

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 12th NOVEMBER 2003

COMMUNITY ACTIVITY TO COMMUNITY HEALTH (C.A.T.C.H) PROJECT

Report by Director of Community Services

1. PURPOSE OF REPORT.

- 1.1 To update the committee on the progress and plans for the Community Activity to Community Health (C. A. T. C. H) Project.

2. BACKGROUND

- 2.1 The key aim of the C.A.T.C.H project is reduce the incidence of Coronary Heart Disease (C.H.D) and Stroke in East Ayrshire by encouraging residents to utilise path networks throughout the district.
- 2.2 The main target groups are (i) totally sedentary adults who take little or no exercise and therefore are at the highest risk of suffering CHD/stroke and (ii) children and young people who are presenting with obesity in greater numbers.
- 2.3 The project has successfully attracted funding amounting to £139,396 from the New Opportunities Fund under the umbrella Grant Scheme to Ayrshire and Arran Health Board and was listed by them as the second highest priority in their list of bids after Cardiac Rehabilitation services.
- 2.4 The Scottish Executives Consultation Paper highlights the need for Walking Development throughout Scotland. East Ayrshire are one of the first authorities to implement these recommendations and this short term project should be seen as a pilot for potential main streaming in future years. The Executive recognise the health benefits and accessibility of walking to all members of the public.

3. PROJECT DEVELOPMENT

- 3.1 The project will utilise the path networks currently being established by the Outdoor Access Unit and will link with existing health initiatives within Leisure Development such as the CHIP Van and Class Diamonds.
- 3.2 A number of 2-K-ADAY trails will be marked in parks and open spaces throughout the district to encourage walking as a life long leisure pursuit.

- 3.3 In collaboration with the Health Board's Eden group, this project will provide support to patients with mental health problems to gain independence and confidence to cope with everyday life. They will be encouraged initially to join walking groups with the aim of assisting them and potentially training them to act as walk leaders.

4. FINANCIAL IMPLICATIONS

(3 YEAR FUNDING PACKAGE)

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|-----|-------------------------------------|-----------|----------------------|
| 4.1 | N.O.F (umbrella Grants scheme AAHB) | £ 139,396 | Funding secured |
| | Outdoor Access Bid | £ 74,972 | Funding secured |
| | E.A.C In Kind Support | £ 21,805 | Funding approved |
| | N.O.F (umbrella Grants scheme AAHB) | £ 10,500 | Decision outstanding |

The second N.O.F bid was invited from Ayrshire & Arran Health Board to utilise an under spend in the Grant Scheme. This bid will allow volunteer walk leaders to travel to areas outwith their own location and allow a greater number of walking groups to be established.

5 LEGAL AUTHORITY APPLICATIONS

- 5.1 Not applicable

6. POLICY INFORMATION

- 6.1 This project links directly to the Community Plan, Leisure Strategy Outdoor Access Strategy and emerging Cultural Strategy. It addresses recommendations in all of these documents relating to health improvement and physical activity.
- 6.2 The project also follows recommendations in National Strategies and consultation documents in particular the Executives' "Challenge" document and Walking Development Consultation paper.

7. CONCLUSIONS

- 7.1 This project is innovative, socially inclusive and accessible to all residents of East Ayrshire it is aimed at making a very positive improvement to the health and mental well being of those who take part in the scheme.
- 7.2 The project will employ two full time staff and provide part time employment for a network of sessional staff.
- 7.3 It will supply support and opportunities to people with mental health problems and shows excellent partnership working between the council the Health Board and neighbouring councils.

7.4 The project raises the national profile of East Ayrshire Council by attracting large scale external funding and being one of the first authorities to implement national walking strategies at a local level.

8. RECOMMENDATIONS

8.1 It is recommended that the Committee:-

- (i) remit to the Director of Community Services to provide progress reports relating to this project; and
- (ii) note the contents of this report

William Stafford
Director of Community Services

WS/JAG/IOB

15th October 2003

LIST OF BACKGROUND PAPERS

1. East Ayrshire Leisure Strategy
2. Consultation Document – a Walking Strategy for Scotland
3. Bid to N.O.F.

Any person wishing to inspect the above background papers should contact Isabel O'Brien, Walking Development Manager on 01563 576701

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