

Introduction to Active Thanet Framework

Thanet Health & Wellbeing Board

Thursday 8th November 2018

Report Author

Penny Button – Head of Safer Neighbourhoods

Portfolio Holder

Cllr Game, Cabinet Member for Housing and Safer Neighbourhoods

Status

For information

Classification:

Unrestricted

Key Decision

No

Ward:

All wards (District wide)

Executive Summary:

An introduction and overview to members of the Thanet Health and Wellbeing Board of the newly formed Active Thanet service which has now been adopted by Cabinet and replaced the former Sports Development function at Thanet District Council.

The report will provide an overview about Active Thanet and the service priorities for 2018-2022.

Recommendation(s):

N/A – For information

CORPORATE PRIORITIES (tick those relevant)✓	
A clean and welcoming Environment	
Promoting inward investment and job creation	
Supporting neighbourhoods	✓

CORPORATE VALUES (tick those relevant)✓	
Delivering value for money	
Supporting the Workforce	
Promoting open communications	✓

1.0 Introduction and Background

- 1.1 Our vision for Thanet residents is that everyone, regardless of their age, background, ethnic minority or level of ability feels able to engage and adopt a more active and healthier lifestyle.
- 1.2 With the modern world changing and technology playing a key role in day to day activities, we need to be working with our local, regional and national partners and voluntary groups to inspire and motivate communities to be more active, more often and promote and deliver initiatives that can make a substantial difference to the health and wellbeing of our district.

- 1.3 Physical activity is crucial to our health, both mental and physical. The benefits of physical activity have been acknowledged for many years but the pressures of modern living, advances in technology and e-communications and change in eating and drinking habits throughout the years has led to a district that is becoming more inactive and contributing to much wider health inequalities.
- 1.4 The new Active Thanet framework will focus on addressing many of the challenges that face our communities. With many of us working longer hours, dealing with financial pressures and unemployment, this new framework will respond to those issues that often lead to much wider strains for both the NHS and other agencies.
- 1.5 The framework will implement the context and priorities for the next 4 years. This new framework will be one of collaboration and utilise the huge benefits that partnership working can have to build a culture for Thanet that builds physical activity into their everyday lives.
- 1.6 Over the next 4 years the Active Thanet Framework will focus on the following priorities. By 2022 we want to see more residents across Thanet enjoying the benefits associated with a more active and healthier lifestyle. We are committed to work with our local, regional and national partners to achieve these goals. Over the new 4 years 'cycle of change' we will:
- 1.6.1 **Increase diversionary opportunities:** for young people and hard to reach groups through 'Active participation, training and education.
- 1.6.2 **Increase opportunities to develop Public Health initiatives:** for all ages and target audiences to empower and support communities and reduce health inequalities.
- 1.6.3 **Enhance & implement the 'Active Communities scheme':** to provide support to local community clubs, groups, employers and voluntary sector.
- 1.6.4 **Increase fundraising & commissioning opportunities:** working alongside partners to bring grants to tackle inactivity and wider health inequalities through a collaborative approach.
- 1.6.5 **Increase workforce development & volunteering opportunities:** to support frontline services become more effective.

2.0 The Current Situation

Active Thanet Framework has now been adopted by cabinet and the team are in the process in working with partners to promote and develop new projects for 2019. Projects planned for 2019 include an East Kent Housing 'Health on Wheels' project working in partnership with Your Leisure to consult with local resident to address issues and priorities for local residents.

Contact Officer:	Penny Button, Head of Safer Neighbourhoods, 01843 577425
Reporting to:	Gavin Waite, Director of Operational Services

Annex List

Annex 1	Active Thanet Framework 2018-2022
---------	-----------------------------------