

Partner Update Joint Strategic Assessment (JSA) Update for Malmesbury Community Area, 10 September 2014

Following the JSA event in April the area board agreed at their May meeting that in 2014/15 the area board would specifically support Health & Wellbeing and Leisure priorities (see tables below).

It was agreed that updates should be provided to the area board about what is happening.

Health & Wellbeing priorities		
1.	Target social isolation by recruiting volunteers to befriend the isolated	55%
2.	Educate the middle aged, middle social groups that alcohol consumption is too high	6%
3.	Falls for over 65's concentrate on solutions to the problem	18%
4.	Target the 60-69 year olds who need to keep healthy or in ten years we will have a perfect storm of problems	20%

- Promoting falls prevention classes in Malmesbury and Royal Wootton Bassett via *Malmesbury Our Community Matters* website (in addition to more traditional outlets).
- Hosting Health Fair on 10 September to promote many aspects of health and wellbeing to all age groups.
- Health Trainer service promoted via *Malmesbury Our Community Matters* website and at Health Fair. 1:1 support to people who want to improve their general health and make better lifestyle choices:
 - healthy eating and moving towards a healthy weight
 - reducing or stopping smoking
 - becoming more physically active
 - sensible drinking
 - improving general health
 - building self confidence, motivation and coping skills
 - signposting to other services
- Dementia Awareness workshop offered as part of on 10 September Area Board. Opportunity to develop network of *Dementia Friends*.
- Targeted local businesses via Chamber of Commerce, Malmesbury Town Team and visits to local businesses to encourage free staff development opportunities to attend dementia awareness session.
- Consider with community how we might target social isolation by recruiting volunteers to befriend the isolated area board agenda 10 September.

- Made available *Life is for Living* booklet to all parish/town councils. 700 copies have been distributed across the Malmesbury community area, to:
 - Brinkworth PC
 - Dauntsey PC
 - Great Somerford PC
 - Lea & Cleverton PC
 - Little Somerford PC
 - Luckington PC
 - Malmesbury TC
 - Malmesbury St Paul Without PC
 - Oaksey PC
 - Sherston PC
 - The Good Neighbour Co-ordinator ensured copies were provided to older more isolated people as well as luncheon clubs and Link schemes.

Leisure priorities		
1.	Support to develop more opportunities for people with disabilities and long term conditions across the community area.	21%
2.	Encourage more walking, cycling, scooting to school to promote a healthier lifestyle.	35%
3.	Support development for more social activities with a physical activity across the community area.	29%
4.	Promote better communication about what is available across the community area	15%

- Promoting walking opportunities on *Malmesbury Our Community Matters* website.
- Engaging more with the local leisure centre and encouraging The Activity Zone (TAZ) to use *Malmesbury Our Community Matters* website to promote special offers to access leisure activities.
- Promoting range of leisure opportunities at Health Fair 10 September 2014.
- Malmesbury & Village Community Area Partnership (MVCAP) ran the PHEW! (Participation, Health, Exercise and Well-being) 2014 project during the summer (with financial support from the area board. Twenty five groups took part running over 90 events, including taster sessions for horse riding, bowls, sailing, Morris dancing, Boules and longbow archery.
- 'Fun in the Sun' delivered a rural sports outreach programme during the school summer holidays to engage young people in physical activity in their local community. In the Malmesbury Community area the villages of Sherston, Crudwell and Minety participated. Fun in the Sun was delivered in partnership with Wiltshire Cricket and the Bath Rugby Foundation providing free fun sports and games for 90 minutes per week for children aged 5 to 11.