

annual report

2006-07





Adrian Ledbury, Director



London Sub-Regional Partnerships

Introduction

PRO-ACTIVE North London is one of the five sub-regional Sport and Physical Activity Partnerships operating across London, and one of forty-nine covering England. The Partnership covers the areas of Barnet, Enfield, Haringey and Waltham Forest.

PRO-ACTIVE North London is made up of stakeholders committed to providing locally determined solutions aimed at collectively increasing participation and widening access to sport and physical activity for the whole community. The Partnership is a business-to-business brand, working predominantly at a strategic level to provide advice, support and advocacy for local, regional and national partners in the public, voluntary and private sectors. PRO-ACTIVE North London seeks to be seen as a valuable extension to Partners' teams, so that our combined effort has a greater impact.

Over the last twelve months, the Partnership has focused on setting up a robust and sustainable organisation, and has consulted extensively with partners to develop the shared ambitions and aspirations listed below. A sample list of Partner meetings is given on the back page of this report.

I would like to take this opportunity to **thank our Partners** for the commitment they have shown in supporting the work of the Partnership, and look forward to working together over the coming months and years. I am very pleased with the progress we have made in a short period of time – setting up the Partnership and establishing PRO-ACTIVE North London as a key part of the delivery system for sport and physical activity in the area.

Adrian Ledbury
Director

Shared Aspirations and Ambitions

Purpose

We will work together for the benefit of all in north London through sport and physical activity.

Our Vision

No-one on the sidelines.

Aims

We will work in partnership at a strategic level to:

1. increase participation in high quality sport and physical activity by 1% year-on-year;
2. widen access to sport and physical activity among low participation groups, such as; women, people with disabilities, people over 50, people from ethnic minority communities, and people on low incomes, and
3. support the development of progression pathways to ensure individuals reach their full potential.

Core Values and Principles

Everything we do is underpinned by the following criteria:

Needs-led : driven by the local needs of the whole community

Independence: delivering sport and physical activity in the sub-region without allowing personal or organisational agendas to dominate

Accountability: making decisions and formulating policy in an efficient, inclusive, open and transparent manner

Excellence: achieving high standards through continuous improvement and innovation

Equitable: committing to equality (people and processes)

Impact-driven: demonstrating value for money and prioritising projects that have the potential to make the greatest impact

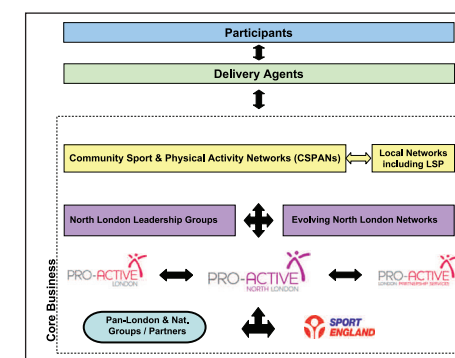
PRO-ACTIVE North London has been effective at engaging Partners, partly through being able to attract key players into the Partnership through the leadership programme, and partly through building on existing networks in the region.

Sue Thiedeman, TAES Validator

Achievements 2006-07 and Priorities 2007-08

Strategic Theme	Achievements 2006-07	Priorities 2007-08	Performance Measure
1. Participation and Progression: Increase participation, widen access to sport and physical activity, and support the development of progression pathways to ensure individuals reach their full potential	<ul style="list-style-type: none"> All the achievements listed below have contributed to this objective. More specific projects will be developed in 2007-08 and beyond, now that we have identified our priority groups 	Maximise the benefits of London 2012 for North London residents and businesses, particularly in relation to participation and facility legacy Support the development and implementation of a North London Disability Action Plan Support the development and implementation of an Active Workplaces package ('Work Well')	Produced North London 2012 Action Plan <ul style="list-style-type: none"> Steering Group established and work programme developed Board Champion appointed Comprehensive support package in place 20 North London businesses identified
2. Delivery System: Build and support a sustainable and co-ordinated delivery system to deliver the sub-region's priorities	<ul style="list-style-type: none"> Development of new and existing networks as part of the evolving North London Delivery System Established a pan-London PRO-ACTIVE London Partnership Services Team delivering services focusing on coach, volunteer and School Sport Partnership training programmes 	Support the establishment and development of CSPANs	Four CSPANs in place, with Terms of Reference, Action Plan and links to Local Strategic Partnership

continued



Evolving North London Delivery System



Members of the Leadership Team, from left to right: Adrian Ledbury, John Wood, Paula Felgate, Tony Weight, Jo Godfrey, Stephanie Holloway, Paul Foster, Stella, Sipple, Stewart Lucas, Carmel Cadden, Simon Gardner, Mel Parker.

Statistics from the North London Young People Sport and Physical Activity Survey

- 26% of Year 9 children state the biggest difficulty that restricts their participation in sport and physical activity is 'no-one to go with'
- 80% of Year 6, and 70% of Year 9, children are interested in playing a sport or physical activity outside school – one that they are not currently involved in
- Where there is no sporting role model in the family young people are significantly less likely to take part in sport and physical activity

Strategic Theme	Achievements 2006-07	Priorities 2007-08	Performance Measure
3. Develop and Improve People: Improve and expand the workforce of strategic leaders, employed staff, coaches and volunteers, by means of accessible routes for entry and progression	<ul style="list-style-type: none"> Investment in the North London Leadership programme consisting of 23 'movers and shakers' taking part in five two-day interactive training events Co-ordination of the Workforce Development Survey which will provide the basis for workforce development planning and attracting resources to the sector 	Co-ordination and implementation of Workforce Development Plan	Plan produced, and resources attracted, to fulfil training needs
		Co-ordinate a needs-based North London coach and volunteer education programme	Annual needs-based programme in place consisting of over 50 courses
		Reward and recognise achievement in sport and physical activity via the 'Celebrating Sport Awards' project	High profile event in each North London borough (4)
		Explore the development of more effective links between community sport and CVS/Volunteer Centres	Feasibility Study complete and minimum 1 pilot project commenced
4. Places to Play: Develop and improve physical places to play sport and physical activity	<ul style="list-style-type: none"> Undertaken an outline facility gap analysis in North London 	Co-ordinate a North London facility needs assessment	Facility needs assessment produced
		Support and establish innovative projects to optimise the use of parks, open spaces and waterways	Research undertaken and recommendations produced
5. Influencing: Influence, advocate, develop and implement the policy of Partners and providers	<ul style="list-style-type: none"> Co-ordinated the North London Young People Sport and Physical Activity Survey providing Partners with vital information on the habits and attitudes of young people Co-ordination of 'Active People' and 'Active Places' training, providing vital information on participation trends and facility provision Involved in lobbying regional agencies for inclusion of sport and physical activity targets in the latest round of LAAs and LPSAs (15 	Influence the development of appropriate community use facilities on school sites via the 'Building Schools for the Future' programme	Two BSF PE and Sport Stakeholder Groups established
		Raise awareness of the value of physical activity among health professionals	Increased resources devoted to physical activity

Strategic Theme	Achievements 2006-07	Priorities 2007-08	Performance Measure
	<i>references to sport and physical activity from North London boroughs)</i>		
6. Resources: Attract funding and resources to deliver the priorities	<ul style="list-style-type: none"> Supported successful LDA bid for for women in coaching (£440K) Production of Child Protection Guidelines for Partners 	Produce a resource raising and sharing strategy linked to priorities	Strategy produced
		Provide funding advice and support to Partners	<ul style="list-style-type: none"> Comprehensive list of funding streams available on the P-ANL website Min £100K external funding raised
7. Marketing and Communications: Market the benefits of sport and physical activity and effectively communicate with stakeholders	<ul style="list-style-type: none"> Co-ordinated successful networking events including: NGB Roadshow, PDM/SDO Seminar and ASDiL Conferences Partners kept informed via regular Partnership meetings and monthly e-newsletter 	Ensure marketing and communications are developed and co-ordinated effectively	<ul style="list-style-type: none"> Produced a Strategic Marketing and Communication Plan Create a Partnership website which is maintained and used as an information resource Promoted major events and campaigns promoting sports and physical activity
		Develop a 'one-stop shop' for sport and physical activities in London aimed at both stakeholders and the public	Portal established
		Ensure that relevant knowledge is captured and shared across all Partners	<ul style="list-style-type: none"> Produce monthly e-newsletter Information Matrix produced and available on the P-ANL website Hold regular co-ordinated networking events and meetings



Workshop sessions from Stakeholder events



Front page of the February 2007 issue of the PRO-ACTIVE North London e-newsletter

continued

PRO-ACTIVE North London, along with the other PRO-ACTIVE London Partnerships, is a vital 'cog in the machine'. Through them we will ensure that programmes and policies for people with a disability are co-ordinated and effectively delivered by local Partners.

**Stewart Lucas,
London Sports Forum
for Disabled People**

Strategic Theme	Achievements 2006-07	Priorities 2007-08	Performance Measure
8. Fit-for-Purpose: Build a sustainable Partnership and ensure that the Partnership is efficient, effective, inclusive, committed to continuous improvement and responsive to community needs	<ul style="list-style-type: none"> Recruitment of 9 Non-Executive Board Members from a range of sectors and with a wide skills and knowledge base Established a needs-led ten-year Strategy and two-year Business Plan following extensive consultation with Partners Awarded 'Towards an Excellent Service' (TAES) Fair rating Development of Equity and Child Protection Policies 	Ensure equity principles are integrated into all work areas	Achieved Preliminary Equality Standard
		Ensure Child Protection procedures are established and promoted	Achieved Child Protection Standard, Intermediate level
		Recruit Core Team to reflect strategic priorities	Four new Core Team members recruited and inducted
		Develop formal agreements with NGBs working in North London, setting out roles and responsibilities	Minimum 5 Agreements in place

A detailed breakdown of Priorities can be found in our Business Plan 2007-09. Visit www.pro-activenorthlondon.org for more details

Summary of Key Priorities for 2007-08

PRO-ACTIVE North London has played a massive role in setting up key networks to share good practice and to help local Partners, particularly SDOs and PDMs, to more effectively co-ordinate their activities.

Stephanie Holloway, Enfield PDM

PRO-ACTIVE North London is now moving into a new phase as we recruit a Core Team. This will place us in a strong position to support our Partners even more effectively in the achievement of shared objectives.

Key Priorities:

- **Fit-for-Purpose:** Recruit to Core Team posts and continue to build a sustainable organisation
- **Delivery System:** Support the development of four Community Sport and Physical Activity Networks to guide and implement policy at local level
- **Developing People:** Develop a Workforce Development Plan incorporating a co-ordinated North London Coach and Volunteer Education programme, and facilitate better links between CVSs/Volunteer Centres and the Community Sports sector.

Financial Summary 2006-07 and 2007-08

INCOME

	Projected Actuals 06-07	Projected Budget 07-08
Income from all Sources	£221,097	£330,000
Carry Forward	£49,500	£95,382
Total Income	£270,597	£425,382

EXPENDITURE

	Projected Actuals 06-07	Projected Budget 07-08
Salary & on-costs	£80,000	£206,948
Operational Costs	£14,715	£40,500
Marketing & Communications	£23,000	£19,500
Workforce Development	£19,500	£16,000
Partnership Services	£0	£55,000
Special Projects	£38,000	£87,934
Total Expenditure	£175,215	£425,382

	Projected Actuals 06-07	Projected Budget 07-08
Total Income	£270,597	£425,382
Total Expenditure	£175,215	£425,382
Surplus / Deficit	£95,382	£0

Great networking opportunity and wonderful chance to meet our Partners at the sharp end.

**NGB,
Feedback from North
London NGB Roadshow**

Comments and Feedback

Through our commitment to continuous improvement we are always striving to make improvements in the services we provide, therefore please let us know your views.

Contact

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www.pro-activenorthlondon.org



Sample of Partner Meetings

Organisations

Active Angels
Active Communities
Association of Sports Development in London
Barnet PCT
Barnet PESSCL Steering Group
British Heart Foundation
Chief Leisure Officers Association (CLOA)
Colleges of Further Education in North London
Creating Excellence
Enfield Sport & Physical Activity Strategy Group
Fitness Industry Association
Greenwich Leisure Ltd
Haringey PCT
Haringey Sport & Physical Activity Forum
Lambeth & Southwark Sports Action Zone
Lea Valley Regional Park Authority

Learning Skills Council
Leicestershire & Rutland CSP
London 2012
London Borough of Barnet
London Borough of Enfield
London Borough of Haringey
London Borough of Waltham Forest
London Community Sports Network
London Councils
London Development Agency
London Equality Alliance
London Federation for Sport & Recreation
London Playing Fields Forum
London Sports Forum for Disabled People
London Youth Games
Metropolitan Housing Association
Middlesex University
NGBs
North Central London Strategic Health Authority

North London Local Sports Councils
North London branches of Age Concern
North London CVSs
North London Strategic Alliance
Partnership Services
PRO-ACTIVE London Partnerships
Skills Active
Sport England
Sports Coach UK
Transport for London
Urban Lynx
Volunteering England
Waltham Forest PESSCL Steering Group
Waltham Forest Volunteer Centre
Women's Sports Foundation
Workforce Development Steering Group
Youth Sport Trust

