

A different approach to getting Newham Active

Grant Aitken Director of Transition

## Mission Impossible...?



# 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

### 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...

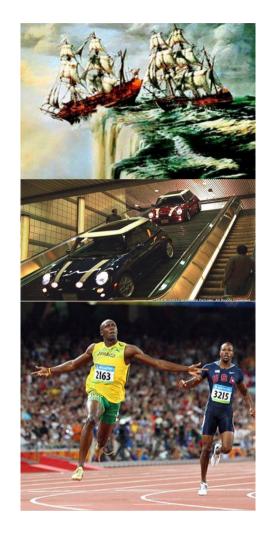
Why?...being physically inactive has the same effect on heart disease as smoking 20 cigarettes a day!

## 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

newham

Don't under estimate impact of **budget** 





## 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 **active** newham

## Working in a busy place?





## 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



### **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





