

# Aims

The Thetford Healthy Town Programme aims to encourage more people to engage in physical activity and to eat more healthily

- Closely linked to the Government's Change4Life campaign launched early in 2009 with the message, 'eat well, move more, live longer.'
- To create an environment which facilitates and embeds healthy lifestyles into the rapidly growing and regenerating town of Thetford, through the provision of education, skills training, infrastructure provision and creation of a "healthy culture".



# How - Three Strands

- **Background Work:** to enhance knowledge and understanding of health needs in Thetford and provide comprehensive marketing and communication campaign. Local evaluation (£130,000)
- **Primary Objective:** embedding a healthy lifestyle culture in a rapidly growing town through infrastructure and policy work (£120,000)
- **Secondary Objective:** a portfolio of discreet, relatively short term projects, to foster a culture of healthy lifestyle within existing communities (£490,000)
- Programme Management (£160,000)





# 2010 Attendances

	Total Attendance	Cost of project (2010)	Cost per Individual
<b>Physical Activity</b>			
DANCE	372	£4,250	£11
RUN IN THETFORD	71	£1,000	£14
MILITARY FITNESS	285	£5,400	£19
BIKE IT	2,315	£60,000	£26
HEALTHY LIFESTYLES	148	£6,000	£41
WALKING FOR HEALTH	220	£10,000	£45
GREEN VENTURE BIKE RECYCLING	525	£25,000	£48
CHAIR BASED EXERCISE	22	£1,350	£61
GP EXERCISE REFERRAL	138	£13,500	£98
GREEN GYM	177	£45,000	£254
<b>Food &amp; Nutrition</b>			
JOY OF FOOD	372	£18,000	£48
COMMUNITY SUPPORTED GROWING	380	£25,000	£66
<b>Other</b>			
META HEALTH (MIGRANT WORKER SUPPORT)	1,024	£39,500	£39
ENHANCED GP HEALTH CHECKS	310	£15,000	£48
<b>Total</b>	<b>6,359</b>	<b>£269,000</b>	<b>£42</b>



# What's next?

- Legacy Plan
- Future of Thetford Healthy Town
- Using lessons learnt in other Towns/Communities





## And finally...

- ✓ 43% of pupils in Thetford said that cycling to school was their preferred method of transport, but before Bike It, only 15% of pupils were cycling to school regularly (once a week or more). Now 39% of pupils in Thetford regularly cycle to school.
- ✓ In the last 3 months, 25 walks were held with just under 500 walkers taking part
- ✓ During the “Bike It Breakfast” at Norwich Road School, 25% of children biked to school which included 113 cyclists and 7 scooters.
- ✓ The Admirals school bike it breakfast was attended by 48 pupils and 20 parents!
- ✓ 65 children have learnt how to get off stabilisers
- ✓ 400 bikes have been safety checked
- ✓ In just over a year, Green Ventures Bikes project has collected 1,720 bikes, which equates to over 26 tonnes kept out of landfill. 408 Bikes have been sold to the local community
- ✓ In 11 months META have helped 158 migrants register with a GP, made 410 migrants aware of NHS health services and Thetford Healthy Town health projects.
- ✓ 76 migrants have enrolled on the META smoking cessation programme

