

Area North Committee – 19 December 2012

10. Healthy Lifestyles and Pad-e

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Purpose of the Report

To inform councillors about the work of the Healthy Lifestyles Team including the launch of “Pad-e” - the new online physical activity directory for South Somerset.

Public Interest

Pad-e (Physical Activity Directory – Electronic) www.pad-e.co.uk

Pad-e is a project managed by the Healthy Lifestyles Team at South Somerset District Council, which aims to promote and increase physical activity and exercise in South Somerset and to promote local opportunities.

Recommendations

That members note this report and promote the launch of Pad-e in their communities.

Introduction

The Healthy Lifestyles team provides support to communities and organisations in South Somerset to encourage healthier lifestyles. The work of the team includes, healthy workplaces, the health walks programme, providing start-up funding for exercise classes, targeted weight loss programmes and health testing.

The team works with different groups within the community including older people, mental health organisations, children’s centres, learning disability groups, and the GP referral programme which includes cardiac rehab, stroke rehab and falls prevention work.

Additional information on the work of the Healthy Lifestyles team will be provided on the day. The Healthy Lifestyles Officer and Community Activity & Lifestyles Officer will attend the meeting to give a verbal update and answer questions.

The following information in this report specifically relates to the ‘pad-e’ project

Background to Pad-e

A common issue among residents looking to be more active and increase their activity levels is knowing what opportunities are taking place in their local community. The Healthy Lifestyles Team realised that there was a gap in information when they engaged with residents about their health and worked with community groups at various events.

This prompted the team to start gathering a list of activity opportunities into a database in order to promote them

To make this data more user-friendly and widely accessible the team decided to develop a website so that all residents could easily benefit from the data gathered. A list of data from village halls, instructors, leisure providers, community groups and organisations has been compiled and manually checked to show all the current opportunities taking place.

We have worked closely with SSDC's GIS team to develop a website which is independent to SSDC's main website, with all the data displayed in a simple mapped format searchable by entering a postcode.

The Pad-e website

The aim of the website is to promote activities and exercise taking place in local community venues. There are other benefits this will achieve. The three key aims are to:

1. Support the use of local venues and community spaces
2. Maintain sustainable exercise and physical activity classes by increasing numbers attending
3. Reduce the number of residents reliant on reduced public transport to travel to main market towns and leisure centres. Reduced public transport services have made it more difficult for residents to attend activities, especially in the evening and weekends, so knowledge of local activities would increase accessibility to physical activities and exercise opportunities.

The functions of the website include the ability to search for activity by both postcode and activity category. Anyone wishing to add their information or amend current information on pad-e will be able to do so by completing a simple contact form on the website.

As the website develops, we will be adding further functions such as general health information, signposting to other health services and programmes as well as local health and physical activity information. Pad-e will also be able to be used to promote other events delivered by SSDC or external partners, which may be of interest to residents.

The Healthy Lifestyles Team would encourage the members to promote Pad-e to their community groups and contacts, as well as to their Parish Councils in order to help support local activities and exercise opportunities in their community facilities.

Financial Implications

None from this report

Council Plan Implications

Focus two: Environment

Focus four: Health & Communities

Carbon Emissions & Adapting to Climate Change Implications (NI188)

To encourage residents to participate in local activities can reduce the carbon emission implications associated with travelling.

Equality and Diversity Implications

Pad-e will enable all sections of the community to participate in local healthy activities. Residents on low incomes will benefit from reduced or no travelling costs.

Background papers: *None*
