

Foreword

The North Somerset Partnership (NSP) was formed to help build a brighter future for North Somerset, making it a great place for current and future generations. Improving the health, well-being and general quality of life for everyone in the area is a central part of this vision and a key aim of the partnership.

There is now universal agreement that physical activity and pursuing an active lifestyle is beneficial, not only to the health and well-being of individuals, but also to local communities and society as a whole. Indeed, the Prime Minister's appointment of Dawn Primarolo as the Minister of State for Public Health with a special responsibility to increase the public's fitness and activity levels is testament to this.

Go4Life is our, North Somerset, response to the national 'call for action' to increase the level of activity in people's lives. 'Go4Life – a plan for healthy and active living in North Somerset' is the strategy that describes our vision and priorities and how our local partners might work together to deliver measurable improvements in the health and general wellbeing of our population by the time of the London Olympics in 2012.

Go4Life is also the name we are giving to our programme of awareness, promotional and action projects that will draw together the activities of the partners into an exciting and vigorous North Somerset 'crusade' in pursuit of healthy and active lifestyle goals.

Even if the benefits of active living are generally accepted, the ways in which we deliver, promote and measure the success of our initiatives locally remain to be confirmed. The strategy and action plan that follows is our first attempt and we welcome your comments and suggestions for improving them.



Bob Wayne
The Chair
North Somerset Partnership

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Background

Physical activity and pursuing an active lifestyle has real benefits, not only to the health and wellbeing of individuals, but also for local communities and society as a whole.

These benefits are widely acknowledged to include:

- health – the prevention, treatment and management of a range of health conditions in all age groups
- mental health – reduced risk of depression and anxiety with enhanced mood and self-esteem
- reducing crime and anti-social behaviour through diversionary and purposeful activity, particularly amongst young people and in areas of high social deprivation
- community benefits in terms of improved social cohesion and increased levels of interaction
- benefits for society as a whole resulting from all the above and the consequent reduced demands on health, social care and other public services.

An extract from “Choosing Activity: a physical activity action plan” (Department of Culture, Media and Sport/Department of Health) setting out some background and the health benefits of physical activity is included as Appendix 1.

At the national level Government and the Department of Health is advocating healthy and active lifestyles in its ‘Choosing Health’ document, and through ‘Choosing Activity’ is setting clear goals for local delivery. Sport England, following the publication of ‘Game Plan’, has now adopted ‘Making England Active’ as a core theme in its ‘Framework for Sport in England – Making England an Active and Successful Sporting Nation: A vision for 2020’.

The linkages between these national strategies and local delivery through our Go4Life plan are mapped in Appendix 2.

At the local level, the North Somerset Community Strategy, although not containing specific reference to a local strategy contains many priorities and goals which will be delivered, in whole or in part, through the Go4Life plan.

The outcomes of the Community Strategy that Go4Life aims to support and deliver locally are fully mapped in Appendix 3.

A ‘map’ of supporting documents is also included in Appendix 4.

Healthy and Active Living is a consistent theme throughout the various ‘blocks’ of the ‘North Somerset Local Area Agreement’ (LAA) Appendix 5 provides a brief explanation of Local Area Agreements, the expected North Somerset achievements and highlights (in bold) those in relation to Healthy and Active living.

Why does North Somerset need a Go4Life plan?

With a variety of Government, national and regional plans, Health Service and Local Government corporate plans supporting and urging increased physical activity in the population, why is another plan needed for North Somerset?

The answer lies in the need to deliver national/regional and local aspirations on the ground in the communities of North Somerset. There is a huge amount of work already taking place locally within individual agencies and organisations and whilst this is generally producing excellent results, it is often undertaken in isolation.

North Somerset's Go4Life plan aims to become, not only the 'umbrella' under which all this current activity will sit, but also be the mechanism by which these current activities (and the resources that support them) can be drawn together to create a 'whole greater than the sum of its parts'. This 'synergy' will only be achieved through:

- active collaboration
- a local focus – locally developed targets and programmes
- a 'crusading approach' with
 - a clear vision
 - a focus on outcomes
 - involvement of all stakeholders
 - high profile campaigning.

It should also be the stimulus for additional, new initiatives that will build on re-energised current programmes and projects to deliver the planned outcomes.

What is the scope of Go4Life?

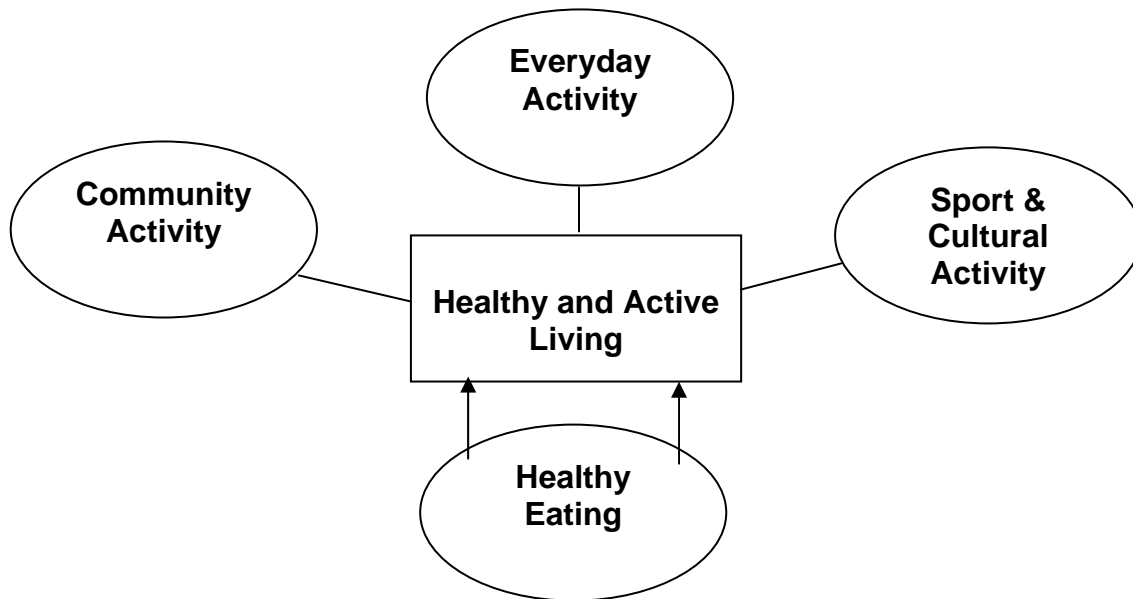
Firstly, Go4Life is not just for 'young people', or indeed any single age or other grouping – it's for everyone in North Somerset. For practical purposes, of course, much of the work to deliver Go4Life will be focussed on specific age bands, such as children; teenagers, young adults or older people.

However, whilst the thrust of the programme will be relevant to everyone, many aspects will need to target particular 'groups' of our population in order to address the known health inequalities that currently exist. For example, we know that people living in our poorest communities have generally poorer health than those in more prosperous areas. We also know that people experiencing mental health difficulties have poorer health outcomes than the general population. Go4Life will be a 'universal' programme available to everyone, but it will also seek to identify and specifically target those communities in North Somerset that currently experience poor health outcomes and will attempt to raise those to the level of the general population.

Secondly, what do we mean by 'healthy and active living' and what will be included in the Go4Life plan?

'Healthy and Active Living' can be seen as comprising of four elements as set out in diagram 1.

Diagram 1



Everyday activity

This is about encouraging people to choose the healthy, active option in their everyday lives. It's about taking the stairs not the lift, walking or cycling to school, work or the shops. Everyday activity includes 'active play' for children and 'active workplaces' for adults.

"Office workers in the UK work the longest hours in Europe, display minimal physical activity levels and fall far short of recommended levels for preventing obesity" (Carter Report, 2005)

Promoting workplace activity planning amongst employers in North Somerset will feature as an action in Go4Life.

Encouraging people to take part in active hobbies is also important, whether being active in the garden or allotment or in some other active pastime like DIY.

Sport and cultural activity

Formal sport is what most people think of when considering 'activity'. Important as formal sport is, either within schools or in the myriad of voluntary sports clubs, it is not the whole story. Informal sport is now recognised as playing a huge part in keeping people of all ages active. As part of this, 'play', defined as

"What children and young people do when they follow their own ideas, in their own way and for their own reasons" (Government Play Review 2006)

is also critical. In North Somerset, the Council's emerging 'Play Strategy' will form the key document to which Go4Life will refer and which, in turn, it seeks to influence.

Places where formal (and informal) sport take place as the crucial infrastructure that supports activity for many people in North Somerset. As an action-based plan Go4Life will concentrate on the opportunities for 'activity' but may highlight gaps in the sporting and recreational infrastructure while not dealing directly with sports facilities. North Somerset Council's 'Built

Facilities Strategy' which is currently being formulated will become the reference document for the sporting infrastructure in the area.

Similarly the Council's 'Open Spaces Strategy' will provide the forward planning document to guide the degree and type of open space in the area which is so important to encourage and facilitate active outdoor sport and recreation.

For many people access to the countryside provides their primary form of physical activity, whether walking, horse-riding, mountain-biking or a range of other pursuits.

Community activity

The social contact resulting from getting involved with your community has been shown to improve both mental and physical well-being as well as providing personal satisfaction and supporting self-esteem. This contact can be gained in a range of different ways, from getting involved with your local school, sports club or community group to working with neighbours on a local fete or festival. Whatever the volunteering activity, it will help to keep you feeling happier and healthier.

Healthy eating

Healthy and Active living is not just about physical activity. Underpinning all this activity must be a healthy diet. Obesity throughout the population (but most worryingly amongst children) is at epidemic proportions due to both poor diet and lack of physical exercise. Go4Life will only succeed if it is able to attract both root causes of the obesity problem.

Developing the strategy

Many organisations have a 'stake' in the health and well-being of the people of North Somerset. There are the obvious ones like the Primary Care Trust and local government but there are also a range of others that are equally anxious to bring about improvements – community and voluntary organisations, mental health organisations, private companies, schools, children's and young peoples organisations and others.

The North Somerset Partnership, which brings together many of these organisations, recognised the need for a locally determined response to the national agenda and for this to be delivered by improved integration of local agency services.

Local 'Stakeholder Events' were arranged in April and July 2006 to help decide what needed to be done, when and by whom. A list of those organisations represented at these events is attached in Appendix 6.

The outcome of these events was the production of a Vision for the Strategy and a series of Goals through which it is intended to vision will be achieved.

Vision

Working together, we will encourage and help everyone to live healthier and more active lives

We will achieve this vision by (our goals):

- Raising awareness and understanding of the benefits of healthy and active lifestyles on physical and mental health.
- Increasing levels of physical activity
- Reducing the barriers to healthy and active living
- Promoting healthy eating

(final version following the Stakeholder event on 7 July 2006)

The first draft 'Action Plan' for delivering the goals and vision was created from the contributions of partners at the two stakeholder events and finalised by individual theme groups during November and December 2006. The Action Plan is attached as Appendix 10.

The composition of the various theme groups is set out in Appendix 7.

Making it happen

There is already a huge amount of work taking place across North Somerset that contributes towards our vision. Go4Life will acknowledge and celebrate this activity, build on past successes and aim to achieve a 'step change' in people's understanding and awareness of healthy lifestyle issues and in their levels of everyday activity.

It will make this happen by all the partners working together to ensure that resources are effectively and efficiently used to provide complementary activities that are focused on planned outcomes and in line with the needs of local people.

It is intended that Go4Life should be managed by the NSP as a 'programme', overseeing the implementation and performance of the many 'projects' under its umbrella. Potential programme management arrangements are attached as Appendix 8.

The suggested Governance Framework for the Programme is set out in the diagram in Appendix 9.

Creating a 'step change' will, of course, require resources. New activities; more activities; the overall programme organisation and management will require resources, as will the bidding process for more (external) resources!

Partners will need to consider how they will contribute to the success of this programme over the next six years – whether through the secondment of staff, the delegation of funding or some other mechanism. Partners will be expected to provide representation at Programme and Project level to take advantage of the considerable expertise that already exists within the area. There are of course other ways to support the programme, for example, the re-branding of existing activities/publicity etc to bring them within the Go4Life programme.

'Making it happen' is, however, more about enthusiasm, commitment and a willingness to work collaboratively than about resources alone. The NSP is committed to active collaboration between partners and towards achieving the objectives of this plan.

During the Go4Life consultation period partners will be asked to identify and commit the resources they intend allocating to this programme. The outcome of this process, together with the identification of external funding sources, will determine the viability of the Programme.

Appendix 1 - Physical activity in England

1. Physical activity as part of our everyday lives has been in overall decline, not least as a result of changes in the level and the nature of manual work and active travel. As car ownership has increased and as the proportion of our trips that are short have fallen, we are covering fewer miles on foot or by bike: a decline of over 20% in miles walked since the mid 1980s, and over 10% in miles cycled. When all sources of activity are considered, only 37% of men and 24% of women currently meet the Chief Medical Officer's minimum recommendations for activity in adults and are sufficiently active to benefit their health.
2. Although figures suggesting an increase in the proportion of people who choose to be active in their leisure time show an upward trend, participation in sports and exercise varies by age, sex, social grouping and ethnicity. For example:
 - Men in managerial and professional, and intermediate households reported higher participation in sports and exercise (45–49%) than those in the remaining three categories (30–35%). Similar trends exist for walking, heavy manual work in the home, gardening and DIY.
 - In both men and women and in all age groups, low educational attainment is associated with higher levels of inactivity.
 - The proportion of people engaging in physical activity declines with age and particularly after the age of 35. In particular, participation in walking has been shown to decline from 45% among men aged 16–24 to 8% among men aged 75 and over. Among women, walking remained relatively stable among those aged 16–54 (28–32%) but declined rapidly to 5% for those aged 75 and over.

All of this means that any strategy to increase physical activity needs to link with broader work to tackle inequalities.

3. The Chief Medical Officer has set out the scientific evidence on the important contribution active living can make to maintaining health and well-being throughout life. Besides the human costs of inactivity in terms of mortality, morbidity and quality of life, the report highlighted an estimate for the cost of inactivity in England to be £8.2 billion annually. This excludes the contribution of physical inactivity to overweight and obesity, whose overall cost might run to £6.6–£7.4 billion per year according to recent estimates.
4. Increasing activity levels will contribute to the prevention and management of over 20 conditions and diseases including coronary heart disease, diabetes and cancer, positive mental health and weight management. Cardiovascular disease, including heart disease and stroke, and cancer are the major causes of death in England, together accounting for almost 60% of premature deaths. Inactive and unfit people have almost double the risk of dying from coronary heart disease. Physical activity is also an independent protective factor against coronary heart disease. Increasing activity levels also has beneficial effects on musculoskeletal health, reducing the risk of osteoporosis, back pain and osteoarthritis. Encouraging increased levels of physical activity in disadvantaged groups will also contribute to the work under way to tackle health inequalities and narrow the health gap.
5. Physical inactivity, along with unhealthy diets, has contributed to the rapid increases in obesity in both adults and children with 22% of men and 23% of women in England now

obese. The prevalence of obesity has continued to increase in both sexes since 1994, but more rapidly among men, so that in recent years there has been little difference between the sexes in obesity prevalence.

6. Regular physical activity reduces the risk of depression and has positive benefits for mental health including reduced anxiety, and enhanced mood and self-esteem. Many primary care professionals are already involved in schemes to refer patients to facilities such as leisure centres or gyms for supervised exercise programmes. In 2001, the Department of Health (DH) published a National Quality Assurance Framework to improve the quality of existing referral schemes and help the development of new ones. Well-being support programmes will build on this work, and other good practice around the country, supported by the National Institute for Mental Health in England (NIMHE).

Appendix 2a - What targets and outcomes from 'The Framework for Sport in England' will Go4Life help to deliver locally?

The Framework for Sport in England has the overall aim:
 "To change the culture of sport and physical activity in England in order to increase participation across all social groups leading to improvements in health and other social and economic benefits and providing the basis for progression into higher levels of performance."

Of the seven main outcomes anticipated, the Active Lifestyles plan directly contributes to the following:

- increasing participation in sport and active recreation
- widening access
- improving health and wellbeing
- creating stronger and safer communities

The remaining three outcomes (which the Active Lifestyles plan will indirectly contribute towards) are:

- improving levels of performance
- improving education
- benefiting the economy.

The 'critical success factors' for the 'Making England Active' strand are:

Activity target	30 minutes a day, the <i>Game Plan</i> activity target	
Sport target	Towards activity – three times per week	3 x 30 minutes per week sport and active recreation (adults) 3 x 60 minutes per week sport & active recreation (young people)
Equity target	Addressing inequality across priority groups	3 x 30 minutes per week by disability 3 x 30 minutes per week by social groups 3 x 30 minutes per week by age 3 x 30 minutes per week by black and ethnic minorities
Infrastructure	Building the capacity and infrastructure to create the conditions for retaining people in sport and for people to progress – coaching, club development, volunteering and talent development	% of population receiving coaching to improve performance in previous 12 months % of population spending one hour a week on voluntary work for sport % of population who are members of a club where they participate in sport % of population who took part in competitive sport in previous 12 months
Impact	Evaluating impact in four areas of socio-economic policy	Impact studies – Health and wellbeing Impact studies – Economic Impact studies – Community Safety Impact studies – Educational Attainment

Summary of key targets against sporting outcomes

- **Start in sport:** increasing participation by a minimum of 1% annually and making significant reductions in the 'equity gap' for women and girls, ethnic minorities, people with a disability and people in the lowest socio-economic groups
- **Stay in sport:** increasing club membership, people receiving coaching and tuition and the number of people taking part in competition
- **Succeed in sport:** becoming the best nation in the world by 2020.

Appendix 2b - Actions within the NS Health Inequalities Action Plan that Go4Life aims to support and deliver locally

North Somerset Partnership

- Local Authority and voluntary organisations to identify individuals to act as health champions (national support will be offered to these champions)
- Ensure all information is accessible to the whole community – right time, plain English, different formats but not different versions
- Support the introduction of a smoke free North Somerset
- Make use of the Partnership to promote public health campaigns.

Communities and people

- Develop new ways of engaging communities and users in the planning and provision of services
- Employ community development workers to deliver work with disadvantaged communities
- Identify and profile the different cultural groups resident in North Somerset
- Increase cultural awareness particularly of staff in statutory agencies
- Support people with mental health problems and work to reduce stigma.

Community Safety

- Deliver programmes that reduce crime
- Work in partnership to reduce binge drinking and alcohol-related violence
- Act locally to reduce truancy so as to improve basic skills and learning opportunities to improve job prospects

Culture, Leisure and Recreation

- Encourage physical activity by providing safe places for children to play
- Develop pricing policies for Local Authority leisure facilities that include everyone
- Encourage community level interventions to promote physical activity such as sports clubs, use of green spaces and play projects
- Provide leisure and learning opportunities for older people, people with learning difficulties and people with mental health problems
- Increase strength and balance classes for the over 70s
- Provide a directory of local services, including art and leisure opportunities to provide ideas for individuals and referral options for GPs
- Develop and coordinate the implementation of a Physical Activity Strategy for North Somerset
- Develop more sports facilities particularly in disadvantaged areas
- Increase the number of staff working in sheltered accommodation who are trained to run exercise classes
- Appoint primary/secondary schools sports coordinators
- Implement schools sports partnerships

Economy and Employment

- Employ people from local communities particularly when delivering community development and health promotion programmes
- Reduce work related ill health through occupational health strategies and encourage employers including the NHS and Local Government to adopt policies and guidelines to promote better mental health at work.
- Tackle stress and support staff experiencing distress, supporting people with mental health problems back into the workplace.
- Tackle unemployment rates and address the issue of inactivity and incapacity.

Environment

- Create better and safer local environments particularly in disadvantaged areas, so that more people are able to engage in social and physical activities
- Through new laws North Somerset is now smoke free in all public places, and workplaces
- Promote healthy eating and tackle inequalities in diet and nutrition through the work with the 'Taste of North Somerset' project
- Provide safe places for children to play
- Promote the use of green spaces by ensuring parks etc are safe and attractive areas
- Continue to support smoke free homes for children

Learning and Skills

- Provide leisure and learning opportunities for disadvantaged people
- Promote the physical, intellectual and social development of babies and young children so that they can flourish at home and when they get to school, and thereby break the cycle of disadvantage through the development and implementation of the local Sure Start programme and children's centres
- Promote mental health awareness and good mental health in all schools including primary schools
- Encourage greater use of school facilities to deliver services for the local community
- Ensure that healthy eating is a priority element in School Meals contracts
- Implement guidance on Food in Schools which advocates a whole school approach to healthy eating and drinking
- Ensure all schools participate in the School Fruit and Veg Scheme and support implementation in nurseries if scheme is extended
- Improve mental and emotional well-being by supporting parents and carers and improving parent-child relationships through Sure Start, Healthy Schools and programmes for looked after children

Transport

- Look at opportunities to expand community transport schemes (eg more vehicles, off peak services for all the young etc). Ensure provision meets need. Make the service affordable. Community transport may be a better solution in some rural areas rather than empty public transport.
- Ensure the transport needs of people with mental health problems, disabled people (especially disabled parents) and non-car owners are included in the Local Transport Plan
- Encourage physical exercise by creating safer environments for walking and cycling
- Set local targets for increase in the number of children who walk or cycle to school

- Ensure School Travel Plans are in place in all schools by 2010 and set intermediate targets.

Health and Wellbeing

- Ensure there is real community engagement and involvement in the planning and delivery of services
- Improve access to information and advice
- Continue to promote support for pregnant women and partners to stop smoking
- Help more people to stop smoking and increase the number of smoke free workplaces and public places, set trajectories on smoking prevalence and include targets in local plans
- Implement and evaluate the national 'obesity care pathway' helping people who want to lose weight with practical advice and support
- Further develop the No Worries service to become a dedicated young people's health service and use national resources (or local equivalent) to make NHS services easy to use and trusted by young people.

Appendix 2c - What are the goals of the 'Choosing Activity: a physical activity action plan' that Go4Life aims to support and deliver locally?

Choosing Activity

Ensuring that people in all parts of society get the information they need to understand:

- the links between activity and better health; and
- where the opportunities exist in daily life to be active.

Children and Young People

- Encouraging activity in early years, schools, further and higher education.
- Extending further the use of education facilities as a community resource for sport and physical activity, including out-of-hours use.

Active Communities

- Creating and maintaining a wide range of opportunities for activity through sport.
- Ensuring high-quality, well-targeted and attractive provision for walking and cycling.
- Continuing to make our public spaces and the countryside more accessible and attractive.

An active healthcare system

- Health professionals increasing the provision of advice to patients on lifestyle, particularly on physical activity, both routinely and opportunistically.
- Services developed within the community healthcare system to provide ongoing support to achieve sustainable behaviour change.
- NHS providers and PCTs working more closely with local government and private and voluntary sectors to create access to opportunities for physical activity.

Choosing activity in the workplace

- Encouraging employers (in the public, private and voluntary sectors) to engage and motivate staff to be more active.
- Providing employers with support, such as practical advice and examples of best practice, on enabling and promoting activity in the workplace and promoting and disseminating best practice for an active physical and cultural environment.

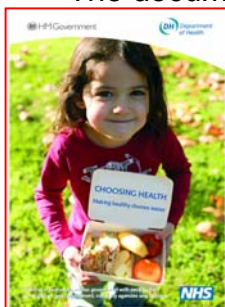
Appendix 3 - What are the outcomes of the North Somerset Community Strategy that Go4Life aims to support and deliver locally?

North Somerset Community Strategy						
	Community and People	Community Safety	Culture, Leisure & Recreation	Environment	Health & Wellbeing	Transport
Vision	Reduced levels of inequality in all community so good quality housing, health, transport and advice services are accessible to everyone, bringing high and sustainable standards of living.	We will have a community within which people may pursue their lives in safety, free from crime and the fear of crime and harassment.	Well established vibrant and varied cultural and recreational 'life' that celebrates the diverse nature of our communities and gives all residents greater choice and range of good quality activities. Accessible challenging and creative play and recreational opportunities for all children and young people, and safe places to play or just 'be', where parents can socialise easily and offer more support to each other. Full understanding of our natural environment, its value and the need to sustain it through local people's direct experience of access to open space, the countryside and recreational trails by foot, cycle and public transport.	We will walk and cycle to work, school, shops and amenities etc including our rural areas.	In 20 years time we want to see local people living longer, healthier and happier lives regardless of where they live, their social circumstances or their gender.	We will have transport systems that are sustainable and effective, with people choosing to walk, cycle and use accessible and public transport.
Objectives	Increase number and range of activities for children and young people.	Reduce crime, fear of crime and anti-social behaviour and increase community safety.	Develop a wide range of arts, entertainment, recreational and cultural opportunities.	Develop and promote easy access to the countryside of North Somerset.	To improve the health and wellbeing of the population of North Somerset and address health inequalities by providing a range of services from prevention to improved access to high quality clinical services.	Increase transport choice and promote accessibility to everyday facilities for all, maximising and developing our transport network and reducing congestion.
Action	Continue to consult with and develop services for young people to understand their needs and interests and provide safe leisure opportunities.	Work with agencies, business and communities to find long term solutions to problems of anti-social behaviour in all its forms.	Programme of themed events for residents and visitors to be organised.		<ul style="list-style-type: none"> • Help more people to stop smoking now that North Somerset is smoke free in all of its work places and public places • Ensure that healthy eating is a priority element in school meals contracts • Provide more opportunities for older people to get involved in learning and social activities. 	
<p>Go4Life – A plan for active living in North Somerset The Delivery Plan provides the detailed actions and anticipated outcomes that contribute to the achievement of the Community Strategy</p>						

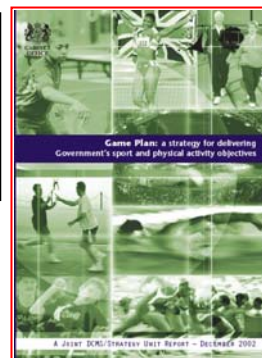
Appendix 4 - Support for Go4Life - a plan for healthy and active living in North Somerset

The document 'map' of related publications

Choosing Health: making healthy choices easier (HM Govt/Dept of Health)
<http://www.dh.gov.uk/assetRoot/04/12/07/92/04120792.pdf>



Game Plan: a strategy for delivering Government's sport and physical activity objectives (DCMS, Strategy Unit)
<http://www.sportdevelopment.org.uk/gameplan2002.pdf>

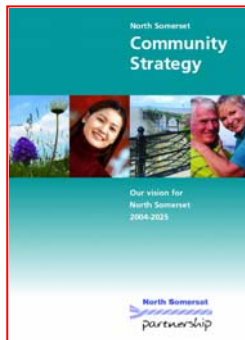


Choosing Activity: a physical activity action plan (DCMS/Dept of Health)
<http://www.dh.gov.uk/assetRoot/04/10/57/10/04105710.pdf>

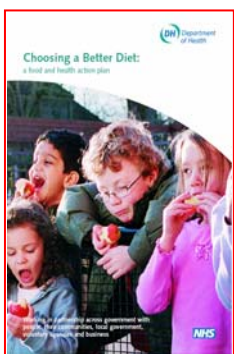
The Framework for sport in England. Making England an active and successful sporting nation: a vision for 2020 (Sport England)
<http://www.sportengland.org/national-framework-for-sport.pdf>



Time for Play: encouraging greater play opportunities for children and young people
<http://www.culture.gov.uk>



North Somerset Community Strategy (North Somerset Partnership)
<http://www.northsomersetpartnership.co.uk/>



Choosing a better diet: a food and health action plan (Dept of Health)
<http://www.dh.gov.uk/assetRoot/>

Local Delivery Plan (draft) (NS Primary Care Trust)

Life's out there – be active in the South West. The Regional Plan for Sport (Sport England SW)
http://www.sportengland.org/sw/regional_plan_exec_summary.pdf



North Somerset Council Business Plans
 Development & Environment
 Adult Social Services & Housing
 Children's Plan

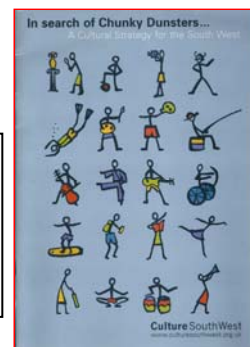
Health Inequalities Strategy (NS Primary Care Trust)

Draft Strategies - NSC
 Open Spaces Strategy
 Play Strategy
 Sports Development Strategy

Aiming for Excellence
 North Somerset Corporate Plan (NSC)
<http://www.n-somerset.gov.uk/council/how+we+perform/corporate+plan/index.asp>



In search of Chunky Dunsters: a cultural strategy for the South West (Culture South West)
<http://www.culturesouthwest.org.uk/downloads/file.asp?Filename=in-search-of-chunky-dunsters.pdf>



All these documents support the aim of improving health and wellbeing through increased levels of physical activity

Appendix 5 - What is a Local Area Agreement?

Local Area Agreements (LAA) are aimed at improving public services and people's quality of life. The 3-year agreements are negotiated between a local area and the Government. The Local Strategic Partnership (the North Somerset Partnership in our case) are leading the negotiations on behalf of the local area. The Regional Government Office (Government Office for the South West (GOSW) in our case) will lead the negotiations on behalf of Government.

The agreement contains a range of agreed outcomes based around specific policy areas identified by Government. The outcomes have to contribute towards national or local priorities. If local priorities are chosen they have to be based on evidence of local need and demonstrate the involvement of key stakeholders, including the public, in their development. They are also expected to be consistent with, and contribute towards, the long term aims of the Community Strategy

In summary a LAA is:

- A three year agreement between central government, council's and local strategic partnerships.
- Based around 4 policy areas called 'blocks'
 1. Children and young people - This area focuses on improving the lives of children and young people, ensuring they are safe, healthy, enjoying their lives, achieving educationally, making positive contributions to society and are not suffering in poverty.
 2. Economic development and enterprise - This area focuses on business in North Somerset. Key outcomes include increasing local business and helping adults improve their skills and encouraging the long-term unemployed back into work.
 3. Healthier communities and older people – This area seeks to improve the health of people and improve the quality of life for older people. Issues include reducing smoking and supporting older people to live at home.
 4. Safer and stronger communities - Outcomes in this area seek to reduce crime, improve the environment and increase community/voluntary activity.
- Inclusion of some outcomes is mandatory – in that Government have stipulated that all areas have to include them, others are mandatory if an area receives certain funding and others can be decided locally.
- Alongside outcomes each block will include performance indicators and targets. These will track the extent to which the outcomes are being achieved by the North Somerset Partnership. As part of the development process the Partnership will be required to identify a number of outcomes, from its list, that are most important to the local area, and negotiate with GOSW, more challenging stretch targets for these outcomes.
- To help achieve improvements in these outcomes the government provide a pump priming grant (PPG). This money can be used to invest in the outcomes within the LAA. For North Somerset the PPG will total £943,000. Each area can also receive a reward grant on completion of the LAA, this totals £4.9 million for North Somerset.

- Government will be looking for the council and its partner organisations to align or ‘pool’ funding to achieve the outcomes and work together where possible to deliver the agreed targets for the benefit of the local community.
- Areas can apply for ‘enabling measures’. These essentially free organisations, such as the council, from specific requirements set by Government if it can be shown that they will impede delivery of the LAA outcomes.
- Government has also suggested a set of cross-cutting issues to be addressed throughout the whole agreement, such as sustainability and equality and diversity.

Who is responsible for developing the Local Area Agreement?

Local Area Agreements are essentially ‘owned’ by an areas Local Strategic Partnership. Local Authorities, as the Accountable Body for the LAA, are expected to take a lead role in their development and implementation. This is a role the council has played in the past for initiatives such as the Single Regeneration Budget, Education Achievement Zone, and most recently the Safer and Stronger Communities Fund. However the NSP Board is responsible for ensuring that targets set within the agreement are met.

Who will be responsible for monitoring and implementing the Local Area Agreement?

The North Somerset Partnership will be responsible for monitoring and implementing the Local Area Agreement for North Somerset. The Government requires the Partnership to set up a joint performance management system to track delivery of the Local Area Agreement across partner organisations. This will involve partners:

- Agreeing to targets
- Setting performance indicators
- Identifying processes to track/share performance management information
- Agreeing procedures to regularly review performance through the North Somerset Partnership
- Agreeing processes for the partnership to intervene if an organisation or group of organisations within the partnership are failing to meet targets/undertake actions as set out within the Local Area Agreement.

Once the Local Area Agreement has been signed off by Central Government the North Somerset Partnership will need to agree an annual action plan to deliver the agreements outcomes and implement its performance management system.

Monitoring of the agreement will also include regular meetings with GOSW. Government guidance states that Government Offices will also hold meetings every six months - coinciding with the end of the financial year. These meetings will review performance data and address any issues that have been raised. The six monthly review that coincides with the end of the financial year will also include a strategic review of the Local Area Agreement.

What are the benefits of Local Area Agreements?

Enabling Measures: Local Area Agreements are essentially designed to help local partner agencies work together more effectively to deliver key outcomes for the local community. To facilitate this joint working North Somerset Partnership are able to negotiate specific enabling measures which allow greater flexibility around certain Government requirements. The Government have supplied a list of potential enabling measures which could be applied for. Examples include:

- The ability to concentrate on hot spot areas of crime and disorder ensuring account is taken on the needs existing within low crime areas
- Flexible models of delivery of children's centres to reflect the rural context
- Increased flexibility in the use of funds within the health and social care systems in the NHS so that it can be targeted towards preventative care for older people.

The North Somerset Partnership can also suggest its own enabling measures. However, these need to be agreed with GOSW.

Financial benefits: To help the Partnership achieve its stretch outcomes it is eligible for a Pump Priming Grant (PPG) of £943,000 in order to support their delivery. The PPG can be directed by Partners to any of the stretch outcomes, in any proportion and in any way over the three years. Further, if the partnership achieves all its stretch outcomes it will be eligible for a reward grant of up to £4.9 million.

Simplification of funding streams : Government suggest that the way money comes into the area will be simplified. There will be fewer funding streams than currently exist and fewer inspections/reporting systems as a result, which should free up time and resources.

Strengthened partnership working: The Local Area Agreement will strengthen partnership work as organisations within the North Somerset Partnership will all need to agree to the documents three year outcomes and clearly state how they will help deliver them.

What will the LAA achieve?

The LAA will make a real difference to people's lives, delivering real improvements in North Somerset. The outcomes and targets that have been selected will bring about significant improvements over the coming three years. Each target is supported by a series of practical projects/activities which will ensure these improvements are made. The LAA will also contribute to the implementation of a number of the council's key corporate priorities.

Below are a few examples of the improvements you will see as a result of the agreement.

Children and young people:

- More 16-18 year olds in education, training or employment – providing our young people with the skills to choose a career path they want or enabling their entry to the job market
- Better GCSE results. Ensuring our children get better results will provide them with more opportunities for further study and employment. Our focus will be on continuing to improve results in Weston-super-Mare which have been historically lower than the rest of the district
- **To provide more opportunities for children and young people to access safe play and leisure facilities**
- Reduce children and young people's experiences of bullying in and outside school
- **Halt the rise in childhood obesity**
- **More children taking part in physical activity at council facilities**

Economic development and enterprise:

- More people in our most deprived areas with qualifications/skills to help them increase their earners and further their careers
- More long term unemployed people back into work and contributing to the local economy
- Better business support provided to our local businesses to ensure they can operate effectively in North Somerset

- More social enterprises in North Somerset which contribute to the local economy and provide people with volunteering opportunities.

Healthier communities and older people:

- **Fewer obese adults**
- Fewer people smoking, which reduces the risk of premature death
- Fewer older people falling and being admitted to hospital
- More adults receiving direct payments and self directed care and choosing for themselves the additional care they want.
- **More adults taking part in regular physical exercise.**
- **More people in socially excluded groups using leisure facilities**

Safer and stronger communities:

- Less overall crime in North Somerset
- Fewer offenders re-offending once they are back within the community
- Fewer people worried about drug dealing and drug use as a result of action taken in these areas
- **A reduction in anti-social behavior**
- More recycling and less waste sent to landfill
- **More volunteering**

Appendix 6 - List of attendees at stakeholder events (April and July 2006)

Cllr Cummings	NSC Councillor
Cllr Colin Golland	NSC Councillor
Cllr Muriel Kraft	NSC Councillor
Cllr Bob Coleman	NSC Councillor
Cllr Ann Harley	NSC Councillor
Cllr Ian Peddlesden	NSC Councillor (Community Services Policy and Scrutiny Panel)
Cllr Andy Cole	NSC Councillor
Cllr Roz Willis	NSC Councillor
Derek Carter	Community Involvement, D&E
Ron Enoch	Dual use leisure centres, D&E
Sarah Cousins	Sports Development, D&E
Kira Thorpe	Sports Development, D&E
Andrew Ballentine	Leisure Contracts Officer, D&E
Russ Currie	Leisure and Libraries, D&E
Viv Thomson	Leisure and Libraries, D&E
Louise Crocker	Customer and Communications, D&E
Lorraine Bush	Economic Development and Regeneration, D&E
Gareth Withers	Countryside and Access officer, D&E
Chris Webber	Parks and Open Spaces, D&E
Kate Cochrane	Transport Policy Officer, D&E
Jean Erskine	Economic Development and Regeneration, D&E
Mandy Bishop	Environmental & Consumer Services, D&E
Mary Morgan	Surestart local programme, D&E
Karlie Burkhill	Operational Support Officer, D&E
Paul Hillman	Community Services Manager, The Campus, D&E
Jonathan Gall	Cycling Officer, D&E
Sarah Cousins	Sports Development Worker, D&E
Kira Thorpe	Sports Development Worker, D&E
Alun Davies	Planning Manager - Adult Care, ASS&H
Ros Dymond	Professional Lead-Social Care(mental health), ASS&H
Suzette Perkins	Housing Policy and Performance Officer, ASS&H
Celia Wilkinson	Development Officer - Disabled and Older Adults, ASS&H
Lynne Parkin	Joint Service Manager (Learning Disabilities), ASS&H
Peter Harding	CTPLD, ASS&H
Heather Whittle	Adult Care manager, ASS&H
Christine Power	School advisor, CYPS
Gail Boon	Surestart, CYPS
Mary Hart	Primary Care Trust
Liz Lansley	Primary Care Trust
David Maslin	Primary Care Trust
Shaun Cheesman	Primary Care Trust
Hilary Guy	Primary Care Trust
Conchita Amende	Primary Care Trust
Kathy Holland	Age Concern

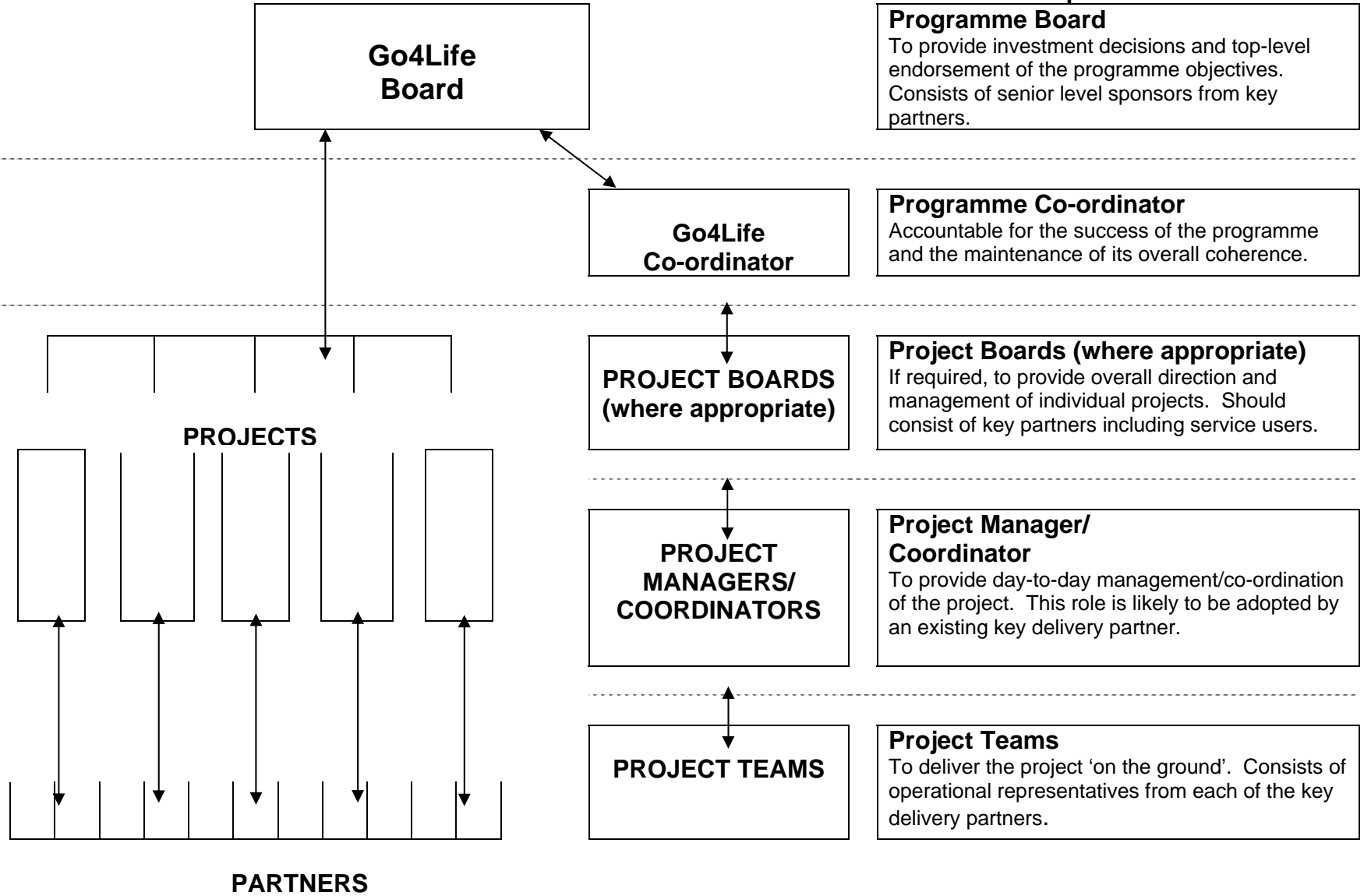
Ron Stephen	Age Concern
Jenny Darwin	Avon Green Gym Project Officer
Robert McLaughlin	Avon & Wilts Mental Health NHS Partnership Trust
Rosemary Dowie	Culture, Leisure and Recreation partnership
Nick Moran	DC Leisure
Ali Porter	For All Healthy Living Centre
Chris Weedon	Forest of Avon
Caroline Wilson	Centre development Worker, FRIEND
Dr Richard Darling	General Practitioner
Dr Max Kammerling	Health and Well-being delivery partnership
Darren Parrott	Parkwood Leisure
Ken Lacey	Senior Citizen's forum
Marc Malloy	Sports Development
Steve Nelson	Director of West of England Sports Partnership, Sports West
Marina Dunstone	Weston Town Council

Appendix 7 - Theme group composition

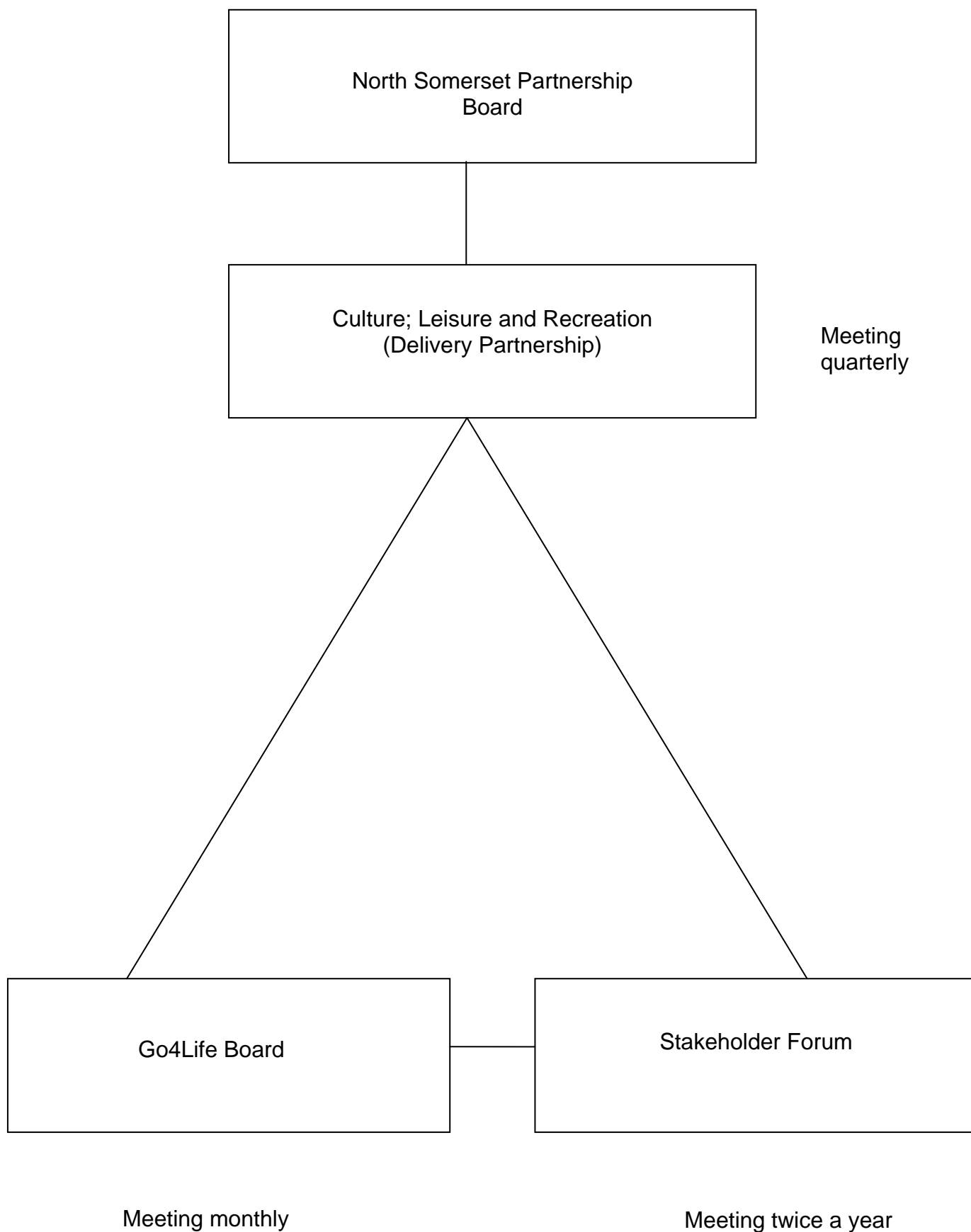
Theme	Representative	Organisation
Raising Awareness	David Lawrence Jonathan Gall Nicola Sinclair Karlie Burkhill Ron Stephen Nick Moran Linda Shaw	North Somerset Council North Somerset Council North Somerset Council North Somerset Council Age Concern DC Leisure VANS
Increasing Participation	Phil Humphries Sports Development Officer Paul Hillman Lesley Mackay Heather Whittle Chris Weedon Darren Parrott Liz Lansley David Eddins	North Somerset Council North Somerset Council North Somerset Council North Somerset Council North Somerset Council Forest of Avon Parkwood Leisure North Somerset PCT Mendip Outdoor Pursuits
Reducing Barriers	Jenny Hendy Hilary Guy Rosemary Dowie Cllr Roz Willis Peter Harding Kate Cochrane Gail Boon	North Somerset PCT North Somerset PCT North Somerset Partnership North Somerset Partnership North Somerset Council North Somerset Council North Somerset Council
Healthy Eating	Mandy Bishop Kerry North Darren Parrott Shaun Cheeseman David Maslin Conchita Amende Marina Dunstone Chris Gwenlan Julian Feltwell	North Somerset Council North Somerset Council Parkwood Leisure North Somerset PCT North Somerset PCT North Somerset PCT Weston-super-Mare Town Council North Somerset Council North Somerset Council

Appendix 8 - Potential programme management arrangements

Organisation



Appendix 9 - Suggested governance framework



Appendix 10a - Raising awareness and understanding of the benefits of healthy and active lifestyles on physical and mental health

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Create and maintain a Go4Life awareness campaign strategy to include:	<p>Targeted communications to reach priority groups including:</p> <ul style="list-style-type: none"> • Young people (specific age groups) • Over 50s • People taking less than 3x30 minutes weekly exercise • Socially disadvantaged groups etc. • Go4Life partners and potential partners/sponsors <p>Methods likely to include:</p> <ul style="list-style-type: none"> • Campaign website • Press and media • North Somerset Life and other partner magazines • Partner communications networks and channels • Direct mail • Networking, events and presentations • Campaign materials including champions and branding packs • Give-aways • Advertising <p>Evaluation is needed to measure success e.g.</p> <ul style="list-style-type: none"> • Participation rates • Campaign awareness • Media coverage • Website hits and downloads 			<p>The success of the campaign will depend on effective communications. This will be resource-heavy and an on-going commitment.</p> <p>It is estimated the campaign will cost a minimum of £25,000 during the first year, but this figure will not be known until a properly costed and detailed communications plan is drawn up.</p> <p>The initial estimate is based on:</p> <ul style="list-style-type: none"> • 2 days per week staff time • Website set up and maintenance costs • Design costs • Postage • Venue costs • Advertising <p>It should be noted that website costs vary considerably depending on the functionality of the chosen solution.</p>	

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Develop a Champions' Pack for use by partners in promoting the campaign and its benefits	<p>A CD and/or internet/intranet location containing:</p> <ul style="list-style-type: none"> • The Strategy and Action Plan Documents • Powerpoint presentation containing: <ul style="list-style-type: none"> - Background information - Vision and goals - Action Plan highlights - Go4Life organisation and governance - What's in it for you - How you can get involved. • Leaflets/handouts for local printing. • Compact/Pledge forms for local printing: • Website demonstration • Partner contact list (local) • Partner contact list (Regional/National) with links to key documents. 	NSC (D&E)	None	This action assumes the use of existing material (with exception of Powerpoint Presentations) so resources required are minimal	Version 1 to be produced by June 2007, with further versions issued as material becomes available.
'Change 1 Thing' Healthy and Active Lifestyles Exhibition to promote Healthy and Active Lifestyles Benefit (1 change <u>can</u> make a difference)					
Healthy and Active database	<ul style="list-style-type: none"> • Electronic web-based database • Paper directory • Up to date accessible information • Usage of data in North Somerset 	NSC Sports Dev	Clearasmud.org.uk Wesport.org.uk	Staff time	S

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Making information available on success	<p>Celebrating achievements will be built in to the communications plan, but will include:</p> <p>Information about:</p> <ul style="list-style-type: none"> • Events and activities • Human interest stories about individual achievements • Evaluation information from campaign e.g. number of events and people taking part, increased take up of sporting activities, etc. <p>Methods may include:</p> <ul style="list-style-type: none"> • Press and media • Case studies • Articles in partner magazines and newsletters • Go4Life champions 	Coordinated by NSC Press Officer (joint with PCT perhaps as track record for public health news better for health?)	Local Press	Staff time	
Develop the Go4Life network of partners to assist effective communications and collaboration.	<ul style="list-style-type: none"> • Further develop existing mailing lists of partners to ensure a comprehensive network within North Somerset • Produce and maintain up to date central database of contacts for all partner organisations in NS; neighbouring areas; in the SW Region and nationally 	Go4Life Programme office	All partners	Admin time to establish and maintain contact databases	By April 2008

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Provide networking opportunities for partners to share information, develop initiatives and collaborative activities	<ul style="list-style-type: none"> • Arrange “stakeholder events” every six months. • Develop a programme of Partner visits, where partner organisations visit a particular partner to learn about their activities (every 3 months) • Establish a series of “learning visits” to organisations outside North Somerset 		All partners	Stakeholder events every six months will require funding – sponsorship will be sought. Programmes of visits will require funding by participating organisations.	Stakeholder events in April and October each year, Visit programmes to be arranged
Develop generic Go4Life materials that groups and organisations can use to promote their events and activities and tie them into the campaign.	<p>Materials will be web-based and available on CD and may include:</p> <ul style="list-style-type: none"> • Logo/graphics available as download/gif • Letterhead template • Event invitation template • Advert template • Poster/flier template • Press release template • Certificate template • Merchandise designs e.g. Go4Life medals, badges and other giveaways • Go4Life FAQs • Go4Life promotional information 	LL		<p>Design costs (£500 to £1,000)</p> <p>Staff time</p>	
Sponsorship strategy to raise funds to support the campaign	<p>This will involve:</p> <ul style="list-style-type: none"> • Identifying appropriate organisations whose brand is consistent with Go4Life aims. • Obtaining information about company sponsorship strategies to identify future sponsorship opportunities 			<p>Staff time</p> <p>Sponsor packs and postage</p> <p>Mileage and other expenses.</p>	

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Go4Life launch event – July 2007	<ul style="list-style-type: none"> • 3 July 2007 • Launch event based on theme of 'What's your 30?' to encourage inactive people to try 30 minutes of a new activity • Main 30 minute activity a world record attempt to build sandcastles on Weston beach, to ensure media coverage 	NSC with an organising sub-group		£3000	July 2007
Attract a Go4Life Champion or Patron to act as a figurehead for the initiative.	<ul style="list-style-type: none"> • All organisations to consider if they can identify a suitable candidate locally or one from outside the area who would be willing to become the Go4Life champion. 	NSC will coordinate	All organisations	It is hoped for this involvement foc, but some expenses might be paid.	S (asap)

Appendix 10b - Increase levels of physical activity

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Increase the proportion of adults achieving at least 30 minutes of moderate physical activity at least three times a week, with the focus on those living in deprived areas or belonging to groups with poor health outcomes	<ul style="list-style-type: none"> • South and Central Wards • Carers • People with Learning Difficulties • People experiencing Mental Health issues 	NSC	PCT Brandon Trust Crossroads	Local Area Agreement initial funding £22K per year	Over 3 years
Provide Community coaches	<ul style="list-style-type: none"> • 4 CSC's working on sport specific development • Target those not normally active in sport or clubs • Develop training and increase skills levels of coaches 	L.A. (Sports Devt)	WESPORT	Programme budget 'match funding' £8,424	(S) until March 2008
Ensure effective Club to School links (through SCo partnership) School Sports Coordinators 'pathway into schools'	<ul style="list-style-type: none"> • Support for PE • integrated sports development and partnerships • focus on disadvantage and inclusion • schools working together in clusters • whole school approach 	SSCo C&YPS Sports College	Schools Governing Bodies of Sport NS Comm Sports Network	Youth Sports Trust Funding	until 2008

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Ensure that a range of extra-curricular activities is available so that different needs are catered for	Audit current practice and consult young people	C & YP Richard Blows	Youth Service		
Promote community activity and involvement of all ages: <ul style="list-style-type: none"> • Community Events • Community activities (eg. Bulb planting, walks etc.) • Taster sessions 	<ul style="list-style-type: none"> • 'Come and Try' everything – sport; hobbies (eg. Gardening; DIY) everyday activities (eg. cycling) and volunteering in public, private and voluntary sector facilities • Open Day events 	NSC PCT	Rangers/ Parks/Play Forum Town & Parish Councils Community Organisations Youth Service NSCSN		
Use the parks; opens spaces; woodland and beaches more effectively as locations for activities.	<ul style="list-style-type: none"> • Green Exercise initiative • The Green Gym at Weston Woods 	Parks and Open Spaces	NSC Rangers/ NSC Parks	Goblin Coombe Public Rights of Way	
Develop a package of incentives to encourage participation	<ul style="list-style-type: none"> • Young Person's Key scheme for young people • Increase participation by young people aged 11-19 • Link to Diamond Travel Card 	Sports Dev	C&YP	Programme budget S.D. Time LAA Target	(S)

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Develop service plans Sports Development Sports Strategy Plan IFI Plan	4 Key areas: <ul style="list-style-type: none"> • Strategic Dev • Community Sport • Sports Dev • Active Lifestyles • School Sports Partnership Programme • Working towards inclusive fitness 	Sports Dev C & YP John Suik Parkwood Leisure			(S) 3 year plan reviewed annually
Develop an 'Active Workplaces' programme for NS and encourage employers to support an active workplace policy	<ul style="list-style-type: none"> • Encouraging more cycling/reducing car use • mileage rates • Pool bikes/Pool cars • Discounted gym membership • All inclusive travel plans • Encourage employers to promote volunteering in the workforce. • Educate – simple changes make a difference • Issue Pedometers – steps challenge • Corporate Leisure Key 	NSC NHS	Business West Economic Development Transport Policy		

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Promote the benefits of volunteering and community activity through sport and physical activity	<ul style="list-style-type: none"> WESPORT database of clubs and volunteers 		VANS		
Develop health walks initiative in North Somerset in Partnership with PCT, Countryside and other Community Groups	<ul style="list-style-type: none"> Provide short walks targeting those who do no or very little activity Enhance mental, social and physical health Increase physical activity levels in North Somerset X no of groups running >8 walkers per group 	NSC PCT Countryside Community Groups	NSC Rangers	WHI funding for training volunteers	(S)
Work with young people to encourage a good grounding in Physical Activity and Sport	<ul style="list-style-type: none"> Physical activity programme for 0-4 yrs with parents Raise awareness of importance of exercise within a family environment 2 groups running first year 	C & YP Children's Centres		External funding S D Time Children's Centres Health Visitors	

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Community Based Older People Exercise Programme	<ul style="list-style-type: none"> • Increased provision of community based exercise classes for older people • Accessible chair based physical activity programmes • Enhance mental, social and physical health • 2-3 exercise programmes 1st yr – 8-10 attendees 	NSC PCT		Part of Falls Service in NS Self financing S D Time	
Women's Running Network	<p>Encourage women to run regularly in a safe and friendly, supportive environment</p> <ul style="list-style-type: none"> • Enhance mental, social and physical health • Increase physical activity levels in North Somerset • X no of groups running > six runners per group 	NSC		WRN staff Local running clubs	
Work with General Practices so that they are able to promote physical activity in Primary Care	<ul style="list-style-type: none"> • Develop a general signposting system in general practice • Ensure that Primary Care teams are alerted to programmes which would offer rehab in the community 	PCT			ML

Appendix 10c - Promoting healthy eating

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Increase the % of individuals in areas of deprivation or from groups with poor health consuming 5 portions of fruit and vegetables a day. (LAA performance Indicator).	<ul style="list-style-type: none"> HLC – mobile food vendor DFES school vouchers for fruit and vegetables Healthy Families Project bid 	PCT Food Lead	HLC Friend TONs Partnership	Terry Black	
Provide basic cooking lessons for children in pre school, primary and secondary schools	<ul style="list-style-type: none"> Healthy Schools Programme Basic Food Hygiene in primary schools Safety Zone 	NSC Early Years/Education (Gemma Philips)	Healthy Schools	Money EHO Time Commitment	
Encourage provision of local produce for school meals.	<p>Through recent tendering procedure for school meals. Local procurement part of the evaluation criteria</p> <p>Work with schools not included in main contract??</p>	NSC Kerry North	Healthy Schools TONs Partnership Schools meal contractor	On-going evaluation via C&YP and D&E personnel (Terry Black, Julian Feltwell)	
Encourage nurseries to provide fruit for children as part of supporting the development of healthy eating habits.	<ul style="list-style-type: none"> With adequate training this could be supported via inspection regime (C&YP, Food Safety) and health schools agenda 	NSC Early years	PCT food lead		

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Develop sustainable whole school food policies and action plans in line with the available evidence on healthy eating, including encouraging the uptake of the school fruit and vegetable scheme in all schools in North Somerset	<ul style="list-style-type: none"> • Healthy Schools • Extended Schools Programme 	C&YP PCT			
Improve the quality and uptake of well balanced school meals including by writing Healthy Eating guidelines into catering contracts.	<ul style="list-style-type: none"> • To introduce improved nutritional standards and healthier meals two years ahead of national timescales • To increase school meal uptake by 10% by 2010 • Address as part of contract monitoring • Communication strategy to promote positive outcomes • To contribute to the LAA target to reduce childhood obesity 				
Promote the availability and consumption of healthy foods to the community, including locally produced foods combined as balanced meals using varied, healthy appealing recipes.	<p>Use of press/media (x reference with raising awareness group)</p> <p>Eg</p> <ul style="list-style-type: none"> • Change1 thing event • Food Directory • Somerset Food Hygiene Award • Food Fayre 	?	C&YP PCT E&DR E&CS TONS Partnership		

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Work with food retailers to encourage marketing of foods and meals that increase healthy eating, reduce fattening food options.	Via, <ul style="list-style-type: none"> • Somerset Food Hygiene Award • Through E&CS industry newsletters • Encouraging businesses to take healthy start vouchers • Utilise the Food Safety Inspection Regime to promote the healthy eating message throughout catering outlets • Ensure Leisure Centres and other public buildings offer healthy eating menus 	?			
Use the 5 a day campaign to develop community initiatives in North Somerset	Link with <i>five a week</i> in the press				

Appendix 10d - reducing the barriers to healthy and active living

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Support and promote the development and implementation of an integrated transport plan which enables people to access facilities and services at all times including evenings	Support for:- Footpath/cycleway provision and improvement Public transport services to key locations Affordable travel plans	NSC	Sustainable transport group Parishes North Somerset Housing?	Neighbourhood renewal funding in South Weston Local transport plan, LSVT – routes to schools Parish and Town funding	Ongoing - phased
Encourage affordable, accessible facilities	<ul style="list-style-type: none"> - NSC – cross directorate Contracted leisure - Extended schools - Cultural facilities - Vol and Com Sector - Subsidies/Young Person's Key – link with buses 	Leisure Centre CS&YP D&E USC Sport/Leisure Team	Weston College N Somerset Leisure services	Making available locally Matched resources Business Case	Ongoing
'Develop a secure storage grant scheme'	Introduce a grant scheme for bike storage	NSC	Police	Bike shelters, locks etc Neighbourhood Management Community Chest LSVT – money into bike storage; grants - CSDAT	

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Funding for carers to join groups	Create a fully funded and sustainable needs analysis. Respite to allow activity; links with concessionary travel; include foster carers	Crossroads Centre	North Somerset Voluntary Orgs CYPS PCT	Funding for manpower etc Lottery funding? POP bid; Carers Strategy Group	M
Carers support – need help to access activities	Look in to an access scheme such as YPK – Credit system (carers' top-up?); extend to arts and culture; meeting opportunities; extend choice	NS Sport Dev Leisure and Libraries	Adult Services Crossroads Leisure IT	Existing Funding for Smart tec Lottery funding? Top-up by carers	M
Free or affordable facilities for lower paid groups and the elderly, single parents and children	Look in to an access scheme such as YPK Considered with above	NS Sport Development	Adult Services Leisure & libraries IT	Encourage private contractors and providers to participate with reduced charges	M
Easier access to leisure facilities	Development of the Leisure Key Seek funding Smart Tec Link with bus passes etc Increased range of times; links with workplace e.g. flexible working hours – lunch time concessions for workers	Sports Development Leisure	IT Contractor Private	Partnership Funding for a bid Manpower 1 post PCT Health improvement in the workplace schemes?	S

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Ensure new housing development has adequate green space and play facilities + cycle storage	<p>Agreeing and enforcing standards for green space, bins etc for all new development</p> <p>Audit what we have</p> <p>Establish gaps</p> <p>Examine emerging need</p>	<p>Leisure planning</p> <p>NSC Development Control</p>	Gov Bodies	<p>Human Resources</p> <p>106 funding; local transport plan</p>	M-L
Development of events for activity and socialisation for older people.	<p>For people living alone (a regular basis to build friendships and reduce isolation).</p> <p>Expanding choice e.g. community cafes U3A</p> <p>Design sheltered housing to reduce isolation</p>	ASS&H	<p>Leisure PCT</p> <p>Community Learning NSC</p> <p>Age Concern</p> <p>Sheltered housing schemes</p>	<p>Not resource heavy; costs of rooms etc</p> <p>officer time setting up</p>	
Develop a programme of (new) events to stimulate and encourage people of all ages to participate and improve mental and physical health	<p>Community walks programme – well publicised</p> <p>North Somerset marathon/half marathon designed for all levels of physical fitness</p> <p>Extend range and choice</p>	H & A L strat group?	<p>Friends; VCS groups</p>	Varied funding streams	s/m
Focus existing resources on promotion inclusion.					

Action	Detail	Partners		Resources	Timescale S/M/L
		Lead	Other		
Introduce Activity providers for sheltered schemes for older people Part of “development of events” above	Increase on site provision for elderly who are house bound	PCT / NSC	NS Housing Knightstone etc	Possible health trainer post x 2 (Choosing Health)	

