

City on its Feet

Working together to get Tauranga Walking



Background

- March 2004 – TCC and Sport BOP made a joint application to SPARC's Active Communities Investment Fund.
- Fund set up by SPARC to support the development of projects to get more people, more active, more often.



Why did we do this?

- **Collaboration** with local organisations
- Healthy, vibrant communities **identified in TCC long term planning**
- **Physical activity** to address on going health, social and community concerns



The Initiative

- TCC - Provides strategic support, and monitoring through existing services.
- Funding also obtained through TCC's City Investment Programme:
 - Accident Compensation Corporation
 - The Bay of Plenty District Health Board
(all funding is for a 3 year period ending August 2008)



The Task

- To meet the agreed objectives:
 - To increase overall awareness of benefits of walking amongst the general population.
 - To increase the number of participants in walking and the time spent walking specifically by older persons and mothers with children.
 - To increase activity levels of other family/whanau members of participants.
 - To increase positive health measures among participants including sense of community, social connectedness, physical health and energy levels, and mental health.

Sport BOP's Role

- TCC has a relationship agreement with Sport BOP
- Sport BOP manage 'City on its Feet' at an operational/management level.
- Responsible for delivery of the 'City on its Feet' programme.
- Getting the right people to deliver the programme



Evaluation and Monitoring

- First In-depth Perceptions Survey conducted by Key Research:
 - Overall, 'City on its Feet' members perceived the programme in positive terms, with the large majority (88%) participating in a walking group regularly (once a week or more), and over three-quarters (81%) stating that they would be likely to recommend the group to others.
 - The social aspects of belonging to a walking group (such as meeting people, making friends, and companionship) were clearly viewed as the largest benefit by most programme members (71%).



The Goal

To get More People Enjoying Walking, More Often



The Aim

More people walking more often.

Older Adults

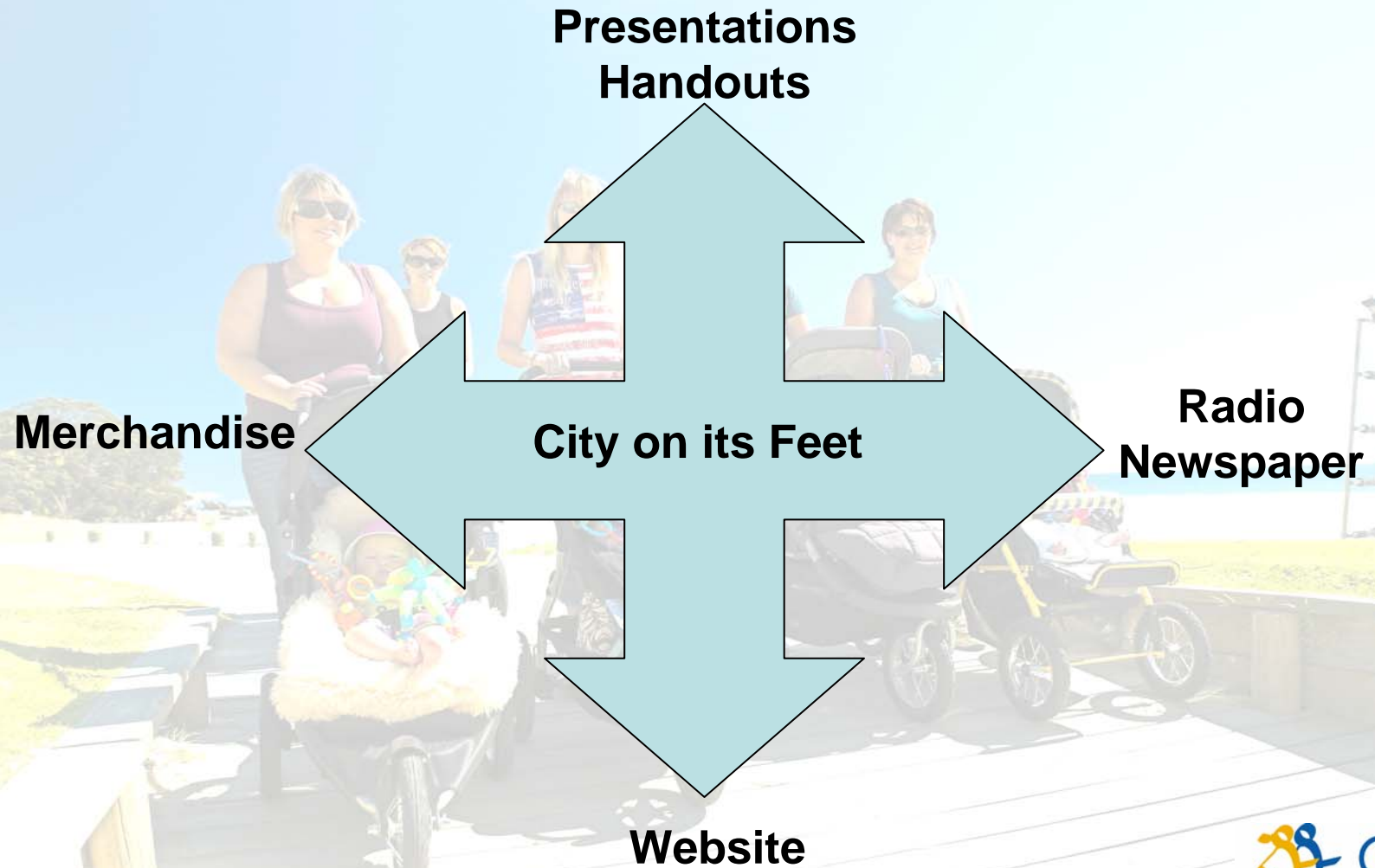
Parents with Children

General Public

Raising awareness of walking.



Promotion



Operations

- Response to advertising
- Information packs
- Link new members to create and build groups
- Project Coordinators support and motivate group/leader
- Provide information to members and feedback to TCC on walking routes
- Rewards and Incentives
- Ongoing contact with groups providing information and support



Walking Groups

Preggy Walkers



Grx Grp



Pram Walkers



Older Adults



Future

- Build and consolidate groups.
- Ownership and Sustainability
- Improve systems for greater administrative efficiency.
- New target groups.

