

Andrew Power – My Week

Strategic Manager (Physical Activity)
County Durham Sport

I have Lead Officer responsibility for implementing 'A Physical Activity Strategy for County Durham' and managing the Changing the Physical Activity Landscape (CPAL) programme funded by NHS County Durham. I provide leadership and guidance to projects funded by CPAL, including financial and performance management against set targets, training and advice, guidance on funding proposals and agreements, etc.

Wednesday

Started the day with some free catch up time, which is always good to have! It's deadline week for CPAL project financial reports, which means a very busy 4 weeks of assessment and audits. Received final feedback from leads on performance against the Health & Wellbeing Partnership physical activity delivery plan, so spent some time completing the quarterly performance report, followed by a call with Durham County Council's overview and scrutiny manager regarding the current scrutiny review of physical activity. Completed two financial report assessments from CPAL projects which is a good start - only 23 more to go! Made a few calls on the way home to CPAL projects - hands free of course!

Thursday

In between preparations for the North East Physical Activity Forum professional development event on Friday, I also attended the CDS Partnership Overview Board meeting to discuss progress on the CPAL programme accompanied by HelmePark Ltd, outlining progress to date and the processes developed to demonstrate health and economic impact of the programme. Made a couple of calls to projects following this meeting regarding late performance returns and marketing guidance, followed by another couple of calls over lunch with presenters for the event tomorrow, while finishing preparations for Friday's event.

Friday

Today was the North East Physical Activity Forum's annual CPD event, all about event management so armed to the teeth with checklists! The event provided an opportunity for two County Durham based projects to be showcased to the 120 professionals attending from around the region. At least 40 delegates were from County Durham, providing a much needed opportunity for 'front-line' practitioners to be updated, reflect on the latest developments in physical activity and network with each other. All the presenters turned up and delivered well so a good day for all delegates, a success for NEPAF and an event representing savings for employers in the region after many months of preparation.

Monday

Early start (7.30 am) to do some work on a presentation for the scrutiny review of physical activity, digging up the detail behind the Sport England Active People Survey and Market Segmentation tools. Attended the CDS Monday morning team meeting followed by a one to one meeting with Sandy Mitchell to discuss progress/performance on key work. The remainder of the afternoon was fairly quiet on the phone call front, so was able to develop the content for an e-survey to follow the event on Friday and some more work on internal guidance on CPAL for the CDS core team. Made a few calls on the way home to chase up late financial returns from a few projects.

Tuesday

Had an early morning run, continuing my comeback from a plague of injuries! Spent the first part of the morning pulling material together for the next CDS physical activity newsletter, full of the latest info on the world of physical activity, local news and events to keep partners informed and up-to-date. Took a few calls from a CPAL projects in response to my calls over the last few days and discussed progress to date. Carried out a formal review of an amended operational plan of a CPAL project, and two more financial report assessments. Finished the day off with a meeting with Marketwise Strategies Ltd to plan a CPAL training session around social marketing and research techniques and also plan the evaluation of the recently released Marketing and Research resources

Get in touch!

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