

### Health Champions Update

IHTP aims to recruit up to 20 Health Champions (HC's) to act as the voice for their community on health related issues and feed this information to Healthy Town Co-ordinator. Each of the HC's will be provided with training – including NHS 'Understanding Health Improvement' course. The HC's will also disseminate information back to the community about IHTP.

10 Health Champions passed the NHS Level 2 Award in Understanding Health Improvement (2day Course) in July. The sessions were delivered by the NHS Health Improvement Team. The Health Champions group has been meeting monthly and have been devising their own opportunities for the community to engage with as part of IHTP.

So far the Health Champions have/are:

- entered a team each as part of the Volleyball Event.
- successfully piloted 'Come Feast With Me' in October, which they are now rolling out to the public.
- organising in partnership with Ilfracombe Scout Group to hold an IHTP fun run.
- developing a service for Phase IV Cardiac rehabilitation patients in Ilfracombe.



Outcomes so far:

- 22 Health Champions
- 14 people obtaining qual.

### Ilfracombe 1st Scouts Run for Shelter Event

IHT invited the Ilfracombe 1st Scouts to organise their own running event for the people of Ilfracombe. The Scouts used this as a means to gaining their Community Scout badges. The event was held on the Ilfracombe Tarka Trail and was enjoyed by all involved. The scouts raised money for the ShelterBox disaster relief charity and they hope to make this an annual event, in partnership with the Cubs and Guides.



Outcomes so far:

- 35 people participating in events

### Ilfracombe Walking for Health

The walking for health group has now reached 92 members in Ilfracombe, with a walk taking place every Tuesday. The walking programme can be downloaded at [www.ilfracombehealthytown.com](http://www.ilfracombehealthytown.com)

The WfH group initially focused on level 1 walks for beginners, but the group has progressed onto regular level 2 & level 3 walks. Walking is widely recognised as being a great, low impact way for people of all fitness levels to get healthier and lose a few pounds and the WfH groups offer a great way to meet new people whilst you exercise. For every £1 invested in WfH, £7 is saved on the NHS.

In April 2010, IHTP coordinated a volunteer walk leaders training course for 13 members of the community. Two of those, Ken and Chris Chadwick, deserve a special mention for all the hard work they are committing to our project as the volunteer group coordinators for Ilfracombe Walking for Health. Along with Jane Coleman (NDVS) and Davy Johnson (Health Champion), Ken and Chris have been fantastic in planning and leading routes and pulling together the quarterly walk programmes. Davy recently became a cascade walk leader trainer for Natural England and led the second group of 15 volunteer walk leaders through their training in November.



IHTP has been recognised by North Devon AONB and Biosphere Service (NDABS) for the support it is providing to WfH in Combe Martin and Ilfracombe. NDABS have awarded Transform £12,500 funding over 18 months to continue the support to these groups and expand delivery to Barnstaple and South Molton.

Outcomes so far:

- 92 people participating in events and initiatives
- 19 people taking up new sports
- 28 people obtaining qualifications

### Healthy Town – Project Targets

Numbers in brackets are progress on targets so far.

- 1200 people participating in events and initiatives (2012)
- 240 people referred to and taking up appropriate health services as a consequence of the project (51)
- 60 people supported by Health Trainers (60)
- 120 people taking up new sports and exercise activities after experiences within the project (129)
- 60 people obtaining qualifications (76)
- 30 businesses committing to the project and or hosting events for employees (24)
- 48 people referred to employment/training advice/support service (130)
- 20 Health Champions (22)



## The Story So Far... April 2010 - March 2011

### Community Bike Rides & Cycling Tuition

Health Champion Jamie Petrie has been leading free Community Bike Rides on Sunday mornings, 26 people have taken part so far. There is an option to borrow a bike and helmet free of charge.

As part of our commitment to increasing participation in cycling, IHTP has also run free Learn to Cycle courses (10 people) and Get back On Your Bike (16 people) courses for adults.

Healthy Town has also hosted cycling clubs for young people at Combe Martin (26 people) and Ilfracombe Bike4Life (44 people).



Outcomes so far (for Cycling):

- 124 people participating in events & activities
- 20 people taking up new sports

### Volleyball – a smashing hit in Ilfracombe!

IHTP held a Volleyball Tournament in July. In preparation for the event, we erected a temporary volleyball court on the seafront, to provide opportunities for informal play and team practices.

The event was run in partnership with Beach Volleyball Inc, who on the back of the tournaments success, have started a new Volleyball Club in Ilfracombe. The sessions take place at the Arts College on Friday evenings and sessions average 20+ attendees.

Ed Greenwood and Conor Constable have completed Level 1 Coaching Qualification in Volleyball with funding from the IHTP.



Outcomes so far:

- 145 people participating in events and initiatives (Tournament)
- 150 people participating in events and initiatives (Practice Sessions in addition to those at tournament)
- 12 Businesses committing to the project
- 1 new external club started in Ilfracombe

### Healthy Cooking On A Budget at The Wynnstay

In partnership with IHTP, the staff at The Wynnstay have been supporting their dual diagnosis clients in a weekly session of 'healthy cooking on a budget'. IHTP covers the cost of the ingredients and the staff have been teaching ways of eating well on a small budget.

To begin with, staff organised what was to be cooked and did the purchasing of the ingredients, but after a few weeks the clients have been able to take the project on themselves. We provide them with a challenge, e.g. a pasta meal, a meal using mince, a vegetarian meal and they go away and put together a recipe for the meal they are going to make. They then go out and source the ingredients paying attention to the cost (the clients have found that using small local shops can be cheaper than the supermarkets). They then break into smaller groups and cook the meal.

Jenny Easton (Head of Support –Wynnstay) said "Much laughter and conversation radiates from the kitchen as the planning, preparation and cooking takes place. The clients have retained copies of the recipes alongside costings and a photograph of the finished product, which they keep in their files. The project is giving them the confidence and knowledge to move forward in their development and has given them a new focus. The cooking project has also opened their eyes to the other opportunities available to them in the Ilfracombe Healthy Town Project and several of them have joined the Walking for Health Group and some are planning to join the Fortnightly Community Bike Rides."

Outcomes so far:

- 15 people participating in events and initiatives

### Making Sense of It! – Learning Without Tears

IHT supported the Making Sense of It campaign launch at the Landmark Theatre on 31<sup>st</sup> October 2010. This event provided advice and support to parents and raised awareness of the resources and services available to young people and adults with additional learning needs. The event also aimed to promote good relations between parents and schools and look to address some of the difficulties parents faced when helping their children by offering good examples of multi-sensory learning. The emphasis of the day was to provide plenty of examples of multi-sensory learning whilst having fun – from drawing in sand, making letters from clay, walking a tightrope to juggling and hula hooping. Over 30 agencies provided display stands and many offered activities to occupy the 600 people who attended the event.

### 2012 Club at Ilfracombe Junior School

These sessions are organised for year 3 and year 4 students and are targeted at those who are not currently engaging in sport. The sessions use 'TOPS' format to develop basic skills including balance and co-ordination and is being led by Jamie Petrie using part of his time funded by Transform. Between April and July 2010, the 2012 club worked with 19 young people. These young people don't generally enjoy or succeed in team sports, so 2012 Club gives them a chance to succeed at different activities, which boosts their self esteem. 2012 Club is now being rolled out to a group of twelve year 3's.



- Outcomes so far:
- 31 people participating in activities
  - 31 people taking up new sports



As a pilot for Devon, Ilfracombe have used the Year 6 weight and measurement exercise to recruit families to take part in a Change4Life Programme named i-fit.

i-fit is a 6 week programme designed by IHT and NHS Devon which includes 30 minutes of NHS led workshops on healthy lifestyle and behaviour change. Each session finishes with an hour of physical activity, led by coaches from a different sports group each week. The Healthy Town Co-ordinator attended as a buddy each week. The course was designed so that the participants could go on to join sports groups as an exit route. Unlike MEND, i-fit was not just for families with weight issues, it was open to everyone and was great family fun as adults took part in the activity sessions too. Coaches from the local Cycling, Dancing, Table Tennis and Volleyball clubs all led hour long sessions for the group.

- Outcomes so far:
- 19 people participating in events and initiative
  - 19 people supported by Health Trainers

### Ilfracombe Women's Group

The Ilfracombe Women's Group was launched by the Link Centre in May 2010 with the aim of providing a local network for women of all ages and led by Link workers experienced in social support. The group hope to empower women and provide opportunities to create new friendships and facilitate activities chosen by and for group members. The group currently meets for an hour on a Monday morning and although in its early stages some women are starting to meet up outside the group and organise travel share.

### Young Sports Leaders Award at Bratton Fleming and Combe Martin

The Young Sports Leaders awards are designed to teach young people the skills to lead sports coaching delivery. The Neighbourhood Warden, Cherif Benkanoun has been working with groups of 9-13 year olds who have been identified as having behavioural issues. Cherif has reported that Young Sports Leaders has been a real turning point for several young people who realise the hardest part of delivery is dealing with the participants who cause trouble.



- Outcomes so far:
- 45 people participating in events and initiatives
  - 45 people obtaining qualifications



### Performing Arts and Dance Project

Working with Devon Youth Service, this project started in September, with focus on raising the aspirations of the young people through dance and performing arts. All those involved completed their Devon Local Award in January and the group are now preparing for their final performance.

- Outcomes so far:
- 12 people participating in activities
  - 12 people obtaining qualifications

### Get Fit Day at Ilfracombe Juniors

Four-hundred students took part in the Ilfracombe Junior School Fit Day, which saw students taking part in a variety of exercise and healthy lifestyle workshops around the school. Thirty of the group also completed a bike ride from Barnstaple to Instow and back.

- Outcomes so far:
- 400 people participating in an activity.



### Fit for Life & Global Challenge at Bratton Fleming

As part of IHT, Bratton Fleming School took part in the Global Challenge, where 54 students took part in a 10-week pedometer challenge. The group tracked their progress online in a competition against other schools. 102 students participated in a term worth of healthy lifestyle education, with IHT helping to fund the end of term visit to the @Bristol museum where the group participated in the various health related workshops.

- Outcomes so far:
- 102 people participating in an activity.



### Fire Fighters Club (Non-Contact) – Ilfracombe Boxing Club & Fire Brigade

In April 2010, IHTP started working with Ilfracombe Boxing Club to deliver non-contact sessions at their new club based at Ilfracombe Fire Station. Trevor French from the station crew is a fully qualified boxing coach and started by running an 8 week programme with Junior School aged children. It was run as a pilot with young people highlighted at risk of offending being targeted and in need of a positive male role model. The sessions aim to increase discipline, dedication, focus and respect and with an element of fire safety taught informally.

Two volunteer coaches were trained in February by ABA (funded through IHTP) to deliver non contact sessions as support for the head coach. They are both now coaching at the boxing club, which runs every Monday, Wednesday and Friday night. The children at the club have been working towards their Boxing Awards (Bronze, Silver or Gold). The awards provide a fun recreational programme for participants, irrespective of age, gender or level of ability. They are designed to promote healthy lifestyle with increased self esteem and confidence.

- Outcomes so far:
- 2 people obtaining qualifications
  - 10 people participating in events and initiatives
  - 10 people taking up new sports and exercise activities after experiences within the project



### Keep on Moving

IHT started a new weekly Fitness Group on 8th February aimed at recovering cardiac patients and older people who want to increase their fitness at low intensity. The classes are led by Alexa Coyle, a Chartered Physiotherapist who has set up a range of exercises to help people keep active without over doing it. Classes last for 1 hour and are currently held at Ilfracombe Rugby Club.

#### Outcomes so far:

- 14 people participating in initiatives
- 14 people taking up new activities
- 14 people taking up appropriate health services



### Healthy Lifestyle & Smoking Support Drop-in at the Lantern Centre

Geoff Williams, NHS Devon Health Improvement Advisor, completed some consultation work around smoking clinics in Ilfracombe and found that there were pockets of smokers who wanted to give up, but couldn't access the service due to work commitments.

As part as the NHS Devon in-kind time committed to Ilfracombe Healthy Town, Geoff delivers a free Healthy Lifestyle Clinic on Tuesday mornings, 10.00am – 12.00noon at the Lantern Centre. Numbers attending the service boomed between June and September. Geoff Williams reported that Transform was definitely a contributing factor. He reported that many people had found his service due to promotion in the Healthy Town Monthly Calendar and other marketing including the posters, Facebook and Healthy Town Website.

In April 2010, Geoff had 4 clients in Ilfracombe but by September numbers were up to 33 clients a week.

#### Outcomes so far:

- 46 people referred to and taking up appropriate health services as a consequence of the project
- 46 people supported by Health Trainers

### Healthy Town & Devon Link Skin Cancer Awareness at Birdman (8/8/10) & at Rescue Day (18/8/10)

North Devon has the highest rates for skin cancer in South West England. To raise awareness of skin cancer and how to prevent it, Ilfracombe Healthy Town attended the Birdman and Rescue Day events to Promote Slip, Slop, Slap.

Link Devon were a partner at the events, providing sun cream and attended with a Dermatologist.



#### Outcomes:

- 11 people participating in events and initiatives (Birdman)
- 19 people participating in events and initiatives (Awareness Day)

### MMR Immunisation Awareness Campaign

IHT produced and distributed posters warning about the risks posed to children who have not received MMR immunisations. Posters were displayed in health centre waiting rooms, children's centres and local shops.



### Sexual Health Posters & Leaflets

Transform and the School Nurse designed an information leaflet on sexual health services available in and around Ilfracombe, including how and when to access these services. Information included where to access free emergency contraception for under 16's. IHT funded the printing leaflets & posters. Free Emergency Contraception for under 16's was being provided by pharmacies in Lynton, Combe Martin and Woolacombe, but not Ilfracombe. From this information, the NHS Commissioning Team made contact with two Lloyd's pharmacies in Ilfracombe to ask them if they could provide this service. The Lloyds pharmacies signed up to provide this service in September 2010.

### Addaction Alcohol Training

Alcohol and the risks associated with it was identified as the top priority to be tackled by the Ilfracombe Health and Wellbeing Priority Action Group.

In partnership with Addaction, IHTP organised two alcohol training courses that were held in January and February 2011. The course aimed to enable practitioners to respond effectively to individuals who may be at risk from developing alcohol related problems. Twenty-eight people took part in the training days, all of whom are front-line workers in Ilfracombe.



#### Outcomes so far:

- 28 people participating in initiatives
- 28 people obtaining qualifications

### Transform Yourself

For seven weeks during June and July, six women from Ilfracombe took part in Transform Yourself.

Transform Yourself is an exercise and wellbeing programme designed to use exercise as a way of increasing self esteem in women, some of whom have suffered with substance addiction, domestic violence or mental health issues. Throughout the programme, the group provide support to each other.

#### Outcomes so far:

- 6 people participating in initiatives

### Gentle Joggers

Ilfracombe Healthy Town has set up a new Gentle Jogging Club in Ilfracombe. The first session was held in December.

Each week the group follows a different route around the town, developing the groups Cardiovascular fitness. This group is great for beginners and also for existing joggers who are put off running alone by the early Winter nights.

Sessions are being led by Marie Slade, who volunteered to attend the UK Athletics Leadership in Running Fitness Course in Tavistock. Her training was funded by the IHTP. Marie is being assisted on the sessions by a volunteer leader who also takes part in Walking for Health.



#### Outcomes so far:

- 9 people participating in initiatives
- 1 person obtaining qualifications

### Art on Prescription

In partnership with PETROC, IHTP delivered Art taster sessions in June, including a trip to PETROC to use their arts facilities and enjoy a healthy meal, cooked by students and served in the Tawstock Restaurant.

The aim of AoP was to use art as a way to break down the barriers to accessing training, education, volunteering and employment. As well as the links with PETROC, AoP also introduced participants to Transform4Work and NDVS.



#### Outcomes so far:

- 10 people participating in events
- 10 people referred to employment/training services
- 4 people joined PETROC courses in September 2010

### Come Feast With Me

After a successful pilot by the Health Champions in October, IHTP recruited six teams to take part in CFWM from January 2011.

The project aims to promote healthy cooking on a budget, with teams of five people cooking a three-course meal for themselves and ten guests on a £60 budget.

Guests have been impressed with the quality of the food produced on the budget. Pat Diango, Chief Officer of North Devon Voluntary Services, said "All the courses were delicious but the soup was really amazing. I thought the lasagne was impressive as it was really substantial and tasty... Our impromptu salsa class really made the evening".

Susan Grigg from The Ilfracombe Centre said "This proves that you can Have a great time meeting new people while eating good healthy food. Everyone has the chance to swap recipe ideas and experience different types of food. With a team of five helping to make the evening a success it's not hard work either.



#### Outcomes so far:

- 37 people participating in events and initiatives
- 2 businesses committing to the project.

### Ilfracombe Rugby Club Youth Development

IHTP has been working with Ilfracombe Rugby Club to develop a junior section. After years without Junior Rugby in the town, it was decided that action must be taken to sustain the future of the club, whilst also providing positive opportunities for young people.

In July, IHTP funded places for 13 volunteers from the Club's senior team to take coaching qualifications with the RFU so that they could start working with young people. In addition, PEDPASS funded first aid training. One of those coaches, Jon Child (IHTP Development Worker) has now completed his Level 2 RFU Coaching badge using funding from IHTP.

With Jon leading the sessions and with support from the 12 other volunteers, Ilfracombe Rugby Club started weekly rugby sessions for boys aged 11-16 in September. 39 students have attended the sessions so far with each session now averaging 25+ students. There are new players coming along every week and it is hoped that a full side can be made up of year 10 and 11 students to face Bideford in the New Year.

The IHTP is providing a free mini bus for those students that live in the outlying areas of Combe Martin, Berrynarbor, Parracombe and Lynton. This is currently being used by seven students each week.

Jon is also helping to run sessions after school on a Wednesday at Ilfracombe Arts College. This work has improved links between the College and the Rugby Club, facilitating better communication and an easier transition for players between the School and Club.



Outcomes so far:

- 52 people participating in events and initiatives
- 8 people taking up new sports
- 14 people obtaining qualifications

### Under 14's Football Coaching in West Down

Consultation in West Down revealed a need for weekend activity in the village for young people. IHTP started under 14's football coaching in March 2010. The sessions have been supported by West Down Primary School, who have provided their pitch and access to toilets at no cost.

The sessions were originally being led by Jamie Petrie as part of his time allocation committed to IHTP. Bob Coltman joined Jamie in April as a volunteer coach after completing his FA Level 1 coaching badge. Bob's son, Catlin, completed his FA Level 1 in September and the pair now run the sessions.

This initiative has been much appreciated by the children and the parents. Many parents now stay to watch the session and encourage their children – it's become a mini gathering for the community. One parent said "it is great to see the boys running around on a Sunday morning, as they would normally be watching TV or playing computer games."



Outcomes so far:

- 30 people participating in events and initiatives
- 2 people obtaining qualifications

### Inspiring young men to raise their aspirations and push their limits

IHT led groups in two aspirations days organised for young men from Ilfracombe Arts College. In the Summer Term Richard led a workshop that informed students of the effects of smoking. Students were then invited to test their own fitness in a step-up challenge. This was a great way to show the effects already taking hold on young smokers. It was also a way of showing that you can push yourself further than you think.

In the Autumn Term Jon led a group at the taking the lead day at the Landmark Theatre in November. The session called 'Outside Your Comfort Zone' aimed to encourage students to take up opportunities locally and gave everybody a go on the unconventional Rip Stick! Sharon Barnes, Headteacher at IAC, thanked IHT for its involvement saying that the event was thoroughly enjoyed by the young people involved.

IHT and Greener Ilfracombe also worked with 25 disengaged students during activities week to help clear vegetation from the area of land called Laston Gardens that are to be used as community allotments. The students worked hard throughout the day with spades, rakes and clippers to make considerable inroads into the vastly overgrown area of land, which has now been finished off by Greener Ilfracombe.



### Walking Bus from Ilfracombe Infants to Ilfracombe Juniors

The Walking Bus meets daily at Ilfracombe Infants School from 8.30am before departing for Ilfracombe Junior School at 8.45am. The numbers of children using the walking bus has steadily increased over the year with an average of 15 walkers each day. Volunteer helpers now assist with the running of the group.

Outcomes so far:

- 32 people participating in activity

### Pramblers

New mums can often find themselves excluded from healthy activities – there's no one available as child care; gyms don't allow children, and volunteer led clubs don't have crèche facilities. The Children's Centre have identified a group of new mums who are in this position and IHTP (alongside NDVS) have been working with them to form a walking group, where they can take their prams – and essentially the pram becomes part of the workout. The Pramblers started in January 2011 with weekly walks on a Wednesday morning.



A programme of walks has been produced and it is hoped that volunteer walk leaders will be recruited from the new group.

Outcomes so far:

- 12 people participating in activity

### Chair Exercise Sessions at the Candar

The Candar provides supported housing for older people and the Chair Exercise sessions offer the opportunity for residents and the over 50's to participate in gentle exercise classes to help increase their strength, stability and mobility. Classes are run in the Candar Community room and are lead by a qualified instructor.



Gentle exercises help to improve the confidence of elderly people in carrying out their day-to-day activities.

Outcomes so far:

- 21 people participating in activity

### Carnival Week Football Competitions

As part of Ilfracombe Carnival Week, Ilfracombe Healthy Town Project organised 5-a-side football tournaments at Brimlands on Monday 23 August for Year 5/6 Boys and on Tuesday 24 August for Year 7/8 Boys.



Outcomes so far:

- 50 people participating in events and initiatives

**Combe Martin Netball Club** - IHTP has been working with Combe Martin Primary School to increase their extra curricula offer. The first club developed was for Netball, which started in January. IHTP funded equipment for the sessions and the cost of two coaches.

Outcomes so far:

- 19 people participating in activity
- 19 people taking up new sports

### Transform Paint the Town Red... and a few other colours too!



To help promote the start of IHTP, we worked with the Junior Citizens to repaint the seafront hoarding with the Healthy Town branding and website address. It looked great and we got 250 website hits in the first month!