

Active Luton

Change 4 Life



your health your life your choice

Active Luton

- Established November 2005
- Non-profit distributing organisation
- Charity

Aim:

We aim to improve the health and well-being of our local community, offering accessible, affordable opportunities to participate in physical activity.



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Active Luton

- Facility Operation and Management
- Sports Development
- Active Schools
- Catering and Events



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Key Objectives

- Ensure a more equitable participation in sport and physical activity
- Promote the role of sport and physical activity in addressing the wider agendas of health improvement, lifelong learning and community well-being

Local Area Agreement – Major Contribution

- N1 08 - Adult Participation in Sport
- N1 54 - Services for Disabled Children
- N1 55 - Obesity among primary school age children in reception year
- N1 56 - Obesity among primary school age children in Year 6

Local Area Agreement – Major Contribution

- N1 57 - Children and young people's participation in high quality PE and Sport
- N1 110 - Young People's participation in positive activities
- N1 119 - Self reported measures of people's overall health and well-being

National Indicator (Young People)

- 93% of schools achieving the 2 hour target against 90% Nationally
- Outreach for Young People – 27% increase in attendance between the end of 06/07 and end of 08/09

National Indicator (Adults)

- Active People Survey – 17.8%
- Active People 2 – 15.2%
- Measured as 3 x 30 minutes of moderate intensity physical activity on a weekly basis
- Despite 12% increase in use of Active Luton operated facilities

Target Groups

- Young People
- Women
- Disabled People
- Older Person

Health and Fitness Advice Centre

- Eat Well, Move More, Live Longer
- Increased Awareness
- Promotion of health benefits
- Strategic partnerships

Examples of General Programmes

- Free Swimming – under 16/over 60
- Get Back Into/ Give It A Go
- Active Retired Clubs/50+
- Access2Sport
- Light and Easy

Specific Health Programmes

- MEND
- Counterweight
- Fit for Business
- Healthy Steps 2 Employment
- Family based activity

Young People

- Sport Unlimited
- Extended Schools
- Field of Dreams
- Playing for Success

Where Next?

- Word of mouth
- Face to face
- Use of a National brand to deliver local improvements