012-13	

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Cont'd	rides for over 55 year olds o Set up 7 Tea dances events and 9 library 'health' talks across borough	Uxbridge College	i) Base budget – within existing resource	i) 29 th June '12	h) Success: o 2 schools have Prioritised increasing physical activity; 4 schools prioritised Healthy Weight; 7 schools prioritised Healthy Lifestyles
	h) Support schools to address Physical Activity priority as part of Enhanced Healthy School programme and school curriculum	Uxbridge College	j) Base budget – within existing resource	j) Started Jan '12	i) 110 pupils from 11 schools expected to attend. Target to increase to > 120 pupils in Year 2
	i) Set up 'Aspire' Event – aimed at primary school children to attend Uxbridge College to take part in range of physical activities (dance, sports,) and fitness tests; attendance by QPR F.C.	Uxbridge College	k) Base budget – within existing resource	k) on-going	j) >6 local schools participated in 2012. Target to increase to > 15 pupils in Year 2.
	j) Set up new Annual Key Stage 3 (Yr 9) Programme for schools – 6 week taster programme (including sports activities) for 3 hours/week	Uxbridge College	l) Base budget – within existing resource	l) Started in 2012	k) >8 students from 3 schools attend and achieve qualification. Target to increase to > 15 students

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Cont.	k) Extend School Link programme – aimed at Year 10 students to learn about theory and practical sport and gain Level 1 Leadership Award	Uxbridge College	m) Base budget – within existing resource	m) May 2012	l) 58 students and staff participated in skills training and gained qualifications. Target to increase by 5% in Year 2
	l) Extend Coaching + Refereeing skills/Table officiating awards for students and staff. Includes <ul style="list-style-type: none"> o FA Level 1 Coaching Award o Level 1 Basketball Coaching award o Level 1 Basketball Refereeing/Table officiating course 	RESIDENTS SERVICES/ Sport Development	n) Base budget – within existing resource	n) 2012 13	m) > 250 students participate in week long events
	m) Olympic Event for Uxbridge college students to participate in sports held at the college. These include: <ul style="list-style-type: none"> o Track and Field and Paralympic events 	RESIDENTS SERVICES/ Early Intervention Services for Children and Young People	o) Base budget – within existing resource	o) Sept 2012	n) 10% increase in footfall of participants at Hillingdon Leisure Centres
				p) Part of 'Sports Unlimited' and	

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	<p>n) Provide innovative programme at sport + leisure centres across Hillingdon. Agree delivery with operators via Annual Service Plans</p> <p>o) Set up informal sports-based 'taster session' activities in open-access youth work programmes at Young People's Centres and projects</p> <p>p) Set up tutor-led sports-based training activities in open-access youth work programmes at Young People's Centres and Projects</p>	RESIDENTS SERVICES/ Early Intervention Services for Children and Young People + Sports Development Team	'Street Games' initiatives (within Sports Development Team Sport England budget)	p) Jan 2013	<p>350 young people engaged in informal sports-based activities, in second half of 2012/13</p> <p>p) > 50 young people engaged in structured sports-based activities, in second half of 2012/13</p>

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Set up Active Travel plans and develop Active Hillingdon Walking plan	Develop active travel plans within LBH and 150 Businesses, includes: a) events b) Led Rides c) Bike Marking Kit	LBH - RESIDENTS SERVICES Transport	a – c) £30K - Local Implementation Plan (LIP) – In second year of 3 year Mayor of London fund LBH – existing resources	2012/13	a – c) Plan to support other key targets
	d) School Travel Awareness Programme developed o Schools active Travel o School Travel plan implemented	LBH - RESIDENTS SERVICES School Travel + Road Safety	d) £55k – LIP – Year 2 of 2 LBH – existing resources	d) 2012/13	d) 53 schools taking part in 'Walk in Wednesdays' + 30 schools take part in Walk to school month. Monitoring of parents walking to be piloted in Sept'12 in 2 schools + all schools by July'13. 98/101 schools have a written School Travel Plan, and 85 schools are actively engaged with their plan
	e) Road Safety Education o Child cycle training o Adult cycle training	LBH - RESIDENT SERVICES School Travel + Road Safety	e) £90k – TfL Bikeability LBH – existing resources	e) 2012/13	e) 1750 children + 250 adults participated in cycle safety training.
2% Increase in cycling 2013/14	a) Cycle counters in place monitor numbers cycling b) Increase Bicycle Parking spaces c) Community bike ownership Implement bicycle ownership	LBH - RESIDENTS SERVICES Transport LBH - RESIDENTS SERVICES Transport	a) Total £102k - TfL Biking Borough (BB) scheme b) To be conformed by BB (TfL funded) c) £5K – Community funding in place	a) 2012 b) 2012/13 c) 2012/13	a) > 1300 'hits' over 7 cycle counter cites across borough b) 33% more biking parking spaces in year c) > 20 members of the community signed up to Adult Cycle training.

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	targeting specific groups	LBH - RESIDENTS SERVICES Transport	d)£12k - Base Budget (to pay for publicity, cycle training, cycle leaders)	d) July 2012	d) Target > 10 led rides in year, 170 cyclists participating
	d) Cycling recreation programme: 'Sky rides local' – organised led rides across Hillingdon	LBH - RESIDENTS SERVICES Transport & Projects	e) No additional resource needed.	e) 2012	e) Monitor online hits and awareness. Target to be set
	e) 'Please cycle' website linked to LBH website. Residents record their mileage via the council website	LBH - RESIDENTS SERVICES Transport	f) £10k - Biking Borough (TfL funded)	f)2012/13	f)10 rangers recruited (new initiative) Target > 30 in Year 2
	f) Recruitment of volunteer cycling rangers – resident volunteers to help improve cycle routes and suggested (affordable) cycle parking areas	LBH - RESIDENTS SERVICES Transport	g) Base budget – within existing resources	g) 2012/13	g) By March '13: Set up 3 'Doctor Bike Sessions'
	g) Cycling Promotion for LBH staff to increase knowledge, interest and basic cycle maintenance skills	Public Health	h) External resource from 'Sustrans' who provide 'Bike It' officer to visit schools	h) 2012/13	<ul style="list-style-type: none"> o 12 staff trained on basic maintenance sessions o 4 Cycling articles published in Team Hillingdon o 12 new cyclists registered as regular users
	h) Extend "Bike it" initiative in Hillingdon schools to promote and increase knowledge and				

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	<p>safe cycling. This includes:</p> <ul style="list-style-type: none"> o 'Dr Bike' maintenance sessions for pupils o Cycle to school Days events and competitions o Set up classroom sessions and assemblies on cycling and safety o Delivered cycling information sessions (routes and activities for staff, parents and students) 				h) Additional 7 schools take-up and commit to "Bike It" initiative
Increase in walking	a) Legible London – pedestrian way-finding system (static maps) to help people find their way around the local area and encourage walking	LBH - RESIDENTS SERVICES Transport	a) £60k – Local Implementation Plan (LIP) in second year of 3 year funding. Mayor of London fund LBH – existing resources	a) 2012/13	a) 2012/13 Plans to set up in town centres: Hayes, Northwood Hills, Ruislip Manor ; and at interchanges along Grand Union Canal
	b) Public Footpath Improvements (walkers, cyclists, horse-riders)	LBH - RESIDENTS SERVICES Transport	b) £62k – LIP in second year of 3 year funding. Mayor of London fund LBH – existing resources	b) 2012/13	b) Improvements planned for 3 rights of way c) Measure of success:
	c) Develop walking programme for all residents offering led walks throughout borough. These include:	Public Health	c) £6k - Base budget	c) 2012/13	<ul style="list-style-type: none"> o Increase units of walking from 3,400 to 3,520 o >2 new themed walks per quarter o >5 more walk leaders trained o >2 more libraries linked to Walk Hillingdon

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	webpages <ul style="list-style-type: none"> o 6 libraries trained on Using Walk4Life and LBH on-line forms d) Set up walking programmes with Early Years providers to encourage parents and young children to walk regularly	Public Health	d) Base budget – within existing resources	d) 2012 – 13	programme <ul style="list-style-type: none"> o >2 libraries supporting use of on-line walking tools and pages d) Measure of success: <ul style="list-style-type: none"> o 3 walking programmes set up with Children Centres or Early Years providers o >30 additional families engaged in walks o >10 walk leaders trained

Objective: Support and encourage local businesses and workplaces to create opportunities for staff to be active					
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Recruit Volunteers and support local club networks	a) Hold Sport Makers workshops across the borough - aim is to recruit new sports volunteers aged 16 years and over to organise and lead community sporting activities This includes: o 154 Hillingdon residents including 16 LBH staff attended 5 workshops	Pro-Active West London (external organisation)	a) Existing Grant – National Lottery Funded	By March 2013	Target > 40 additional LBH staff to regularly record their sport activity and volunteer to lead sports activities for other LBH staff, by March '13
	b) Deliver Sports Grants to clubs, individuals and coaches for equipment, improvements, qualifications	LBH - RESIDENTS SERVICES Sports Development Team	b) £47,500k pa – Base budget (£20k gold bursary for highest level athletes; £27.5k for clubs, individuals, coaches) LBH resource	b) 2012 - 13	b) >75 applications or more per year
	c) Mayor's Annual Sports Awards – to acknowledge local commitment and success of clubs and individuals	LBH - RESIDENTS SERVICES Sports Development Team	c) £5000 – Base budget LBH resource	c) 2012 - 13	c) > 5 nominations per award per year
	d) Coach + volunteer education programme to develop skills/abilities for future coaching	LBH - RESIDENTS SERVICES Sports Development Team	d) £500 – Base budget LBH resource	d) On-going	d) >300 participants over 18 workshops

Objective: Ensure physical activity opportunities are inclusive particularly for people with disabilities					
Key Task	Sub-task	Lead	Cost/resource	Timescale	Success/Measure
Review the support and facilities for people with disabilities in partnership with DASH	a) Develop literature review and design survey tool	a,b,c) Public Health	A,b,c) £10k – Base Budget	A,b,c) Jan'2013	<ul style="list-style-type: none"> o Completed survey to inform practice and policy o Stakeholder event > 50 participants expected
	b) Undertake survey with 300 people c) Develop stakeholder event to share the assessment and develop recommendations d) Identify opportunities to extend provision for disabled residents and develop funding bid to Sport England Inclusive Sports Fund as part of a West London project	d) DASH / Brentford FC / RESIDENTS SERVICES/Sports Development Team	d) Within existing resources	d) Jan 2013	d) Potential extended activities identified and initial bid submitted to Sport England

Objective: Ensure efficient and effective care pathways within the community					
Key Task	Sub-task	Lead	Cost/resource	Timescale	Success/Measure
Set up care pathways with primary care and Public Health	a) Set up 'Mini – Mend' 2- 4 year olds (exercise and weight management programme) for pre-school children and parents in 4 Children Centres	RESIDENTS SERVICES/Sports Development Team	a) £20k – Base Budget	a) 2012 – 13	a) Year 1 – target is > to 100 young children and parents attend. Year 2 increase by 2%
	b) Re-organise 'Fit Teen' programme of exercise and healthy lifestyle programme	RESIDENTS SERVICES/Sports	b) £5k per annum - Public Health	b) Jan 2013	b) 3 courses > 30 participants

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Cont,	for over-weight teenagers	Development Team			
	c) Revise delivery of Cardiac Rehabilitation pathway at Highgrove Pool (partnership with The Hillingdon Hospital Trust and Mount Vernon Hospital)	RESIDENTS SERVICES/Sports Development Team	c) Self-funding as an Exercise on Prescription Scheme. Training costs per annum £800	c) Jan 2013	c) > 30 participants each week
	d) Support delivery of referral pathway for Parkinson sufferers at Hillingdon Sports & Leisure Complex	Parkinsons UK (Hillingdon)	d) Self-funding – Exercise on Prescription Use of facilities provided at no cost	d) On-going	d) > 15 participants per week
	e) Set up delivery of support for a Stroke Care Pathway at Hillingdon Sports & Leisure Complex	RESIDENTS SERVICES/Sports Development Team	e) Self-funding – Exercise on Prescription Use of facilities provided at no cost	e) March 2013	e) > 6 participants at each session on a regular basis

Objective: Communication Plan to increase professional and community awareness of the benefits and how to be more physically active					
Key Task	Sub Task	Lead	Cost/resource	Timescale	Success/Measure
Develop Change4Life campaign (over 3 years) to encourage residents of all ages to participate in 150 minutes of	a) Promote Change4Life and council owned leisure centres through: <ul style="list-style-type: none"> o improved council website, and information using social media e.g Facebook, Events calendar young 	Corporate Comms	A, b) £2000 – Public Health £5000 – Sports Development Team LBH existing resource	July 2012 - 13	a) >1500 visitors on change4life website visitors and page views, Facebook fans; residents who recognise 'Active Hillingdon' through Hillingdon People survey

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physical activity a week	Hillingdon website, Google adverts o Hillingdon People team Hillingdon articles o Posters and publicity in settings for example council buildings, notice boards, schools, GP surgeries, hospitals, supermarkets, leisure centres b) Set up 2 Change4Life Pledges to participate in 150 minutes of physical activity a week. To include: o 1,000 residents o 500 parents				b) 1000 residents and 500 parent pledges set up on-line and hard copies of pledges (available in schools, libraries)