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Committee Council
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"At the Heart" - the regional physical activity strategy

1. Purpose

To introduce the Council to the final draft of *At the Heart* and requests Council endorses it.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

The Wellington metropolitan region's population varies in its cultural make-up, income levels, access to transport and other factors which impact on people's ability to be active. While many people in the area are healthy and active, many are inactive, with a whole range of barriers appearing to prevent regular participation in physical activity. There is a significant associated impact on health and longevity.

The Wellington Regional Recreation Initiatives Group (WRRIG), incorporating Upper Hutt, Hutt, Porirua and Wellington City Councils, Greater Wellington Regional Council and Sport Wellington Region, have worked closely with the Hutt Valley and Capital & Coast District Health Boards and Sport and Recreation New Zealand (SPARC) to develop a physical activity strategy for the region.

Each of these stakeholders is seeking the endorsement of *At the Heart* by their respective organisation's Council or Board. To date *At the Heart* has been endorsed by Porirua and Hutt City Councils, Hutt Valley & Capital Coast District Health Boards and Sport Wellington Region.

4. **About *At the Heart***

At the Heart is the result of the stakeholders working together and provides guidance around strategic focus areas. Community engagement was achieved through a wide range of meetings. Facilitated workshops have occurred as have interviews with key stakeholders. Significant funding of \$60,000 was applied for and received from SPARC for this project.

Below is a brief overview of *At the Heart*. (Further details are available in Attachment 1.)

Aims

- To achieve the most effective and efficient delivery of physical activity;
- To consider regional provision issues such as facilities and services and individual district issues where appropriate; and
- To link with Long Term Council Community Plans, the Wellington Regional Strategy, and other relevant strategies.

Objectives

- Integrated future development of sport and physical recreation community plans through the development of community partnerships of stakeholders and users;
- Cohesive and collaborative planning that considers issues related to society, the environment, transport and economy; and
- Developing a resource strategy that enables implementation of initiatives across the region.

Strategic focus areas:

- **Health promoting policy**
 - Use policy to make healthy choices possible or easier for people to use.
- **Supportive environments**
 - Make social and physical environments health enhancing through urban design, accessibility of facilities and services.
 - Collaboration across service provision to increase effectiveness and improve delivery.
- **Community action**
 - Activate the community to take a lead role in becoming more physically active.
- **Developing personal skills**
 - Promote physical activity by awareness and education programmes.
 - Facilitate quality teaching and learning of physical skills including recreation, sport, dance, cultural activities in a range of settings.
 - Develop skills of people working to promote physical activity.
- **Re-orient services and programmes**
 - Modify and develop services to better meet the physical activity needs of the population.

- **Monitor, research and evaluate**
 - Monitor health and participation data.
 - Evaluate programmes and interventions to determine effectiveness and measure progress.

5. **Links to the statutory framework and Council strategies**

Existing strategies such as Healthy Eating Healthy Action *Oranga Kai – Oranga Pumau* (HEHA), Maori Health Strategy *He Korowai Oranga*, Pacific Health and Disability Plan, No Exceptions, the New Zealand Coaching Strategy and the Wellington Regional Strategy have all been taken into consideration for *At the Heart*. Each of these strategies has contributed guiding principles to the focus, strategies and outcomes of *At the Heart*.

LTCCP 2006 -2016

The LTCCP identifies Greater Wellington’s contribution to achieving the community’s social, environmental, economic and cultural aspirations. A more active region has many positive consequences and will be a strong contributor to GW’s community outcomes such as

- People are healthy, and all opportunities are taken to recognise and provide for good health;
- We live in a strong and tolerant community that fosters a sense of safety, belonging and inclusion;
- All community members are enjoying our art, sport, recreation and entertainment scenes; and
- We have a safe, integrated transport system for the movement of people that uses our resources efficiently.

Wellington Regional Strategy

As “keepers” of the WRS, GW has a leadership role in creating an internationally competitive region with a great lifestyle and compelling job opportunities. The collaboration and integration required to achieve the *At the Heart* outcomes will complement the relationships and planning for the WRS, improve access to sport and active leisure (noted in the WRS vision) and thus contribute to improved quality of life for the residents of the region.

Regional Park Network Management Plan (RPNMP)

Adopted in 2003, the RPNMP sets a vision for the regional parks in that they are to enhance the quality of life in the Wellington region as places which people can fully and actively use, recreate in, enjoy and learn from in a sustainable manner.

In making regional parks accessible to a wide range of people, GW plans and develops on-park facilities that minimise barriers to use e.g. selected track surfacing; wheelchair-accessible toilets. Collaboration in developing and implementing *At the Heart* builds relationships with other agencies. Our

combined efforts help improve community health and wellbeing, raise awareness of the regional parks and encourage people to use them.

Regional Land Transport Strategy (RLTS)/ Regional Travel Demand Management Strategy (RTDMS)

The RLTS includes a strong commitment to passenger (public) transport and reducing greenhouse gas emissions. It includes outcomes and ambitious new targets in relation to increasing the use of sustainable transport modes such as passenger transport, walking and cycling and reducing greenhouse gas emissions.

Recent research indicates that while there have been significant increases in use of “active modes” (walking or cycling) for short trips of 1-2km, less than a third of trips are still undertaken in this mode. However, the majority of the public continue to be receptive to using active modes, provided no major (perceived) barriers exist at the time of travel.

The “cohesive and collaborative planning” required for successful implementation of At the Heart helps break down “silos” in local government and related agencies. Increasing levels of physical activity across the region will help to lower some of the barriers to use of active modes e.g. lack of perceived time, habit, health and fitness concerns. Conversely, GW’s advocacy and support for better access to “active mode” facilities and services will increase levels of physical activity with the resulting health and lifestyle benefits.

6. Financial implications

GW has contributed \$2,000 to the development of the strategy plus officer time. The next stage is implementation and it is expected that most stakeholder support will be from current funding.

Sport Wellington Region is liaising with SPARC on behalf of the group in order to apply for the bulk of implementation funding from the Active Communities Fund.

7. Communication/consultation

There has been widespread consultation through council and community mechanisms throughout the region, building on a wealth of existing information available.

The project team have:

- Held meetings with council officers engaged in open space, facility management, environmental management, transport and community development;
- Facilitated workshops with health promoters, physical activity providers, open space managers, Maori, community developers;
- Conducted interviews with key stakeholder organizations;

- Met with people engaged in providing and promoting physical activity opportunities in different communities including;
- Education providers, advisors and agencies;
- Facility investors; and
- Regional Sports Organisations.

Once all the stakeholder organisations have endorsed *At the Heart* we will proceed with our application to implement it, with communications issued on behalf of the entire group.

7.1 Conclusion

Implementation of *At the Heart* is the responsibility of many agencies working together towards identified shared objectives. The collaboration has already helped establish relationships and deliver mutually beneficial programmes across the region.

Involvement in this venture will give GW further insights into recreation trends and related regional issues so that we can make a more effective contribution to achieving community outcomes.

8. Recommendations

That the Council:

1. ***Receives the report.***
2. ***Endorses the final draft of 'At the Heart' – the Wellington Urban Region Physical Activity Strategy.***

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Attachment 1: *At the Heart* Activity Plan