
TITLE: HEALTH AND WELLBEING EVENT

Committee: Regulatory and Support Services Committee

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[R15]

1.0 ISSUE

1.1 To inform members of the proposed Health and Wellbeing event to be held in Ely and request financial support to deliver the event.

2.0 RECOMMENDATION(S)

2.1 Members agree to commit £2000 funding from the £10,000 allocated within Environmental Services Budget towards a Health and Wellbeing event.

3.0 BACKGROUND/OPTIONS

3.1 It was recognised in East Cambridgeshire Health and Wellbeing Strategy 2015-2018 that good health and wellbeing is fundamental to enable us to live an active and fulfilled life and play a role in our communities. We believe that everyone has an equal right to good health and wellbeing and it is our vision to provide support and opportunities to enable this to happen.

3.2 One of the actions within the plan attached to the Strategy was to review and further develop a health Action Plan through East Cambridgeshire Local Health and Wellbeing Partnership.

3.3 It was agreed at a workshop held by East Cambridgeshire Health and Wellbeing Partnership in January 2016 that an event should be organised in the district to highlight and bring together things which can contribute to a healthy lifestyle. The event should provide residents and visitors to the district information about:

- Healthy diet
- Healthy lifestyle choices
- Exercise
- Relaxation

3.4 The event will reflect and support the four key objectives within the Draft Cambridgeshire Healthy weight strategy 2016-2019 which are;

- Create an environment which promotes and supports a healthy weight
- Encourage healthy lifestyle behaviours for nutrition and physical activity

- Ensure everyone is supported throughout their life to maintain healthy weight
 - Engage and enable individuals and communities to take responsibility for their health
- 3.5 Evidence shows that long term conditions such as diabetes and heart disease and some cancers are associated with unhealthy lifestyles. These conditions are placing an unsustainable demand on health care systems. By making changes to lifestyle such as taking regular physical activity helps maintain a healthy weight can improve health outcomes.
- 3.6 The East Cambridgeshire Local Health and Wellbeing Partnership has recognised that many services would benefit from a more coordinated and joined up approach. This event aims to bring a range of partners together and raise the profile of the services available for residents of East Cambridgeshire that will contribute to healthier lifestyles.
- 3.7 A steering group met to plan the event and a business case has been developed appendix 1, the estimated cost of the event is £4,000. Cambridgeshire County Council Public Health has committed £1000 and other members of the partnership have agreed to help organise the event. It is hoped that the Partnership will be able to obtain sponsorship funding to help towards the cost of the event.
- 3.8 Members are being requested to allocate £2000 out of the budget available within Environmental Services for Health and wellbeing Partnership projects

4.0 ARGUMENTS/CONCLUSIONS

- 4.1 The health of people in East Cambridgeshire is generally good, compared with the England average. However it is essential to consider our ageing population and the need to keep them active along with encouraging children to eat healthily and understand the importance of exercise. It is hoped that by holding an event residents and visitors will be provided with information on healthy lifestyles, what is available on their doorsteps, how they can improve their health outcomes by making little changes and where they can get support to do so, we can keep it that way.
- 4.2 The event will supports both the Priorities within the Cambridgeshire Health and Wellbeing Strategy 2012-17 and East Cambridgeshire's local Health and wellbeing strategy 2015 -18.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

- 5.1 The estimated cost of holding this event is £4,000, Cambridgeshire County Council Public Health have committed £1000 towards the event. Sponsorship is being sought from larger retail outlets within Ely.

5.2 Members are being requested to agree £2000 out of the allocated budget of £10,000 towards the event

5.3 Equality Impact Assessment (INRA) not required

6.0 APPENDICES

6.1 Business case for event. Appendix 1

Background Documents

Location

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