
Select Committee on Health and Adult Social Care 27th January 2011

Report of the Director of Public Health/Director of the Urban Environment

Update on Dudley's Healthy Town Programme

Purpose of Report

1. To update the Select Committee on Health and Adult Social Care of progress made with the implementation of the Borough's 'Healthy' Town programme..

Background

2. The Healthy Towns Programme was funded from the Community Challenge Fund, which is jointly funded by the Department of Health (DoH) and the Department for Children and Family Services (DCFS). The total fund was £30 million.
3. The funding for the Dudley programme is £4.5 million over 3 years which will come into the Primary Care Trust (PCT) and be transferred to the Local Authority (LA) via a series of section 256 agreements.
4. Dudley's programme focuses on three main areas.
 - The development of family healthy hubs, based in parks and open spaces.
 - The development of active green corridors.
 - Service reform.
5. The programme items to be funded from these external sources are but one part of Dudley's strategic approach to tackling the high levels of obesity in the borough. The bid was commended for its 'strategic fit'.
6. There is a hub in each of the five Area Committee areas, providing physical facilities such as toilets, buildings, outdoor gym equipment, as well as activity programmes, staff and community events.
7. The active corridors will provide improved access and increased walking and cycling opportunities. This will be delivered via the development and implementation of cycle paths, footpaths, signage and cycle storage.
8. In the context of service reform the aspiration is that the influence of the healthy towns programme will impact and register with all public sector agencies not just those with a health remit. Examples could be anything from support from managers for workplace health initiatives, performance indicators and targets within policies and strategies promoting physical activity and healthy eating,

through to impact on policing methods and how schools delivery physical education.

9. There will be an extensive promotion of health messages to assist people in taking action to improve their own health (in line with the forthcoming national Change 4 Life programme). Dudley's programme is designed to have an impact on child and family health, reduce inequalities, reduce air pollution, impact on anti-social behaviour, and increase social and community cohesion.

Hub Site Developments

10. All of the hub site buildings have been completed and handed over for occupation.
11. Programmes of use for the buildings have been and will continue to be developed in partnership with other Council services, partner organisations, community groups and interested parties. Examples of sessions/groups already booked in include 'Get Cooking', led walks, gym sessions and specific after school groups.
12. Attached at Appendix A is a schedule of the other Hub developments detailed on a site by site basis.
13. Members will recall that another key element of the Healthy Towns project is the provision of 'Active Travel Corridors' to and from the hub sites to promote walking/cycling etc.,. Attached at Appendix B is a summary of the latest provisional programme for these developments.

Programme Developments - Recreational Activities

14. Extensive stakeholder engagement has taken place to identify the type and range of activities that people would like to see taking place at the hub sites.
15. Whilst there were site specific requests, most sites identified sports such as football, tennis, bowls, hockey alongside exercise activities such as dance, walk fit and cycling as activities that should be provided using the hub sites outdoor facilities whilst the hub buildings should provide activities such as yoga and cookery as well as opportunities for youth sessions, toddler groups and older persons activities.
16. Over the Summer holiday period all Healthy Hub Sites featured in the Summer 2010 'Activezone' programme and the 'Just Enjoy' Play Week.
17. Similarly, a full programme of October Half Term activities was programmed. This was additional to the Family Fit 4Life Clubs that are also being promoted at the hub sites.
18. Whilst the routine hub activities programme is still very much in the initial planning stage, the basis of them will include elements of the following:-
 - After Schools Clubs
 - Family Fitness Clubs
 - Lads 'n' Dads Football

- Aerobics
- Cheerleading
- Greenfit
- Healthy Walks
- Nordic Walking
- Gym Circuits

19. The Outdoor Gyms have already proved to be a huge success with park users with a two week induction programme having been held for all users to receive instruction on how to use the equipment. These sessions will be repeated on a frequent basis now that the Park Rangers are in post.

Evaluation

20. The programme is independently evaluated by Worcester University. Interim report on baseline surveys highlights concerns around personal safety and anti social behaviour as barriers. The baseline also looked at activity levels, diets, modes of transport, and satisfaction with the facilities. A follow up will be delivered in May to July 2011, with a final report due August /September 2011.

Finance

20.. The funding for the Dudley programme is £4.5 million from the Department of Health over 3 years which will come into the PCT and be transferred to the Local Authority via a series of section 256 agreements. In addition, £200,000 has also been allocated from the Council's Local Transport Plan funding received from the Department for Transport to part fund the costs of delivering the active travel corridors.

Law

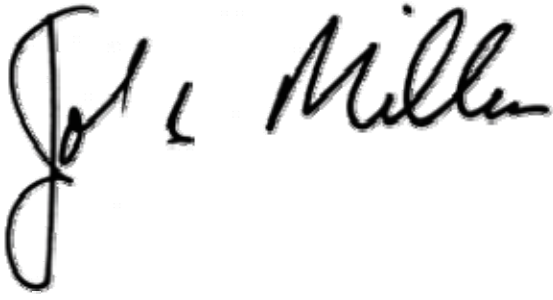
21. Part 1 of the Local Government Act 2000 empowers the Council to take action to implement measures it considers likely to achieve the promotion or improvement of the economic, social and environmental well-being of the Borough.

Equality Impact

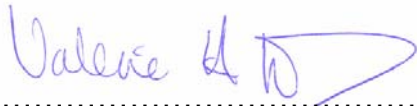
22. The programme is borough wide, inclusive and accessible to all in line with the principles of Dudley's inequalities strategy.

Recommendation

23. The Select Committee on Health and Adult Social Care notes the progress with the implementation of the Healthy Towns programme and comments accordingly.



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Director of the Urban Environment



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Director of Public Health

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List of Background Papers

APPENDIX A

Mary Stevens Park:

Scope of works: Resurfacing play area and path works, including DDA compliant paths, signage.

Work to be split into 2 contracts: 1. play area and 2. path works.

Play area contract – work due to start either week commencing 04.10.10 or week commencing 11.10.10 to run for 4 – 5 weeks . Path works is in detail design stage. Current anticipated completion for works end of December 2010.

Silver Jubilee Park:

Scope of works: lighting to MUGA, path works including compliant DDA paths, resurfacing to play area, tennis court refurbishment, signage.

Negotiations with contractor in progress. Current anticipated completion for works end of December 2010.

Netherton Park:

Scope of works: All path works, including path to hub building.

Work complete except for surfacing to front of building, cycle stands and bollards – to be installed following installation of bow top fencing by Corporate Property.

Remaining works – mainly signage, in detail design state. Current anticipated completion for works early January 2011.

Huntingtree Park:

Scope of works: MUGA lighting, play area refurbishment, tennis court refurbishment, path work including compliant DDA paths, signage.

Negotiation with contractor in progress. Current anticipated completion for works end of January 2011.

The Dell:

Scope of works: Play Area refurbishment, signage.

Work in detail design stage. Current anticipated completion for works end of December 2010.

APPENDIX B

Silver Jubilee Park

Highway Sections

A4123 Route – design and consultation complete – works programmed to commence on site 4.10.10 – programmed completion 6 – 8 weeks.

Coseley Station and Centre Route – design complete – no further consultation required – awaiting commencement date – but will be completed before 31.3.2011.

Sedgley Route – design complete – no further consultation required – awaiting commencement date – but will be completed before 31.3.2011.

Mary Stevens Park

Highway Sections

Stourbridge Junction/Oldswinford centre route – works substantially complete

Norton Road link – design complete – consultation/design review in progress – awaiting commencement date – but will be completed before 31.3.2011.

Stourbridge Town Centre link / Sustrans route – design complete – awaiting scheme estimate and commencement date – but will be completed before 31.3.2011.

Off Road Sections

Swinford Common – initial design complete – Design review in progress following initial consultation.

Netherton Park

Highway Sections

St Peters Road link – works substantially complete

Northfield Road link – works substantially complete

Narrowboat Way – design complete – awaiting scheme estimate and commencement date – but will be completed before 31.3.2011.

Highbridge Road link – design complete – awaiting commencement date – but will be completed before 31.3.2011.

Off Road Sections

Bumble Hole and Northfield Road links – design complete – commencement programmed 15.11.2010 – completion anticipated February 2011.

APPENDIX B Cont'd

Dudley No.2 canal access improvements – currently engaged with Groundworks, Dudley Canal Trust and British Waterways in preparation of necessary legal/partnership agreements. Start on site anticipated before Christmas 2010. Final completion dependent upon Lottery Grant programme although anticipated completion end of March 2011.

The Dell/Fens Pool

Highway Sections

All routes – design complete – awaiting scheme estimate and commencement date – anticipated completion before end May 2011.

Off Road Sections

Fens Pool and Bucpool Nature Reserve links – design complete – work programmed to commence mid-October – estimated completion January 2011.

Huntingtree Park

Highway Sections

All routes – design in progress – anticipated completion before end May 2011.