



**A different approach  
to getting Newham  
Active**

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# Mission Impossible...?



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# What are local authorities looking for?

- **Cutting costs** .... but investing in what matters
- **Challenges** – social services; education. Leisure needs to have a loud voice
- **Commissioning** – vfm; delivering real outcomes
- **Collaboration**



# Transactional leadership to transformational leadership



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# Newham's Approach?

- **Quid Pro Quo...Not Status Quo**

- **Individual Resilience**
- **Community Resilience**
- **Financial Resilience**



# MASS PARTICIPATION – doing more things, more often, in more places...

Why?...being physically inactive has  
the same effect on heart disease as  
smoking 20 cigarettes a day!

=

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# Challenging Long Held Views...

- Transforming the way the service delivers and commissions services
- This means ...
  - work as commissioners
  - “professional advisors”
  - facilitators of community activities
  - strengthening of service contract management
- Don't under estimate impact of **budget**



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# activeNewham

Simple mission – to get people **active**

Simple strategy - make it **easy; make it joined up**

Simple values – activity to be fun and inclusive



# We are starting with?

- Biggest community sports programme in the country
- Largest volunteering programme
- High quality parks and outdoor sports facilities
- Hosted the world's two largest sporting events
- New facilities – local; regional; national international
- New leisure centre planned for 2015



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# Working in a busy place?

Facilities

People

Communication

Partnership

MIND THE GAP

1,2,3...

**Know the place**  
(political, economic, social etc)



**Make it relevant...**



**Delivery...**  
(value, outcomes)



Case Study



# Community Garden Project

Abbey Gardens participate in the communal growing of flowers, fruit and vegetables

Scheduled Ancient Monuments and contains the remains of a 12th-century Cistercian abbey where monks once ran a kitchen garden.

2006 local residents began working to restore the gardens and enhance the local environment.

- improve the local environment
- help to build a stronger community
- give people an understanding of locally grown food
- attract external funding to support local events
- build a strong network of partners





# Schools Sport and Physical Activity Offer

- Every Child a Sports Person (ECASP) - it's in the name!
- Targeted initially at year seven students
- UEL partnership - barriers to participation

The outcomes...

- a cohesive sporting structure for young people in the borough
- access to healthier lifestyle choices
- access to positive role models from older young people
- support for living better, more positive, sustainable and resilient lives
- support for school staff to broaden the out of school sport and physical activity offer
- opportunities to develop professional links with coach education providers and NGB sports clubs



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# Newham Volunteers

- Largest council-led volunteering programme
  - 8000 registered volunteers
  - 20-25 new volunteers joining each week.
  - 500 volunteers were trained to take on the role of welcoming visitors to Newham during the period of the Olympic and Paralympic Games.

## Outcomes

- coordinated volunteering for residents
- full induction and training.
- employment
- health



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# Thank You



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