

TONBRIDGE & MALLING BOROUGH COUNCIL

COMMUNITIES ADVISORY BOARD

11 January 2016

**Joint Report of the Director of Street Scene, Leisure and Technical Services & the
Director of Planning, Housing & Environmental Health**

Part 1- Public

**Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken
by the Cabinet Member)**

1 MENTAL HEALTH CHARTER FOR SPORT AND RECREATION

Summary

**This report introduces and seeks Member approval to sign up to the new
Mental Health Charter for Sport and Recreation.**

1.1 Background

- 1.1.1 Every year, 1 in 4 people will experience a mental health problem and high profile sportsmen and women such as Victoria Pendleton, Dame Kelly Holmes, Frank Bruno and Jack Green have publicly shared their own mental ill health experiences.
- 1.1.2 Despite this statistic, it is still something that much of the population is reluctant to talk about or address and many of those experiencing mental health problems have reported varying levels of discrimination. This is something the new Charter hopes to change.
- 1.1.3 It is recognised that sport or physical activity can play an essential role in both the prevention and treatment of mental health problems with the Chief Medical Officer's Annual Report highlighting the significant benefits from adopting a more physically active lifestyle stating *"The benefits of regular physical activity to health, longevity, well-being and protection from serious illness have long been established. They easily surpass the effectiveness of any drugs or other medical treatment."*
- 1.1.4 In addition The Department for Culture Media & Sport has published "A New Strategy for Sport: Consultation Paper" in August this year. This identifies that *"Physical inactivity directly contributes to one in six deaths in the UK."* It also highlighted that physical activity *"can help prevent and/or treat a range of physical and mental illnesses, including cancer, heart disease, strokes, dementia, depression, type 2 diabetes and can contribute to weight management."* The Strategy also states that *"people who are physically active can have a more positive outlook which contributes to good mental health."*

1.2 Mental Health Charter for Sport and Recreation

1.2.1 The Charter sets out how sport can use its collective power to raise the issue of mental health and help tackle the stigma that surrounds it. It was developed in partnership between the Professional Players Association, the Sport and Recreation Alliance, the Football Association and the mental health charity MIND.

1.2.2 The Charter is attached at **Annex 1** and has 6 key aims or action points:

- Use the power of sport and recreation to promote wellbeing, with a special focus on encouraging physical activity and social interaction for their contribution to good mental health
- Publicly promote and adopt good mental health policies and best practice within our sports and recreational activities
- Promote positive public health messages using diverse role models and ambassadors to reduce the stigma attached to mental health problems
- Actively tackle discrimination on the grounds of mental health to ensure that everyone is treated with dignity and respect
- Support the establishment of a pan-sport platform to work closely with the mental health sector to develop and share networks, resources and best practice
- Regularly monitor our performance, assess progress and take positive action on mental health issues

1.2.3 Some of the country's biggest governing bodies of sport and professional player associations have already signed- up to the Charter so messages at a national level will soon be in circulation. The next step is for regional, county and district organisations involved in sport to reinforce these messages at a local level. Kent County Council has already signed up to the Charter and is encouraging as many organisations in the county as possible to also commit to the Charter's aims. It is, therefore, proposed that Tonbridge and Malling Borough Council signs up to the Charter.

1.2.4 If the Borough Council was to sign up to the Charter the main actions required could include:

- a section on the Council website about mental health issues
- signposting people and other organisations to useful contacts and services
- referencing mental health benefits in newsletters, bulletins and leaflets

- attendance at mental health meetings and conferences
- recruitment of good role models and ambassadors
- posters and promotional literature in staff areas
- providing mental health first aid training
- raising awareness of World Mental Health Day

1.2.5 Most of these are already in place, through the work of the Health Improvement Team and include details on the website around mental health awareness, signposting to support services, mental health first aid training and active involvement in the local delivery of World Mental Health Day events. Should we sign up to the Charter the focus for the Council will be increasing awareness across other services, so that these actions and initiatives can be more widely promoted.

1.3 Current Borough Council Activity/Mental Health Programmes

1.3.1 It should be noted that the Borough Council already engages in a number of activities/programmes to promote physical and mental wellbeing within the Borough and a selection has been highlighted below for Member information:

- Discovery Day - a disability sports day is run every year at the Angel Centre, Tonbridge, for children and young people with a physical or learning disability. Special schools in and around the Borough are invited to attend and recently this invitation has been extended to all local mainstream schools as well, recognising that more children with special educational needs are now attending mainstream schools. Average attendance at the event is approximately 80 children. The event is sponsored by Fidelity Investments.
- Spring into Sport – a promotional programme of free taster sessions organised by the Council provided across the Borough. Over 15 different clubs and groups have been involved with sessions ranging from football and rugby to croquet and short mat bowling, giving something for all ages and abilities.
- Sports Directory – providing a comprehensive online guide to local clubs, enabling residents to search for information and get involved with regular sessions.
- Healthy Walks Programme – the Health Improvement Team organise six walks every week starting from Leybourne Lakes, Tonbridge Pool, Tonbridge Baptist Church and Hildenborough Recreation Ground. All walks are led by trained volunteers, are free and show that walking can be an enjoyable activity that really makes a positive difference to health.

- Parkruns - weekly 5km timed runs organised by a team of volunteers. The runs take place every Saturday at 9am at both Tonbridge Racecourse Sportsground (Tonbridge Parkrun) and Leybourne Lakes Country Park (Malling Parkrun) and are open to all ages and abilities, free of charge. There are over 3,500 runners registered for Tonbridge and 460 runners currently registered for the Malling run (only established on the 3 October 2015). Following the recent establishment of a Junior Parkrun at Manor Park in West Malling the Borough Council are considering a Junior Parkrun for the Tonbridge area.
- Weight Management Programmes – these programmes are delivered at various venues across the Borough for both adults and families. Counterweight for adults is an 11 week programme focussing on changing behaviours, including eating habits, activity levels and thought processes to help participants lose weight and maintain it at a healthy level. The LEAP (Learn, eat and play) programme welcomes families with a child or children that have been identified as having an unhealthy weight or unhealthy lifestyle behaviours. It includes cooking workshops, exploring ways to increase physical activity and advice on healthy eating and portion control.
- Leisure Pass Scheme – an annual membership available free to residents of the Borough in receipt of one or more qualifying benefits including universal credit and disability living allowance. The Leisure Pass offers discounts of up to 50% at the Council's leisure facilities.
- Young Cricket Leaders - these schemes have run in the Malling, Snodland and Tonbridge areas targeting 14 to 16 year old players interested in coaching the game by offering training in cricket leadership, umpiring and scoring, groundsmanship and first aid. Part of the scheme includes a minimum of 20 hours volunteering by the course participants once they have completed the course. This ensures that local Clubs, as well as individuals, benefit from the scheme and increases the opportunities for others to become involved in cricket.
- Tonbridge and Malling Youth Forum – this established forum has recognised both the extent and implications of Mental Health. The forum has recently undertaken a Mental Health Awareness Survey within a local school to assess young people's understanding of mental health issues and how these affect them. The survey received just under 300 responses and the Youth Forum are now looking to extend the survey further across the borough and look at ways support can be offered to young people to address issues arising from the survey.
- Other Mental Health Initiatives - our Jasmine and Headspace courses are designed for those with low level mental health issues, such as anxiety, panic, depression, sleeplessness and low self-esteem, these are delivered by our partner West Kent MIND. West Kent MIND are also delivering their

Mind Fitness programme to four secondary schools in the Borough, in addition we promote Six Ways to Wellbeing www.liveitwell.org.uk

1.4 Legal Considerations

1.4.1 None

1.5 Financial and Value for Money

1.5.1 There are no conditions attached to the Charter that commits any organisation to additional spending for events, activities or promotional literature.

1.6 Risk Assessment

1.6.1 None

1.7 Policy Considerations

1.7.1 Community, Equalities/Diversity, Healthy Lifestyles

1.8 Recommendations

1.8.1 It is **RECOMMENDED TO CABINET** that this Council formally signs up to the Mental Health Charter for Sport and Recreation.

The Director of Street Scene, Leisure and Technical Services confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

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Nil

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