

15 May 2019

Wiltshire Council launch National Lottery funded project to help people on a low income become active

A new project by Wiltshire Council to help residents on a low income improve their health by becoming more active will be launched in Melksham this month.

The Healthier Communities project has been part funded by Sport England with Wiltshire Council awarded £125,544 as part of Sport England's strategy to improve people's health and mental wellbeing through sport and activity.

The project will be delivered in the heart of communities and will help people to feel healthier, happier, more confident and able to cope with life's pressures, as well as improving connections among families and communities.

Wiltshire Council will showcase elements of the project offer at a launch event on Wednesday 29 May at Forest Community Centre, Melksham from 12pm to 2pm. The launch will provide an opportunity for residents to try some of the activities that will be delivered through the project on a weekly basis and to meet some of the delivery team. Activities available as part of the launch include walking netball, walking football, seated sports, Just Play football and This Girl Can female only activities.

John Thomson, cabinet member for leisure, said: "We are delighted to finally be able to launch the Healthier Communities project after developing the programme over the last two years. This is a great opportunity for residents to increase activity levels and to shape future provision. We hope that residents across our five target communities support the project and ensure its success."

Sport England research shows that a third of people in lower paid and routine jobs are inactive, meaning they do less than 30 minutes of exercise that gets them slightly out of breath each week. And inactivity in people in lower paid, routine jobs is twice that of people on a high income in senior and managerial roles.

Wiltshire Council's Healthier Communities project will target ten areas across Calne, Chippenham, Salisbury, Trowbridge and Melksham and will provide estate-based sport and physical activity opportunities to residents living in identified locations. Residents from each community will be invited to take part and shape future provision.

To get involved or find out more about the project follow our Facebook page HealthierCommunitiesWiltshire or call Nikki Foster, Healthier Communities Project Coordinator on 01225 770247 or email healthiercommunities@wiltshire.gov.uk

-PRESS CALL-

As part of the launch on 29 May at Forest Community Centre, Melksham, there will be a photo call at 13:10, which will include a Sport England cheque presentation and further details about the project.

-ENDS-

For more information please contact the Wiltshire Council communications team on 01225 713115 or 713370.

For political comment:

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