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CITY COUNCIL



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COMMUNITY OVERVIEW AND SCRUTINY PANEL

Panel Report

Public

Date of Meeting: 12th January 2012

Title: Carlisle Healthy Cities Week

Report of: The Assistant Director Community Engagement

Report reference: CD 07/12

Summary: This report provides an overview of responses of Carlisle's Healthy City Week (17 to 23 October 2011) and suggests similar activity in 2012.

In addition to a programme breakdown given in Appendix 1, supplementary information and a presentation will be provided to accompany discussion at Panel

Questions for / input required from Scrutiny:

Members are asked to comment on Healthy City Week 2011 and consider the following questions:

1. How far did the 2011 meet its Aim and Objectives?
2. How can any achievements be imbedded in the policy development and operational delivery of partners?
3. Should a Healthy City week be delivered in 2012? and if so -
 - a. Should the content and focus in 2012 be different? - focusing in on priorities that are a particular issue in Carlisle such as Workplace Health and Alcohol?
 - b. Could partner involvement be great with, for example, better use of sponsorship
 - c. Was the timing of the week (October) appropriate?

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Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers: None

1. Introduction - Carlisle Healthy City Week Oct 2011

- The week was based on the core themes of phase 5 Healthy City, the Carlisle Health Improvement Profile issues and local priorities.
- Based on a partnership approach the key drivers were Carlisle City Council and Cumbria PCT. Examples of other partners included; Barnardos, Carlisle Leisure Limited, Schools, Age UK, and Tullie House Museum.
- The week was split into **Core** (primary focus on conferences and workshops to meet the objectives) and **Supplementary Activities** (to involve the public and allow them to get involved with the week) – see Appendix 1.
- The week ran 17th – 23rd October 2011, the week before half term, for a number of reasons:
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 - 1. Elements included working with schools, so it needed to be within term time,
 - 2. This allowed promotion of holiday scheme activities the following week.
 - 3. Changes in weather – provided an opportunity to highlight that individuals and groups can still be active at all times of year, regardless of the weather and additionally promote cycle safety – ensuring that individuals are aware of the importance of being visible during the darker nights.
 - 4. The week fitted into a calendar of activities locally.

2. Aim and Objectives

From its inception a clear aim and a number of objectives were identified for Healthy Cities Week. These were as follows:

Aim

“...to develop Carlisle as a Healthy City and improve the health and wellbeing of the people within our district.”

Objectives:

- Raise Awareness (*increasing health literacy and awareness of Healthy City and health improvement work across the district*)
- Broaden Multidisciplinary Engagement (*strengthening key partnerships and developing new work programmes together*)
- Promote Involvement (*promoting existing services and facilities to the public and increasing take-up*)
- Promote Best Practice (*celebrating ongoing achievements, building capacity, and stimulating new ideas*)

3. Figures and Facts (snapshots)

- Over 2900 people directly participated. This does not include those who have read or viewed press articles or coverage, or viewed the “*Never to old too....*” photography display and information.
- The week included a variety of key speakers both locally and nationally including:
 - Director of Public Health (Professor John Ashton),
 - Lead Commissioning GP Carlisle and deputy Chair, NHS Cumbria Clinical Commissioning Group (Dr Peter Weaving),
 - Public Health Programme Manager at the Glasgow Centre for population Health and Glasgow Healthy City Coordinator (Dr Russell Jones)
 - Project Manager, Adult and Cultural Services, Newcastle City Council (Karen Inglis).
- There were over 1400 webpage views over the month leading up to, and including, Healthy City Week. Most were in the lead up to the week, between the 10th-17th October.
- 322 Children and Young people produced, took part in or watched the Healthy Living Theatre production - putting key messages across to a different audience. This also linked into their school education assessment criteria and allowed the older students to generate a portfolio and final performance for assessment approval.
- Primary school children in a year 3 class wrote letters following the performance thanking the older pupils for their performance;

“I will start eating more fruit and veg and try to stop eating as many sweets, salty and fatty foods”,

“Thank you for coming and telling us how to get fit and healthy...I enjoyed it, it was really fun”.

This feedback highlighted the key messages were captured by the children.

- Feedback sheets were provided at Core events – all scores and feedback was very positive and encouraging “...very useful event...”, “...well thought out and presented”, “*I made brilliant links to use with the young people I work with. Very useful*” and “*Thank you, certainly learned a few points to take away and think about in future decisions.*”

- Approximately 1500 people were active in Carlisle Leisure facilities during Healthy City week, with 191 new participants trying sessions during the week.

4 Next steps

Consideration is being given to running a similar programme in 2012. Issues emerging in this regard include the following:

1. How far did the 2011 meet its Aim and Objectives?
2. How can any achievements be imbedded in the policy development and operational delivery of all partners?
3. Should the content and focus in 2012 be different? - focusing in on priorities that are a particular issue in Carlisle such as Workplace Health and Alcohol?
4. Could partner involvement be great with, for example, better use of sponsorship
5. Was the timing of the week (October) appropriate?

Impact assessments

Does the change have an impact on the following?

Equality Impact Screening	Impact Yes/No?	Is the impact positive or negative?
Does the policy/service impact on the following?		
Age	n/a	
Disability	n/a	
Race	n/a	
Gender/ Transgender	n/a	
Sexual Orientation	n/a	
Religion or belief	n/a	
Human Rights	n/a	
Health inequalities	n/a	
Rurality	n/a	

If you consider there is either no impact or no negative impact, please give reasons:

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If an equality Impact is necessary, please contact the P&P team.

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UK Healthy Cities
N E T W O R K

Carlisle

Healthy City Week

17th – 23rd October 2011

Appendix 1



Cumbria

Carlisle Healthy City Week

Carlisle became a World Health Organisation Healthy City in 2009, since then partners across the district have worked ever more closely together and gained greatly from the Healthy City approach and network. We've continued to make real progress on our Healthy City aims and have initiated a range of new projects which have made a real difference to local people and been recognised across the Healthy City Network.

To celebrate our achievements, and help us plan the next steps in our Healthy City journey, we are holding Carlisle's first "Healthy City Week" between 17th and 23rd October. The aim of the week is a relatively simple one..... ***to develop Carlisle as a Healthy City and improve the health and wellbeing of the people within our district.***

However, the scope and content of our programme is varied and diverse. During the week a series of events, conferences and activities will showcase the health initiatives already underway in Carlisle and help us shape key policy and plan for the future. Ultimately though all the events share some common objectives:

- **Raising Awareness** (*increasing health literacy and awareness of Healthy City and health improvement work across the district*)
- **Broadening Multidisciplinary Engagement** (*strengthening key partnerships and developing new work programmes together*)
- **Promoting Involvement** (*promoting existing services and facilities to the public and increasing take-up*)
- **Promoting Best Practice** (*celebrating ongoing achievements, building capacity, and stimulating new ideas*)

We're looking to reach out to partners locally and across the Healthy City Network to maximise participation and support for our Healthy City week and share the learning from it. If you'd like to get involved, attend any events or simply hear more about the week please don't hesitate to contact any of the named key officers. The programme here gives an overview of the week – but more detail on every activity is available – please ask us!

"Your Health, Your City"

Carlisle Healthy City Week – Programme of Events

Carlisle's Healthy City week is centred round a series of core activities held each day from Monday to Friday.

MONDAY 17 th	TUESDAY 18 th	WEDNESDAY 19 th	THURSDAY 20 th	FRIDAY 21 st
<p>“Understanding Get Into Reading” Workshop (10.30-12.30)</p> <p>"What is it? How does it work, and what are the benefits? This session will explore these questions and provide an opportunity to experience a session first hand. No experience necessary and no expectations to read."</p>	<p>Green space Activity</p> <p>A range of activities have been organised to increase awareness of Green Spaces. See below for details.</p> <p>Skin Cancer Aware – 11.30-3</p> <p>Meet the Environmental Health Team in the City Centre to learn about tanning safely, including how to use sun beds safely.</p>	<p>“Growing a Healthy Carlisle” Seminar (13.00-15.30)</p> <p><i>Aimed at increasing awareness and engagement in Carlisle’s Healthy City agenda and improving collaboration between partners. Keynote Speakers from the PCT, GP consortia and council.</i></p>	<p>“Preventing young people smoking: what can your community do?” Workshop (13.30-16.00)</p> <p>Considers prevalence of young smokers, illicit tobacco, and how the community can advance this work to prevent smoking.</p>	<p>“Healthy Urban Planning” Conference (09.00 – 16.00)</p> <p><i>Conference focussed on best practice in Healthy Urban Design, what we can do in Carlisle and what we can learn from other leading areas / authorities – with local and guest speakers.</i></p>
<p>Who should attend? (Probation, Primary Care, Housing Associations, Youth Work, Mental Health, Hostels, Children’s Centres, Care Groups).</p>	<p>Who should attend? Public Event(s) – Open to All</p>	<p>Who should attend? GPs, Council Members, PCT Staff / Commissioners, Decision Makers and Health Professionals.</p>	<p>Who should attend? Youth workers, Police Officers, PCSO’s, Development and Engagement Officers, Children’s Centre, Neighbourhood Workers.</p>	<p>Who should attend? Planners (city and county), LSP Members, Council Members, NHS / PCT staff, Developers.</p>
<p>Venue: <i>Carlisle City Council Committee Rooms</i></p>	<p>Across Carlisle</p>	<p>Venue: <i>Carlisle City Council Committee Rooms</i></p>	<p>Venue: <i>Carlisle City Council Committee Rooms</i></p>	<p>Venue: <i>Carlisle City Council Committee Rooms</i></p>
<p>Key Contact?</p> <p>Emma Dixon, Carlisle City Council, 01228 817370 emmad@carlisle.gov.uk</p>	<p>Key Contact?</p> <p>Emma Dixon, Carlisle City Council, 01228 817370 emmad@carlisle.gov.uk</p>	<p>Key Contact?</p> <p>Gavin Capstick, Carlisle City Council, 01228 817030 gavincap@carlisle.gov.uk</p>	<p>Key Contact?</p> <p>Emma Dixon, Carlisle City Council, 01228 817370 alisonbe@carlisle.gov.uk</p>	<p>Key Contact?</p> <p>Gavin Capstick, Carlisle City Council, 01228 817030 gavincap@carlisle.gov.uk</p>

Carlisle Healthy City Week – Programme of Events

Carlisle's Healthy City week's core programme is supported by an extensive range of supplementary activities.

Date	Target audience	Event	Venue	Event description
All week	Closed programme	Healthy Living Theatre shows	Various primary schools within the Morton cluster	Children produce a piece of theatre around healthy living which is performed to peers and cluster primary schools.
All Week	Open to all	“Never too old to ...” Exhibition	The Lanes Carlisle.	“Never too old to...” Exhibition of art, photography and poetry produced by participants in the “Never to old ...” project
All week	Open to all	Free track use 9.00- 16.00	Sheepmount Athletic Track	Fancy some walking or running training? Come along and get free use of the athletic track.
All week	Ladies only	Free gym pass and fitness assessment at Curves	Curves Gym, Corporation Road, Carlisle	Please contact Curves on 01228 599 522 and quote ‘Healthy City’ to book your free pass and assessment.
Monday – Friday	Open to all	£1 exercise to music classes	The Sands Centre	Circuits, spinning, zumba, pilates, bum & tums etc. Only £1 per class. List of activities at www.thesandscentre.co.uk
Monday – Friday	Open to all	Free personal training sessions	The Sands Centre	One to one supervised fitness training session in The Sands Centre new fully equipped Gym. Open to non members, book appointments at reception.
Monday – Friday	Open to all	Swim sessions for the general public 16.30-19.00	Trinity Pools	The ASA voucher you need for your free swim is available from the ASA web site and through blue tooth mobile. Phone vouchers in selected places within the city.

Date	Target Audience	Event	Venue	Event description
Monday – Friday	16-21 years old	Free Gym access @ Youth Zone 15.30 – 18.00	Carlisle Youth Zone	Free Gym access during the week to all members 16-21. If not a member and over 16 you can sign up for the week on a free pass, subject to an induction.
Tuesday – Saturday	Open to all	Free Gym Inductions Tues & Wed: 16.00-22.00 Thursday: 16.00-18.00 Friday: 16.00-21.00 Saturday: 11.00-15.00	Morton Leisure centre	Instructions on use of weight training/resistance equipment at Morton School gym.
Monday	Open to all	Family golf 8.00-15.00	Stony Holme and The Swifts	A round of golf where an immediate family member goes free – wife, husband, parent, child, brother or sister. Please book in advance Stony Holme 01228 625511 or The Swifts 01228 625530. Please quote “Healthy City Week” when booking.
Monday	Open to all	£1 Water Aerobics 10.00	Carlisle Pools	Water based aerobics/resistance class. Excellent for toning and aerobic fitness.
Monday	Open to all	Park Walk 14.30- 15.30	Chances Park, Morton Community Centre	Take some gentle exercise, meet new people and enjoy the park on this short guided walk. Meet at Morton Community Centre, where refreshments will be available afterwards.
Monday	Open to all	Tai Chi 15.30 – 16.30	Chances Park / Morton Community Centre	Come and join in a free Tai Chi session at Chances Park / Morton Community Centre – simply drop in! Suitable for beginners. Sessions held indoors during bad weather.

Date	Target Audience	Event	Venue	Event description
Monday	Open to all	Fit to Grow in Currock Tour of allotments at 17.00 Cookery demonstration / free tasting at 18.00 – 19.00	Currock Allotments, Carlisle	Fit to Grow in Currock Allotment site tour 17.00 @ Currock. Meet at the corner of Holmes Avenue and Mount Pleasant Road. Take a tour of the Fit to Grow Allotments. Find out how the site has been transformed from a jungle to productive vegetable plots. Grow IT, Cook It, Eat it, Cookery Demonstration with John Crouch. 18.00-19.00 @ Hammonds Pond Cafe, Upperby. Join local celebrity chef John Crouch at the Hammond's Pond Cafe for a cookery demonstration of healthy dishes using lots of vegetables. You will get to taste everything.
Tuesday	Open to all	Fun golf lessons 09.00-12,00	Stony Holme & The Swifts	Free relaxed golf lessons. Please book in advance Stoney Holme 01228 625511 or The Swifts 01228 625530
Tuesday	Open to all	Tuesday Trundle (Guided Walk) 10.00	Hesket Newmarket	Guided Recreational Walk OS: NY 340 385 Rating 3 – Approximately 4 miles – Estimated duration 2.25 – 2.75 hours. Meet: In car park in village near brewery. Good grippy footwear please.
Tuesday	Open to all	Racquet ball taster. 10.00-16.00	The Sands Centre	A fun introduction to racquet ball.
Tuesday	Closed programme	“Reminiscent” workshop with Tullie House. 10.15am.	Burnside court	Objects from Tullie House Museum are being taken into the care home to encourage reflection and positive wellbeing.

Date	Target Audience	Event	Venue	Event description
Tuesday	Parents & tots	Parents & tots swim session 11.00-11.30	Morton Leisure Centre	Free fun swim for parents and tots.
Tuesday	Open to all	Outdoor gym session 11.00-12.00	Acredale Road Play Area (off B5307)	Try the green gym equipment under the guidance of a qualified instructor. There is free access to the outdoor gym equipment – so come along and have a go. The session is designed for all-comers: all abilities, young and old, parents and toddlers etc
Tuesday	Open to all	Skin Cancer Awareness 11.30 – 15.00	Carlisle City Centre	Meet member of the Environmental Health Team in the City Centre to learn about tanning safely, including how to use sun beds safely.
Tuesday	13-19 year olds	Chill out 16.30 – 17.30	Purple Lotus	Drop-in relaxation sessions. Find out about the variety of activities Chillout offers, (which includes dance, aerial Yoga, Zumba) and take part in a free Yoga session this week.
Tuesday	11-17 year olds	SAFE CLUB 18.30-20.30	St Augustine's Church, Belah (opposite Morrison's)	For those who enjoy physical activity and sport, come along to this free drop in session. City safe – staying and feeling safe, healthy living and activities for young people. This week will focus on how to keep cycle safe during the winter months.
Wednesday	Closed programme	Young People's Health Manifesto launch	Carlisle Youth Zone	Youth Shadow board to launch Health Manifesto for the Carlisle Youth Zone. Contact Niall McNulty for details Niall.mcnulty@carlisle-youthzone.org 01228 516280
Wednesday	Open to all	Golf Competition 10.00 Start	Stony Holme and The Swifts	9-10 holes family orientated round of golf. Please book in advance Stony Holme 01228 625511 or The Swifts 01228 625530
Wednesday	Parents & tots	Parents & tots swim session 12.30-13.00	Morton Leisure Centre	Free fun swim for parents and tots

Date	Target Audience	Event	Venue	Event description
Wednesday	Closed programme	HALO Football Project 14.00 -15.00	Sheepmount, Carlisle United	Football session for homeless men, to improve their physical and mental health and wellbeing.
Wednesday	Open to all	£1 Water Aerobics 19.45	Carlisle Pools	Water based aerobics/resistance class. Excellent for toning and aerobic fitness.
Wednesday	11-17 year olds	SAFE CLUB 20.00-21.00	Richard Rose Academy, Morton	For those who enjoy physical activity and sport, come along to this free drop in session. City safe – staying and feeling safe, healthy living and activities for young people. This week will focus on how to keep cycle safe during the winter months.
Thursday	Open to all	£1 Water Aerobics 10.00	Carlisle Pools	Water based aerobics/resistance class. Excellent for toning and aerobic fitness
Thursday	Open to all	Golf skills challenge 12 noon	The Swifts	Putting nearest pin and longest drive. Please book in advance Stony Holme 01228 625511 or The Swifts 01228 625530
Thursday	Open to all	Zumba Session 12noon-13.00	Carlisle City Centre with Curves	People of all shapes, sizes and ages can try this exhilarating, easy-to-follow, Latin-inspired, calorie-burning dance fitness craze. Open to all and suitable for all fitness levels. Please wear comfortable clothing and trainers.
Thursday	Closed programme	HALO Community drop-in 12.00-15.00	Salvation Army, St Nicholas Gate	Community drop-in for rough sleepers, homeless and vulnerable people. People receive a free healthy hot meal, support & advice on homelessness, housing, debt, substance misuse.

Date	Target Audience	Event	Venue	Event description
Thursday	Open to all	Nutrition workshop 14.00-15.00	The Sands Centre	Talk on "What constitutes a Healthy Diet and why?" During the session everyone will have the opportunity to make one change to enhance their diet. This talk is aimed at anyone interested in food & health.
Thursday	Parents & tots	Parents & tots swim session 14.15-14.45	Morton Leisure Centre	Free fun swim for parents and tots
Thursday	Open to all	Guided walk 15.00	Sheepmount, Rickerby Park	Fitness walk through Rickerby Park at a leisurely pace with the Sheepmount staff.
Thursday	Families	Free family swim 17.00-18.00	Morton Leisure Centre	Swimming session for all the family. Floats available.
Thursday	Junior club 8-12 year olds	Health Marketplace 18.30-20.30	Carlisle Youth Zone	Healthy City Marketplace (stalls, information and ad hoc workshops on healthy lifestyle choices) Linking specifically to Change 4 Life. For the junior club.
Thursday	11-19 years old	Youth Club / SAFE CLUB 18.30-21.00	Harraby Community Centre	Free drop in session. City safe – staying and feeling safe, healthy living and activities for young people. This week will focus on how to keep cycle safe during the winter months.

Date	Target Audience	Event	Venue	Event description
Friday	Senior club 13-21 year olds	Healthy Marketplace 18.30-22.00	Carlisle Youth Zone	Healthy City Marketplace (stalls, information and ad hoc workshops on healthy lifestyle choices) Linking specifically to Change 4 Life. For the senior club.
Friday	Open to all	Half priced rounds of golf 8.00-15.00	Stony Holme and The Swifts	An opportunity to play golf for half price, only £7.50! Please book your half-price round of golf in advance. Stoney Holme 01228 625511 or The Swifts 01228 625530
Friday	Open to all	Zumba Session 13.00-14.00	Carlisle City Centre with Curves	People of all shapes, sizes and ages can try this exhilarating, easy-to-follow, Latin-inspired, calorie-burning dance fitness craze. Open to all and suitable for all fitness levels. Please wear comfortable clothing and trainers.
Friday	11-17 years old	SAFE CLUB 19.00 – 21.30	Trinity Leisure centre	If you are between 11-17 years old and enjoy physical activity and sport, come along to this free drop in event. Take part in swimming, basketball, football or use the gym. During this week safe clubs will have information on how to keep cycle safe during the winter months.

Date	Target Audience	Event	Venue	Event description
Saturday	Families	Family learning; Natural Science in the North West 13.00 and 14.00	Tullie House	Participate in the Curiosities Festival 2011. This year's theme is "Celebrating Trees", part of International Year of Forests. Join Jana Mulholland of MyChoga for Children's yoga and storytelling sessions on a woodland theme.
Saturday	11-17 years old	SAFE CLUB 19.00-21.00	William Howard School, Brompton	For those who enjoy physical activity and sport, come along to this free drop in session. City safe – staying and feeling safe, healthy living and activities for young people. This week will focus on how to keep cycle safe during the winter months.
Saturday	Senior club 15-21 year olds	Senior Club – Night out In the Youth Zone 18.30-22.00	Youth Zone	Senior Club – smoothie bar, juice bar – create your own smoothie / fruit cocktail. Info on alcohol.
Saturday	8-25 year olds	Inclusion club	Carlisle Youth Zone	Mini Olympics, inc. accessible sports provision. Contact Niall McNulty Niall.mcNulty@carlisle-youthzone.org 01228 516280
Sunday	Open to all	Free track use 9.00-16.00	Sheepmount Athletic Track	Get free use of the athletics track for walk/running training.
Sunday	Families	Family Learning – Celebra-tree 13.00 – 16.00	Tullie House	Be among the first to visit our brand new In Search of Nature exhibition and create a forest picture. Activities are free, but normal admission charges apply to the galleries.