



Full Council 25 February 2014

CABINET MEMBER REPORT TO FULL COUNCIL

Report by Cllr Sara Mildmay-White Deputy Leader

Portfolio includes:

- Health and Wellbeing
- Sport

1. *Health and Wellbeing*

- 1.1 Officers have been supporting the Police in the roll-out of the Reduce the Strength Campaign which is designed to reduce the number of outlets at which high strength cheap alcohol is on sale. Originally piloted in Ipswich as a response to issues with street drinkers the campaign is being rolled out across Suffolk and was launched in Haverhill and Bury St Edmunds on 3 February 2014.
- 1.2 The campaign is entirely voluntary. It encourages retailers not to stock lager, beer and cider over 6.5% alcohol, the kind of drinks which are cheap to buy in terms of the cost per unit of alcohol. Although originally a response to community safety issues there is a clear benefit to health if, overall, people drink less high strength alcohol.
- 1.3 There is only one reason to drink cheap super strength alcohol and that is to achieve a damaging level of intoxication. This isn't just harmful to the individual, when it is done in a public place, it can be harmful to the wider community. I fully support this campaign and offer my thanks and appreciation to the off licence owners who are discriminating in not stocking these products
- 1.4 To date, 36 off licences in St Edmundsbury have agreed to take part, 17 of which are in Bury St Edmunds, 9 in Haverhill and 10 more in villages in the area. It is hoped more will follow.
- 1.5 In 2013 I met with my Forest Heath counterpart, Councillor Warwick Hirst, and Councillor Joanna Spicer, Chairman of the Suffolk Health and Wellbeing Board, to discuss the district contribution to health and wellbeing. We focussed on those areas of the Suffolk Health and Wellbeing Strategy which the Council could really add value to. I am pleased that two of the issues discussed then have progressed and we are having the opportunity to highlight West Suffolk

activity in the third when the Health and Wellbeing Board meets at West Suffolk House (WSH) on 13 March 2014.

- 1.6 The Reduce the Strength campaign was the first issue. The second was the part which housing plays in health and wellbeing. To focus on this area on 7 February 2014, the Health and Wellbeing Board hosted a workshop with the Suffolk Strategic Housing Partnership to start the dialogue about the need for suitable housing provision to meet the varied needs of our changing population and Councillor Gower was able to attend this event. The final issue we focussed on was physical activity. After the formal Board meeting on 13 March 2014 we are providing an opportunity for Board members to visit the Bury St Edmunds Leisure Centre, see the facilities and then over lunch hear from some of the Abbeycroft Leisure and Anglia Community Leisure role models – people who can tell their own individual stories of using the leisure facilities to help them recover from injury or illness, to lose weight or just to get out, try new things and socialise. We will also highlight the opportunities for exercise provided by our parks and open spaces.

2. Sport

- 2.1 Abbeycroft Leisure has worked with St Edmundsbury Borough Council and Suffolk County Council to bring the inaugural Women's Tour Cycling Race to Bury St Edmunds. The final stage will start in Harwich and finish on Angel Hill on the 11 May 2014. The race will play host to the best riders in the world and is anticipated to draw a large crowd. Abbeycroft Leisure are now working with partners to deliver a fantastic event and ensure that there are opportunities to participate in a variety of cycling based activity.
- 2.2 The Commonwealth Queen's Baton Relay will also be coming to Bury St Edmunds on the 9 June 2014. This is a fantastic achievement for the town, and Suffolk, and the baton will be hosted at West Suffolk Athletics Arena where a schools athletics event will be taking place.
- 2.3 Haverhill Leisure Centre achieved Quest Accreditation (the UK Quality Award for Sports and Leisure) for the third time achieving excellent status. This ranks the leisure centre in the top 5% of centres in the country and is testament to the good work carried out by staff.
- 2.4 The West Suffolk Swim Scheme at Bury St Edmunds Leisure Centre has achieved its highest enrolment to date with 1570 pupils enrolling on the scheme for the last quarter.
- 2.5 Abbeycroft Leisure have entered into a partnership agreement with Amateur Swimming Association to improve staff training, the pool programme and ensure that provision is aligned with national strategy.
- 2.6 Abbeycroft Leisure has worked with Suffolk Sport to launch the Workplace Challenge in St Edmundsbury. The challenge aims to raise awareness of physical to local businesses and encourage employees to engage in more physical activity through the achievement of points for activity and some cases prizes. A large number of organisations have already signed up including St Edmundsbury Borough Council and Abbeycroft Leisure. Workplaces can monitor their progress on line at <http://www.workplacechallenge.org.uk/suffolk/>

- 2.7 Suffolk Sport are encouraging everyone to get involved in the Workplace Challenge. They visited WSH on 13 February 2014 and Mildenhall Offices on 14 February 2014 to promote the challenge. It is a fun way of increasing your fitness and taking a little more exercise. If you can get a team together and join in please visit the website at www.workplacechallenge.org.uk and start away.
- 2.8 I have been nominated to fill one of the Partner Governor places, as the Suffolk Councils' representative, on the Council of Governors of West Suffolk NHS Foundation Trust. The first meeting is on 11 February 2014. I shall look forward to meeting with Roger Quince the Chairman to understand more about the work of the Council of Governors and enable me to fulfil the role and be a useful member of the Council.

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