

SELWYN DISTRICT PHYSICAL ACTIVITY

PLAN

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1 PHYSICAL ACTIVITY PLAN IN CONTEXT

1.1 WHO HELPED PREPARE THIS PLAN?

A project team, comprising Selwyn District Council, Partnership Health Canterbury PHO, Community and Public Health, The Canterbury West Coast Sport Trust, Rolleston Community Centre, and Lincoln University, has been working to research the current situation regarding physical activity provision and promotion. In response to the research the group has developed a Plan. This project has been substantially supported by investment from SPARC (the Sport and Recreation Agency of New Zealand) in conjunction with the New Zealand Recreation Association.

1.2 HOW WILL IT BE USED?

The purpose of this document is to guide the work of Selwyn District Council and many other stakeholder organisations.

This plan is intended as a blueprint for the Selwyn District Council and its Physical Activity Lead Group. The main role of this group is to ensure that the relevant strands of the plan are incorporated into Stakeholder Organisation's lead agency's plan. The lead group will develop a process to monitor the outcomes of the Physical Activity Plan.

2 PLAN

2.1 VISION

Selwyn is a great place to live, work and play. This will happen as all people in Selwyn participate regularly in physical recreation, and choose active transport options.



2.2 MISSION

Implementation of the Physical Activity Plan will create the following:

- Improvement in overall health status across all age groups
- An increase in sports clubs and use of facilities
- An increase in social capital
- An increase in elite athletes from Selwyn
- A decrease in car use
- An increase in family interaction
- An increase in the local economy re sports and recreation clothing and goods
- An increase in the level of perceived and actual safety.

3 SELWYN COMMUNITY

3.1 SELWYN COMMUNITY PLAN, COMMUNITY OUTCOMES

- An active and healthy community
- Selwyn a safe place to live
- Connectivity

3.2 CORE PRINCIPLES FOR PHYSICAL ACTIVITY DEVELOPMENT IN SELWYN

Effecting change in the community requires systematic interventions. The Ottawa Charter (1986) provides a well-recognised framework of these:

- Develop healthy public policy
- Create supportive environments
- Strengthen community action
- Develop personal skills (includes wider workforce development)
- Reorient health and other community services

- Monitor, research and evaluate

The Healthy Eating Healthy Action Strategy (2003) highlights some priorities for action that are also addressed in this Physical Activity Plan:

- Lower socio-economic groups
- Children, young people, and their family and whanau (including older people)
- Environments (social and physical)
- Communication
- Workforce development (health, recreation and sport, education, transport)

The Physical Activity Plan is intended to cater for the need of all Selwyn District residents and is not dependent on age, gender, ethnicity or ability.

3.3 A COMMUNITY SNAPSHOT

- The Selwyn District's population is rapidly growing. Between 2001 and 2006 the District grew by an average of 600 new families each year
- Increasing predominance of older adults
- The majority of the District's growth is forecast to occur in the area closest to Christchurch, particularly in Rolleston, Prebbleton and Lincoln
- The rest of the District has a very low population density
- While the majority of people live within 30 minutes drive to Christchurch, there are more isolated townships such as Springfield where Christchurch is around an hours drive away
- Many communities are isolated from regional delivery of services
- There is poor public transport
- Hubs exist in townships, around schools, medical centres, sports clubs and small-scale community facilities and open space
- Small-township focus

- Significant proportion of the District's area is Conservation Estate
- A third of Selwyn residents live in semi-rural lifestyle blocks
- There are few district-wide facilities (Lincoln Recreation Centre, Rolleston Community Centre).

3.4 WHAT DOES THIS MEAN FOR OUR COMMUNITY?

The fast growth of the region puts significant demands on the Selwyn communities and their social and physical infrastructure. The implications for this Physical Activity Plan are:

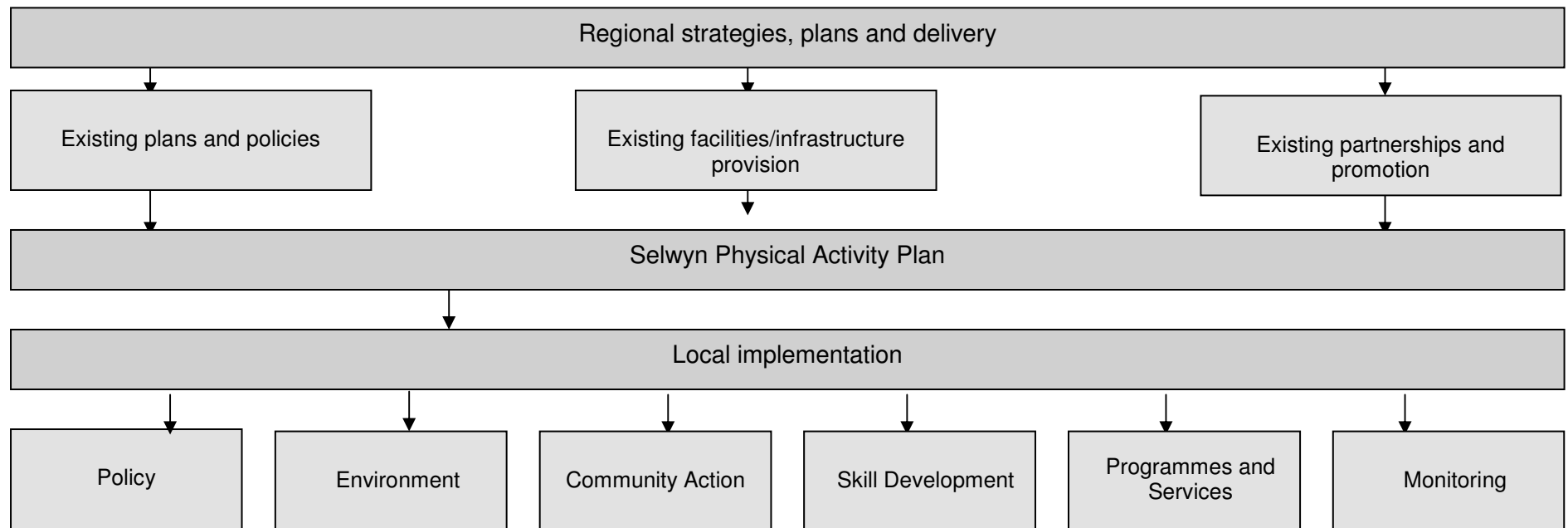
- Maximise use of **existing resources** (eg schools, medical practices, clubs and groups)
- Take opportunities to work with **people whose lives are in transition** (children moving schools/leaving school, first time parents, new arrivals to district, retirees, people with changed health status, newly 'single' (eg widow/separated)
- Pull **regional programmes** into Selwyn and push existing **opportunities to townships** with lower level services
- Prepare **long-term strategies** for physical infrastructure (open space, community facilities like swimming pools, cycle/walk and bridleways) incorporating principles of good urban design and crime prevention through environmental design.

MAIN THREADS OF SELWYN COMMUNITY DEVELOPMENT

There are considerable opportunities to work closely with:

- Schools (pre-school to secondary) and Adult and Community Education
- Medical practices (doctors, physiotherapists, nurses as well as other health promotion services)
- Clubs and groups
- Lincoln University and Rolleston Community Centre as 'activity facilitators'
- Existing network of township facilities (e.g. community hall, domain, schools)
- Department of Conservation and Environment Canterbury
- Existing community and service organisations

3.5 HOW THIS PLAN FITS REGIONALLY



4 AN ACTIVE AND HEALTHY COMMUNITY

Key areas of focus

- Encourage active lifestyles in Selwyn residents
- Keep our people well
- Support the unwell
- Make Selwyn a 'preferred' place to live
- Make it easy to access community support

Stakeholders

- Selwyn District Council
- SPARC through national campaigns and programmes
- Sport Canterbury
- Community And Public Health
- Partnership Health Canterbury PHO
- Ministry Of Social Development

STRATEGY	
Create policies and plans that develop an active and healthy community	Walking and cycling strategy
	Facilities Management Strategy
	Open Space Strategy
	Reserve management plans
Create supportive environments	Coordinated use of physical infrastructure <ul style="list-style-type: none"> • Schools • Community facilities • Pools • Sports fields/open space • Halls • Gymnasium
	Support schools and pre-schools through government initiatives and programmes

F I N A L D R A F T

STRATEGY	
	Actively expand choices for all children including those with disabilities
	Strengthen social infrastructure through libraries and new resident welcome process
Strengthen community action	Strengthen the roles and relationships between medical centres and recreation providers Encourage patients to request a Green Prescriptions
	Develop a comprehensive range of places, processes and media for communicating information around physical activity and acting as catalysts for activity Promote the key message as 'fun and enjoyable' Places include libraries, notice boards, signs, website, Service Centres, schools, medical centres Processes include: electronic, printed material, presentations to groups, festivals, expos Media include: community newsletters and newspapers, rates demands, 0800 Active, Active Canterbury
	Develop social capital by providing support to organisations and training to people within them
	Support groups to provide a greater range of programmes and events within a community focus - Outreach programmes, Behaviour change, Have-a-go Use existing programmes and events
Develop personal skills	Physical education and leisure education
	Adult and community education targeting novice adults
Reorient services and programmes	Local/township delivery and hubs: schools, medical centres, community halls
	Behaviour change and buddy programmes
	Sport Canterbury to provide services that are targeting Selwyn community needs
	Support local programmes to keep older people active
Monitor, research and evaluate	Track indicators of progress

5 SELWYN A SAFE PLACE TO LIVE

Key areas of focus

- To make Selwyn a safe place to live, work and play for all residents
- Reduce injuries in Selwyn
- To reduce road safety injuries in Selwyn
- To support and facilitate community safety initiatives

Stakeholders

- Selwyn District Council
- NZ Police
- Land Transport New Zealand
- Road Safety Co-ordinating Committee
- Neighbourhood support
- Safer Canterbury
- Canterbury District Health Board
- Christchurch City Council
- Ministry of Health
- Ministry Of Social Development
- Sport Canterbury
- Partnership Health Canterbury PHO

STRATEGY	
Develop healthy public policy	Walking and cycling strategy
Create supportive environments	Crime Prevention through Environmental Design (CPTED)
	Promote small group use of more isolated spaces
Strengthen community action	Promote active transport to schools, workplaces and around townships
Develop personal skills	Increase personal skill levels to reduce likelihood of injury eg falls prevention for older people
Reorient services and programmes	Spread delivery of services throughout the district
Monitor, research and evaluate	Monitor progress

6 CONNECTIVITY

Key areas of focus

- Welcome new residents to Selwyn
- To make it easy for local organisations to source outside assistance
- To enable Selwyn organisations to become volunteer friendly
- Develop a database of Selwyn physical activity opportunities
- Encourage internet use among Selwyn residents
- Maximise connections among groups both within the district and outside of the district
- Building and consolidating a strong Selwyn community, inclusive of age, ethnicity, ability and length of residence in the district
- Support the work of local educational institutions

Stakeholders

- Selwyn District Council
- Medical practices
- Non Government Organisations
- Sport Canterbury
- Environment Canterbury
- Partnership Health Canterbury PHO
- Ministry of Social Development
- Clubs and groups

F I N A L D R A F T

STRATEGY	
Develop healthy policy	Council-wide commitment to activity-promoting policy
	Ministry of Education investment in school facilities
Create supportive environments	Improve accessibility for individuals without transport
Strengthen community action	Promote volunteering
	Maximise local networks
	Promote membership of clubs and groups through have-a-go events
	Improve information accessibility
Develop personal skills	Develop information access skills
	Link individuals with existing groups and clubs to learn activities
Reorient services and programmes	Extend service delivery to a wider number of townships
	Create local service hubs for regional providers (eg medical centres, schools, library)
	Try before you buy - make 'shopping' at clubs easy
	Experiment with club delivery approaches
	Environmental volunteering
	Update information on websites and databases regularly
Monitor, research and evaluate	Clubs and schools to establish mutually supportive partnerships
	Monitor connections within the community and between the community and outside agencies

7 PRIORITIES FOR ACTION

7.1 STRATEGIC MANAGEMENT OF FACILITIES

- Increase access to existing facilities through usage funding models
- Collaborate planning and management of any new facilities
- Management planning around existing facilities and future development
- Facilitate use of facilities by multiple groups
- Support amalgamation of clubs where membership numbers and resource demands warrant this

7.2 ESTABLISHMENT OF HUBS FOR SERVICE DELIVERY

- Medical practices using Green Prescriptions more effectively, providing local health promotion, supervised physical activity programmes, buddy physical activity programmes (ed walking groups)
- Ensure schools are active and linking to communities utilising volunteers, clubs, etc
- Deliver existing programmes to townships beyond Rolleston and Lincoln

7.3 IMPROVED INFORMATION FOR THE COMMUNITY

- Increase awareness, interest and desire to participate in physical activity through community newsletter campaigns
- Promote existing opportunities through newsletters, libraries, website and 0800 Active database
- Provide newcomers with information about their community including facilities, groups etc
- Recruit newcomers to groups as volunteers and participants
- Promote active transport opportunities including safer routes to walk and cycle
- Promote existing programmes and opportunities
- Promote the fun and enjoyable message as well as the benefits

7.4 DISTRICT LEADERSHIP AND CO-ORDINATION – LOCAL DELIVERY

- Encourage networks across the district to facilitate more people, more active, more often
- Community commitment to manage sports and recreation activities
- Club Mark and Sport Development as key tools to develop local leadership

7.5 GOOD ENVIRONMENTAL DESIGN

- Develop Open Space Strategy
- Develop Walking and cycling strategy
- Provide consistent signage throughout district and across providers
- Light to improve safety
- Support crime through environmental design

7.6 QUALITY PHYSICAL EDUCATION AND PHYSICAL ACTIVITY OPPORTUNITIES

- Develop programmes of physical activity that will last for a lifetime, starting at pre-school level and continuing with all school levels above
- Use residents and community surveys for ongoing monitoring and evaluation of communities, individuals and groups to assess needs, develop programmes and activities and monitor satisfaction
- Take programmes out to communities and base in existing facilities
- Target key identities in the community and existing networks to roll out programmes

7.7 INTER-AGENCY PLANNING AND COLLABORATION

- Work collaboratively with a range of agencies and groups to ensure sustainable actions and outcomes
- Communicate and collaborate with other providers, agencies, clubs, organisations etc. to plan a collaborative approach (less duplication, better resources, more effective use of funding)
- Actively link schools in district planning
- Community diary of events offered by all agencies
- Establish relationship with HeHa [healthy eating, healthy activity] co-ordinators
- Events planning and hosting done collaboratively

8 WHO WILL MAKE A DIFFERENCE?

Responsibility for implementing this plan is spread across the community and region. The following groups are critical to the success of implementation.

SECTORS	LEAD AGENCIES	
<i>Networks and Forums</i>	School Cluster Groups Selwyn Health Advisory Group	Canterbury Intersectoral Physical Activity and Nutrition Group
<i>Educators</i>	Early childhood education (playgroups, kindergarten, playschool, childcare centres) Primary education Intermediate education Secondary education Lincoln University	Community education (Darfield High School, Hillmorton High) Sport Canterbury Whanau, families and parents Pre-schools Plunket Toy Libraries
<i>Health promoters</i>	Canterbury District Health Board Partnership Health Canterbury PHO Medical practices Plunket Accident Compensation Corporation Sport Canterbury	Cancer Society National Heart Foundation Presbyterian Support Services Injury Prevention group Workplaces (OSH Co-ordinators etc)

SECTORS	LEAD AGENCIES	
<i>Land managers</i>	Department of Conservation Environment Canterbury Selwyn District Council	Property developers Ngai Tahu
<i>Facility Managers</i>	Selwyn District Council Sports and activity groups Schools Community agencies	Churches Community trusts and committees Ministry of Education
<i>Programme providers</i>	Rolleston Community Centre Lincoln Recreation and Sports Centre Sports clubs Community groups Youth groups	Older adults groups Commercial providers Golf clubs Sport Canterbury Clubs and groups
<i>Information providers</i>	Council offices Department of Conservation Selwyn District Council Libraries CINCH	Sport Canterbury Active Canterbury
<i>Funders</i>	Ministry of Education Community Gaming Trusts Philanthropic Trusts	Canterbury District Health Board Selwyn District Council

9 NEXT STEPS

The process that is intended from here is to invite stakeholders and potential lead agencies to:

- Endorse the draft plan
- Commit to contributing to its implementation
- Highlight their roles and responsibilities and areas of probable implementation
- Confirm the key actions and when these will occur.

Following the feedback from these stakeholder groups, the action plan will be finalised, including project outlines, confirmed lead agencies and indicative timeframes.

The final Selwyn Physical Activity Plan and Implementation Plan will be submitted to the Selwyn District Council in mid 2007.