

Physical Activity Development

JANE KRACKE | Sports Manager

TEL 01785 619 187

EMAIL jkracke@staffordbc.gov.uk

This is the first full year that County Sport and Physical Activity Partnerships have been awarded funding from the Department of Health to support the development of participation in Physical Activity. The funding has enabled SASSOT to employ a Physical Activity Manager who has developed an action plan in consultation with the sub region's Primary Care Trusts. The Physical Activity Manager's role has also involved supporting the development and ongoing work of the Community Sport and Physical Activity Networks (CSPANs), which are instrumental in identifying and addressing local-level physical activity needs.

Highlights

- ▶ Department of Health Delivery Plan developed in close consultation with the PAN-WM Regional Co-ordinator and signed off by all 3 PCTs, the Staffordshire NI8 Delivery Group and the LAA Health & Well-being Thematic Group
- ▶ One Promoting Physical Activity Toolkit Workshop held within each of the three PCT areas
- ▶ Social Marketing project with South Staffordshire PCT commissioned
- ▶ Staffordshire Local Area Agreement NI8 Delivery Group formed, with an Action Plan developed and implemented
- ▶ South Staffordshire Primary Care Trust's 'Health Fit' project continues to engage new user groups in an array of sport and physical activity sessions. Progress in Free Swimming projects, 'No Strings Badminton' and beginner social tennis sessions in conjunction with Esporta Lichfield have been particularly successful in building confidence levels amongst new participants
- ▶ Walk and Talk Plus schemes running effectively in Lichfield, Burntwood and Fazeley, and the project has expanded into Cannock, Rugeley and Tamworth. The project is funded by Sport England CIF funding and is organised by Age Concern South Staffordshire.
- ▶ South Staffordshire 'Heath Watch' project has appointed two Physical Activity Delivery Officers working across the South Staffordshire Council area. A comprehensive programme of activities has been developed and the scheme is contributing to increasing levels of participation across the District.
- ▶ Continued support of the CSPANs

Looking ahead to 2010-11

Complete the delivery of the current Department of Health Delivery Plan, including:

- ▶ Hold two more Promoting Physical Activity Toolkit workshops
- ▶ Work with CSPANs to develop and contribute funding towards new physical activity projects
- ▶ Submit an application to establish a Sport and Physical Activity Knowledge Transfer Partnership with Staffordshire University
- ▶ Support the Social Marketing project across the South Staffordshire PCT area
- ▶ Support the organisation of a sub-regional Physical Activity Conference
- ▶ If continued Department of Health funding is confirmed, develop a new Delivery Plan in consultation with key partners.
- ▶ Review the Physical Activity pages on the SASSOT website
- ▶ Support the implementation of the Staffordshire Dance Development Programme.

The Highlights listed above were achieved whilst Alison Williamson was in post as the Physical Activity Manager.



"Good progress has been made towards the delivery of SASSOT's Department of Health Delivery Plan, and the additional work planned for 2010-11 should further support increased Physical Activity participation."

Jane Kracke, Sports Manager