

Cherwell District Council
Healthy Weight Initiatives for Health Improvement Board

Cherwell District Council commissions and directly delivers a range of recreation, sports and arts opportunities with prevention of poor health, both physical and mental, in mind. No single initiative is directed at weight management but the recognition that individuals who are engaged in physical or creative participatory activities that improve fitness and mood will have a positive impact on the wellbeing of that individual and may assist them with attaining and maintaining a healthy weight.

Young Peoples Recreation

- Recreation & Sport Activator Initiative – District wide, engaging 8-16 year olds with free physical activity sessions to encourage healthy lifestyles. Sessions are open access and run in recreational spaces, parks and youth club settings promoting community sport and sign posting young people to clubs and health information.
- Activate Banbury initiative – Working in partnership with Sanctuary Housing & Sport England to target physical activity sessions in Brighter Future wards in Cherwell to engage young people who wouldn't normally get involved in sport. 4 Sessions run every week in Ruscote and Neithrop wards over 8 week blocks all year round, making links to local sports clubs for sustainability.
- Brighter Future's Healthy Eating holiday activities – Working in partnership with The Hill Youth & Community Centre a programme has been developed around healthy eating and cooking to give young people and families a fun way to engage in healthy lifestyles. Programmes run in the Easter, Summer and half term holiday periods.
- Health zones incorporated into both the Banbury and Bicester Play day events to promote healthy lifestyles to children, young people and families. The two events attract over 3,000 people to each event so provide a great audience for health professionals and initiatives to access a target audience.
- Cherwell Play Partnership, Banbury Youth Partnership and Bicester Youth Partnership all keep health items on their agenda's to incorporate this into planned programmes and opportunities across the district.
- Play grants awarded to key play organisations across the district to deliver and promote play opportunities and encourage healthy lifestyle sessions throughout the year.

Sports Development

- Sportivate School programme 11 – 18 year olds

The Sportivate School programme focuses on offering a block of 8 sessions to young people aged 11 – 18 year olds in a variety of sports and physical activity. Examples of programmes are Canoeing, Gym, Dance, Boxing, Squash and Tennis. If young people attend 6 times in an 8 week period they receive an incentive of FREE membership at the attached club or leisure centre for sustained

participation in sport and physical activity. The young people are targeted by teachers as pupils that are currently not engaged in sport in school or out of school hours and offered the opportunity to participate in the programmes and as a result engage young people in sport and activity who previously haven't been. The programme has been very successful with over 500 pupils engaged in programmes last year and many continuing into continued participation especially into memberships at Parkwood gyms.

- Sportivate Programme 18 – 25 year olds

The programme again offers a block of 8 sessions to young people aged 18 – 25 year olds in a variety of sports and physical activity. Again if young people attend 6 times they receive a FREE membership at clubs or leisure centre. Targeted interventions have been developed with local supermarkets (Morrison's, Sainsbury's, Tesco) and young people were targeted to participate in specific Gym, Golf, Boxing and Dance projects. These young people were targeted as people who currently do not participate in sport or physical activity. The programme has been successful with over 2000 18 – 25 year olds being part of the programme last year and 450 young people joining clubs and leisure centres as a result of the interventions for sustained participation. As a result of Sportivate programme 16 new clubs and satellite clubs have been developed to accommodate for demand. This has led to an increased provision of sporting opportunities

- Buddy Scheme

The programme with mind targets people with a mental health disability. They were then paired up with a partner (buddy) who is a specialist trained volunteer from Oxfordshire Mind. Participants then access a programme for 12 weeks with a volunteer to help with confidence. After 12 weeks they have then built up the confidence to access the gym on their own. The programme has seen 46 adults take part in the programme at Spiceball and access the incentive of a link card for 50% membership. The feedback has been excellent with many participants saying how the programme has made them more active as before very sedentary along with programmes being tailored around fitness and needs of each individual. As programme was a success at Spiceball going to be rolled out at Gosford and Bicester after Christmas

- Holiday Programme

The holiday programme although not targeted offers 5 – 15 years olds positive sport and physical activity provision in the school holidays. Young people are offered a range of physical activity opportunities and fundamental movement skills to get young people active. Specific sport coaches then deliver sessions in a range of 14 different sports ranging from Archery to Fencing. Young people are then linked into local clubs to offer sustained participation. In 2015 over 3000 young people took part in the programme.

Healthy Lifestyles

- The two projects that we are involved with are the Go Active, Get Healthy and Active Women ; both projects aim to get people into exercise, we only monitor the amount of times people attend each session. Both projects are not specifically designed for weight management although exercise and weight management normally come hand in hand.
- CDC Healthy Lifestyles Officer has also previously worked with the Morelife project to deliver light exercise classes alongside their weight management meetings, the sessions lasted for six weeks one in Banbury at the Mill and the other in Kidlington at the Secondary

school, both had around 6-10, we had positive feedback from some of the participants where they said that the exercises classes helped them on their weight loss journey.

- Future work on healthy workplace initiatives at CDC
Promotion of healthy eating and weight management in the Movember (move it more for November) as well as running exercise sessions. This is part of the national health promotion for prostate cancer in men.

Older people

Cherwell District Council contracts Age UK to run a range of recreational activity across the District for older residents; seated exercise, short mat bowls, boccia, Wii Fit, tea dances and cinema; IT support. Again nothing that is specifically directed at weight management

There are regular meetings to monitor the uptake of sessions and to modify the offer to better suit the needs of the numerous groups engaged in the programme.

Social prescribing pilot – Arts development and Health improvement partners have been piloting a social prescribing programme in Banbury to see how individuals respond to being prescribed social / creative activity to reduce their dependence on their GP surgery.