



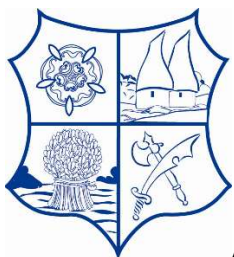
ALTON TOWN COUNCIL HEALTH AND WELLBEING STRATEGY ACTION PLAN 2020 – 2023

Updated March 2021

Strategy Action Plan – OBJECTIVE 1

Alton Town Council will strive to ensure that all Altonians have the opportunity to participate in community life - empowering people to improve their own and their communities' health and wellbeing and seeking to influence decision makers in the adoption of policies which advocate improved health and wellbeing.

	Action	Purpose	Actioned by	Budget	Method of Evaluation	Status
1.1	Review of the Neighbourhood Plan	To include policies and actions to facilitate walking and cycling, public and community transport and providing homes and neighbourhoods that meet the needs of all people, including the elderly and disabled.	ATC, consultants and Neighbourhood Plan Group	£10,000	Inclusion of robust policies to ensure objectives can be met	ANP modification for Housing allocations in process (Jan 2021). Full review on hold pending outcome of NPPF review and Government white papers on planning for the future before allocating resource to a full ANP review.
1.2	Organising Events for the Community and promoting the opportunities for local people to organise their own events in their neighbourhood.	To bring people from all wards and all backgrounds together, to encourage community cohesion. Encourage individuals and neighbourhoods to take control and support each other.	ATC, local volunteers, Friends Groups	£20,000	Increased attendance at events and more events and groups organised by the community for the community	Full Calendar of events approved annually together. New for 2021 themed outdoor markets with different topics, many of which include aspects of wellness and healthy living. Promotion of Friends groups to replicate work undertaken at Flood Meadows New for 2021 Friends of King's Pond.
1.3	Input into the Review of the Local Plan	To ensure that the Plan includes policies to encourage community spaces within new developments and improvements to the public realm, local transport, open spaces and medical facilities	ATC, residents	Officer Hours	Inclusion of robust policies within the plan.	Local Plan final draft awaited, following consultation during 2019. Local Plan update to EHDC Full Council January 2021. New plan expected to be adopted early 2023
1.4	Creation & delivery of the Enhance East Hampshire Programme		ATC/ EHDC / HCC, officers and stakeholders	£1m+	Delivery of placemaking projects. Survey data	Alton Station Forecourt and New Community Facility project (Brewery site) both in progress. LCWIP and town centre recovery included for 2021



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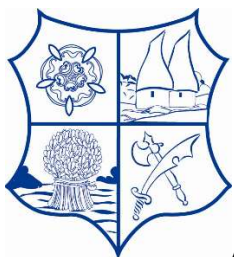
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1.5	Promotion of Health and Wellbeing related courses and events	Part of the Town Council's role as an enabler.	ATC, local groups, clubs and organisations such as local library, Town Guides, Walking for Health, ABRI and local CCG	Officer Hours	Increased take up of events offered.	Promotion of third-party events primarily through social media, bus stop advertising, Altonian etc. Active Alton – Health and Wellbeing Facebook Page created. Needs developing during 2021.
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Strategy Action Plan – OBJECTIVE 2

Alton Town Council will assist Altonians to be physically active, making sure they have opportunities to access recreational opportunities free at the point of use where possible, promoting a range of sports, events and activities.

	Action	Purpose	Actioned by	Budget	Method of Evaluation	Status
2.1	Development of Recreational facilities and opens spaces	To promote a community that supports and promotes a physically active lifestyle, through the provision of sporting and exercise facilities which are free to use.	ATC	£150,000	Increased use of facilities by individuals, groups and organisations. Survey Data	New Skatepark opened spring 2020 Upgrades to Public Gardens and Treloar Heights Play Areas undertaken summer 2020. Marmot Trail and Photography trial autumn/winter 2020. Installation of summer open air marquee in the Public Gardens to give additional space for meeting and events. Projects for 2021 include Holybourne Play Area, improvements to perimeter track and lighting at Jubilee Fields, Pump Track at Greenfields and hybrid outdoor gym/ LEAP in Chawton Park Road with EHDC and Cardiac Rehab Review of Management Plans for Flood Meadows and King's Pond 2021/22



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2.2	Promoting Alton's Allotments and Green growing spaces	To encourage healthy eating, fresh air, physical exertion and sense of community with others	ATC, Alton Allotment Association, Plot Holders, ALFI and ACAN	Officer Hours	Increased take up allotments, creation of waiting list, creation of additional green growing spaces	Waiting list increased from 5 to nearly 50 during 2020. All plots currently in use. ACAN new rewilding project, increased edible planting in community tubs and planting areas.
2.3	Hosting the Annual Alton Walking and Cycling Festival	Encouraging more people to walk and cycle for their health as well as for social interaction and volunteering (leaders)	ATC, Walk Alton, Walkers are Welcome, Ramblers, Alton, Cycling UK and Alton Cycling Club	£3,000	Increased number of participants and walks/rides on offer	Walking Festival well established as 1 month in May each year. New for 2021 – Cycling Festival, to extend over coming years.
2.4	Launch of the Active Alton Directory and Facebook Page	To bring awareness to residents of local clubs and organisations which help promote activity, sport and recreation.	ATC and the Active Alton Working Group	£4,000	Followers on social media, distribution of Directory, participant numbers	Directory due to go to print in 2021. Active Alton webpage now launched https://altonevents.co.uk/active-alton/ Facebook Page created, needs further development.
2.5	Attending the Health and Wellbeing Partnership Forum Meetings. Learn to identify existing or emerging gaps in health and wellbeing service provision.	To network, share best practice and learn more about local organisations and schemes which can benefit the health and wellbeing of residents and seek to work with others to co-ordinate solutions where gaps are apparent.	Councillors, Officers, Stakeholders, CCG	Officer Hours plus unidentified project costs	Better knowledge and co-ordination between stakeholders. Gaps identified and addressed.	Creation of Youth Hub for Alton started with the H&W Partnership. Last Meeting looked at Men's Health and the work of the Men's Activity Network and highlighted the Active Alton Directory. Creation of the Alton Community Coordination Group in 2020 has worked to coordinate solutions as they have arisen through networking and information sharing.



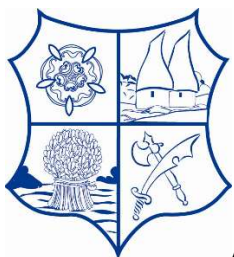
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Strategy Action Plan – OBJECTIVE 3

Alton Town Council will seek to promote opportunities for residents, schools and businesses to become involved with initiatives which will have a positive impact on health and wellbeing in our community both now and in the future and which engender a strong civic pride.

	Action	Purpose	Actioned by	Budget	Evaluation	Status
3.1	Support for Wey Valley Radio, local literacy projects and continued circulation of the Altonian.	To help target hard to reach audiences who are not on the internet and those who are socially isolated to have a connection to their community	ATC	£10,000pa	Increased awareness of local news, information and events. Wider audience figures.	Currently supporting WVR by way of provision of free premises until March 2021 at the Alton Assembly Rooms. Community Officer has a weekly slot on WVR to promote community events and information. In 2020 the Weekly Altonian also had a limited print run distributed by the Community Cupboard and local supermarkets. A weekly version of the Altonian, started in March 2020, continuing for 2021.
3.2	Facilitating the creation of initiatives such as Talking benches, knitter natters, chat mats, book clubs and other opportunities to promote befriending including Men's Shed.	Developing social opportunities to help people with conditions which may not be health related, such as loneliness, to be connected to their community	ATC, volunteers, Red Cross, Stakeholders/ Anna chaplaincy/ ABRI/ Mens Shed	£5,000 pa	Increased engagement with those who are lonely, reduction in GP visits for no health-related issues.	Early engagement with ABRI to work in partnership with their Community Investment Plan. Engagement prior to lockdown with Hampshire Cultural Trust on inclusive programmes for the Allen Gallery. ATC researching hosting knitter natters and talking benches for Market Square and Public Gardens.
3.3	Promoting courses such as cookery courses on eating well, and highlighting scheme such as the community cupboard	To demonstrate that health and well-being is not just about being fit but learning to eat well and make clever food choices.	ATC, volunteers, Foodbank, Community Centre, ACAN, ABRI	unknown	Improved health and decrease in obesity rates.	Community Cupboard has been running for over a year and operates 5 days a week.
3.4	Supporting schools and businesses to	To promote the benefits of encouraging employees/school	ATC, Local Schools,	Officer Hours	Uptake of schools and	2020 has seen the creation of Cycle Alton, an umbrella group representing the local cycling groups



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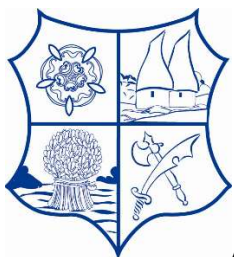
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	implement simple physical activity interventions such as The Daily Mile, Walk to Work Day and Cycle to Work Day	children to include physical exercise as part of their daily routine. (as well as environmental impact)			businesses taking part in the schemes	and community which has worked with the town council on a cycle infrastructure improvement scheme to help enable people to cycle into the town centre. LCWIP priority schemes to improve walking and cycling infrastructure awaited from EHDC
3.5	Litter picks, planting schemes In Bloom and initiatives to engender civic pride	Community engagement and participation is key to creating a sustainable plan and a sense of belonging.	ATC, ALFI, ACAN, Alton Society, volunteers	£2,500 per annum	Increased participation at events	The creation of the safe seating areas in Market Square accompanied by community planting in 2020 has proven very popular as has the seating area at the Assembly Rooms. Littering is still an issue which needs addressing. Group litter picks curtailed in 2020 due to the pandemic.
3.6	Hosting events and introducing low key initiatives which advocate wellness without reference the stigma of poor “health”	To involve sectors of the community who are reticent in engaging with their GP but need assistance to improve their health in an informal setting – to have a conversation rather than an appointment	Local cafes, pubs, social prescribers/ ABRI/ local PPG/ CCG	Unknown	Increased engagement with hard to reach groups resulting in improved health	Looking to engage with the Mens Activity Network at HCC/ ABRI and CCG. Consider a Health and Wellbeing event for 2022

Strategy Action Plan – OBJECTIVE 4

Alton Town Council will signpost to the existing network of health and wellbeing related organisations our community which offer support and volunteering opportunities.

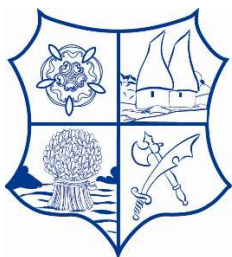
	Action	Purpose	Actioned by	Budget	Evaluation	Status
4.1	Signpost to mental health training; offer places for the community to meet,	To support members of the community who are experiencing issues with their mental health and to	ATC/ EHDC Communities Team,	Officer Hours	Increased awareness of support on offer, behavioural change	Details of support on offer can be found on the ATC Resource Hub



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	both formally and informally and create activities in which to create a social hub	prevent an environment which promotes good mental health in the community.	volunteers, GPs.		towards the stigma of mental health issues.	http://www.alton.gov.uk/Community_Resource_Hub_33809.aspx Promoting safeguarding and mental health training.
4.2	Set up training for councillors and residents to signpost symptoms of dementia and memory loss. Promote community groups which are easily accessible for people living with dementia, such as walking, arts and crafts or singing.	To raise awareness and promote Alton as a Dementia Friendly Town,	ATC, Dementia Friendly Alton	Officer Hours	Increased awareness of the work of Dementia Friendly Alton and increased knowledge of symptoms, how to identify and help.	Alton became the first town in East Hampshire to become Dementia Friendly in 2014. Over forty high street retailers have signed up to the Dementia Friendly Initiative so far. Additional Dementia training should be considered for businesses.
4.3	Create a map of local groups and organisations who offer health and wellbeing support to local people	Often these groups need wider, targeted promotion to reach their audiences. Also, to provides information to manage care and wellbeing and help maintain independence.	ATC	Officer hours plus publicity costs	Increase participation and awareness of what is on offer	Next Community Fair June 2021. Promotion of groups and organisations in the weekly Altonian which was created in March 2020 ATC now has a community resource hub on its website which has details of health and wellbeing support. http://www.alton.gov.uk/Community_Resource_Hub_33809.aspx
4.4	Promote the opportunities for volunteering locally	To encourage increased to take up and awareness of opportunities in areas of need.	ATC, Community First	Officer Hours	Increased number of volunteers in the community – surveys, anecdotal evidence	Work in 2020 to promote https://www.cfirst.org.uk/volunteering/ the local volunteering hub. And targeted promotion of transport and car schemes as well as Befriending service with the Red Cross and The Good neighbour scheme.



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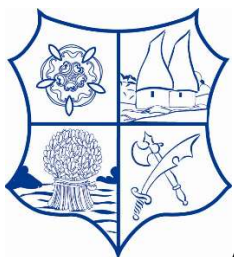
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4.5	Host theme-based discussions on health and wellbeing topics at the Council's Community Committee Meetings and through the Health and Wellbeing Forum	To advocate good practice within Alton and shine a light on successful schemes which could be re-produced locally	ATC, key stakeholders, Community First,	Officer and volunteer hours	Increased attendance at Community Committee Meetings	Themes include volunteering, health and wellbeing, youth, ACAN, Men's Health, Policing
4.6	Using the Town Council's Social Media Pages, website, the Altonian and other media to promote health and wellbeing initiatives and projects to help reduce social isolations	To reach a wider audience to raise awareness and increase participation in a drive to foster a connected community	ATC Officers	Officer Hours	Increased reach of posts and attendance at events / courses etc.	2020 has seen significant increase in reach of posts on social media. Use of Herald and Wey Valley Radio to reach those not on social media. Weekly Altonian has kept people connected to local events and initiatives. Consider introduction of ward-based Community Boards for residential areas to promote initiatives. Increased use of additional distribution opportunities, e.g school book bags, churches, parish magazines.

Strategy Action Plan – OBJECTIVE 5

Alton Town Council will seek to use its power of general competence to create creative solutions and shape provision to improve good health and increase social interaction

	Action	Purpose	Actioned by	Budget	Evaluation	Status
5.1	Work with the King's Arms to support young people in their development	To support young people and young carers, provide access to support services. To create a hub to give young people a place of their own and an environment outside of school in which to grow and thrive.	ATC and King's Arms.	£20,000 per annum	Increased engagement with and participation by young people through KA reporting to Full Council.	Hub building purchased, currently undergoing refit prior to opening. Courses being held on referral basis, working with the schools and college. See Full Council reports. Consider creation of a Youth conference with Chairs of Schools Councils.



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5.2	Campaign, lobby and lead, championing improvements to allow easier access to services across the town	To improve accessibility of the town centre including transport, crossing points, cycle storage etc...creating a social space in the town centre so it can increase footfall and flourish.	ATC / EHDC / HCC / Developers / key stakeholders (Enhance East Hampshire)	Unknown	Town Centre Health Check survey results	Currently working with CALA homes to create improved accessibility to the High Street from the brewery site, Ashdell and beyond. Working with EHDC / NR / SWR for increased access to the town from the station. HCC undertaking a full Town Centre Health check throughout 2021 which will inform next steps and actions.
5.3	Produce, implement and communicate a mental health at work plan	Increase Mental Health awareness in Council staff to set an example to other employers	Town Clerk and SEE	£1,000 per annum	Routinely monitor employee mental health and wellbeing - survey employees	Plan to be produced to include signposting, mental health training and increased awareness.
5.4	Produce a map of accessible public toilets within the town.	To help those who need increased access to facilities, particularly Crohn's and Colitis feel confident when venturing out.	Officers / community building managers and local businesses	Officer Hours and publication costs	Increased usage of facilities.	Plan to be produced after discussions with building owners/managers to create more community toilet facilities which can be mapped on the "Flush" App and promoted by ATC
5.5	Support for smart transport solutions. Addressing the lack of accessible public transport	Improving access to hospital transport services, promoting Alton Community Care Cars, Car sharing/lift share, e-bike schemes. Providing increased modes of transport and innovative solutions to community transport.	ATC / HCC / EHDC / volunteers/Alton Community Care	£500,000 +	Increased use of public transport and numbers of volunteers assisting in care car provision	Scoping report undertaken for an electric community transport bus scheme, but identification of funding sources required before progressing. On hold through 2020 and more assessment required of changing travel patterns resulting from Covid during 2021. Promotion by ATC of Alton Community Care and volunteer driving opportunities as part of covid vaccination response.
5.6	Improved access to and availability of affordable housing	To ensure all residents have access to good quality, rental or shared ownership properties.	ATC / EHDC Housing / Developers	Unknown	Reduced housing list numbers. Volume of affordable housing stock stable.	Improved numbers of affordable housing resulting from 40% provision on the Brewery Site and increase from 20% to over 50% on the Borovere Site.