

## **Year 2 and 3 Implementation Plan**

# **Active Swindon**

**more people, more active, more often**

### **Success criteria:**

Increase the percentage of adults participating in sport and active recreation by 1% year-on-year – measured by Active People Survey (APS).

Less than 6.4% of children in reception year and less than 16.7% of children in Year 6 to be recorded as obese – measured by the National Child Measurement Programme (NCMP).

## Strategic Aim 1: Increase the physical activity levels in adults and young people

<b>Priorities:</b>		<b>Strategic Lead responsible for feeding back on progress</b>
1.1	Raise awareness of the benefits of physical activity and the opportunities available	Helena Robinson
1.2	Increase the number of children accessing quality sport and physical activity on the school site	Juliet Rayden
1.3	Increase the number of people utilising Swindon's parks, open spaces and outdoor leisure facilities	Martin Hambidge
1.4	Increase the number of people walking and cycling	Gladys Barr
1.5	Maximise opportunities to promote lifelong participation in physical activity	Fiona Dickens
1.6	Promote the benefits and opportunities of play	Peter Robinson
1.7	Increase the number of people from diverse groups who take part in regular physical activity (e.g. older people, disabled people, people from BME communities)	Cherry Jones

## 1.1 Raise awareness of the benefits of physical activity and the opportunities available

Objective	Actions	Key dates	Key officers to be involved
Create an easily accessible tool to signpost and promote opportunities to participate in physical activity and sport	Launch the Challenge Swindon searchable database as a one-stop shop for physical activity and sport	July 2011	<b>Cathy Caulfield</b> Kate Steel Ian Jankinson
Evaluate the impact the 'let's get moving' programme	Carryout a review of the existing programme and complete an evaluate report	October 2011	<b>Fiona Dickens</b> Gladys Barr
Maximise the opportunities of the 2012 Olympic and Paralympic Games to promote opportunities and inspire people to take part in physical activity and sport	Set up a 2012 Strategic Workshop  Strategy and Pledges agreed and delivered  Link events and activity calendar linked to the Wharf Green 'Live Site'  Obtain Inspire mark for programmes/websites  Deliver a communications plan linked to 2012	June 2011  July 2011  July 2011  Sept 2011  Sept 2011	<b>Helena Robinson</b> Nikki Courtney Douglas Imrie Mike Pringle Cherry Jones Gavin Calthrop
Improve information and access to physical activity and sports for people with disabilities	Establish and promote online access statements for all SBC sport and leisure venues (indoor and outdoor, formal and informal)	Dec 2011	<b>Dave Maine</b> Ben Humphrey Martha Quinn Nick Stephenson Sara Moody Cathy Caulfield

Provide families with easy access to information and activities which help them improve their lives	Continue to deliver change4life objectives for 2011-12 across the town  Complete a evaluation report on impact of campaign	March 2012  Sept 2011	<b>Tom White</b> Fiona Dickens Cathy Caulfield Emma Creighton Gladys Barr
Raise awareness of sport and leisure opportunities in Swindon through effective Leisure Services marketing.	Utilise and develop the councils web pages.  Embrace social media marketing to reach a wider audience  Run monthly primary campaigns which utilise a call to action to incentivise participation.	Mar 2012  Oct 2011  Monthly campaigns	<b>Annette Richards</b> Cathy Caulfield Dave Maine

### 1.2 Increase the number of children accessing quality sport and physical activity (5 -16 year olds participating in 5 hours per week/16-19 year olds (25 for disabled children) participating in 3 hours per week)

Objective	Actions	Key dates	Key officers to be involved
Ensure sport and physical activity being offered as part of traded services and that schools are signed up and paying for 'offer'	Produce and promote a brochure detailing the 'offer' as part of traded services  Deliver an workshop/promotional campaign to engage with head teachers and governors to sell the benefits of physical activity and sport and the positive impact it can have on academic attainment	Oct 11  Sept 11	<b>Juliet Rayden</b> Doug Imrie Dave Maine Helena Robinson Gladys Barr Ian Bickerton
A co-ordinated approach to the positive activities offer made to children and young people.	Secure funding to deliver the Youth Sport Swindon project  Delivery plan agreed with all partners  Initial project review	July 11  Sept 11  April 12	<b>Peter Robinson</b> Kate Steel Doug Imrie Ben Humphrey Gladys Barr

	Set up 'positive activities' network and delivery plan	Dec 11	
Children and young people in Swindon have access to a range of competitive and non competitive events and activities	Swindon School Games Playground to Podium Change 4 Life programme Holiday sport and activity programme (rural and urban)	Summer 12 June 11 Summer 11	<b>Juliet Rayden</b> Steve Boocock Doug Imrie Ben Humphrey Ian Jankinson
Increase the number of under 19's participating in Leisure in Swindon.	Measure current participation levels across SBC Leisure Services venues.  Review site programmes and opportunities for under 19's to participate.  Target a % increase year on year.  Promote activities via schools and colleges.  Utilise social media marketing to target a wider audience.	Mar 2012	<b>Dave Maine</b> Piers Harold Annette Richards Cathy Caulfield SBC Site Managers

### 1.3 Increase the number of people utilising Swindon's parks, open spaces and outdoor leisure facilities

Objective	Actions	Key dates	Key officers to be involved
Deliver a range of community based activities and events in local parks and open spaces, linked to the 2012 Games, One Swindon outcomes and the Queen's Jubilee	Set up an Events and Festivals Group set up: Hold 6 events in outdoor spaces per year Evaluate Woodland Games project: Sept 11	Sep 11 July 11 – July 12 Sept 11	<b>Martin Hambidge</b> Helena Robinson Nikki Courtney Cathy Caulfield Jonathon Wilshaw Voluntary Sector Community Team
Work with NGB of grass pitch sports to support the implementation of development plans linked with infrastructure improvements	Engage with NGB, identify opportunities working in partnership with sports clubs	Sept 12 – Aug 13	<b>Steven Woodman</b> Martin Hambidge
Produce a Playing Pitch Strategy	Work with Sport England to deliver the strategy.	Sept 12	<b>Steven Woodman</b> Martin Hambidge Phil Smith

### 1.4 Increase the number of people walking and cycling

Objective	Actions	Key dates	Key officers to be involved
Create a cycling and walking strategy and action plan to include active travel and physical activity/sporting opportunities	Set up cross-departmental walking and cycling group  Strategy and plan 1 <sup>st</sup> draft written:  Continue to develop the Cycle Champion project, the Bikability/Bike it projects in schools	July 11  Sept 11  Ongoing	<b>Gladys Bar</b> Anna Cipulla Amanda Rothwell Claire Flemming Jane Deeley Margeret Tester Juliet Rayden

	<p>and the Change 4life 5 minute zones</p> <p>Apply for funding for development of a travel policy to early years settings in order to I</p> <p>Increase physical activity, improve road safety and reduce CO2</p>	March 2012	
Increase the number of people cycling and provide more opportunities for people to cycle around our parks	<p>Evaluate existing 'red planet' delivery &amp; success</p> <p>Initial conversations with other voluntary providers as a comparison</p> <p>Utilise SBC Leisure facilities to promote opportunities and increase cycling participation</p>	<p>Sept 11</p> <p>Dec 11</p>	<p><b>Anna Cipulla</b> Martin Hambidge Voluntary Sector Gladys Barr Dave Maine</p>
Increase the number of children and their families/ carers walking to school	Implementation of the Change4Life 5 minute zones project in 5 Swindon schools	September 11	<p><b>Jane Deely</b> Fiona Dickens Tom White</p>

### 1.5 Maximise opportunities to promote lifelong participation in physical activity

Objective	Actions	Key dates	Key officers to be involved
Maximise the uptake and usage of the Swindon Card, allowing partners to promote and distribute as part of their programmes	<p>Add the Swindon Card on the pharmacy campaign</p> <p>Set up Open Evenings and new 'quick' sales techniques with targeted communities and groups</p>	Jan 12	<p><b>Fiona Dickens</b> Dave Maine Carole Jones Ben Humphrey Doug Imrie Annette Richards</p>

	<p>Set up an intervention process for hard to reach groups</p> <p>Review the Swindon Card policy and charging</p>		Phil Denham
<p>Increase the number of people taking part in regular and sustained physical activity; promoting the Leisure passport scheme as great value</p>	<p>Utilise the Big Wave Media contract in driving monthly sales.</p> <p>Engage with key partners and encourage them to promote the passport as a way to increase levels of participation</p> <p>Target new members with 5 primary marketing campaigns per year.</p> <p>Review each campaign to ensure the correct demographic responds.</p> <p>Increase current membership of 5500 to 5800 by March 2012</p>	<p>Monthly</p> <p>Jan, Feb, Apr, Jun &amp; Sept.</p> <p>Feb, Mar, May, Jul &amp; Oct</p> <p>Mar 2012</p>	<p><b>Dave Maine</b> Darren Gunter Annette Richards Sales Champions Site Managers</p>

## 1.6 Promote the benefits and opportunities of play

Objective	Actions	Key dates	Key officers to be involved
Develop a provision of a new Water Play facility to replace Paddling Pool at Coate Water	Construction and promotion of new facility	August 11	<b>Martin Hambidge</b>
Continue development of programmes aimed at Early Years settings (e.g. HENRY and Early Years settings award)	Programmes achieving their milestones	March 2012	<b>Emma Creighton</b> Fiona Dickens Gladys Barr

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## Strategic Aim 2: Create an environment that promotes physical activity as part of everyday life

<b>Priorities:</b>		<b>Strategic Lead responsible for feeding back on progress</b>
2.1	Ensure physical activity is promoted within the spatial planning process	Phil Smith
2.2	Provide a wide range of high quality indoor and outdoor leisure facilities	Steven Woodman
2.3	Place physical activity at the heart of every community	Community Lead (TBC)
2.4	Raise awareness and increase opportunities to be physically active in the workplace	Gladys Barr
2.5	Support local organisations, clubs and groups to deliver quality sport and physical activity provision	Helena Robinson

## 2.1 Ensure physical activity is promoted within the spatial planning process

Objective	Actions	Key dates	Key officers to be involved
All major local developments to be designed and build with full consideration of health impact	<p>All development strategies to be presented to the Active Swindon Partnership Steering Group for consultation</p> <p>LTP3: Core Strategy Green Infrastructure</p>	Ongoing	<p><b>Phil Smith</b> Cherry Jones Jonathon Wilshaw Steven Woodman</p>
Ensure each new housing development as a residential travel plan	<p>Set up framework</p> <p>Develop plans for Whichelstowe and the EDA</p>	Sept 11	<p><b>Phil Smith</b> Claire Fleming Cherry Jones Community Lead</p>
Ensure that non-car accessibility (i.e. walking & cycling) is prioritised in planning for expanded, relocated or new schools.	<p>All new and expanded school development plans to include provision for walking and cycling (and physical activity in general) as priority travel modes.</p> <p>Interim travel plan to be developed for all new school sites, and existing plans reviewed for expanded or relocated schools</p> <p>School Travel Advisor to engage with new school communities as early as possible.</p>	Ongoing	<p><b>Jane Deeley</b> Chris Williams</p>

## 2.2 Provide a wide range of high quality indoor and outdoor leisure facilities

Objective	Actions	Key dates	Key officers to be involved
Ensure the Active Swindon Partnership are provide strategic input to the Leisure, Libraries, Culture and Parks Options Appraisals	Report to Cabinet:	Sept 11	<b>Cherry Jones</b> Helena Robinson Martin Hambidge Steven Woodman
Ensure development of leisure facilities are done in line with the core strategy	Develop a leisure facilities improvement plan and investment strategy to include:  Refurbish Link Swimming pool changing rooms and poolside.  Refurbish and extend Hydro Gym and fitness. Replace RPM bikes at Oasis.	Dec 11  Aug 2011  Sept 2011	<b>Steven Woodman</b> Phil Smith Dave Maine Dave Smith
Seek investment in the existing SBC infrastructure, helping maintain and improve participation.	Secure investment with partners for – Link Roof replacement Dorcan Pool Plant Oasis Flumes Health Hydro Pool/Spa and Gym Broome Manor Golf Course Highworth Recreation Centre Croft Sports Hall and Gym Dorcan Netball Dome	April 11 – March 13	<b>Steven Woodman</b> Roger Byrne
Deliver improvements to Moulden Hill Country Park and Shaw Forest Park, specifically focused on cycling	Plans in place: Sept 2011  Work being undertaken:	Sept 11  Jan 12	<b>Martin Hambidge</b> Steven Woodman Anna Cipulli

	SLA secured with national governing body partners	Jan 12	Allyson Jordan
Explore opportunities to develop a major 'wheels park' in Swindon	Consult with participants - considering their needs ascertain cost and locate a suitable site.	Jan 13	<b>Steven Woodman</b> Martin Hambidge

### 2.3 Place physical activity at the heart of every community

Objective	Actions	Key dates	Key officers to be involved
Develop & promote use of open spaces, within Wichelstowe, such as community gardens, cycling and walking	Develop Community Garden/allotment space  Establish workers network:  Map community aspirations and needs Promote walking and cycling	April 11  Jul 11  Sept 11 Sept 11	<b>Community Lead</b> Gladys Barr Wichelstowe Development Team & Forum
Ensure that SBC Community Engagement Team & Leisure Services Team experience first hand what is available in their local area so they can promote to local people.	Begin a shared community engagement 'tour' of SBC Leisure venues, parks, community indoor & open spaces with Community Engagement & Leisure officers	Initial plan: Jan 12 Tour begins: June 12	<b>Community Lead</b> Dave Maine Martin Hambidge Leisure Officers Community Officers Youth Officers
Set up process to enable local residents to come up with ideas for low cost ways to improve the places where they live	Research other schemes:  Pilot within one street potential link with My Street initiative:	Oct 11  May 12	<b>Community Lead</b> Mike Ash Jackie Moyles

Deliver a 2012 inspired tour of sporting activities in order to reach both rural and urban communities	Launch the tour - 2 rural communities/2 urban communities	July 11	<b>Nikki Courtney</b> Doug Imrie Community Lead CPCP leads
	Evaluate pilot in order to plan further community activities in future years	Aug 11	

## 2.4 Raise awareness and increase opportunities to be physically active in the workplace

Objective	Actions	Key dates	Key officers to be involved
Link existing workplace initiatives to a wider Swindon healthy workplace agenda  Active at work Swift Volunteering Health and Well being Days	Set up working group:  Develop a work based marketing campaign  Deliver an annual event: Sept 12  Set up the Business Charter: Sept 12	Sept 11  Jan 12  Sept 12  Sept 12	<b>Gladys Barr</b> Darren Gunter Claire Fleming Steve Boocock SBC wellbeing team Helen Maine
Increase workforce participation in Leisure activities by offering corporate discounts on Swindon Cards or Leisure Passports	Target corporate members with each primary Leisure offer.  Promote beat the price increase to all corporate members in December.	Jan, Feb, Apr, Jun, & Sept   Dec 2011	<b>Darren Gunter</b> Annette Richards Dave Maine

## 2.5 Support local organisations, clubs and groups to deliver quality sport and physical activity provision

Objective	Actions	Key dates	Key officers to be involved
Increase the number of accredited clubs, improve links between clubs and their Governing Body and support the clubs to	Promote club accreditation and support clubs through the process	Sept 11	<b>Ian Jankinson</b> Doug Imrie Gladys Barr

access and secure more funding	Facilitate/deliver funding workshops for clubs  3 x Sports Forum per year	June 11 onwards  June 8 <sup>th</sup> 11 1st Nov 11 Feb/March 12	Steve Boocock
Formalise Service Level Agreements (SLAs) with sports clubs using SBC leisure venues	Identify sports clubs to target and plan a phased approach to venues	Begin Sept 11	<b>Dave Maine</b> Doug Imrie Ian Jankinson Chris Smith Stu Coffey
Support club members with discounted facilities at off peak times for club development.	Offer discounted SBC Leisure facilities at off peak time if currently unused as per the Leisure Programming Policy.	Oct 2011	<b>Dave Maine</b> Stu Coffey Site Managers
Support club members and their families with discounted Leisure Passport opportunities.	Offer discounted Leisure Passport options to club members and their families to offset their contribution to SBC facility hire.	Oct 2011	<b>Darren Gunter</b> Dave Maine
Work with local sports clubs to improve facilities and encourage greater ownership of SBC sports assets	Identify sports clubs to target and plan a phased approach to venues e.g. Swindon RFC at Oakfield Harriers Athletics at County Ground Bowls Clubs	Dec 12 – March 13	<b>Steven Woodman</b> Martin Hambidge
Consult and support local sports bodies/associations to help deliver a network of specialist sports provision enabling progression.	Identify opportunities with partners and NGB's.	Dec 12 – March 13	<b>Steven Woodman</b> Doug Imrie Steve Boocock

### Strategic Aim 3: Empower people to be more physically active

<b>Priorities:</b>		<b>Strategic Lead responsible for feeding back on progress</b>
3.1	Improve access to physical activity for individuals and groups that face barriers	Helena Robinson
3.2	Promote healthy aging and the ability to live independently	Gladys Barr
3.3	Ensure opportunities exist for people to participate in sport from grass roots to excellence	Ian Jankinson
3.4	Increase the number of people with the skills to deliver across the physical activity spectrum	Cherry Jones
3.5	Support people to be physically active	Fiona Dickens

### 3.1 Improve access to physical activity for individuals and groups that face barriers

Objective	Actions	Key dates	Key officers to be involved
Clubs understand how to cater for people with disabilities and are supported to provide and promote opportunities	Deliver the 'Inclusive Club' initiative across local sports clubs	3 new clubs: Dec 11 3 more clubs: June 12	<b>Ben Humphrey</b> Ian Jankinson Doug Imrie
Linking with 'connected care' project to understand the available community resource with a view to developing locally manned activities	Understand process: Dec 11 Pilot: Sept 12	Community capacity released to deliver local activities	<b>Carole Jones</b> Ben Humphrey Fiona Dickens Community Lead
Improve physical access at Leisure venues in order to encourage more usage by people with disabilities	Carryout a feasibility study on the Link Centre to include better access to the sports hall and changing places provision	Dec 11	<b>Steven Woodman</b> Ben Humphrey Helena Robinson
Develop a clear and simple mechanism for underrepresented groups to access a Swindon Card and subsequently cheaper priced activities	Develop an incentive card for families needing support to access physical activity (C4L)  Issue free cards for non users who qualify for disability living allowance and concession 2 criteria  Consider incentives for supporters and carers, including young carers	June 11  June 11  Sept 11	<b>Phil Denham</b> Ben Humphrey Tom White Helena Robinson Angela Miliken Carers Teams
Increase the number of women from BME backgrounds accessing sport and leisure	Provide and promote a women's only swim session with the necessary arrangements in place to meet cultural needs	Sept 11	<b>Nathan Hall</b> Stuart Arthur Gemma Fletcher Dave Maine Helena Robinson

			Nick Stephenson
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### 3.2 Promote healthy aging and the ability to live independently

Objective	Actions	Key dates	Key officers to be involved
Support people with poor mental health to access sport and physical activity in order to improve their health and well being	Establish working relationship with Mental Health providers  Develop an action plan to increase participation from this target group	Dec 11  Jan 12	<b>Carole Jones</b> Mental health Team
Promote and deliver a needs led co-ordinated physical activity/health improvement programme targeted at individuals who are at risk of ill health due to a sedentary lifestyle	Establishment of a 'healthy lives' team  Review existing programmes to ensure we are meeting the needs of the population  Make recommendations for service development and improvement	Sept 11  Mar 12  Dec 12	<b>Carole Jones</b> Community Lead Gladys Barr Fiona Dickens
Support the delivery of the falls and bone health strategy	Update to falls and bone awareness strategy  Ensure two-way feedback at ASP and falls and bone health strategy meetings about the work of respective groups.	Sept 12  Sept 12	<b>Cherry Jones</b> Carole Jones
Develop an elder ambassador programme to identify gaps in existing physical provision to inform service development	Gap analysis complete  Written report	Sept 11  Dec 11	<b>Peter Kent</b> Carole Jones
Provide a wide range of "Masters" activities across SBC Leisure Facilities	Review site programmes and ensure a wide range of opportunities are available.	Oct 2011	<b>Dave Maine</b> Piers Harold

	Utilise off peak time with further classes and sessions such as Zumba Gold.	Oct 2011	Darren Gunter Carole Jones
	Review the number of over 50's currently participating in SBC leisure sites and target a % increase.	Oct 2011	
	Run a specific primary campaign which targets "Masters" into off peak membership.	Nov 2011	

### 3.3 Ensure opportunities exist for people to participate in sport from grass roots to excellence

Objective	Actions	Key dates	Key officers to be involved
Facilitate a series of showcase and taster activities to promote Swindon's talent in the Town Centre	Launch the 'year to go' event at Wharf Green  Plan an annual programme linked to BBC sports coverage, working with clubs to showcase and demonstrate	July 11  Sept 11	<b>Helena Robinson</b> Ian Jankinson Nikki Courtney Cathy Caulfield Doug Imrie Ben Humphrey InSwindon Forward Swindon
Provide the residents of Swindon with the opportunity to take part in sport in the format and at the level that is right for them	Sports Strategy consultation Strategy 1 <sup>st</sup> draft HOSC Interim update to ASP	July 11 Sept 11 Sept 11 Dec 11	<b>Helena Robinson</b> Ian Jankinson Doug Imrie Cathy Caulfield Ben Humphrey Steven Woodman
Provide pathways from participation within SBC Leisure facilities to accredited clubs.	Ensure SBC Leisure staff are able to promote accredited clubs to foundation level users.	Oct 2011	<b>Dave Maine</b> Site Managers Cathy Caulfield

	Ensure all staff are aware of the Challenge Swindon searchable website as it becomes available.	July 2011	Doug Imrie
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### 3.4 Increase the number of people with the skills to deliver across the physical activity spectrum

Objective	Actions	Key dates	Key officers to be involved
Encourage and support coaches, leaders and volunteers to reach their potential and ensure they are operating under minimum standards	<p>Promote Rightcoach to local coaches and increase the number of coaches on the site</p> <p>Deliver an annual programme of CPD events and activities to local coaches, leaders and volunteers</p> <p>Develop and implement the Sport Makers volunteering initiatives</p>	<p>Review: Dec 11</p> <p>Sept 11 – Sept 12</p> <p>Sept 11</p>	<p><b>Doug Imrie</b> Ian Jankinson Helen Maine Ben Humphrey Steve Boocock</p>
Co-ordination of recruitment, retention and reward for volunteers working on public sector activities (plus 3 <sup>rd</sup> sector as appropriate)	<p>Set up a One Swindon Volunteer Management Forum set up:</p> <p>Agree the system for the recruitment, retention and recognition of volunteers</p> <p>Volunteer guidance agreed and promoted</p>	<p>Oct 11</p> <p>Jan 12</p> <p>March 12</p>	<p><b>Helen Maine</b> Ian Jankinson Gladys Barr Sue Dunmore Helen Miah Paula Harrison</p>

### 3.5 Support people to be physically active

Objective	Actions	Key dates	Key officers to be involved
Increase levels of participation in sport and physical activity by adults with disabilities, older people or those with ill health.	<p>Develop a menu of activity to be offered as part of care plans and personal budgets</p> <p>Develop and implement a promotional campaign for this menu</p> <p>Investigate opportunities around cardiac rehab and stroke rehab</p>	<p>Phase 1: Oct 11</p> <p>Dec 11</p>	<p><b>Helena Robinson</b> Ben Humphrey Karen Hobbs Carole Jones Angela King Jan Trethewey</p>
Raise awareness within the Primary Care of the GP Referral scheme (Steps to Health) and other health improvement programmes	<p>Recruit 15 new practices</p> <p>Utilise SBC Leisure facilities for the steps to health programme</p>	<p>April 12</p>	<p><b>Carole Jones</b> Gladys Barr Cheryl Heyne Tom White GP Consortia</p>
Expand the 'activity buddy' scheme, using good practice from the Ability Sport Programme to provide support and encouragement to those finding it difficult to access sport, leisure and culture	<p>Recruit 15 new buddies</p> <p>Utilise SBC Leisure facilities in promoting and enabling buddy scheme opportunities.</p>	<p>Dec 11</p>	<p><b>Ben Humphrey</b> Dave Maine Centre Manager Helen Maine</p>

#### Strategic Aim 4: Increase the capacity to deliver physical activity and sport

<b>Priorities:</b>		<b>Strategic Lead responsible for feeding back on progress</b>
4.1	Establish the Active Swindon Partnership as strategic lead	Cherry Jones
4.2	Deliver the Implementation Plan through partnership working	Helena Robinson
4.3	Maximise opportunities for investment in physical activity and sport	Gladys Barr
4.4	Develop a consistent message to promote physical activity which can be adopted across all sectors	Cherry Jones
4.5	Ensure the aims of the Active Swindon Strategy are achieved	Helena Robinson

#### 4.1 Establish the Active Swindon Partnership as strategic lead

Objective	Actions	Key dates	Key officers to be involved
Ensure that physical activity and sport is embedded within and across 'One Swindon'	Launch One Swindon Link all actions to AS plan	July 11 July 11	<b>Cherry Jones</b> Helena Robinson
Ensure that the ASP represented on the Health and Wellbeing Board	Discuss and agree membership	Sept 11	<b>Cherry Jones</b>

#### 4.2 Deliver the Implementation Plan through partnership working

Objective	Actions	Key dates	Key officers to be involved
Ensure that the objectives and outcomes of the Active Swindon Implementation plan are achieved and are clearly linked to One Swindon and associated strategies and plans	Monitor performance of One Swindon's key priorities pertaining to physical activity and sport Monitor and evaluate implementation of the healthy weight, healthy lives strategy and action plan Identify and establish take and finish group to meet key work objectives	Dec 11 and at each subsequent meeting  Review at each meeting  Agree at each meeting	All ASP stakeholders and associated teams

### 4.3 Maximise opportunities for investment in physical activity and sport

Objective	Actions	Key dates	Key officers to be involved
Maximise opportunities to secure funding and projects from the people, places, play strategy	Develop a co-ordinated approach to bidding for funds and project, linked to local need and existing work	Dec 11	<b>Gladys Barr</b> Steve Boocock Helena Robinson Steven Woodman
Market Swindon to National Governing Bodies of sport and other funders as a centre of sporting excellence and a good place to invest in facilities and projects	Design and produce a 'This is Swindon' brochure	Jan 12	<b>Steven Woodman</b> Gladys Barr Helena Robinson Steve Boocock Cathy Caulfield

### 4.4 Develop a consistent message to promote physical activity which can be adopted across all sectors

Objective	Actions	Key dates	Key officers to be involved
Share examples of good practice and showcase success at a local, regional and national level	Develop a communication plan and a system to share good practice	March 12	<b>Cathy Caulfield</b> NHS Swindon Comms Team Managers
Adopt a co-ordinated approach to communicating with schools.	Develop a schools communication plan incorporating all health related communications with schools.	Sept 11	<b>Angela Milliken</b> Juliet Rayden Doug Imrie

#### 4.5 Ensure the aims of the Active Swindon Strategy are achieved

Objective	Actions	Key dates	Key officers to be involved
Showcase the 'added value' achieved by the Active Swindon Partnership	Produce annual highlight to report progress to key stakeholders	March 12	<b>Helena Robinson</b> Cherry Jones

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