

no-one on the sidelines

A Summary of the PRO-ACTIVE North London Sport
and Physical Activity Strategy 2007-2016



What is PRO-ACTIVE North London?

PRO-ACTIVE North London is one of London's five sub-regional Sport and Physical Activity Partnerships, covering the areas of Barnet, Enfield, Haringey and Waltham Forest.

PRO-ACTIVE North London comprises a Core Team and Board working in partnership with stakeholders committed to increasing participation in, and widening access to, sport and physical activity. It is a business-to-business brand, working strategically with local, regional and national partners in the public, voluntary and private sectors.



What is the PRO-ACTIVE North London Strategy?

The PRO-ACTIVE North London Sport and Physical Activity Strategy 2007-2016 is intended to set out our direction over the next 10 years, and to act as a 'rallying cry' to bring people together to realise our common vision: 'No-one on the sidelines'.

The success of the Strategy is dependant on genuine 'buy-in' and support from Partners.

By 2016 we hope that north London will be thriving, with young people, families, older people – everyone – leading active lifestyles

Waltham Forest Young Ambassadors

What are our Shared Aspirations and Ambitions?

Purpose

We will work together for the benefit of all in north London through sport and physical activity.

Our Vision

No-one on the sidelines.

Aims

We will work in partnership at a strategic level to:

- 1 - **increase participation** in high quality sport and physical activity by 1% year-on-year;
- 2 - **widen access** to sport and physical activity among low participation groups, such as; women, people with disabilities, people over 50, people from ethnic minority communities, and those people on a low incomes, and
- 3 - support the **development of progression pathways** to ensure individuals reach their full potential.

Core Values and Principles

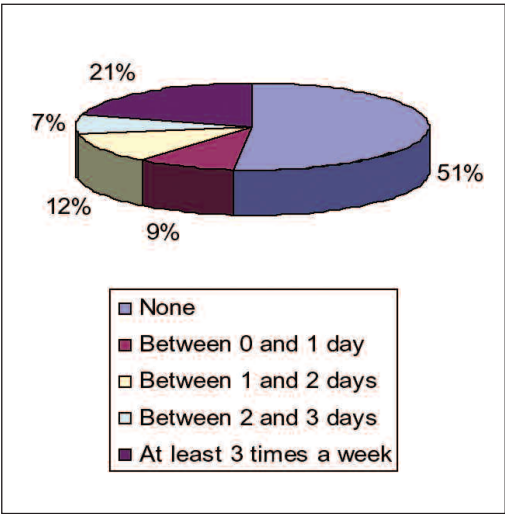
Everything we do is underpinned by the following criteria:

- Needs-led:** driven by the local needs of the whole community
- Independence:** acting in the best interests of delivering sport and physical activity in the sub-region without allowing personal or organisational agendas to dominate
- Accountability:** making decisions and formulating policy in an efficient, inclusive, open, and transparent manner
- Excellence:** achieving high standards through continuous improvement and innovation
- Equitable:** committing to equality (people and processes)
- Impact-driven:** demonstrating value for money and prioritising projects that have the potential to make the greatest impact

Where are we now?

Currently, 21% of adults across north London participate in sport and physical activity for 30 minutes three times each week. Significantly, **51% of adults undertake NO physical activity**, with a high proportion of non-participants being; women, people with a disability, people over 50, people from ethnic minority communities, and people on low incomes.

The chart on the right shows the number of days per week of 30 minutes moderate participation in sport and physical activity undertaken by adults in north London.

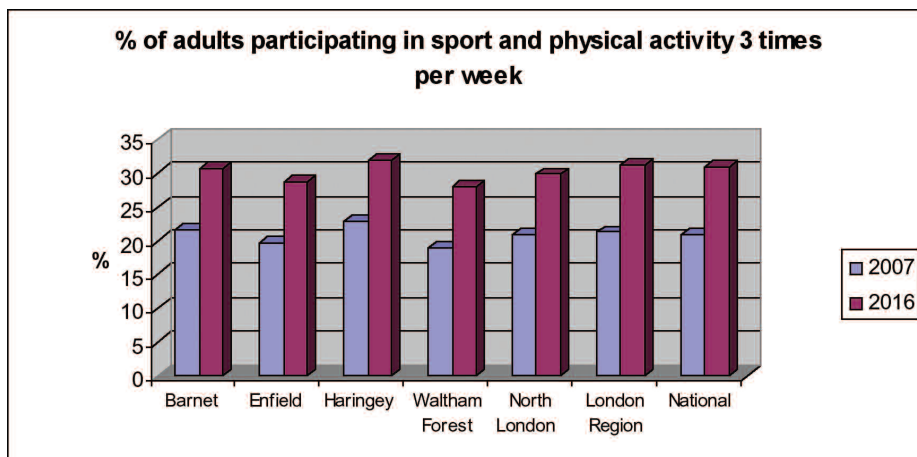


Source: Sport England Active People Survey 2005-06

These statistics, along with a significant rise in obesity levels over the past 20 years, (Department of Health) are a 'wake-up call' to the industry. Our challenge is to work together to build on existing good practice and find creative solutions in order to raise levels of participation in sport and physical activity.

Where do we want to be in 2016?

Our aim is for 31% of adults across north London to participate in sport and physical activity for 30 minutes three times each week, by 2016 – an increase of 1% year-on-year. This means that we have to get an additional 100,000 people to become physically active over the next ten years.



Source: Sport England Active People Survey 2005-06

By 2016 we also want to:

- tackle inequalities by reducing the gap between the highest and lowest participation groups;
- increase the number of accredited clubs, facilities and coaches;
- increase the number of young people and adults who volunteer in sport;
- maximise the benefits to north London of the 2012 Olympic and Paralympic Games, and
- ensure pathways for talented athletes are in place to enable them to realise their potential.

Sport and physical activity have the power to positively change people's lives and, with the commitment we have from our Partners in north London, we will be endeavouring to do just that for all our residents

John McGill, Chair, PRO-ACTIVE North London

The challenge to increase activity levels in the run up to London 2012 and beyond is huge... PRO-ACTIVE North London creates the framework and the potential to make this a reality.

Dr Sheila Adam, Director of Public Health, NHS London

How will we achieve this?

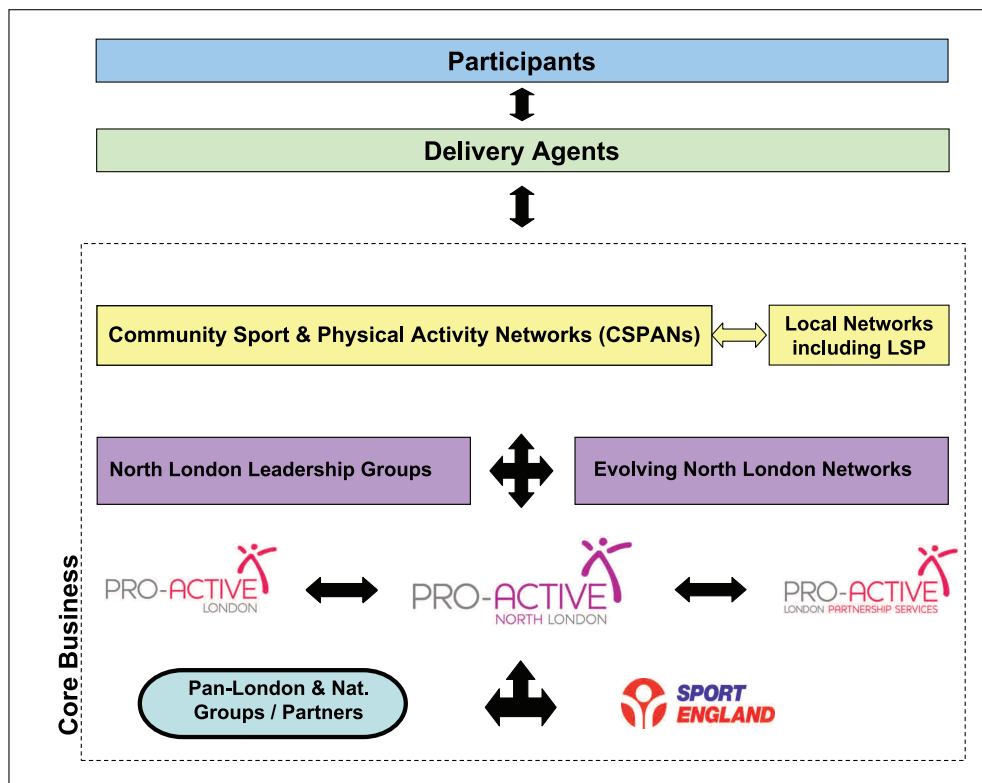
The Partnership will work within the following strategic themes to achieve our goals.

Strategic Theme:	We will:
Participation and Progression	encourage more people to be more active more often; help people who have traditionally not participated in sport to do so, and ensure the structures are in place so that everyone can fulfil their sporting potential.
Delivery System	build and support a long-lasting and co-ordinated system to deliver the sport and physical activity needed within the sub-region
Develop and Improve People	improve and expand the workforce of both strategic leaders and operational staff (such as coaches and volunteers), making it easy for people to begin a career in sport and physical activity and to progress up the career ladder
Places to Play	develop and improve facilities for people to play sport and physical activity
Influencing	influence, advocate, develop and implement the policies of Partners and providers
Resources	attract funding and resources to deliver what the Partnership requires to achieve its goals.
Marketing and Communication	market the benefits of sport and physical activity, and effectively communicate with existing and potential Partners
Fit-for-Purpose	build a sustainable Partnership that is efficient, effective, inclusive, committed to continuous improvement and responds to the needs of people in north London.

PRO-ACTIVE North London, along with the other PRO-ACTIVE London Partnerships, is a vital 'cog in the machine' and through them we will ensure that inclusive programmes and policies for disabled people are co-ordinated and effectively delivered by local Partners.

Stewart Lucas, London Sports Forum for Disabled People

PRO-ACTIVE North London aims to create and support a co-ordinated **Delivery System** (see diagram below) to collectively deliver our aims and strategic themes.



How can you get involved?

We can't do this alone and we need your commitment and support to make a difference. If you would like to support the Partnership's work, please:

- Sign and return the attached Pledge Form, or pledge online at: www.pro-activenorthlondon.org
- Register on our website to keep connected and to receive our monthly newsletter
- Link to one of our network groups as appropriate

Contact

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www.pro-activenorthlondon.org

Pledge Form

Our Vision: No-one on the sidelines

Our aim is for 31% of adults across north London to participate in sport and physical activity for 30 minutes three times each week, by 2016 – an increase of 1% year-on-year.

We cannot achieve our goal alone and require your support to make it happen.

If you would like to help us realise our vision of 'No-one on the sidelines', please sign and return the attached Pledge Form.

This pledge form is non-binding. By signing this form you are not committing yourself or your organisation to specific actions and are not liable for the actions of the Partnership Core Team. Your signature is a commitment to work together to achieve our common goal.

I/We, _____ (Name/s)

of _____ (Organisation or Team)

pledge our/my support to PRO-ACTIVE North London, and would like to contribute to the vision of 'No-one on the Sidelines' by working in partnership, to achieve 100,000 new participants in sport and physical activity in the region by 2016.

Signed: _____ Date: ____/____/____

Affix
stamp
here

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