

**REPORT 3**  
(1215/52/IM)

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## **AT THE HEART - WELLINGTON URBAN REGION PHYSICAL ACTIVITY STRATEGY**

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### **1. Purpose of Report**

The purpose of the paper is to present the Wellington Urban Region Physical Activity Strategy *At the Heart* and recommend that the Committee endorse it.

### **2. Recommendations**

It is recommended that the Committee:

1. *Receive the information.*
2. *Endorse the At the Heart regional strategy.*
3. *Agree to a review of the Council's 2003 Recreation Strategy<sup>1</sup> in 2008, to inform the development of the Council's 2009-2019 LTCCP.*

### **3. Background**

The *At the Heart* Executive Summary has been attached as Appendix 1.

*At the Heart* has been developed collaboratively by the Wellington region urban TA's, District Health Boards and Sport Wellington Region (via WRRIG – Wellington Regional Recreation Initiatives Group). It has been funded by Sport and Recreation New Zealand (SPARC) as part of a nation-wide programme to promote a regional approach to physical activity planning.

The Wellington Region CEO and Mayoral forum have previously endorsed WRRIG and its objectives, one of which was to develop a Physical Activity Plan for the region.

Regional Public Health  
Better Health For The Greater Wellington Region



Capital & Coast  
District Health Board  
ŌPŌKO KI TE URU HAUORA



greater WELLINGTON  
REGIONAL COUNCIL



WELLINGTON REGION

SPARC  
ihi / AOTEAROA  
Sport & Recreation New Zealand



Porirua City Council

Absolutely  
POSITIVELY  
ME HEKE KI PŌNEKE  
WELLINGTON CITY COUNCIL **Wellington**



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<sup>1</sup> which is now more appropriately referred to as a "Recreation Plan" due to its focus on the implementation of Council's recreation objectives and outcomes

The strategy is based on an intensive review of physical activity in the region and extensive consultation with relevant stakeholders has occurred over the last 15 months.

All of the urban TA's and other relevant organisations are being asked to endorse the strategy. At this time, Porirua, Hutt and Upper Hutt City Councils have endorsed the Strategy along with the Hutt Valley District Health Board. The Greater Wellington Regional Council will consider *At the Heart* in February.

## 4. Discussion

### 4.1 Objectives and Priorities

The key objectives considered as part of *At the Heart* are:

- 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
- A comprehensive funding strategy that enables implementation of initiatives across the region.

It recommends regional consistency for programme delivery and promotion of physical activity (e.g. Push Play Programmes). A review of recreation facilities provision and development of policy that considers regional and sub-regional facilities across territorial boundaries is also suggested<sup>2</sup>, along with exploring opportunities and links with schools to develop community facilities that are accessible to communities of interest and supported by good transport options.

The strategy links with local and regional policies like the Wellington Regional Strategy. *At the Heart* focuses on improving the well being of people through getting them more physically active. An active and healthy workforce is more productive and an 'active friendly' environment is increasingly attractive for people considering moving to Wellington to work or establish business enterprises.

The strategy has strong links to the Council's existing Recreation Strategy and relevant national strategies like HEHA (Healthy Eating, Healthy Action) and No Exceptions<sup>3</sup>.

The strategy's priorities include:

- lower socioeconomic communities
- children, young people and their families and whanau
- Maori and Pacific people
- Environments that promote activity - physical, social and cultural e.g. urban design

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<sup>2</sup> SPARC is also looking into regional facilities. This will provide guidance when implementing *At the Heart*.

<sup>3</sup> No Exceptions vision - All people participating in the physical recreation and sport activities of their choice (SPARC)

- improving the effectiveness of physical activity promotion  
e.g. consistent messages
- healthy Workforce developments

## ***4.2 Implementing At the Heart***

WRRIG is currently seeking funds through SPARC's Active Communities funding grants for a Regional Co-ordinator and a Communications Advisor to implement this strategy. These people would likely operate from an organisation that already has a regional focus such as Sport Wellington Region or the Greater Wellington Regional Council. A Wellington City Council officer will continue to represent the Council on the implementation group (WRRIG).

*At the Heart* is consistent with the objectives and outcomes of the LTCCP (2006/7-2015/16), Social and Recreation Strategy (2006) and Recreation Strategy (2003) – see Appendix 2 for more information.

From the Council's perspective, endorsing *At the Heart* has potential implications for the:

- Recreation Strategy/Plan
- Urban design, development and transport strategies, policies and plans

It will influence the review of the Social and Recreation Strategy in the lead up to the 2009/19 Long Term Council Community Plan (LTCCP).

Although there are strong links between the objectives and outcomes of *At the Heart* and the above documents, the 2003 Recreation Strategy/Plan in particular will need to be reviewed to bring the Council's current recreation-focused projects into better alignment with the implementation actions proposed for *At the Heart*.

The *At the Heart* implementation plan includes a number of actions that are already used by the Council to encourage physical activity. Examples include:

- Using events as catalysts for change.  
Popular annual events include Bike the Bays, Kiwitri, Dance your Socks off, Culture Kicks and the ZM Run Swim series.
- Supporting clubs and community groups in meeting their own recreation needs.  
New Council grants will assist clubs with strategic development as well as projects or programmes that target youth.
- Auditing recreation facilities for their accessibility by the community.  
Swimming Pools and Recreation Centres have been audited for accessibility to disabled residents. Any recommendations are being budgeted when upgrades occur. Some tracks are currently being audited.

- Supporting the adoption and implementation of the urban design protocol.  
CPTED is being used in the design process for new or upgraded recreation facilities.

Some new actions, projects and improvements to current programmes that could require Council resources may result from adopting *At the Heart* (see Appendix 1). The review of the Recreation Plan will enable Council resources to be re-prioritised. Council officers will report back on this review to SPC in late 2008.

## **5. Conclusion**

Physical activity contributes to all aspects of our wellbeing – physical, social, emotional, spiritual and intellectual. The development of *At the Heart* has brought together the region's relevant agencies and provided them with a plan for a greater focus on regional issues, aligning thinking with national strategies for health, education, recreation and sport and a strategy for informing future long term council community plans.

Contact Officers: *Megan Duncan Recreation Planner, Open Space and Recreation Planning and Jamie Delich, Manager, Recreation Wellington & WRRIG Representative*

## **Supporting Information**

### **1) Strategic Fit / Strategic Outcome**

*The At the Heart strategy fits with the Council's Social and Recreation Strategy and the 2003 Recreation Strategy/Plan. In particular it fits with the following community and council outcomes:*

#### Community Outcomes:

Wellingtonians will enjoy recreation and be amongst the most active in New Zealand.

Opportunities for active and passive recreation are diverse, safe, affordable, accessible and attractive.

#### Council Outcomes:

6.3 *More actively engaged.* Wellington residents will be actively engaged in their communities, and in recreation and leisure activities.

6.5 *Healthier.* Wellington's population will enjoy a healthy lifestyle and high standards of public health.

*It also fits with the following:*

Council Priority : The Council will increase its efforts to promote participation in sport and recreation particularly for youth.

### **2) LTCCP/Annual Plan reference and long term financial impact**

*At the Heart will influence future LTCCP projects.*

### **3) Treaty of Waitangi considerations**

*At the Heart will also support positive outcomes for Maori.*

### **4) Decision-Making**

*This is not a significant decision.*

### **5) Consultation**

#### **a) General Consultation**

*External stakeholders have been consulted during the development of this regional strategy. These groups will need to work collaboratively to implement this plan.*

#### **b) Consultation with Maori**

*Maori were consulted as part of the development of the strategy.*

### **6) Legal Implications**

*There are no legal implications.*

### **7) Consistency with existing policy**

*At the Heart will influence future recreation policy and strategy reviews.*

# **APPENDIX 1 - At the Heart - Executive Summary**

### **LINKS TO COUNCIL STRATEGY & POLICY**

#### Social and Recreation Strategy Community Outcomes (2006)

- more liveable - with increased lifestyle choices and, if done right, quality of life
- more inclusive – more diverse with a strong sense of tolerance
- more actively engaged – with more people participating in city life, recreational activity and in their own communities
- better connected – with excellent access to a comprehensive social infrastructure that supports strong social networks
- safer – with people feeling safe in the city and in their homes
- healthier – with people living healthy lifestyles and high standards of public health

#### Council LTCCP priorities for the period 2006/9 are

- We will work harder to increase the value of community facilities to their communities
- We will build capability and capacity within the community to promote social cohesion and sound social infrastructure
- We will increase our efforts to promote participation in sport and recreation, particularly for youth.

#### Recreation Strategy outcomes (2003)

- 1) Recreation Opportunities : Wellington offers a diverse range and an abundance of quality recreation and leisure activities that are easily accessed and affordable.
- 2) Participation and Health : Increased participation in recreation and leisure activities enhances overall health and well-being.
- 3) Events and Identity : Year-round recreation activities and events contribute to the economic prosperity and identity of Wellington
- 4) Open Space Recreation : Wellington's open space, including the coastline, harbour, Town Belt and Outer Green Belt are accessible to all and provide a wide range of recreational opportunities that do not compromise environmental values.
- 5) Public Health : Public health efforts promote the health and well-being of the population.