



Thanet District Council - Active Thanet Service



Overview

- Active Thanet has replaced the previous sports development service at Thanet District Council.
- Service has developed a new framework which aims to focus on more than just 'sport for sport's sake' but to work with partners to tackle wider health inequalities to promote a Healthier and Active Thanet.
- Our new framework highlights the huge 'importance' of partnership working by sustaining and enhancing a more joined up approach to ensure we avoid duplication and explore larger funding bids for Thanet.
- Framework will work towards 'five' key priorities and will work towards a 4 year cycle of change up to 2022.
- Active Thanet will use physical activity interventions to achieve these goals.

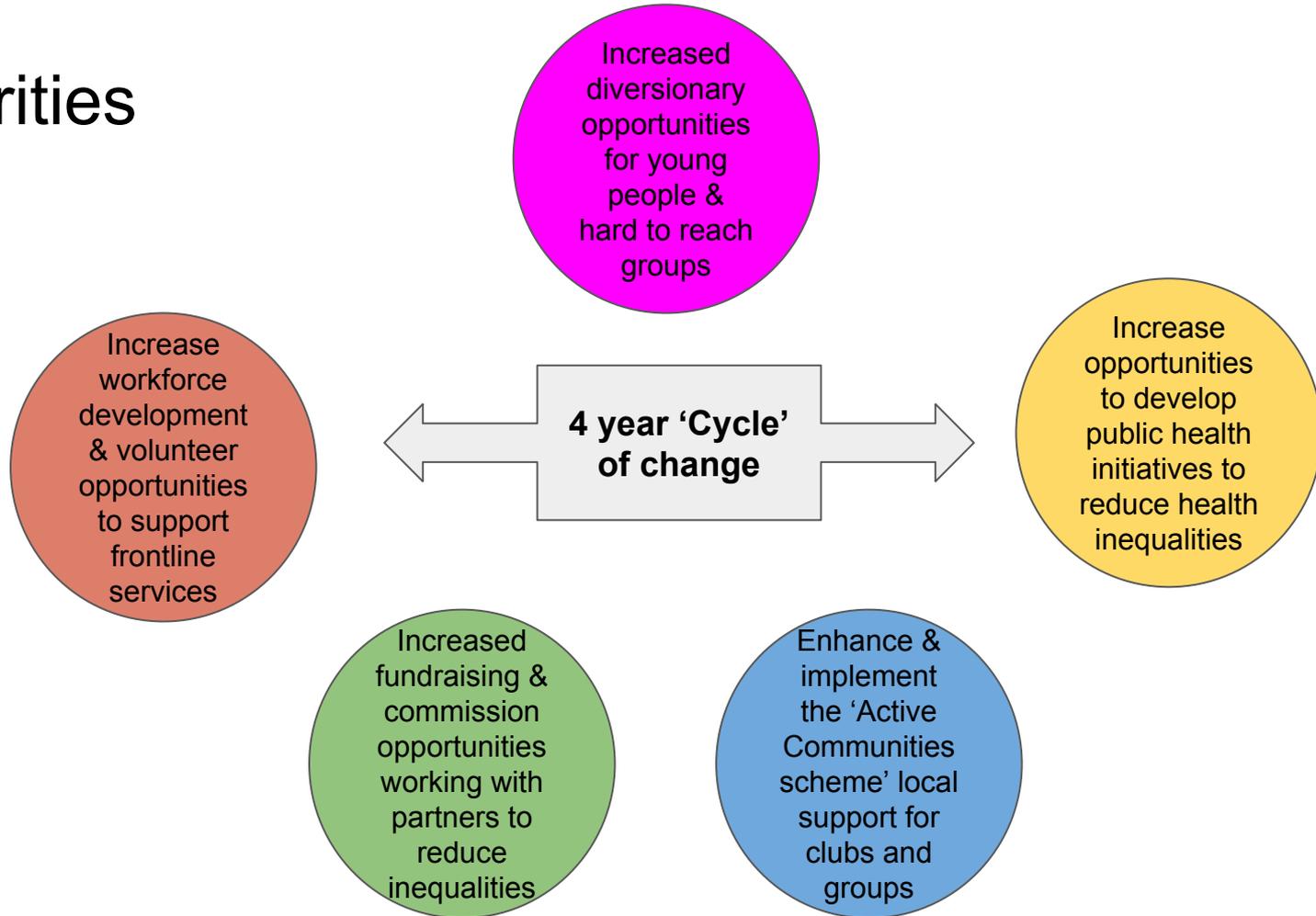


Why Active Thanet?

- Nationally, many sports development functions no longer exist, moving into a community development function or outsourced to other leisure providers.
- Active Thanet has transformed our service to coincide with national policy to support wider Sport England, Public Health and NHS policy.
- Active Thanet is committed to empowering and commissioning services to local groups and organisations to work in 'collaboration' to achieve joint outcomes.
- We realise that there has been a shift in 'apathy' and 'behaviour change' in our communities. We need to work with partners to best address these target audiences but realise it is a joined up approach, engaging with residents is key.
- Thanet still suffers from the highest levels of poverty and inactivity across Kent
- Impact and sustainable outcomes will drive the Active Thanet vision.

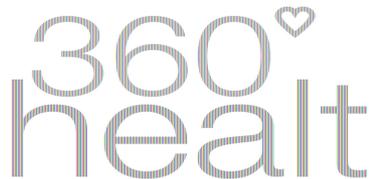
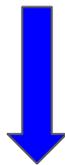


Priorities



The Active Thanet model

Active Thanet Partners
Residents



Youth

Families
Intergen

Health/
Well Being
/Lifestyle

Mental
Health

Impact so far

- During the last 4 year we have secured 'revenue' funding of over **£100K**
- Since Active Thanet was adopted we have secured **£60K** in revenue funding for community projects including partnerships with East Kent Housing, Orbit Group, StreetGames, DWP, KCC Public Health and Your Leisure.
- Recruited a new Sport and Public Health Assistant to support service
- Recruited '4' flexible coaches to support service delivery.
- Rebranded our youth diversionary project to develop a new 'leisure centre hub'
- Commissioned external funding to deliver the 'Fit and Fed' project and KCC smoke free school gates.
- Exploring innovative ways to link in more effectively with the NHS One You team

Projects and planning



New £40K DWP project to support customers with poor mental health back into work.

DWP Department for Work and Pensions



New Sports4good cluster developed, £17K investment to tackle inactivity and reduce holiday hunger for 2019/20



Funding secured and ongoing discussion in place to fund wider 'families' physical activity programme



New 'Pumped project running. Plans to expand this service continue to engage more young people in leisure centres



Secured £10K from EKH to deliver a Health outreach project to consult and signpost residents into local opportunities.



Other service updates/outcomes

- £40K funding to deliver Mental Health project to support 'economically inactive' back into work, training or volunteering - Active Minds project, 17 referrals for cohort 1
- £17K investment from Street Games UK to support local trusted organisations to engage with young people in Thanet.
- £20K investment from Kent Sport to fund a 2 day week post 'Everyday Active Champion' to support Active Thanet and partnership engage/consult with residents to shape services.
- Application submitted to Thanet CCG to explore 'YP mental health referral scheme' to help ease pressure on mental health services
- £4.5K funding secured to deliver Sport 4 NRG diversionary opportunities for YP t risk of ASB - Project pending
- Launch of 360 Health project; delivering community based health checks, physical activity sessions, BMI, blood pressure checks,
- Possible Health and Wellbeing grant via Orbit Housing into Active Thanet Network - up to £50K available.
- Additional £1K secured to deliver ParkLives programme.

What's next...

- Sustaining existing provision is key - we need to measure the impact of service delivery by producing service user case studies, videos, share success.
- Explore Big Lottery 'Partnership Fund' 2019/2020 funding of up to £500K to support partnerships like Active Thanet over a 3 year period. This needs to be tailored and supported by partners and more importantly residents moving forward. This will form our overall Active Thanet objectives during the next year.
- Explore working more joined up in hub areas; How can Active Thanet have more of a presence in the local community - Making every contact count.
- Link in with NHS One You services and GP surgeries to develop a 'Social prescribing model'
- Support the work of partners across Thanet.