

Tewkesbury Borough Council Health and Wellbeing Strategy 2013-2016			
Aim: to improve the health and wellbeing of our communities to improve their quality of life			
Theme One: to support, encourage and enable healthy, active lifestyles			
Objective	Action	Delivery Method (How)	Progress
To identify and address health inequalities across the borough	<ul style="list-style-type: none"> • Work with other agencies/organisations to identify needs and delivery opportunities. 	Sport England Active People survey NHS health profile Evidence from local communities	<i>Health summary of the borough identified through:</i> <ul style="list-style-type: none"> • <i>Tewkesbury Borough Health Profile</i> • <i>MAIDeN statistics</i> • <i>Active People survey</i> • <i>SDO based at Active Glos monthly</i> • <i>Contributing to Clinical Commissioning Group Locality Plans</i>
	<ul style="list-style-type: none"> • Liaise with youth clubs / schools / NHS / doctor surgeries etc to ascertain target groups and areas 	GP cluster meetings NHS feedback C&YP Network	<i>Liaison has occurred through the following means:</i> <ul style="list-style-type: none"> • <i>Health Forum jointly organised with Tewkesbury GP cluster</i> • <i>Carers Forum</i> • <i>Tewkesbury Borough Children and Young People's Network</i> • <i>Neighbourhood Community Safety meetings</i> • <i>Community projects</i>

	<ul style="list-style-type: none"> • Health profiles of communities 	Anecdotal evidence from community leaders Maiden	<ul style="list-style-type: none"> • <i>See above.</i> • <i>MAIDeN produce area profiles of borough (three areas)</i> • <i>Work with GCC on Active Together, Healthy Together, C&YP Funding.</i>
Work in partnership with the voluntary, education, health and private sector to provide accessible and beneficial opportunities	<ul style="list-style-type: none"> • Work with NHS and three GP clusters within borough to develop a pilot exercise referral scheme 	Hosted scheme at Cascades Support Roses Theatre artilft arts in health scheme	<ul style="list-style-type: none"> • <i>Exercise referral scheme introduced, based at Cascades. Mixed success due to amount of referrals received.</i> • <i>Social Prescribing launched in all 3 CCG clusters</i>
	<ul style="list-style-type: none"> • Work with Severn Vale and other housing associations to deliver health sessions for older people in the community 	Direct delivery in partnership with housing associations	<ul style="list-style-type: none"> • <i>Tai chi and postural stability sessions were delivered in Severn Vale and community locations across the borough (externally funded).</i> • <i>Council moved from direct delivery to wider advisory role and to promote community initiatives.</i>
	<ul style="list-style-type: none"> • Work with Swimming Bath Trust to progress the work streams for a new leisure facility 	Progress workstreams on governance, facility mix, site, costs, business case.	<ul style="list-style-type: none"> • <i>Facility to open May 16</i> • <i>Places for People appointed to manage new facility</i> • <i>Worked with SBT sub-group, which jointly meets with member reference group to discuss progress and delivery</i>

	<ul style="list-style-type: none"> • To work with the University of Gloucestershire and IMJIN barracks to develop options for new leisure facilities 	<p>Project feasibility Evidence of need from community / national governing bodies.</p>	<ul style="list-style-type: none"> • <i>Military Covenant signed.</i> • <i>Covenant funding reduced.</i> • <i>Ongoing discussions on links to community, scope of project and relevant funding.</i>
	<ul style="list-style-type: none"> • Investigate potential for workplace health scheme 	<p>Develop scheme with NHS and local businesses.</p>	<ul style="list-style-type: none"> • <i>'Keep Safe, Keep Healthy' scheme launched at the council to encourage healthy, active lifestyles in partnership with British Heart Foundation.</i> • <i>TBC signed up for national scheme 'Workplace Challenge' pilot scheme in preparation for borough roll out.</i> • <i>SDO leading on Health at Work Scheme inc. weight loss and healthy eating club; lunchtime walks; pedometer challenges and activities are being offered to all TBC employees and our partners</i>
	<ul style="list-style-type: none"> • Enable events on council land 	<p>Web based process</p>	<ul style="list-style-type: none"> • <i>Property team manage process for community and other organisations to hold events on council land. Thirteen events in year on inc. Triathlon, half-marathon, playdays, circus, Italian markets, medieval festival, mop fair, cycle event.</i>

			<ul style="list-style-type: none"> • <i>Parkrun held every Saturday on Vineyards. 100 runners and 20 volunteers weekly</i> • <i>Monthly cycling events held on Vineyards</i> • <i>Adizone used by school, sports clubs and activity groups on a daily basis.</i>
	<ul style="list-style-type: none"> • Promote walking and cycling as form of transport as well as for enjoyment e.g. walking for health in partnership with Ramblers Association 	<p>Supporting leaders Training Promotion</p>	<ul style="list-style-type: none"> • <i>Health walks in Winchcombe, Brockworth, Churchdown and Tewkesbury. New accreditation system with Ramblers Assoc – Tewkes and Winch signed up.</i> • <i>Tour of Britain travelled through borough</i> • <i>New cycling routes and maps produced for Winchcombe.</i> • <i>Established Tewkesbury Cycling Club for young people. Up to 100 participants a week and events held on Vineyards</i>

	<ul style="list-style-type: none"> • Draw partners' attention to what is available in the Borough and funding pots to overcome financial barriers 	<p>County web programme Awareness raising</p>	<ul style="list-style-type: none"> • <i>Funding advice factsheet produced and available</i> • <i>Letters of support (where appropriate) provided for community organisations when submitting funding bids</i> • <i>Capital and revenue grants awarded to community groups.</i> • <i>Community Funding Officer appointed. Over 150 community groups have been worked with in last 12 months.</i>
	<ul style="list-style-type: none"> • Work with the Roses Theatre (or other arts/cultural providers) to support projects that have a positive impact on health/mental wellbeing 	<p>Identify joint projects and needs of the community</p>	<ul style="list-style-type: none"> • <i>In partnership with Art Shape delivered inclusive film, dance and making things workshops in Brockworth, Bishops Cleeve and Tewkesbury town. 36 young people attended ages 10-18, 17 of which had special needs.</i> • <i>In partnership with The Everyman Theatre delivered an interactive day for residents. BME families gained an insight into what it is like both on stage and off stage during a production.</i> • <i>Working with NHS to strengthen cultural commissioning in health</i>

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			<ul style="list-style-type: none"> • <i>Roses providing domestic violence mentoring</i> • <i>Roses hosting Learning Site –secured further funding through Barnwood Trust to provide support to individuals with mental health needs and community groups</i>
	<ul style="list-style-type: none"> • Promote partners' healthy eating campaigns within the community 	Promotional material Healthy workplaces Promote healthy recipes and nutrition within BN	<ul style="list-style-type: none"> • <i>Weight loss club includes all our partners in the building and scales remain in place for all year round weight monitoring</i> • <i>Promote partner healthy eating campaigns to our contacts</i> • <i>Tewkesbury Food Festival re-introduced</i>
To make the best use of technology to improve the way we communicate with our communities and increase participation	<ul style="list-style-type: none"> • Continue to develop and invest in the current computerised management system at Cascades to enable online payments 	Identify funding Install system	<ul style="list-style-type: none"> • <i>Places for People operating new digital management system through the new facility</i>
	<ul style="list-style-type: none"> • Utilise website to better communicate with the public 	Work with IT to ensure information user friendly	<ul style="list-style-type: none"> • <i>Database and search engine for sports organisations compiled and hosted on website.</i>

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	<ul style="list-style-type: none"> • To take advantage of social networking 	Develop use of facebook and twitter to engage with community	<ul style="list-style-type: none"> • <i>Sports development facebook has 600 followers.</i> • <i>Council's facebook page being used to respond to residents on the leisure centre designs.</i>
	<ul style="list-style-type: none"> • Introduce Borough wide Sports Networks to share resources, experience and expertise amongst volunteers 	Instigate borough and community forums – virtual or real	<ul style="list-style-type: none"> • <i>Change of approach – now relates to place approach to focus on three areas. Three forums across borough to highlight sport, activity and health issues and needs.</i>
To provide a clear identity for the Health and Wellbeing service	<ul style="list-style-type: none"> • Develop a clear corporate branding and awareness programme. 	Produce one branding across service	<ul style="list-style-type: none"> • <i>Change of approach – integration of health and wellbeing across services rather than specific to one department.</i> • <i>Development of Place Programme taken this approach a step further and allows for greater awareness/support in neighbourhoods</i>
To increase the number of volunteers working to encourage healthy lifestyles	<ul style="list-style-type: none"> • Instigate campaign to encourage clubs and organisations to enrol volunteers with possible partnership funding for training and assistance 	Through sports networks Parish seminars Work with GAVCA	<ul style="list-style-type: none"> • <i>Provided funding to develop additional coaches for walk and run leaders across borough.</i> • <i>Active Gloucestershire provide bursary scheme for coach development and safeguarding</i>

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	<ul style="list-style-type: none"> • Support health walk and women's running network leaders 	Promotion Training Website	<ul style="list-style-type: none"> • <i>Support provided through promotion, monitoring and affiliation to relevant governing bodies, as well as accreditation to new scheme. 400 approx on running and 70 on accredited health walks</i>
	<ul style="list-style-type: none"> • Investigate opportunities to work with the IMJIN to support volunteers 	Develop relationship with IMJIN to identify needs for the Community Covenant	<ul style="list-style-type: none"> • <i>Reducing resource, turnover and capacity at IMJIN has made this difficult to develop.</i> • <i>IMJIN keen to help on one-off events e.g. Tewkesbury Half Marathon</i> • <i>Successful Community Covenant grant bid by Young Glos to work in GL3 and Imjin Barracks with yp in Innsworth and Churchdown</i>
	<ul style="list-style-type: none"> • Work with Active Glos and Glos Uni utilising the Sports Placement Scheme and student releases 	Identify placement opportunities	<ul style="list-style-type: none"> • <i>Placement scheme discontinued</i> • <i>Sports development work experience provided at council</i>

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To support, encourage and enable the voluntary sector to increase participation in healthy lifestyles i.e. sports clubs and community groups	<ul style="list-style-type: none"> • Develop with partners to utilise current skills to develop volunteer sector 	Identify skill gaps Share resources	<ul style="list-style-type: none"> • <i>Closer working with Active Glos to develop opportunities.</i> • <i>Support for VCS to develop Women's Running Network, Junior Athletics, Health Walks through increasing number of coaches/leaders to support numbers taking part</i>
	<ul style="list-style-type: none"> • Work with Tewkesbury Athletics Club to sustain the half marathon and school's run 	Confirm future management arrangements for the event	<ul style="list-style-type: none"> • <i>Half marathon delivered by new organisation – Tewkesbury Half Marathon Inc. with support from TBC to identify marshals</i> • <i>Majority of Tewkesbury athletics club participate in the event</i> • <i>Running and triathlon clubs supported through volunteering</i>
To promote community health and wellbeing opportunities and activities	<ul style="list-style-type: none"> • To provide an up to date directory of local clubs, activities and organisations on the council website 	Work with brochure suppliers Features in Borough News Make more accessible on the web	<ul style="list-style-type: none"> • <i>10,000 copies of directory researched, published, promoted and distributed.</i> • <i>Funded at no cost to TBC</i>
	<ul style="list-style-type: none"> • To provide positive experiences to encourage marketing by word of mouth 	Good customer service Ensure opportunities and activities meet/exceed expectations	<ul style="list-style-type: none"> • <i>220,000 visitors to Cascades annually</i> • <i>Regular customer surveys</i> • <i>Customer consultation for new facility</i>

	<ul style="list-style-type: none"> • Encourage health articles in local media 	<p>Work with comms officer to develop articles of interest Develop positive relationship with local media</p>	<p><i>Articles in media relating to:</i></p> <ul style="list-style-type: none"> • <i>New leisure centre</i> • <i>Community grants for community facilities and activity</i> • <i>Half marathon</i> • <i>Community sports development opportunities</i> • <i>Radio Winchcombe</i> • <i>SDO has monthly spot in Tewkesbury Direct</i>
	<ul style="list-style-type: none"> • Link in with health trainer project 	<p>Work together on joint initiatives to improve health of targeted people</p>	<ul style="list-style-type: none"> • <i>Health Trainer (not TBC appointment) works with community one on one basis – linking into social prescribing</i>
<p>To ensure that leisure and cultural activities and facilities are open to all sectors of the population</p>	<ul style="list-style-type: none"> • Respond to needs identified through health inequalities research 	<p>Accessible activities in accessible places</p>	<ul style="list-style-type: none"> • <i>Link to external funding to help inform areas of greatest need</i> • <i>Health needs data informed CCG Locality Plans and also GCC Active Together and Healthy Together funding programmes</i>
	<ul style="list-style-type: none"> • Publicise activities in an accessible form 	<p>Provide promotional material in different mediums to target cross section of community</p>	<ul style="list-style-type: none"> • <i>Sports development facebook page</i> • <i>Leisure centre consultation</i> • <i>Sports brochure available in hard copy or via website</i>

	<ul style="list-style-type: none"> • Where relevant, ensure capital grant agreements make reference to health inequalities 	<p>Include within criteria Target money in areas of greatest health need to address inequalities</p>	<ul style="list-style-type: none"> • <i>Grant criteria includes requirement to meet council priorities including supporting the health and wellbeing of our residents</i>
<p>Theme Two – to facilitate opportunities for children and young people</p>			
<p>To use activities as a diversion from anti-social behaviour</p>	<ul style="list-style-type: none"> • Work with the community safety partnership and new police commissioner role i.e. to instigate further opportunities for bootcamps, gardening projects 	<p>Identify hotspots and develop activities with young people that provide positive diversion</p>	<ul style="list-style-type: none"> • <i>£50,000 distributed annually to youth providers across borough to encourage activity and reduce ASB</i> • <i>Successful bid to PCC</i>
	<ul style="list-style-type: none"> • To work in partnership on the Families First initiative 	<p>Identify how health and wellbeing opportunities can meet needs of these families</p>	<ul style="list-style-type: none"> • <i>Developed into Families First Plus – wider criteria to target families in greatest need</i>
	<ul style="list-style-type: none"> • To maximise opportunities for the swimming lesson programme at Cascades 	<p>Effective marketing Positive experiences Competitive pricing</p>	<ul style="list-style-type: none"> • <i>Over 700 young people on Learn to Swim, Dinky Diver and Parent & Toddler sessions at Cascades</i>
	<ul style="list-style-type: none"> • Link police / ASB professionals with community clubs and help supply extra funding and training at these clubs if prepared to welcome potential ASB affected young people 	<p>Identify clubs Identify young people Match clubs and young people</p>	<ul style="list-style-type: none"> • <i>Linking in C&YP at risk of ASB into sports clubs</i> • <i>Links to Families First Plus and key workers working with c&yp</i>

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To work with partners to enable or provide opportunities that excite young people into being active	<ul style="list-style-type: none"> • To enable non-traditional sporting opportunities such as skate parks, green gyms, parkour, cheerleading, geocaching, ultimate frisbee. 	Through infrastructure requirements for new developments Develop clubs in communities	<ul style="list-style-type: none"> • <i>New outdoor Gym at Pound Farm in Brockworth – training sessions run to introduce people to the equipment</i> • <i>New MUGAs negotiated on major new developments eg. Cold Pool Lane, Stoke Orchard</i> • <i>Development of Churchdown Skate Park, recognised nationally as excellent facility</i> • <i>New skate park and MUGA at Coopers Edge</i> • <i>Sportivate funding for cheerleading activities secured</i>
	<ul style="list-style-type: none"> • Use the successful aspects of Team GB at London 2012 to stimulate youngster's interest in varied pastimes such as judo / rowing etc 	Use role models Develop and work with clubs that are Olympic sports i.e. provide taster days and link with schools	<ul style="list-style-type: none"> • <i>Helped establish number of clubs inc. Tewkesbury Rowing Club, White Tiger Taekwondo, women's running clubs, athletics club</i>
	<ul style="list-style-type: none"> • To promote and enable specific opportunities for girls and other under represented groups 	Through clubs and schools Survey potential girl participants	<ul style="list-style-type: none"> • <i>Gala and specific sessions for people with disabilities at Cascades</i> • <i>Women's only sessions at Cascades</i> • <i>Older aged sessions at Cascades</i> • <i>Support development of women's only running sessions</i>

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			<ul style="list-style-type: none"> • <i>Women's sessions at Tewkesbury Rugby club</i> • <i>Supported and signed up for national campaign 'This Girl Can'.</i>
Assisting youth organisations in response to the county youth service changes	<ul style="list-style-type: none"> • To work with partners to allocate county council grant funding 	Partnership of relevant organisations formed to distribute funding Work with partners to administer funding that will have best long term benefit for young people	<ul style="list-style-type: none"> • <i>£50,000 (GCC funds) distributed to organisations to deliver youth provision where GCC had withdrawn provision (Northway, Churchdown, Tewkesbury, Brockworth, Winchcombe, Bishops Cleeve)</i>
	<ul style="list-style-type: none"> • To strengthen the youth organisation's network 	Identify needs of young people's organisations and how network can work best for them Investigate how youth forums could be enabled	<ul style="list-style-type: none"> • <i>Network meets quarterly to discuss issues, mutual support, sharing resources and to learn good practice. Network facilitated by TBC.</i>
	<ul style="list-style-type: none"> • To support rural, as well as urban, youth work 	Volunteer development Share resources Training	<ul style="list-style-type: none"> • <i>Youth providers opening opportunities to rural community i.e. Winchcombe Youth Centre through GCC grant</i>
	<ul style="list-style-type: none"> • Encourage use of youth centres for wider sporting activity 	Working with youth organisation's network Linking clubs and activity leaders with facilities	<ul style="list-style-type: none"> • <i>Youth providers looking to generate income to sustain youth activity and therefore opening up facility for wider sporting use i.e. GL3 Community Hub</i>

Theme Three: to provide an infrastructure that makes it easier to be healthy			
To assess and respond to the health and wellbeing infrastructure needs for existing and new communities	<ul style="list-style-type: none"> To review and work on procedures for new provision as part of s106 	Consult with communities Policy on future management for open space	<ul style="list-style-type: none"> <i>Communities consulted as part of the s106 process to identify infrastructure needs related to new development</i> <i>Community Development Officers working across an area each is helping to build relationships with parishes to encourage a proactive approach from them in planning for the future of their area, including asset mappings and assessment of need</i> <i>Working with parishes in preparation for CIL – if council decides to go with this approach</i>
	<ul style="list-style-type: none"> To put a plan in place for improving play areas 	Survey facilities Identify funding Work with parish / town councils	<ul style="list-style-type: none"> <i>Asset team surveying all council play areas and investigating transfer to parish councils</i> <i>Community Development officers working with parishes to identify possible facilities for improvement</i>

	<ul style="list-style-type: none"> • To work with communities to improve facilities where a need is identified 	<p>Identify needs with parish/town councils and clubs</p>	<p><i>Assistance provided for:</i></p> <ul style="list-style-type: none"> • <i>Northway play area, skate and BMX</i> • <i>Brockworth Outdoor Gym</i> • <i>Witcombe Hall</i> • <i>Minsterworth Village Hall</i> • <i>Tewkesbury Rugby Club</i> • <i>Woodpeckers, Ashleworth</i> • <i>Cold Pool Lane sports facilities</i> • <i>Involve local parish in play areas designs as part of new developments/s106</i>
<p>To maximise the potential of and access to high quality outdoor spaces for the community to use and enjoy</p>	<ul style="list-style-type: none"> • Recognise and investigate the potential to maximise use of council owned and other land 	<p>Proactively approach potential hirers Develop plans for major areas of open space i.e. Vineyards Promote use of trees and woodland</p>	<ul style="list-style-type: none"> • <i>Parkrun and half marathon held on council land</i> • <i>Cold Pool Lane sports facilities – potentially offered to community club to manage</i> • <i>New leisure centre on council land</i> • <i>New rugby pitch provided on the Vineyards</i> • <i>Football pitch provided on Wheatpieces open space</i> • <i>New changing rooms at Highnam playing field</i> • <i>Investigate how new pitches secured through 106 can be best used and managed by the community</i>

	<ul style="list-style-type: none"> • To officially open public open space/play areas when adopted from developers 	<p>Launch events Invite press Celebrate new facilities</p>	<ul style="list-style-type: none"> • <i>New play facilities launched in Stoke Orchard and Coopers Edge Play Area, MUGA and skate park</i>
	<ul style="list-style-type: none"> • Work with the Tewkesbury Nature Reserve Board to develop the nature reserve 	<p>Develop project plan and vision Make best use of s106 / prepare for CIL</p>	<ul style="list-style-type: none"> • <i>TBC and Bloor transferred land to TNR</i> • <i>Bovis given approval to TNR to use their land</i> • <i>TNR successful in external funding to sustain future</i>
	<ul style="list-style-type: none"> • Promote use of existing outdoor facilities 	<p>Promote uses for adiZone and other facilities</p>	<ul style="list-style-type: none"> • <i>Facilities promoted on website i.e. Brockworth Outdoor Gym, adiZone used for running groups</i> • <i>Working as part of Cotswold Tourism on Great Outdoors campaign</i> • <i>Outreach Netball sessions on MUGA's</i>
<p>Where relevant, to make the best use of s106/CIL for our communities</p>	<ul style="list-style-type: none"> • Utilise funding for new facilities and infrastructure to make it easier and attractive to be healthy i.e. walking and cycling as natural form of transport 	<p>Influence developers Ensure health is a key consideration for design of new spaces</p>	<p><i>New facilities planned, being built or due to be transferred:</i></p> <ul style="list-style-type: none"> • <i>Stoke Orchard MUGA</i> • <i>Alderton Play Area</i> • <i>Cold Pool Lane, Badgeworth playing pitches, play area, MUGA</i> • <i>Winchcombe play area</i> • <i>Hucclecote Pitches/MUGA and allotments</i> • <i>Invista development – football cricket and play area</i> • <i>Bentham Domes – alternate provision</i>

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			<ul style="list-style-type: none"> • <i>Perrybrook – discussions over development of sports hub model linked to Millbrook School</i>
	<ul style="list-style-type: none"> • To launch public art in Whittle Square, Coopers Edge. 	Work with local parishes and artist to provide community opening	<ul style="list-style-type: none"> • <i>Whittle Cones installed</i> • <i>Opening event for community held</i> • <i>Further public art planned for yr 3 on site</i>