Newham London

Working with NGBs to deliver benefits for community sport – lessons from the 2012 host borough

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a place where people choose to
live, work & stay

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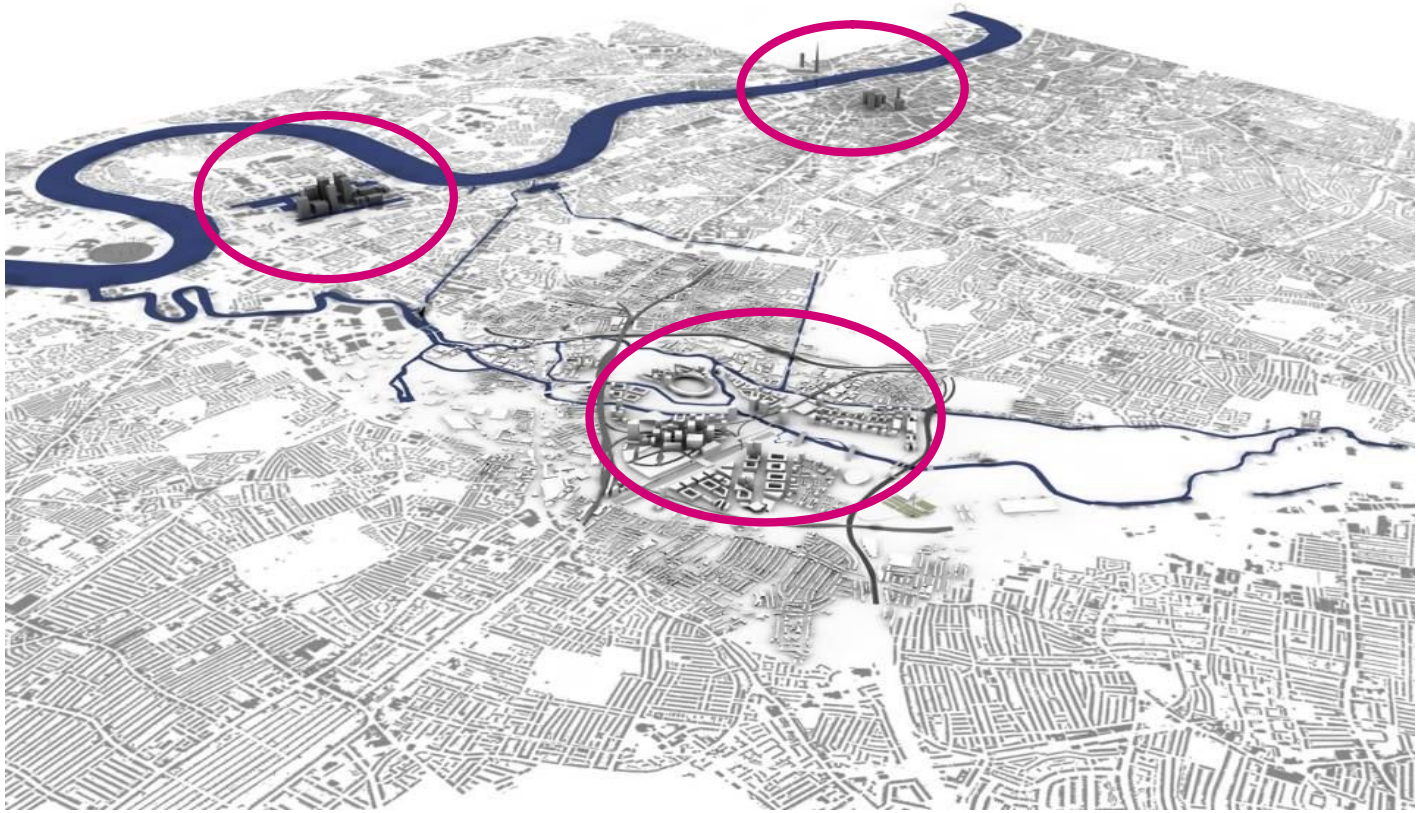
Our vision

"A place where people *choose* to live, work and stay"

London is moving east



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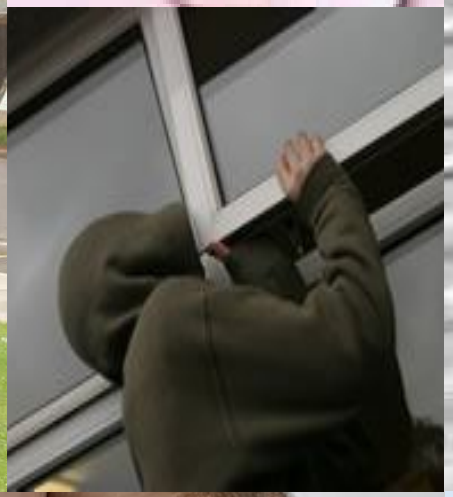
EXCEL
LONDON

YOUR SAY
Newham NHS
SPORTS CAMP



Fat kids will die younger

By NADIA MIRAUDO

A GENERATION of overweight and obese WA children will not live as long as their parents.

The Heart Foundation's disturbing prediction is based on a trend analysis, which found up to four in 10 children will be overweight or obese by 2010.

Foundation chief executive Maurice Swanson said in three years the mean increase in weight for children aged seven to 15 would be the equivalent of carrying an extra two housebricks or more than 5kg.

That would mean 35 per cent of females and 27 per cent of males would be overweight or obese.

By 2010, this will rise to 38 per cent of girls and 28 per cent of boys.

"We're so used to hearing about

might call encouraging motherhood statements, but no firm commitments to new resources," he said.

"That is why we would like to meet whoever is elected to develop an action plan within three months."

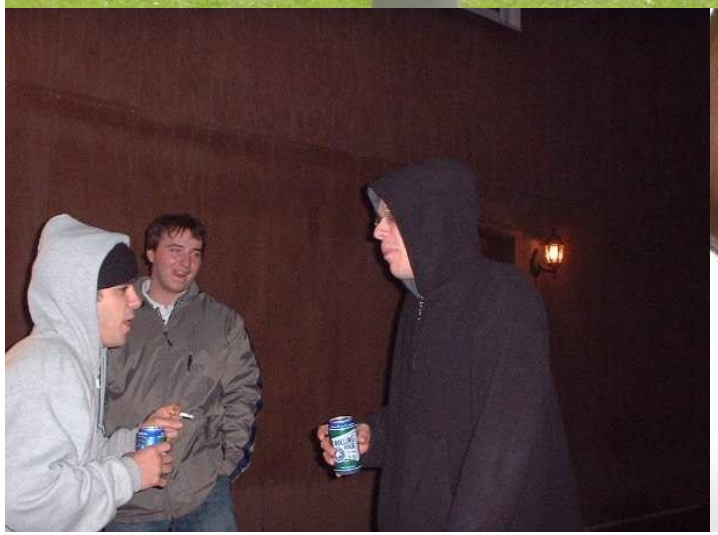
Heart Foundation cardiovascular health director Trevor Shilton said the issue was WA's fastest-growing health problem. From 1985 to 2003, girths increased by 5cm to 7cm.

He said with overweight and obese children at an increased risk of high blood pressure, high cholesterol, type II diabetes and heart disease, the situation had become dire.

"The prediction is a best-case scenario. In fact, it could worsen and inaction would be the surest way to see it worsen," Mr Shilton said.

"For governments, that will have big implications for health budgets."

He said the problem had taken 15



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What we need to achieve - Convergence

No qualifications
London 12%
Newham 20%

Children on benefit
London 27.9%
Newham 35.7%

Worklessness
London 30%
Newham 40%

Early death from heart disease
London 79 per 100,000
Newham 111 per 100,000

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Local Authority – our role …

- Community Leadership
- Value for money
- Place Shapers
- Tell the story – of “our” Place

We create the conditions for success, but not the wealth!

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NGBs working in Partnership

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It's About Inspiring

- Participation
- Creativity
- Ambition
- Citizenship

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Sport and Activity – “Value Added”

- critical to delivering change:
  - directly though converging activity rates
  - indirectly through contribution to many indicators including health, education, community cohesion
- “3x30” Activity Rates range from 14.7% and 20.8%
  - c.150,000 people to be more active to get to London average
- “0x30” ranges from to 51.5% to 60%, London is 49%
  - c.200,000 people to take up any activity

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But …

- we can't do everything – so need to prioritise
- NGBs and Local Authorities need to work together
- we need to be more visible locally
- 2012 will come …. and go…
- 2014 will mark the biggest change in the facility landscape in London
- 2014-2024 park identity relies heavily on sport and culture
- facilities only part of an integrated approach to tackling sports and activity participation

Newham Athletics Network

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We're working together

- Athletics Development Officer in Post September 2008
- Pilot Application December 2008
- Launch May 2009
- £37,500 Network Funding for year 1
- £15,000 For a specific coaching project
- Outcomes …
- Increase participation in Athletics at all levels.
- Develop a Network of highly skilled coaches and coach mentors.
- Sustaining this interest beyond 2012.
- Developing and improve levels of performance and build on the next generation of athletes

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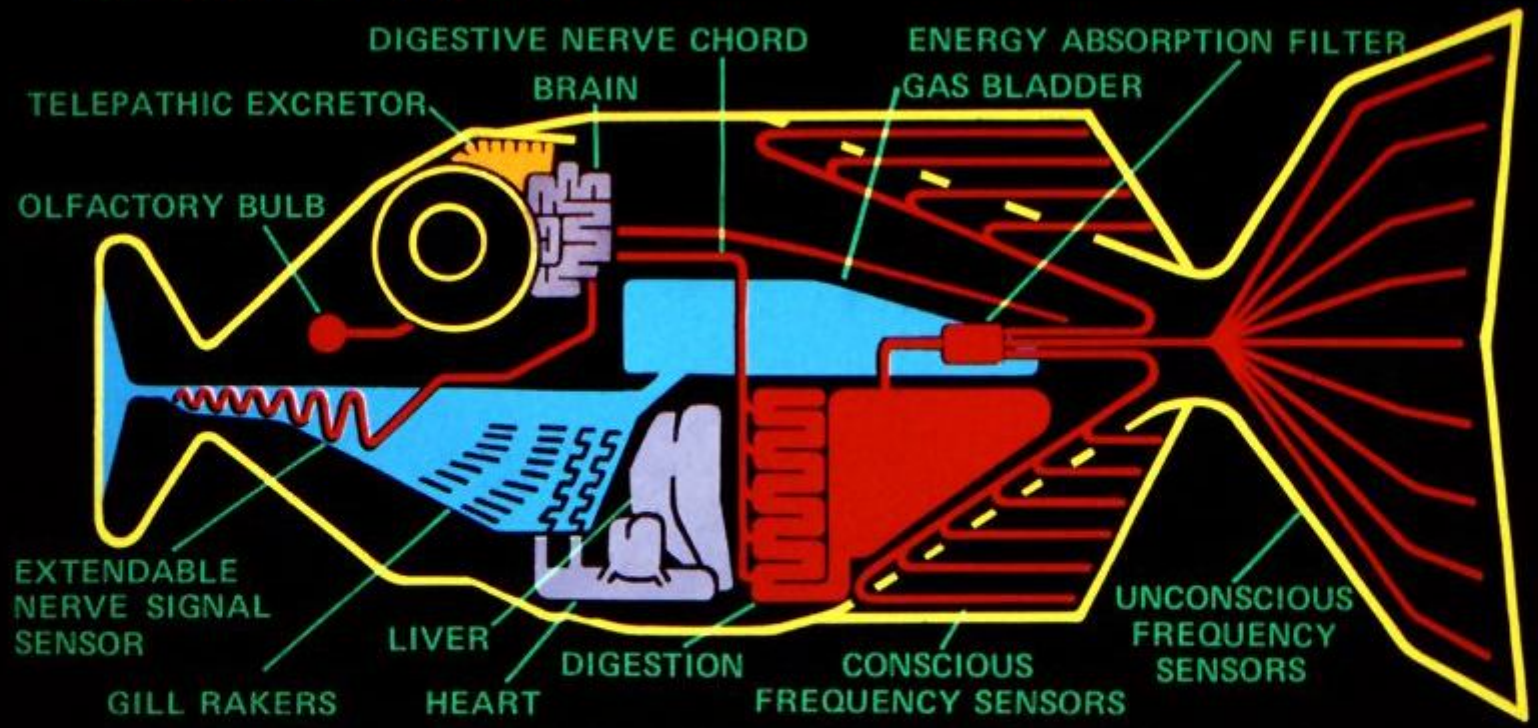
Its all about partnerships …

- London Borough of Newham
- Newham and Essex Beagles AC
- East End Road Runners
- Newham Sports Academy
- University of East London
- Greenwich Leisure Limited
- New Vic College
- School Sports Partnerships
- West Ham In The Community
- London Coaching Foundation
- Leyton Orient Community Sports Programme
- Met Track

BABEL FISH



THE BABEL FISH IS SMALL, YELLOW, LEECHLIKE, AND PROBABLY THE ODDEST THING IN THE UNIVERSE. IT FEEDS ON BRAIN WAVE ENERGY, ABSORBING ALL

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Our Learning Points …

- great opportunity to transform activity levels and prove sports role in transformation
- East London (Newham) is the place to be …
- work together
- growing commitment from local, regional and national partners
- similar motives – but different language
  - Sustainable Community Strategies, Place making, Local Area Agreements, Section 106 etc
  - Whole Sports Plans, Pathway, Five hour Offer, Clubmark etc
- lots of Organisations means …
  - speed dating!!
  - work Together
  - generated competition between sports for space
  - governing bodies must be professional and not expose infighting to your partners. Sports bodies don't have a great reputation
- complexity of Funding is immense and danger of sport funding becoming too disaggregated to bother with for Local Authorities
- Active People and connected communities common theme

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Thank You