

## Active and Creating Action Planning

**ENGAGE** - Under the **ENGAGE** principle we will explore alternative ways of attracting under-represented groups to participate and experience the leisure and culture offer and celebrate the diversity of our Borough by bringing people together

REF	Aims – ENGAGE	Actions	Outputs/ Measure /PI / Milestone	Timescales	Resources	Lead
E1	Raise awareness of leisure and culture activities and the benefits.	E1.1. Develop a coordinated approach for health, leisure and cultural activities in Our Enfield Magazine, Press Releases and What's On e-newsletter and other Council marketing initiatives	Regular meetings with all parties involved in health, leisure and culture activities to promote a joint approach to priorities	Commence 1 <sup>st</sup> April 2015	Council	Leisure and Culture & Corporate Comms
			Produce a calendar of events in line with Enfield Festival Brochure incorporating Health, leisure and culture activities	May 2015	Council	Leisure and Culture
			Secure a page of health, leisure or culture related activity in every edition of Our Enfield	TBC	Council	Leisure and Culture
		E1.2 Ensure information on leisure, health and cultural activities in the Borough are available in variety of formats and are accessible for all.	Hard copy posters in parks notice boards, youth clubs, libraries and leisure centres	Ongoing	Council	Comms and Leisure and Culture

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						teams
			Information on activities and events sent via email to community organisations, faith groups and schools	May 2015	Council	Leisure and Culture
			Maximised use of use of social media to promote activities and it benefits	Ongoing	Council	Corporate comms
			Use the council 'Market Place' to advertise universal services and activities as part of the prevention aspect to the Care Act agenda.	May 2015	Council	Corporate comms
	E1.3	Utilise market segmentation data to target marketing for specific profiles.	Targeted marketing materials and channels with support from London Sport	June 2015	Council	Comms and Leisure and Culture teams

		<p>E1.4 Deliver targeted communication for:</p> <ul style="list-style-type: none"> <li>- Hard to reach groups</li> <li>- Faith groups</li> <li>- Women and Girls</li> <li>- Disabled and Deaf People</li> <li>- Voluntary Community Sector</li> <li>- Young people</li> <li>- Over 50s</li> <li>- Local Businesses</li> <li>- Investors/Sponsors</li> </ul>	<p>Guidelines produced on appropriate language in line with 'tone of voice' of website – agreed via Enfield 2017</p>	Sept 2015	Council	Comms
			<p>Distribution list created for key contacts</p>	June 2015	Council	Leisure and Culture and Corporate Comms
		<p>E1.5 Develop an online portal in line with the transformation of the Council Website which centrally holds all information of leisure and culture activities in the Borough, making it easier for all to access local information</p>	<p>Council information gathered and inputted on system with a mechanism for partners to add information verified by Council.</p> <p>System tested and live</p>	March 2016	Council Enfield 2017 Project	Leisure and Culture /Enfield 2017
		<p>E1.6 Promote Libraries as a point of customer contact regarding leisure and culture provision.</p>	<p>Libraries added to Leisure and Culture publicity (where appropriate and training/guidance have been provided)</p>	May 2015	Council	Leisure and Culture /Libraries
			<p>Scripting for customer services to reflect this</p>	Ongoing	Council	Leisure and

						Culture/ OSC
		<p>E1.7 Promote national campaigns such as Change4Life '10 Minute Shake Up' and NHS Choices 'Couch to 5K' to promote local participation</p>	Promotion included on Council Website, social media and Our Enfield	May 2015	Council	Corporate Comms /Leisure and Public health
		<p>E1.8 Promote Enfield Fusion Leisure Centres as hub sites for physical activity and sport</p>	Tag line added to appropriate leisure and health information regarding leisure centres	May 2015	Council	Leisure and Culture and Fusion Lifestyle
E2	Work in partnership with non-traditional leisure and culture groups/organisations to involve them in the planning, promotion and delivery of events and activities	<p>E2.1 Set up appropriate consultation and engagement with existing and potential new users groups of Leisure and Culture Activities to ensure the community have every opportunity to get involved, including (but not exclusive to):</p> <ul style="list-style-type: none"> <li>- Faith groups</li> <li>- DAAT Team</li> <li>- Parent Engagement Panel</li> <li>- Youth Parliament</li> <li>- Disability Groups</li> <li>- Area Youth Forum</li> <li>- Voluntary Community Sector Groups</li> <li>- Targeted youth engagement board</li> <li>- GP Surgery Patient Participation Groups</li> <li>- Schools</li> </ul>	Meetings secured and a minimum 5 groups sign up to promoting activities	March 2016	Council	Leisure and Culture / Public Health

		<p>- Over 50s Forum</p> <p>Using up to date data ensuring that marginalised groups are also targeted including:</p> <ul style="list-style-type: none"> <li>- women and girls</li> <li>- BME groups</li> <li>- disability groups</li> <li>- lower socio economic background focussing on 5 wards of lowest life expectancy: Jubilee, Chase, Upper Edmonton, Ponders End, Enfield Lock</li> </ul>				
		Deliver Active and Creative Strategy roadshows that advocate the benefits of growing participation in Leisure and Culture Activities	Minimum of 3 roadshows delivered per quarter in year 1	March 2016	Council	Leisure and Culture
		E2.2 Launch 'Active and Creative' Campaign – whereby communities groups pledge/ sign up and commit to promoting local activities	Minimum of 10 groups pledge per year	March 2018	Council	Leisure and comms
E3	Promote community cohesion by integrating communities through our local festivals, activities and events	E3.1 Celebrate Enfield's diversity by promoting local cultural venues and activities as high quality and affordable provision to meet, create, be active and do business.	Information added within the Enfield festival brochure for a range of community groups	May 2015	Council	Leisure and Culture
		E3.2 Promote intergenerational projects and activities by holding a number of events that bring together different age groups in order to make people more aware of the diverse local	1 additional event added to events calendar per year	May 2015	Council	Leisure and culture

		community.				
		E3.3 Promote National Days through web and social media of all the different cultures in Enfield highlighting significant leisure and cultural aspects of those cultures/nations.	1 national day promoted per week inc national days for older people, mens health week etc	March 2016	Council /Fusion	Leisure and Culture and community groups
		E3.4 Work with the Voluntary Community Sector to encourage mass participation challenges to bring community groups together	2 community physical activity challenges per year	March 2016	Council	Leisure and Culture

## INSPIRE:

Under the **INSPIRE** principle we will raise the aspirations of our residents through leisure and culture emphasising that achievements are valued at every level from personal fitness goals, to joining a local drama group, to competing in dance competition.

REF	Aims – INSPIRE	Actions	Outputs/ Measure /PI / Milestone	Timescale	Resources	Lead
I1	Encourage our young people to engage, participate and succeed in leisure, sport, arts and culture.	I1.1 Consult with young people to provide a range of sporting and cultural activities and events that is led by young people to engage their peers.	Attendance at youth parliament twice a year	March 2016	Council /external funding bids	Leisure and culture
		I1.2 Encourage our young people to become young leaders in their community through volunteering, work experience and training opportunities.	Min of 15 work experience placements	March 2016 (annually)	Council	Leisure and Culture
		I1.3 Develop opportunities for young people to influence decision making and shape future services via the Area Youth Forums and the Enfield Youth Parliament	Attendance youth parliament twice a year	March 2016 (annually)	Council	Leisure and culture
		I1.4 Use sport and culture activities as preventive tools to divert young people from crime and anti-social behaviour ensuring that our local provision is inclusive and work closely with young people at risk to engage them in positive activities.	MOPAC project by THF signed off	June 2015	Council	Leisure

		I1.5 Work closely with YFSS to ensure young people at risk are targeted to engage them into positive activities	Information provided to YFSS team via portal development – referrals reported	March 2016	Council	Leisure and Culture
		I1.6 Use Leisure and Culture Activities to help young people remain in education, employment and training reducing unemployment and improving skills of Enfield's residents	Min of 3 internships annually	March 2016 (annually)	Council	Leisure and Culture
			Annually deliver min of 1 sports leaders award	March 2016	External	Leisure and YFSS
		I1.7 Build stronger connections with schools to promote life-long participation in leisure and culture activities	Secure a Leisure and Culture Champion in each school	March 2018	Council	Leisure and Culture
			Regular attendance at Heads of PE meetings	Ongoing	Council	Leisure and Culture
		I1.8 Provide competitive structures for those young people wishing to compete and engage at a higher level such as London Youth Games	Trials for youth games advertised to all schools in Borough and clubs	March 2016	Council	Leisure and culture
			Enter a youth games team annually	Ongoing	Council	Leisure



		I1.9 Work with Fusion Lifestyle to ensure affordable provision is available for young people at Leisure Centres	Free swimming and use of gym during school holidays	March 2016	Council	Leisure
I2	Energise and motivate our residents to become more active promoting lifelong participation and improving health.	I2.1 Promote a programme of healthy lifestyle opportunities for the community and local businesses including walks programme	Min of 6 businesses annually 'pledge' to promote healthy lifestyles within the work place	March 2016	Council	Public health
		I2.2 Work with Fusion Lifestyle to increase the number of new members at Leisure Centres	Number of new member reported in monthly meetings	Ongoing	Fusion	Fusion
		I2.3 Increase the number of Health champions and Health Trainers (as part of the Non-Clinical Pathway) in the Borough that promote the benefits of health, leisure and culture activities	15 more health champions within year 1 via sports development coaches and instructors  1 additional Health Trainer (dependent on funding)	March 2016	Council/External	Public Health
		I2.4 Develop a network of key groups to be used as promoters/motivators/health champions of activities and its benefits ensuring 10 organisations pledge to make a difference to their local community	10 organisations pledge	March 2016	Council	Public Health
		I2.5 Launch the 'Energise' campaign where by local residents support their neighbour to participate in health, leisure or culture activities.	20 residents pledge	March 2016	Council	Leisure and Culture

		<p>I2.6 Ensure there is good signage and visual aids in our Environment (including parks, streets and open spaces) to ensure residents are aware walking/cycling distances to local amenities and leisure and cultural facilities</p>	Signage installed across the borough	March 2017	Council	Environment and public health
		<p>I2.7 Seek opportunities to install public art in parks and open spaces as a way of supporting and recognising local talent. This could include, sculptures, art trails, etc.</p>	Public art placed in local parks	March 2017	Council	Culture and Environment
13	Promote Non-Clinical Pathway into Universal Services for mental and physical health and wellbeing through leisure and culture activities	<p>I3.1 Ensure residents have the opportunity to access nature, parks and open spaces as a means of physical and mental well-being.</p>	Information available to health trainers to include as part of the mapping process for the Non Clinical Pathway	April 2015 (ongoing)	Council	Leisure, culture, parks and public health
		<p>I3.5 Identify a number of 'Healthy Parks' as a means of supporting physical activity referrals</p>	To include as part of the Non-Clinical Pathway	March 2017	Council	Parks and Public Health
		<p>I3.6 Develop capacity of local Sports clubs to ensure they can cater for a wide range of residents</p>	2 club forums per year	March 2016 (ongoing)	Council	Leisure
		<p>I3.7 Explore libraries, museums and local history as referral opportunities.</p>	Information available to health trainers	March 2016	Council	Public health

		I3.8 Lobby for GP referrals into physical activity	Funding secured for GP payment of referrals	March 2017	TBC	FRCS and public health
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**GROW:**

Under the **GROW** principle we will develop our people, resources and services to ensure leisure and culture continues to exist as traditional sources of funding become scarce

REF	Aims	Actions	Outputs/ Measure /PI / Milestone	Timescales	Resources	Lead
<b>G1</b>	Improve access to leisure and culture opportunities across Enfield	G1.1 Deliver inclusion training to staff working in this area including Fusion Lifestyle, Millfield, Dugdale and Forty Hall.	1 training opportunity available per year	March 2016	External	Leisure and Culture
		G1.2 Encourage active transport (walking and cycling) throughout the borough	Promotion of Cycle Enfield within Enfield festival brochure	May 2015	Council	Leisure and culture
		G1.3 Continue to invest in and involve the local community in the design process of any new leisure or cultural facility development	Pro-active consultation recorded	Ongoing	Council	Leisure and Culture
		G1.4 Reduce the perception of fear of crime and improve the safety and security of parks and open spaces.	TBC via Community Safety and Cycle Enfield	Ongoing	Council	Parks and Community Safety
		G1.5 Increase the number of leisure and cultural events and activities taking place in a range of parks.	Pilot programmes such as exercise in parks delivered	March 2020	Council	Leisure and culture

		G1.6 Annually carry out customer surveys to ensure customers/residents are satisfied with leisure and culture services	90% or above satisfaction rate overall	Ongoing	Council	Leisure and Culture
		G1.7 Complete the Enfield Cycle Route Network to provide safe and attractive cycle routes between town centres, public transport nodes, open spaces and employment sites, including: <ul style="list-style-type: none"> <li>- Greenways as off-road leisure routes, like Enfield Town to Meridian Waters</li> <li>- Improved walking and cycling connections across obstacles like the A10 and A406</li> <li>- Cycle hubs with cycle parking, cycle hire, showers, lockers and bike workshop/retail</li> </ul>	TBC	2014/2015 to 2017/2018	Council	Environment
		G1.8 Promote Cycle Enfield amongst the leisure and culture community including: <ul style="list-style-type: none"> <li>- Free cycle training</li> <li>- £10 Cycle Loans</li> <li>- Sunday bike rides</li> <li>- Cycle parking</li> </ul>	TBC	Ongoing	Council	Environment
		G1.9 Ensure the equality of access within parks and open spaces particularly for the elderly, disabled and parents with young children	TBC	Ongoing	Council	Environment

		<p>G1.10 Increase participation in Leisure and Culture activities including:</p> <ul style="list-style-type: none"> <li>- Attendance at Leisure Centres</li> <li>- Attendance at Forty hall</li> <li>- Attendance at Dugdale and Millfield theatre</li> </ul>	1% increase in attendance figures annually	Ongoing	Council	Leisure and Culture
		<p>G1.11 Work with school to open up sports and leisure facilities to the whole community</p>	1 school annually secured	March 2016	Council	Schools and Education /Leisure
<b>G2</b>	Build the capacity of leisure, sport, the arts and culture sector to extend the local activity offer supporting long term sustainability	<p>G2.1 Provide 'Health Champion' training opportunities to local organisations to build their confidence to promote the benefits of leisure and culture activities and act as local role models for residents</p>	15 more health champions within year 2 via community groups	March 2016	Council	Public Health
		<p>G2.2 Make every contact count- ensure professionals in sport and leisure understand MEDS (Move more, Eat well, Drink less alcohol and sugary drinks, Stop smoking) and their role in supporting health weight</p>	All Leisure and Sport Providers within Sports Development function informed and mystery shopping takes place.	March 2016	Council	Public Health
		<p>G2.3 Provide support for local community groups to apply for funding to deliver leisure and culture activities themselves.</p>	Minimum of 4 funding surgeries annually	March 2016 (ongoing)	Council	Leisure and culture

		G2.4 Explore opportunities with Tottenham Hotspur Foundation in relation to the provision leisure activities post Section 106 community coaching hours cease.	Pilot projects in place with proposal of future delivery in place	March 2018	THF	Leisure
		G2.5 Proactively maximise external funding for Leisure / Culture and health Activities	Minimum of 1 significant (over 100k) external funding bid accepted	March 2016 (ongoing)	External	Leisure and Culture /Public health
		G2.6 Develop the capacity and raise standards within the sector, artistically and strategically; to increase resources available through partnership working to take advantage of new opportunities, including the sharing of resources to deliver efficient ways of working in a challenging economic climate.	TBC	March 2016	Council	Culture
		G2.7 Continue to grow the number of Everybody Active mark and club mark clubs in the borough	5 everybody active mark clubs annually	March 2016 (annually)	Council	Leisure
		G2.8 Work with local, regional and national partners to share good practice for long term sustainability	Adopt 1 good practice initiative annually	March 2016 (annually)	External	Leisure and Culture
<b>G3</b>	Develop Enfield as a geographical, social and	G3.1 Develop a sponsorship package to maximise resources in the Borough's Festivals and	Sponsorship package signed off	March 2017	TBC	Leisure and

economic hub of activities for arts, cultural, heritage and sporting events	events programme raising the profile of Enfield and what it has to offer				culture
	G3.2 Promote Enfield as a visitor destination through leisure cultural activities and events	Deliver 1 major event with regional coverage	March 2017	Council	Leisure and Culture
	G3.3 Connect communities through events and festivals celebrating the diversity of our Borough	TBC	March 2016	Council	Leisure and Culture
	G3.4 Increase the number of events in the borough	1% increase	March 2016	Council	Leisure and culture
	G3.5 Review the work of the leisure and culture partnership to ensure it leads and support the active and creative strategy aims and actions	Review agreed and signed off – new TOR	Sept 2015	L&C partnership	LCP