

Active East Herts Action Plan 2015/16 - Summary of Achievements - Appendix B

1. Advocacy and Partnership – Objective: To become a recognised and high profile “voice for sport”; to liaise and support all stakeholders concerned with the provision of sport and physical activity in East Herts.

Desired Outcome	Action and Deliverables	Achievement and Improvement Opportunities
1.1 Improve the visibility and perception of AEH within the community.	<p>Exploit the expertise provided by CVS to improve networking, source funding streams (including core funding to deliver the action plan) and prepare grant applications.</p> <p>Capitalise on the investment in the website; use analytics to target key audiences and maximise use of social media.</p>	<p>Achieved: During the financial year 2015/16 AEH successfully applied for and obtained £20,290 in grant funding to encourage residents of East Herts to participate in physical activity. Grants included £1,310 from England Athletics, £9,980 from Awards for All, £2,000 from HCC Public Health and £500 from Street Games.</p> <p>Ongoing activity: Analytics has enabled more targeted use of social media to alert members to new funding streams, training opportunities for volunteers and events.</p>
1.2 Enable and empower sports clubs	Review and refresh the training and	We continue to offer training and development opportunities such as Safeguarding workshops

<p>in East Herts to develop and grow</p>	<p>development offering to AEH members.</p> <p>Trial a defib training course, complete evaluation and assess ongoing demand.</p> <p>Continue to exploit opportunities to promote AEH to East Herts residents; work with EHC communications team to maximise the channels and media available to AEH.</p>	<p>and subsidised courses. Feedback from Clubs indicates that they value AEH support in this area. Ongoing activity</p> <p>Ongoing activity:Forged excellent working relationship with EHC comms team. Several articles in Link Magazine, established a process to coordinate activities on social media (re-tweeting etc).</p>
<p>1.3 Identify links with other key District and County strategies</p>	<p>Ensure AEH is represented in other strategic partners plans, including but not limited to:</p> <ul style="list-style-type: none"> • Hertfordshire’s Health and Wellbeing Priorities • East Herts Public Health Strategy • Equalities • Education • Parks and Open Spaces 	<p>AEH is represented at a number of strategic forums, including East Herts Health and Wellbeing Partnership Group, Ageing Well Group, HCC Lifestyle and Legacy Partnership.</p> <p>We have a scheduled 6 monthly review with HCC Director of Public Health to ensure there is alignment between our plans</p>
<p><i>Desired Outcome</i></p>	<p><i>Action and Deliverables</i></p>	<p><i>Achievement and Improvement Opportunities</i></p>
<p>1.4 Increase usage of open spaces, schools</p>	<p>Work with EHC Leisure Services Development Manager to ensure AEH</p>	<p>AEH has presented to the Leisure Strategy Task and Finish Group and been involved in the BS</p>

<p>and other facilities</p>	<p>vision for the future is represented in the new leisure strategy.</p> <p>Work with the Countryside Management Service to promote Health Walks</p> <p>Lobby schools, Parish and Town Councils and others to increase community access to sports facilities</p>	<p>North development group.</p> <p>We continue to work closely with Countryside Management to promote Health Walks. Following on from the success of MOVE Week 2015 we are looking to hold a mass participation event in the summer of 2016</p>
<p>1.5 Engage key stakeholders and partners in planning for the future</p>	<p>Organise a series of locational workshops in conjunction with EHC Leisure Services Development Manager to gather data from sports clubs on their future state requirements.</p> <p>Review and evaluate the AEH 2013-2016 Strategic Plan. Develop the future vision for AEH and prepare the Strategic document for 2016- 2019.</p> <p>Carry out stakeholder analysis to identify and engage other key strategic partners</p>	<p>Achieved: Workshops held and data collated on behalf of the Leisure Services Development Manager.</p> <p>Achieved: The 2013 – 2016 Strategic Plan has been evaluated and the Vision for AEH reviewed and refined. The Strategic Plan 2016 – 2019 incorporates the learning from the last 3 years and reflects the importance of physical activity in improving health and wellbeing.</p> <p>Ongoing: Initiated discussions with Tarmac, Friends of Pangshanger Park and Herts and</p>

Middlesex Wildlife Trust.

2. Increase Participation - Objective: To promote and support activities which foster participation in sport and related health education

Desired Outcome	Action and Deliverables	Achievement and Improvement Opportunities
2.1 Actively promote and support European MOVE Week	<p>Deliver MOVE week 2015</p> <p>Deliverables include:</p> <ul style="list-style-type: none">• A District wide programme of events and activities.• Marketing and promotion plan - ensuring EH achieves maximum publicity from MOVE week• A robust evaluation of the effectiveness of MOVE to encourage participation and data to help underpin future funding bids <p>Plan MOVE week 2016</p>	<p>Achieved: Delivered 32 activities across the District and engaged with 704 people. Highlights - The family football festival was attended by 123 people, and included a session aimed at children with learning disabilities. Health walks attracted 60 new attendees of which 66% were female.</p> <p>Michal Siewniak, Deputy Chair of AEH, won a Hertfordshire Excellence in Public Health Award 2015 for his work on MOVE week</p> <p>Evaluation of MOVE week 2015 clearly identified that large scale events were the most effective vehicle to engage people. We are currently developing plans for a mass participation event over the summer.</p>
2.2 Promote activities to	Work with East Herts Special Olympics	SOEH continues to thrive and develop. It has a

encourage inclusivity	to identify and develop opportunities for new activities and clubs Support the new East Herts Special Olympics club being established in Bishops Stortford	membership of 274 people aged between 8 and 56 years who have a wide range of physical and learning difficulties and over 100 coaches and volunteers. Many of the athletes are preparing for the National Summer Games which will be held in Sheffield in 2017. The new club in Bishops Stortford has been established and offers regular Cricket, Swimming and Fitness classes.
2.3 Increase participation for young people	Continue to lead the sub group of AEH which coordinates young peoples' sport in the District. Accountable for the delivery and monitoring of: <ul style="list-style-type: none"> • school games, primary school sports and Youth Games • schools/club links and community sports 	We continue to work closely with the School Sports Development Officers to maintain and develop links between sports clubs and schools. The cancellation of the 2016 Herts Youth Games was disappointing but the EH team performed extremely well in the County School Sports competitions.
<i>Desired Outcome</i>	<i>Action and Deliverables</i>	<i>Achievement and Improvement Opportunities</i>
2.4 Increase participation for young people	Work closely with Pro-Action & CHILD UK and maximise their ability to reach out to young people. Identify opportunities for joint programmes to	Street Games recognised the work AEH and its partners has delivered in Sele Farm to broaden young people's horizons, and raise ambitions. The grant from Street Games is a huge

	encourage participation.	<p>achievement - this is the first time the national charity has provided funding for projects in East Herts.</p> <p>Building on the success of the work in Sele Farm we are working with Cllr Norma Symonds to commission a new programme from CHILD UK for the Haver Estate in BS.</p>
2.5 Increase participation for 14-25 yr olds	Continue to develop opportunities arising from the Satellite Clubs and Sportivate initiatives	The sports clubs/school links has enabled 23 satellite clubs to be established and extended the range of opportunities for Youth Sport Leaders to gain qualifications and experience.
2.6 Increase participation for 25-50 yr olds	Deliver the Moving Mums project. Ensure the project achieves the stated outcomes.	Achieved: The Moving Mums project aimed to provide physical activity at a convenient time, place and price for mums. Its secondary objective was to build confidence in those mums who felt isolated and enable them to meet new people, improve their health and get back into the community. By focussing on small village schools we offered mums in rural areas the opportunity to get active and for those who wanted it the opportunity to gain a nationally recognised

		<p>qualification and expert mentoring.</p> <p>259 mums have taken part in the project and 17 schools now have regular Moving Mums sessions. 21 Mum's have become Leaders enabling the project to become self-sustaining. Qualitative feedback shows that 71% of participants said that have regained their confidence and self-esteem. 53% said they enjoy more time outside and 66% said it encouraged them to be more active with their family.</p>
<i>Desired Outcome</i>	<i>Action and Deliverables</i>	<i>Achievement and Improvement Opportunities</i>
2.6 Increase participation for 25-50 yr olds	Encourage participation in the Workplace Challenge initiative in East Herts. Work with local employers such as GSK and large retailers to exploit in-house sports facilities.	The take-up for Workplace Challenge initiative has been disappointing. We are currently working with Herts Sports Partnership to understand why employers in EH are so reluctant to participate
2.7 Increase participation for 50+ yr olds	Support the EH Forever Active programme. Recruit project leader and coordinate volunteers. Work with EHC to	The Come & Try It Day was a great success with over 200 older people attending the various activities on offer. The event provided a lot of

	<p>deliver the Come & Try It event.</p> <p>Work with the Health and Wellbeing Board to identify further opportunities to increase participation.</p> <p>Support Age UK Hertfordshire with two pilot sessions in East Herts by promoting through AEH and wider network. Support continuation of programme with letters of support etc to funders.</p>	<p>useful feedback which is being factored into Forever Active plans for 2016/17. The project leader, Nigel Farren, was appointed in Dec 2015 and AEH has been working closely with Nigel to establish activities around the District.</p> <p>Working with the Health and Wellbeing Board, AEH is currently piloting a project called “10 minutes to change your life”. Focussing on parents of children dropped off at their sporting activities the project promotes healthy eating and encourages the use of alternatives to sugary drinks and high fat foods.</p> <p>AEH worked with Age UK Hertfordshire Healthwise to run two 10 week courses in Hertford and Bishops Stortford. The aim was to engage with older adults living in isolation, early dementia or depression. Where appropriate participants were signposted to the Forever Active project</p>
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<p>3. Grant Aid - Objective: <i>To support clubs, talented individuals and other agencies with their applications for funding; to support and promote the delivery of activities that serve as possible diversions to young people.</i></p>		
Desired Outcome	Action and Deliverables	Achievement and Improvement Opportunities
3.1 Support EHC's bid for funding from Community Sport Activation Fund (CSAF)	Work in partnership with EHC to ensure the Forever Active project delivers the agreed objectives and outcomes.	Ongoing: Currently working with the Forever Active Team to plan some mass participation events and another Come & Try It day.
3.2 Raise Club awareness of potential funding opportunities	<p>Use the website and other media to promote funding streams open to sports clubs.</p> <p>Maximise the publicity for Performance Excellence awards (PEX) and increase exposure for EH Sports Awards</p> <p>Work with running groups to maximise the England Athletics funding to increase participation. Support at least 20 individuals to train as a leader or coach</p>	<p>Ongoing: We continue to work closely with EH Communications team to promote the various awards and funding streams offered by EHC to sports clubs and talented athletes.</p> <p>AEH provided the opportunity for 41 people to train as Leaders or Coaches in Running Fitness last year and enabled 273 people to take part in beginners running sessions organised by the various running clubs around the District.</p> <p>Panshanger Parkrun is staffed entirely by volunteers and attracts an average 170 runners</p>

		every Saturday morning.
3.3 Early identification of other sources of funding	<p>Continue to work partnership with HSP to identify other potential funding opportunities.</p> <p>Use data provided by CVSBEH to identify potential core funding to enable the development of AEH</p>	<p>Majority of funding streams for sport related activities were suspended in the autumn while waiting for publication of the new Sport England strategy (expected summer 2016).</p> <p>Opportunity: The Government Strategy has a strong focus on more local informal physical activity and sport such as dance, cycling and walking. It also recognises the value of outdoor recreation, 'non-traditional' sport/physical activity, and importance of natural facilities.</p> <p>Funding will go to organisations who can best deliver key outcomes. AEH has a good track record in delivery.</p>
4. East Herts Sports Facilities – Objective: To maximise the development and use of sports facilities		
<i>Desired Outcome</i>	<i>Action and Deliverables</i>	<i>Achievement and Improvement Opportunities</i>

<p>4.1 Lobby for adequate sports facilities that are suitable for the needs of EH residents</p>	<p>Take an active role in the consultation for Bishops Stortford North s106 sports investment strategy. Work with the appointed consultant to ensure the views of all sports clubs in BS are represented.</p> <p>Continue to work with EHC to understand their vision and aspirations for community sport and the role of the AEH in the future.</p> <p>Ensure that the future demand for sports facilities is being factored into the Town and District Plans.</p>	<p>AEH continues to work closely with the Leisure Services Development Manager and colleagues in the Planning Dept.</p> <p>AEH has been involved in Bishops Stortford North s106 Sports investment strategy and provided input and data to the Leisure Strategy Task and Finish Group and the Open Space and Sports Facilities Assessment.</p> <p>Opportunity: continue to work closely with Leisure Services and play an active role in helping to inform and shape the future provision of leisure facilities in the District.</p>
<p>5. Developing Volunteers – <i>Objective: To offer promotion and support the training and education of coaches, volunteers and all who assist in sport</i></p>		
<p>Desired Outcome</p>	<p>Action and Deliverables</p>	<p>Achievement and Improvement Opportunities</p>
<p>5.1 Increase the profile of volunteers across the district and encourage more people to volunteer</p>	<p>Maximise the publicity for the 2015/16 East Herts awards</p>	<p>Achieved: record number of nominations were received</p> <p>Opportunity: New volunteering strategy for sport and physical activity due to be published in 2016</p>

5.2 Support education and training for volunteers	Monitor the process for reviewing funding applications. Ensure it remains robust, fit for purpose and timely.	Process reviewed and enhanced. All applications for funding dealt with within 1 calendar month.