

# BECOMING AN ACTIVE CITY

## Step 2: Getting Started



The recommended initial step when getting started toward the creation of an Active City approach is to appoint an Active City Manager or Lead. This could be a new post or an existing member of staff with time available to dedicate to the process ie. 15 hours per week minimum. Ideally this person will have experience in the sport, physical activity and health sectors and will possess the skills to establish a cross-sectoral approach to the delivery of all forms of physical activity to all parts of the population.

### 1. Pre-requisites

		R	A	G
1.	Funding for the post or an existing post holder who could take on this responsibility for a minimum of 15 hours per week			
2.	Hosting organisation (employer)			
3.	Clear aims and responsibilities of the role <ul style="list-style-type: none"> <li>- Establishing a baseline in the city from where future Active City initiatives will be developed</li> <li>- Effective partnerships with local academic institutions to identify participation rates in physical activity and between organisations in the public, private and voluntary sectors</li> <li>- Partnerships leading to the better use of financial and staffing resources, reducing duplication and improving desired outcomes</li> <li>- Creation of an Active City strategy and brand, followed by the establishment of a Strategic Sport and Physical Activity Alliance Group (SPAA)</li> <li>- Embedding physical activity in all aspects of Municipality plans (urban planning, transport, health) etc.</li> </ul>			
4.	Completed Step 1			

## 2. Objectives

		R	A	G
1.	Appointment of an Active City Manager or Lead			
2.	Begin partnership work to present the benefits arising from a joined up approach to the delivery of sport and physical activity			
3.	Create a synergy and connectivity with the Active City approach involving stakeholders, partner organisations, Politicians, Residents, etc.			
4.	Work with academic institutions to undertake research to identify existing levels of participation in physical activity			
5.	Identify opportunities to procure funding and share resources			
6.	Ensure that physical activity is included in a wide range of the Municipalities and partner organisations plans, together with the care pathways which health professionals use with their patients			

## 3. Outcomes

- ✓ Political, stakeholder and public endorsement
- ✓ Raised profile of Active City and all of its related programmes
- ✓ A coherent multi agency approach established towards the delivery of Active City
- ✓ Increased funding opportunities identified and where possible accessed
- ✓ More targeted approach to the delivery of sport and physical activity programmes to engage with those who are inactive
- ✓ Reduction in duplication resulting in a more effective way to deliver appropriate sport and physical activity programmes
- ✓ Participation baseline established
- ✓ Potential Strategic Sport and Physical Activity Alliance Group (SPAA) Members approached
- ✓ Participation in sport and physical activity embedded within key planning processes across each of the partners
- ✓ Active City brand and sub brands established

## 4. Appendices

- ✓ Appendix 1 – Job Description Example
- ✓ Appendix 2 – Person Specification
- ✓ Sport England Active People Survey and Local Sport Profiles Data:  
<http://www.sportengland.org/research/about-our-research/active-people-survey/>  
<http://www.sportengland.org/our-work/local-work/local-government/local-sport-profile/>