

**Cheltenham Borough Council**  
**Social & Community Overview & Scrutiny Committee**  
**5<sup>th</sup> June 2008**  
**Tackling Health Inequalities &**  
**Promoting Healthy Lifestyles**  
**Report of the Healthy Communities Partnership Manager**

**1. Executive Summary and recommendation**

**1.1 The issue**

**1.1.1** In February 2007, members of the Committee were presented with a report which highlighted significant variations in standards of health across the Borough, and gave an indication of developments that were being explored in partnership with Gloucestershire Primary Care Trust.

**1.1.2** The aim of this report is to provide an update to members of the progress made over the past year, and to highlight plans for the coming year.

**1.2 I therefore recommend that:**

**1.2.1** Committee note the progress made in delivering Healthy Lifestyles initiatives across the Borough, with a particular focus on areas of greatest health inequality.

**1.2.2** Committee notes the progress made in establishing the Cheltenham Community Sport & Physical Activity Plan.

**1.3 Summary of implications**

**1.3.1 Financial**

As outlined in this report.  
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**1.3.2 Legal**

None as a direct result of this report.

**1.3.3 Human Resources**

None as a direct result of this report.

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## **1.4 Implications on corporate and community plan priorities**

- 1.4.1** Building healthy communities and supporting older people has been identified as a long term ambition within the Sustainable Community Strategy. Partnership working to promote healthy communities has also been identified as one of the councils priorities within the business plan.
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## **2. Introduction**

- 2.1** In recent years the Annual Reports of the Director of Public Health, have repeatedly highlighted the significant variations in the standards of health of the local population, and a growing inequality gap between the most and least healthy members of our community.
- 2.2** Whilst it is acknowledged that Primary Care Trusts are the accountable body for health improvements, there is a clear requirement for local authorities to work closely with PCTs, other statutory bodies and a range of voluntary community groups in order to achieve lasting improvements. This is recognised in both the business plan for Cheltenham Borough Council and the Sustainable Community Strategy for Cheltenham, which both underline the commitment to promoting and encouraging healthy communities.

## **3. Health & Wellbeing Partnership**

- 3.1** Over the past 12 months the Cheltenham Health & Wellbeing Partnership has been established as one of the 6 thematic partnerships of the Cheltenham Strategic Partnership. This forum brings together a range of community groups and key individuals from partner agencies, including significant representation from Gloucestershire Primary Care Trust.
- 3.2** During recent months the partnership has developed and agreed an action plan for its work over the coming year, including the identification of a number of priority outcomes, which it is seeking to achieve through partnership working. Gloucestershire PCT has provided £25k for the Cheltenham Health & Wellbeing Partnership to allocate to projects which improve health and wellbeing and reduce health inequalities in the borough. The partnership has agreed that it will invite funding applications for innovative projects and interventions that will target at least one of the following five Choosing Health priority related themes:
- Reducing smoking and drug misuse
  - Tackling obesity through promoting healthy eating
  - Improving mental health
  - Promoting sensible drinking
  - Older people
- 3.3** Applications have been invited through a formal small grant bidding process, with decisions being made in mid July.

#### **4. Joint Funded Healthy Lifestyles Post**

- 4.1** In 2007/2008, an agreement was entered into with Gloucestershire Primary Care Trust to create a joint funded Healthy Lifestyles Development Officer post, to enable the instigation and delivery of a range of projects targeting priority communities and target groups.
- 4.2** The post was filled in January 2008, and has made significant strides in identifying community needs and making contacts with a range of local partners agencies and community groups, with a particular, but not exclusive, focus on areas of greatest health inequality. As a result of this initial period of work a number of potential projects across the Borough have emerged which form the basis of the work programme for the coming year.

#### **5. Choosing Health Grant – Physical Activity Outreach Programme**

- 5.1** In January 2008, Gloucestershire Primary Care Trust approached the six district council with a view to using a projected underspend to fund a range of local community based projects. Potential projects were required to match the strategic priorities of the PCT, namely the six Choosing Health outcome areas, and the identified targets contained within the Gloucestershire Local Area Agreement Healthier Communities and Older People block.
- 5.2** Following initial discussions involving PCT officers, and senior officers from Cheltenham Borough Council, a proposal was submitted to develop and deliver a Physical Activity Outreach Programme across the Borough, with a particular focus on areas of greatest health inequality and also areas with a high proportion of older people.
- 5.3** The application was successful with £50,000 being awarded in March 2008. Work is currently underway to identify appropriate activities to engage the target groups and to identify appropriate venues for the initial phase of outreach work. This will include using church halls and community resource centres to host a range of exercise classes, as well as setting up recreational walking and jogging groups in local communities. Elements of this outreach work will be delivered by staff at Leisure@Cheltenham.
- 5.4** The second phase of the project is to work with the PCT and local GPs to establish an Exercise Referral Scheme across the Borough, which will enable health practitioners to signpost and refer their patients into a menu of activities and projects that are being provided both within the leisure centre and in community settings.

#### **6. Cheltenham Sport & Physical Activity Network**

- 6.1** The Healthy Lifestyles work is seen as complimenting the ongoing work of the Sports Development Team, which recognises and shares the Sport England target of increasing participation rates in sport and physical activity by 1% per year. In accordance with the emerging Single System For Sport, work has taken place over recent months to establish a Community Sport & Physical Activity Network, which seeks to provide strategic co-ordination of sports development activities across the Borough, and assist in maximising external funding opportunities.
- 6.2** This work has been undertaken in close co-operation with Active Gloucestershire county sports partnership, who identified Cheltenham as being well placed to become the first established CSPAN within the county.

**6.3** In March 2008, a funding bid was submitted to Sport England South West on behalf of the CSPAN for a range of projects including;

- Sport In The Parks initiative
- Women's Running Network
- Physical Activity Outreach Programme
- Disability Sports Projects
- Sports Club Development Network

**6.4** We are awaiting the decision on this funding bid, but are hopeful that funding of £24,000 over a two year period will be secured to match a range of partner contributions.

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### **Background Papers**

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