

8. Promoting Healthy Living in Chard

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Purpose of the Report

To introduce a brief report (attached at pages 10-13) and presentation from Tony Hampson, Project Manager, SHINE (Somerset) Ltd

Background

At the Area West Committee held on 16th January 2008 members discussed a report called Chard Healthy Living Centre Project – The Future of the Boden Centre. The report covered the development of new ideas about the future promotion of Healthy Living projects in Chard through a new organisation called SHINE. It also indicated that the best prospects for success of SHINE was for them to become a tenant of SSDC at the Boden Centre, rather than assume full management responsibility for the building. This can be seen as a way of testing the suitability of the Boden Centre for long term use as a healthy living centre, whilst staying focussed on promoting Healthy Living in Chard.

Report

SHINE took up their year long tenancy in January 2008. What follows is a half year review of progress and developments by Tony Hampson. The longer term sustainability of SHINE and the Boden Centre will depend on a variety of factors, including access to stable funding. Further reports will be given on these issues in due course.

Financial Implications

Running costs of the Boden Centre are included in existing Area West budgets. Some of these are recovered through fees for room lettings and short term tenancy agreements for appropriate uses.

Corporate Priority

Improve the health and well-being of our citizens – work in partnership with others to improve the health prospects for all.

Background Papers: *Report to Area West Committee – 16th January 2008*

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working with you to improve your health

Progress Report for
Area West Committee Meeting of 17 September 2008

1) Launch and Health Day Saturday 12 July

Guests and visitors were welcomed by Richard Buckley, Chair of Shine, with Maggie Foot and Rowena Turner (Directors) in attendance. The event was jointly opened by the Mayors of Chard and Yeovil and the Chair of South Somerset District Council. As a symbolic act they unfurled the Shine banner on-stage, and each offered a short message of goodwill to Shine.

Twenty one guests came to the reception and we had 16 participating organisations taking stalls. New organisations to the Health Day were Phoenix Fitness, Cycle Tour of Britain and Christians against Poverty.

Shine was delighted by the response from dozens of people, participating organisations and invited guests.

There were displays from Yoga, Belly Dancing and Tae Kwon Do on the stage.

Shine's website was available to view, and Sonia Rockett, it's designer, was in attendance.

There were radio interviews for Somerset Sound and Ivel Radio, and newspaper reports and photo's in the Chard and Ilminster News, Western Gazette and View from Chard.

The Shine Launch and Health Day have been much praised in e-mail correspondence and letters of thanks. Press and Radio publicity has raised Shine's profile with the general public, though realistically a very successful first step on a long journey.

Shine are now looking for opportunities to promote its work at events in Yeovil.

2) Charitable Status

Shine has now achieved charitable status.

3) Website

Shine now has a website www.shine-somerset.org.uk which is available to promote Shine, its activities and partner organisations, and local healthy living events. It contains press articles and photographs relating to the Launch and other activities.

4) Shine Involvement within Chard

a) Health Walks

On Wednesday 10 September, Shine will commence the first of regular Health walks within Chard. They are aimed at those wishing to engage with exercise and will not usually last for more than an hour.

b) Supporting a Local Self-Help Group

Shine is now in touch with an independent self-help group of people experiencing emotional distress and is discussing ways in which they might develop as a group and seek funding.

c) Extending a Mental Health Provision to Chard

Shine has met with a Mental Health Charity to examine how an existing physical activity programme might be extended to Chard.

d) Belly Dancing

Shine has sourced funding to underpin the initial delivery of Belly Dancing at The Boden Centre. This has been very popular with numbers regularly in the twenties.

e) Street Dance

Shine is exploring how to extend new street dancing classes for young people in the 16+ age group.

f) Chard Home Tuition Group

Following on from a successful Healthy Living Pool fund application, Shine have met with the leaders of Chard Home Tuition Group. Project ideas have been developed and Shine has forwarded information for funding applications by young people, and has also researched Cycling Proficiency Training.

g) Health Initiatives in Chard

The Project Manager is meeting regularly with Kate Rew (Health trainer in Chard) and Cheryl Lingard (Area West Active Lifestyles Co-ordinator) to develop local provision. Tony, Kate and Cheryl are initiating regular meetings with fellow professionals to increase the impact of those engaged in health initiatives with the 'hard-to-reach' in Chard. Shine will facilitate the 'Chard Health Improvement Network meeting', which will start on 24 September 2008.

One action will be to explore if there is a demand for more Chard Health days in their present format, or whether an alternative strategy might be required.

h) Individual Health Toolkit

Shine and the Active Lifestyles team are at the earliest stages of developing a programme that will combine the provision of information and teaching of skills that will enable individuals to develop their personal Health and Wellbeing toolbox.

The concept is of a taught course, possibly at The Boden Centre, that will include Health Assessment, Cooking, and learning and sharing skills that will sustain individual activity. A grant application will be made to fund this.

i) Practice Based Commissioning

An outline proposal has been taken to Practice based Commissioning funders by Shine and Ryalls Park Medical Centre, Yeovil for a new initiative - 'Exercise In-Practice'. This proposes 1:1 exercise within the practice for clients who are hard-to-reach and have not engaged with existing provision. This is seen as a gateway activity to build confidence, knowledge and to raise core levels of fitness.

Shine have so far been unsuccessful in finding a suitable location within Chard that can be part of this pilot project, but it remains committed to finding ways of delivering this project locally.

j) The Extension of Cardio Rehab (Phase 4) Services to Chard

Shine has met with a variety of fitness providers and health professionals in seeking ways to extend opportunities and choice for those recovering from cardiac treatment. This work is ongoing and Shine hope to bring this project to fruition by the New Year.

5) Future Funding of Shine

Shine has now developed a clear and recognised role with South Somerset District Council and Somerset PCT reflected in the positive and supportive comments made at the Local Strategic Partnership and Health and Well-being Committees.

To secure future funding Shine is undertaking – with it's fundraisers - a four pronged approach that is looking at core funding, service level agreements, grant and trust applications, and services in kind/volunteering.

It is now meeting with previous funders to explore opportunities for its next operational year.

6) Identified Local Needs – Future Possibilities

There remains a need to compliment the work undertaken by Christians against Poverty with a broader advice provision within Chard.

Chard has a waiting list for allotments. With an increased focus on home grown and locally sourced food there is potential for a small project that links those on a waiting list to those that are no longer able to maintain their own gardens.

The search to extend the health – related use of the Boden Centre is on-going. Shine has been involved in seeking grant funding for an existing group and in promoting the centre to new users.

7) Future events

- 1) Cycle Race of Britain - Chard – Monday 8 September
- 2) Chard Health Walks – 10am Wednesday mornings
- 3) Pensioners Forum event in Chard - Friday 26 September

Tony Hampson
Project Manager
Shine (Somerset) Ltd

5/9/08