

BECOMING AN ACTIVE CITY

Step 4: Create an Active City Strategy



This tool outlines the key steps and suggested methods to create an Active City strategy which will be endorsed by key stakeholders including senior politicians. This endorsement will further serve to achieve investment into the project both through a joint approach to accessing available grants and through the pooling of existing resources. The strategy should be signed by the Leader of the Municipality, together with the Lead for Public Health Services.

1. Pre-requisites

		R	A	G
1.	An identified 'Active City Manager or Lead' to lead the process			
2.	Initial engagement with partners across the public, private and voluntary sectors			
3.	Completed Step 3			

2. Objectives

		R	A	G
1.	Creation of an Active City strategy and Action Plan, outlining the Active City vision relating to planning, resourcing, evaluation and continuous improvement			
2.	Present the strategy and action plan and seek endorsement from politicians and other key stakeholders			

		R	A	G
3.	Create a synergy and connectivity with the Active City strategy by stakeholders resulting in their full involvement, thus supporting the creation of a variety of sport and physical activity programmes and initiatives which provide an opportunity for the residents of a city to be more active, more often.			
4.	Ensure the strategy has the strongest opportunity to succeed it needs to be signed by the lead Politician in the city, together with the lead representative from Public Health.			
5.	Deliver a high profile launch event for the strategy and action plan.			
6.	Identify opportunities to pool resources (both financial and staffing) to support the delivery of the different aspects of the action plan.			
7.	Seek opportunities through the joined up approach to the delivery of the strategy to access external funding			

3. Outcomes

- ✓ Political, stakeholder and public endorsement
- ✓ Raised profile of Active City and all of its related programmes
- ✓ A coherent multi agency approach towards the use of and delivery of the Active City strategy and action plan
- ✓ Reduced duplication resulting in a more effective use of financial and staffing resources
- ✓ Increased confidence in stakeholders including Politicians and key decision makers to providing resources to support the delivery of the strategy and action plan
- ✓ Increased participation in sport and physical activity by Residents, particularly those who are inactive
- ✓ Evidence based approach to the delivery of sport and physical activity which demonstrates clear outputs and outcomes

4. Appendices

- ✓ Appendix 5 – Liverpool Active City Strategy 2005 – 2010 Summary
- ✓ Appendix 6 – Liverpool Active City Strategy 2005 – 2010
- ✓ Appendix 7 – LAC Peer Review Article (WHO)
- ✓ Appendix 8 – LAC Process Overview