

HEALTH AND WELLBEING GROUP

Minutes of meeting held on 10th September 2008

Present:

Jean Arrowsmith	Coventry City Council
Cllr Joe Clifford (Vice Chairman)	Coventry City Council
Cllr Heather Johnson (Chair)	Coventry City Council
Vince Mayne	Coventry University
Marsha Towey	Coventry City Council
Jane Waterhouse	CSW Sport
Nigel Wain	Coventry Partnership

In Attendance:

Jane Craig	Coventry City Council
John Forde (Theme Group Advisor)	Coventry PCT
Suzanne Gardner	Regional Physical Activity Co-ordinator
Esther Higdon	Health Development Facilitator seconded to Planning & Strategic Transportation Team
Nadine Pearson (Secretary)	Coventry PCT

Apologies:

Andy Bennett	Coventry PCT
John Brady	Coventry PCT
Caron Grainger	Coventry PCT
Angie Heritage	Coventry City Council
Hellen Murusali	Coventry City Council
Rachel O'Reilly	Sports England West Midlands
Eric Shakespeare	Community Empowerment Network
Pat Walsh	Community Empowerment Network

Cllr Johnson introduced herself to the group and opened the meeting by welcoming everyone.

1. Minutes of previous meeting

The minutes of the previous meeting were approved as a correct record.

2. Matters arising

- Dates of next years meetings were discussed and noted by the group.

ACTION: Nadine to forward list with minutes

Action: Nadine Pearson

3. Sport Market Segmentation – Presentation by Jane Waterhouse

- Coventry Sports and Physical Activity Network have been keen to understand how sporting market segmentation can be used to increase participation to support the National Indicator No 8- Adult participation in sport
- Investigated the differences in the North, South, East and West of Coventry
- Geographically understand where the dominant segments live within Coventry

Sport England has developed 19 sporting segments to help understand the nations' attitudes and motivations. The market segmentation provides knowledge to influence people to take part in sport and help them to invest money in areas that will have the greatest impact. This will also help to achieve their target to get 2 million more people doing sport by 2012.

Sport England and its appointed consultants, Experian Business Strategies worked together to analyse data on the English population (18+) producing 19 market segments with distinct sporting behaviours and attitudes.

A pen portrait was done for each segment including information on:

- What specific sports people take part in
- Why people do sport
- Whether they want to do sport
- What stops them doing more sport

The segments also provide lifestyle information which was gathered by linking with the Experian socio-demographic Mosaic database.

For further background, pen portraits to each of the 19 segments, local authority profiles, case studies and geographical maps for the West Midlands visit www.sportsengland.org/westmidlands

Jane Waterhouse invited Suzanne Gardner Regional Physical Activity Co-ordinator to present on

PAN-WM An Overview of National and Regional Developments for physical Activity and Opportunities for Coventry.

Suzanne reported on the 2020 target set by the Department of Health to get the whole population more physically active.

Copy of presentation attached

Vince Mayne updated the group on the work he has been doing to promote Sport and Physical Activity and healthy weight in Coventry as proposed at the last Health & Wellbeing Group meeting.

Vince reported that this will be a very high profile project using Volunteer Champions in Physical Activity known as "Team Coventry", they will ensure key providers e.g GP's, lead teachers in schools know what is available. Social Marketing will be used to raise the profile of Team Coventry.

Vince advised that he had met with Stan Thompson, External Consultant in Public Health to put a business plan together for funding.

4. Got it? Your local Chlamydia Screening Programme- Presentation by Donna Reeves, Coordinator

Got it? the new branding/logo for the programme.

The aims of the programme are:

- Screening being available to all under 25's who have ever been sexually active.
- To control through early detection and treat infection
- To prevent the development of later complications
- Reduce onward transmission to others

1496 screenings have taken place in Coventry since April 2008:

- 1073 Female
- 473 Male

The service target up until end March 2009 is 9000 screens.

John Forde suggested that Donna link with Vince Mayne to raise awareness using the Team Coventry, Mobile Unit.

Nigel Wain suggested Donna attend the Business Group meeting to highlight the programme and advertise the service.

ACTION: Donna will liaise directly with Nigel and Vince.

Action: Donna Reeves

5. Standing items for the agenda:

- **Feedback from CEN** – both members were unable to attend.

6. Any other business:

1. Esther Higdon updated the group on the Healthy Community Challenge Fund – “Healthy Towns”.

There is a three stage selection process for deciding which authorities will be awarded the “Healthy Towns” funding.

Coventry successfully moved on to stage two and need to submit a more detailed proposal and delivery plan by the 30th September 2008. This is currently being written and will impact on:

- The Physical Environment
- The Food Environment
- Psychological & Social Environment

£5 million could be invested over 3 years, between 2008/9 and 2010/11. In each case the local areas will be expected to match fund 50% of any resources they receive from Government.

If successful they will move to stage three where interviews will be carried out on 21st and 22nd October 2008. Following these interviews, money will be awarded from November 2008 with progress expected within three months.

In conclusion the project group wish to gain support from within the PCT and the City Council to continue with this project to drive the work forward should Coventry be successful in this bid.

Action: The Group noted the findings

2. Cllr Clifford reported on the Scrutiny Board 4 meeting held 6th August 2008 in regards to proposals for new general practices in Hillfields, Foleshill and Stoke Aldermoor.

The committee has concluded with recommendations:

- The consultation was adequate
- The proposals for the new general practices are in the interest of health services in Coventry.

Cllr Clifford advised the report can be downloaded from the City Council website link as follows:

<http://cmis.coventry.gov.uk/CMISWebPublic/Binary.ashx?Document=11517>

Action: The Group noted the findings

3. Nigel Wain requested the Role of the Group be discussed at the next meeting as there have been a lot of changes in staff.

ACTION: Chair agreed item for next meetings Agenda

Action: Noted by Chair and Secretary

Date and venue of next meeting:

**Wednesday 12 November 2008 in
New Meeting 2, Coventry City Council House, Coventry**