

Environment & Regeneration Contributions to Public Health Agenda – May 2008	
Project/Activity (Provider)	Detail
Regeneration Strategy for KCC (E&R)	E&R directorate is leading the development of a first Regeneration Strategy for KCC. A key priority of the strategy is to address health inequalities across the county with partners and communities. The need to promote healthier lifestyles particularly in Dover Shepway, Swale and Thanet where health is below the national average has been identified as a key issue.
Management and protection of Kent's countryside access estate (E&W Countryside Access Group)	Asset management of 4200 miles of public rights of way, including 1000 miles of promoted walks and rides, 2,075ha of statutory open access land, 19 Country Parks and 5 visitor centres. All of these assets are heavily used by the public for physical activity, with country parks alone receiving visitor numbers of 1,272,485 for 2005/06.
Community Paths Programme (E&W Countryside Access Group)	This project recruits and facilitates volunteers to carry out minor physical improvement work on Kent's public rights of way network following the 'Green Gym' concept. Working in partnership with local community groups and parish councils, the project supports over 25,000 hours of community physical activity per annum across the county.
Country Parks Service (E&W)	E&W owns and manages 19 country parks and picnic sites across the county, offering opportunities for recreation, relaxation and education. Five country parks have visitor centres. New 'trim trails' are now available at 4 country parks. Tackling Obesity through range of programmes to enable participation in outdoor activity Delivering outdoor environmental education for schools at Shorne Wood & Lullingstone Country Parks & Canterbury Environmental Education Centre. Providing opportunities for people with physical & learning disabilities through the Branching Out programmes. Programme of country walks within and from KCC country parks includes: i) Naturally Active ii) Walking for Health initiative iii) Nordic walking, a whole body exercise using poles Developing Outdoor activity programmes with Maidstone BC; Developing fund-raising walks; Programme of conservation volunteering, teaching new outdoor skills whilst working in the countryside

<p>Countryside Management Volunteering (E&W Partnerships)</p>	<p>Kent's Countryside Management Partnerships operate a number of successful volunteer activities aimed at introducing people to outdoor physical activity. The activities include fencing, scrub clearing and habitat creation. Volunteering promotes physical, social and mental wellbeing. The N.W Kent Countryside Project has over 50 active 'conservation volunteers' providing over 4,500 volunteer hours per annum</p>
<p>Warden Schemes (Medway Valley Countryside Partnership & The North Downs Way)</p>	<p>This River Medway project is a new scheme involving members of the public 'adopting' sections of the River. Wardens benefit from physical activity carrying out surveys and undertaking clean up work. The NDW warden scheme involves members of the public 'adopting' sections of the National Trail. Wardens benefit from over 600 hours of physical activity per annum carrying out surveys and undertaking minor physical improvement work.</p>
<p>'Naturally Active' Project (North West Kent Countryside Project)</p>	<p>This is a Big Lottery funded project aimed at deprived wards in North West Kent. The scheme will provide a range of activities and opportunities to use the natural environment to promote physical, social and mental wellbeing. The PCT are partners in this and the project will work with GP's.</p>
<p>School Projects (E&W)</p>	<p>The Countryside Access Service has produced 'education packs' for schools to encourage exploration and enjoyment of the countryside as part of school learning. Countryside Management Partnerships work with schools to promote healthy lifestyles and physical exercise for school children, mostly primary age. Work includes walks, creation of wildlife gardens and outdoor classrooms. For example a suite of 'Welly Walks' have been created starting and finishing by primary schools. Guided walks on this have involved an entire school getting out and enjoying their local countryside.</p>
<p>Guided Walks and Events (Many teams in E&W)</p>	<p>A wide range of guided walks and events are organised and promoted throughout the county, many from country parks. These encourage individuals, groups and families to get out and enjoy the countryside and explore green space. Events are also run that involve 'Green Gym' activities, and art and crafts. Holiday activities are also provided for children. Outdoor archaeological events (digs) are run at Shorne Woods Country Park.</p>
<p>Advice and Support (Kent's Countryside Management Partnerships)</p>	<p>CMP's provide a range of advice and support to community groups helping them to set up their own committee, 'friends of' or volunteer groups. By providing support we enable communities to set up and maintain their own activities that promote healthier lifestyles.</p>
<p>North Downs Way National Trail (E&W Countryside Access Group)</p>	<p>Working in Partnership with Natural England, Surrey County Council, and Kent Downs AONB, E&W hosts the NDW National Trail office and financially contributes towards development of the Trail. The Trail is used by 353,650 people per annum (2005), 68% are over 60 years old and are a priority for engaging in physical activity.</p>
<p>'Explore Kent' (E&W Countryside Access Group)</p>	<p>'Explore Kent' is the lead Kent brand which covers all information about opportunities for walking, cycling, horse riding, exploring country parks and the wider countryside from a wide range of partners. The brand is supported by a large basket of promotional products all of which are targeted</p>

	to encourage and facilitate physical activity. The number of 'page views' on the nationally acclaimed Explore Kent website (www.kent.gov.uk/explorekent) has increased by 100% from 2007 to 2008. (66,000 page views in February 08)
East Kent Health Walks (Eastern & Coastal PCT and E&W Countryside Access Group)	Since August 2005, E&W has worked in partnership with the NHS Eastern and Coastal Health Promotion Service to develop and promote a volunteer Health Walks scheme in East Kent. This successful initiative now has 1140 walkers subscribed to the scheme, of which 207 are trained as Volunteer Health Walk Leaders running weekly health walks from 18 locations across East Kent.
Events and Roadshows (E&W)	The E&W Countryside Access Group and Countryside Management Partnerships attend numerous events every year to promote physical activity.
Countryside Access Improvement Plan (E&R Countryside Access Group)	This plan sets out a 10-year strategy to improve access to the Kent countryside for residents and visitors in order to increase participation in physical activity. The plan was published in November 2007 and formally adopted by the County Council on 6 th February 2008. The plan has 42 key objectives, and contains many health-related targets.
Love Food Hate Waste campaign (E&W)	Kent County Council and all the 12 district councils have joined forces to promote the environmental benefits of not wasting food that we buy through the major Love Food Hate Waste campaign. The main focus is the link to reducing CO2 impacts. However, a related issue links the campaign to health benefits by stressing the importance of eating the fruit and the vegetables consumers buy. For example, this week (w/e May 9 th 2008) we are issuing a News Release that identifies over 1million apples a day are thrown away ... and wouldn't it be a lot better if those apples were eaten.
Home Composting Service (E&W)	The Waste Mgmt Changing Attitudes & Behaviours Team manages the sale of compost bins to residents for all 13 councils in Kent. The main focus is on reducing the amount of waste residents put into their bins. A related link, however, are the health benefits of working in the garden and the promotion of home-grown fresh produce. The service is a £1/2 million a year business with sales of bins to over 10,000 households. Our publicity materials reach well over 90% of households in Kent with messages around the benefits of home composting.
Home Compost Advisors Service (E&W)	The Waste Mgmt Changing Attitudes & Behaviours Team manages the Compost Advisor volunteer service for all 13 councils in Kent. The main focus is on providing residents with high quality advice, and practical suggestions, on managing household waste. A related link, however, is the promotion of the health benefits of being active outdoors. There are currently around 200 Compost Advisors across Kent. A major step forward in 2008 will be the creation of a wide 'Green Champions' volunteer scheme. This will enable greater links between activities in the home and environmental issues, including the impacts of CO2 within the community. We shall also be looking at how the scheme will link to other agendas the Council supports, including health.

<p>Behaviour Change Programme (E&W)</p>	<p>The Waste Mgmt Changing Attitudes & Behaviours Team is currently developing a 'behaviour change programme' on waste and recycling issues for all 13 councils in Kent. This is likely to expand to include other environmental issues over the coming year. However, in relation to health, initial contact has been made with Deborah Smith (Public Health, KCC) to start considering the means by which joint-working will help to deliver public messages that assist a number of linked agendas (including health and environment).</p>
<p>Increasing levels of walking and cycling to school (KHS Sustainable Transport)</p>	<p>Developing walk to school initiatives including walking buses, Walk on Wednesday and the KM Green Footsteps Challenge. The target is to ensure that 25% of all Kent Primary Schools are engaged in a Walk to School initiative in each academic year. This has been achieved in 2007/08 with some 50 walking buses (over 1,000 children) operating across the county and 120 schools engaged in other walk to school initiatives. Early indications suggest that a downward trend in walking to school, spanning some 3 decades, is being turned around. KHS are also working with Sustrans to increase the level of cycling to schools as part of the Bike IT initiative. The Kent Bike It officer is currently engaged with 12 schools in the Ashford area but KHS are seeking to expand the scheme to other parts of Kent from 2008/09.</p>
<p>Working with businesses and public sector organisations to develop Travel Plans (KHS Sustainable Transport)</p>	<p>KHS are also working with partners in the districts to ensure that workplace/residential Travel Plans are an integral part of all new developments and that they are developed and monitored to a consistent standard. Travel plans developed with Pfizer, Crossways Business Park, Fairview New Homes.</p>
<p>Smarter Travel Choices (KHS Sustainable Transport)</p>	<p>A wide range of innovative initiatives are being developed to facilitate people making 'smarter' travel choices which benefit their personal health and wellbeing as well as contributing to reduced congestion and an improved environment. For example, incentivising public transport (e.g. Kent Freedom Pass) and more innovative and efficient use of the car e.g. car clubs and Kentcarshare which seek to reduce levels of unnecessary single occupant car trips. Such initiatives recognise that walking is the 'glue' which holds all transport trips together and that a relatively short walk to and from the bus stop can help individuals reach the DoH physical activity target. Car sharing and car clubs also facilitate more affordable and sustainable use of the car.</p>
<p>Reducing road injury and death (KHS Road Safety)</p>	<p>Success in reducing the number of people killed or seriously injured on Kent's roads owes much to innovative partnerships. The Kent and Medway Safety Camera Partnership is an alliance of KCC, Medway Unitary, the Highways Agency, Kent Police and Her Majesty's Courts' Service. Safety cameras, coupled with effective education campaigns have reduced deaths and serious injury crashes by more</p>

	<p>than 58%, comparing three years before installation of cameras with three years after. Total injuries across all camera sites have reduced by 394 per year which means that more than one person per day in Kent now arrives home unscathed that would previously have been injured.</p>
<p>Improving safety on the road (KHS Road Safety)</p>	<p>The Road Safety team delivers two national Driver Diversionary Schemes in partnership with Kent Police (National Driver Improvement (NDIS)) and Kent Police and Medway Council (National Speed Awareness (NSAC)). Practical elements of the schemes are delivered in partnership with local driving instructors. The schemes deal with drivers referred by the Police for either ‘driving without due care and attention’ or ‘exceeding the speed limit’. NDIS deals with 450 drivers annually, whilst NSAC has recently completed its first year of operation and dealt with over 4,000 drivers.</p>
<p>Natural East Kent (Regeneration & Economy)</p>	<p>Working with partners on the re-branding of East Kent to promote the green assets within this area to improve its economic and social well-being – includes green tourism – encourage residents and persons outside the area to view as a destination for cycling and walking and experience the countryside.</p>
<p>Green Grid (Regeneration & Economy)</p>	<p>A series of projects within North Kent and Ashford to improve local environments improve access to green spaces, improve provision for active and informal recreation. Includes: -</p> <ul style="list-style-type: none"> • North Kent A2 corridor (Kent Thameside Green Grid) • Project with Gravesham BC to relocate A2 to improve air quality (area designated as an air quality action zone). • A2 redevelopment – major redevelopment of former A2 route to provide cycling event centre and opportunities for active and informal recreation e.g BMX, skateboarding – bidding for up to £9million to fund this initiative • Further projects being undertaken in Ashford to promote Green Grid
<p>Dover health-related initiatives (Regeneration & Economy)</p>	<ul style="list-style-type: none"> • Dover Pride Initiative to regeneration Dover town urban areas • Redevelopment of former coalfields – specific projects - Develop proposals for construction training facility related to housing development at Aylesham • Partnership work with SEEDA to develop new country park - Fowlmead (Betteshanger) , now providing support and advice for development of future leisure activities e.g take up of cycling. • Redevelopment and extension of the new Dover Sea sports centre • Working with the KCC Public Health team to develop health impact assessments for specific projects within the Dover Pride regeneration initiative

<p>Swale health-related initiatives (Regeneration & Economy)</p>	<ul style="list-style-type: none"> • Queenborough/Rushenden – supporting new community health provision through S106 agreements. • Queenborough – supporting provision of new community café to provide new job opportunities for persons with learning difficulties • Church Marshes – development of country park – bid being made to CLG to develop second phase that will see expansion with new walk/cycle ways from Sittingbourne to the Swale estuary. • Working with SEEDA for the provision of new employment sites on the Isle of Sheppey • Faversham masterplan – provide more mixed use sites to include employment opportunities and environmental improvements around the Faversham Creek area.
<p>Enterprise Skills/Start up business initiatives (Regeneration & Economy)</p>	<ul style="list-style-type: none"> • With Kent Foundation, deliver programme targeting young people developing their enterprise skills • Subject to funding, target specific Enterprise Gateway projects targeted at disadvantaged communities • Work with property to identify four potential opportunities to develop new workspace provision facilities including Manston Park. • Subject to funding, 10 secondary schools targeted for enterprise skills development (200 students) • Subject to funding, 3 deprived communities targeted for enterprise skills development – 90 people drawn into programme with 458 completing programme • Subject to funding, work with Ashford Borough Council in developing a skills strategy
<p>Environment & Regeneration Staff Well-being initiatives (Health & Safety/ Work & Wellbeing Group)</p>	<p>The activity within the directorate has been directed by reference to two key documents, <i>Choosing Health</i> (DoH) and <i>Revitalising Health and Safety</i> (HSE). Both these documents contain recommendations on how local authorities are able to contribute to the public health agenda targets.</p> <p>The main target groups for activity in this directorate have been those who perceive they have a weight problem, those who wish to improve their lifestyles to achieve better fitness levels and those who feel the need to build in ‘de-stress’ time to their life and those who might benefit in ‘back to work’ activity after prolonged absences. Walking activity lead by the directorate has also been offered to a growing number of members of the public in Country Parks and on the footpath network (cf: attached document for full list of activities offered to E&R staff.)</p> <p>As an employer the activities offered demonstrate a positive approach to our ‘duty of care’ to employees as well as recognising the productivity benefits in having a fit, healthy and happy workforce</p>