

PUBLIC HEALTH OPPORTUNITIES & CHALLENGES FOR CULTURE & SPORT

LGA CULTURE SPORT & TOURISM BOARD

**CLLR. CHRIS ROBERTS
LEADER
GREENWICH COUNCIL**

JANUARY 2012

BACKGROUND

- HEALTH INEQUALITIES IDENTIFIED AS MAJOR ISSUE DURING 1990s
- GREENWICH HAD HIGHER LEVELS OF CHILDHOOD OBESITY THAN LONDON OR ENGLAND AVERAGE
- BOROUGH CATEGORISED BY FORMER INDUSTRIAL WORKFORCE WITH 'TRADITIONAL' DISEASES
- OBESITY, SMOKING, CANCER, ALCOHOL MAJOR KILLERS
- HIGH LEVEL OF PHYSICAL INACTIVITY

ANALYSIS

- SRB PROGRAMME – HEALTH INEQUALITIES
- MEMBER LED BEST VALUE REVIEW
- CREATION OF AD PUBLIC HEALTH INSIDE COUNCIL
- MAJOR REGENERATION – HEALTHY URBAN PLANNING
- EMPLOYMENT, SKILLS, REGENERATION CRITICAL

IDENTIFICATION OF PARTNERS

- COUNCIL – TO LEAD DEVELOPMENT OF REGENERATION PLANNING
- GLLaB – COUNCIL FUNDED EMPLOYMENT AGENCY
- CHARLTON ATHLETIC – ROLE MODELS
- COOPERATIVE DEVELOPMENT AGENCY – HEALTHY FOOD
- NHS – FOR STATISTICS BUT NOT TO LEAD

OPPORTUNITIES FOR INTERVENTION

- SRB HEALTH INEQUALITIES PROGRAMME
- HOUSING CAPITAL PROGRAMME – TARGETED INVESTMENT
- CHARLTON ATHLETIC – DIET AND FITNESS
- COOP DEVELOPMENT AGENCY – HEALTHY FOOD MARKETS AND COOKING SCHOOLS

NEW PARTNERS TARGETED

- SPORT ENGLAND – SCHOOLS ACTIVE TRIAL IN GREENWICH SCHOOLS
- JAMIE OLIVER – SCHOOL DINNERS IN GREENWICH SCHOOLS
- CHARLTON ATHLETIC – FORMER PLAYERS LEAD SMOKING CESSATION SESSIONS FOR MEN
- MAYOR'S BIKE RIDE
- WALKING BUSES WITH SCHOOLS

SPORT, PHYSICAL ACTIVITY & HEALTH (SPAHE)

- CREATION OF MULTI-AGENCY SPAHE GROUP CHAIRED BY NEW COUNCIL AD FOR PUBLIC HEALTH
- EMBEDDING OF INITIATIVES ACROSS THE BOROUGH
- THE “GET GREENWICH ACTIVE” CAMPAIGN THEN ENCOURAGES PARTICIPATION IN SPORT AND PHYSICAL ACTIVITY
- GREENWICH “ACTIVE TRAVEL” CAMPAIGN FOR WALKING AND CYCLING
- CONTINUAL USE OF ‘ROLE MODEL’ PARTNERS

FURTHER INVESTMENTS AND OUTCOMES

- 2004 GREENWICH CATERING – “FEED BE BETTER” CAMPAIGN
- BEACON COUNCIL AWARD
- 2011 GREENWICH AWARDED THE “FOOD FOR LIFE” AWARD BY THE SOIL ASSOCIATION – NUTRITION AND SUSTAINABILITY
- IDEA AWARDS

INTERVENTIONS

- COMMUNITY GAMES ON TARGETED ESTATES WITH LOWEST LEVELS OF PHYSICAL ACTIVITY AND POOREST HEALTH – 58,000 ATTENDEES
- GP REFERRAL SCHEME – PCT FUNDED SCHEME; 1400 REFERRALS PER YEAR; 65-70 GP PRACTICES INVOLVED INCLUDING HOSPITAL AND MENTAL HEALTH TEAMS
- JOINT FUNDED POSTS WITH NATIONAL GOVERNING BODIES – ATHLETICS 2 YEAR PROGRAMME; SWIMMING – 3 YEAR PROGRAMME; BMX – 2 YEAR PROGRAMME. EACH WORTH APPROX £15K PER ANNUM

OLYMPIC LEGACY INTERVENTIONS

- STARTING BLOCKS – 55 ATHLETES SUPPORTED – 7 TOP AMBASSADORS
- POWERCHAIR FOOTBALL - £40K TO PURCHASE 10 WHEELCHAIRS. GREENWICH PLAYS IN NATIONAL LEAGUE. TRIAL SPORT IN RIO 2016 PARALYMPICS
- POWERCATBOAT AT AHOY CENTRE – LBG CONTRIBUTED TO PURCHASE OF BOAT. TRAINING FOR DISABLED TO SKIPPER AND CREW THE BOAT

OLYMPIC LEGACY CONTINUED

- £6.5M IN BSF AT CROWN WOODS / THOMAS TALLIS (2X REGIONAL SIZE SPORTS HALLS FOR BASKETBALL AND BADMINTON, MARTIAL ARTS DOJO; GYMNASTICS CENTRE
- £4.2M PLAYGROUND TO PODIUM INVESTMENT IN SPORT FACILITIES, PLAYGROUNDS AND PARKS
- LEISURE MANAGEMENT CONTRACT – NEGOTIATED £8.9M INVESTMENT INTO FACILITIES OVER THE 15 YEAR CONTRACT
- LONG LANE FOOTBALL CLUB - £500K INVESTMENT FROM FOOTBALL FOUNDATION/ LBG FOR PITCH IMPROVEMENTS

OLYMPIC LEGACY CONTINUED

- BLACKHEATH RUGBY CLUB - £600K INVESTMENT FROM RFU/FF/LBG FOR ARTIFICIAL PITCH
- SPORTS HUB AT HORNFAIR PARK – BMX TRACK; CHARLTON LIDO; CRICKET WICKET; NEW ADULT AND JUNIOR TENNIS COURTS; NEW RUGBY PITCH AND CHANGING ROOMS
- EQUESTRIAN CENTRE – PARTNERSHIP WITH HADLOW COLLEGE / BRITISH EQUESTRIAN FEDERATION / SPORT ENGLAND

OLYMPIC OUTCOMES

- A GENERATION OF SCHOOL CHILDREN INSPIRED BY THE OLYMPICS
- SPORTING EXCELLENCE AS A SPUR TO WIDER PARTICIPATION
- ONGOING BENEFITS OF THE FACILITIES EQUIPMENT AND INITIATIVES DESCRIBED
- INSPIRATION FROM GAMES TRANSLATED INTO DIET, FITNESS AND HEALTHY LIVING.

LESSONS AND CONCLUSION

- COUNCILS ARE MORE IMPORTANT THAN ANYONE ELSE IN DRIVE FOR HEALTH
- NHS OFTEN TOO FOCUSED ON ILLNESS AND NOT HEALTH
- ENGAGE 'ROLE MODEL' PARTNERS WHO HAVE LEVERAGE WITH TARGET GROUPS AND LET THEM LEAD