

Report to:	HEALTH AND WELLBEING BOARD
Date:	7 March 2019
Reporting Officer:	Debbie Watson – Assistant Director of Population Health
Subject:	TOUR OF TAMESIDE 2019
Report Summary:	The report provides information on the Tour of Tameside 2019 event including the agreed collaborative support from the Health and Wellbeing Board.
Recommendations:	The Health and Wellbeing Board is asked: <ul style="list-style-type: none"> • To review the successes of Tour of Tameside to date; • To support Tour of Tameside 2019 including the agreed recommendations for working with the organisers.
Corporate Plan:	This proposal has several links across the Tameside and Glossop Corporate Plan but with particular focus on Starting Well and Living Well.
Policy Implications:	Tour of Tameside, within the context of the Tameside Active Executive Board and the Active Alliance, provides an important direction for the response to the local challenge of decreasing physical inactivity.
Financial Implications: (Authorised by the statutory Section 151 Officer & Chief Finance Officer)	The report states that any related costs of the event (traffic management and regulation orders) will be absorbed (section 5.1). It is therefore essential that the related costs are appropriately planned for within the Population Health Directorate 2019/20 revenue budgets. In addition, any related facilitation fees of Strategic Commission employees who are supported to participate in the event will also be financed from related 2019/20 revenue budgets.
Legal Implications: (Authorised by the Borough Solicitor)	It is important that decisions regarding resources are made on an evidence based approach. This report sets out the evidence of the challenges and proposals for how we respond to decreasing physical activity for the Board to determine if targeted resources delivering the necessary outcomes.
Risk Management:	There are no risks associated with this report.
Background Information:	The background papers relating to this report can be inspected by contacting Charlotte Lee, Population Health Programme Manager: <p> Telephone: 0161 342 4136</p> <p> e-mail: charlotte.lee@tameside.gov.uk</p>

- 1.1 The Tour of Tameside was founded by running legend, Dr Ron Hill MBE in 1983 and was originally a week-long event. After 14 years absence, the Tour of Tameside was reborn in 2015 by Sports Tours International and since 2016, has returned as a 4 daylong event.
- 1.2 The 4 daylong event consists of a cross trail 10K through Park Bridge and Daisy Nook (Ashton areas), a 6 mile hell on the fell 6 through Walkers Wood Reservoir to Active Copley (Stalybridge areas), hero half marathon on the Longdendale trail and a 7 mile road race through Hyde Town Centre.
- 1.3 Since 2015, the Tour of Tameside has seen an increase in participation which is illustrated in the table below:

	Full Race	10K	Hell on the Fell	Half Marathon	7 Mile	Total
2015	264		18	62	110	454
2016	252	125	42	150	140	709
2017	365	129	63	204	216	977
2018	430	184	85	209	311	1219

- 1.4 Above and beyond these 4 days, Sports Tours International endeavour to work with local communities to enable a wide audience participating in the Tour. An example of this is seen before the hero half marathon, where people are given the opportunity to participate in a short run dedicated to PC Nicola Hughes. Those who participate in both the short run and the half marathon complete 14.846 miles which makes up PC Nicola Hughes' badge number 14846 and all contributes are donated to the PC Nicola Hughes Memorial Fund.
- 1.5 Furthermore, Sports Tour International works alongside local charities that are given the opportunity to fundraise at these events with the arrangement to providing volunteer support.

2.0 THE SUCCESS OF TOUR OF TAMESIDE 2018

- 2.1 For the 2018 Tour of Tameside a number of partners across Tameside supported the event including; New Charter Housing Association (now Jigsaw Housing) who sponsored the event, Active Tameside who supported with warm up activities and facilitates where appropriate and Tameside MBC in relation to traffic management and communications.
- 2.2 Furthermore Public Health invested financial support to facilitate staff participation across Tameside MBC, Tameside and Glossop Clinical Commissioning Group, Greater Manchester Pension Fund, and Tameside and Glossop Integrated Care NHS Foundation Trust.
- 2.3 In agreement, for Public Health to fund the staff places, staff partaking would raise money for Tameside Hospital's critical care/high dependency unit in memory of Cllr Kieran Quinn and in recognition of the crucial role this unit plays in so many people's lives. By the end of Tour of Tameside £2,113.50 was raised for the unit.
- 2.4 In addition to the involvement of partners detailed above, Tour of Tameside engaged with a number of businesses, community and charity groups including:
 - Tameside4Good
 - Believe & Achieve
 - The Anthony Seddon Trust
 - Macmillan Cancer Support
 - The Grafton Centre
 - Hyde Town Team

- Willow Wood Hospice
- Tameside, Oldham and Glossop Mind
- Topaz Café
- Phoenix Tameside
- Rotary Club of Hyde
- High Peak Rotary
- Peak Valley Housing Association
- Hattersley Youth Football Club

2.5 A mapping exercise completed by Sport Tours International found that high numbers of participants of the Tour of Tameside, are resident in Tameside. As illustrated in appendix A.

2.6 With the success of the Tour of Tameside to date, participation is projected to grow for 2019, estimated at:

	Full Race	10K	Hell on the Fell	Half Marathon	7 Mile	Total
2019	450	200	85	230	300	1,265

3.0 OUTCOMES FROM THE TOUR OF TAMESIDE

3.1 The Tour of Tameside has all rounded positive outcomes for Tameside as a borough. Firstly, as an attraction, it draws people to several country trails and the sights that Tameside has to offer and thus increasing the use of the trails.

3.2 In addition, Tour of Tameside builds on the community assets, such as community groups, schools and local charities, enabling a wider audience to participate in the event whether that is partaking in the races or championing the community spirit.

3.3 Moreover, Tour of Tameside provides an opportunity for Tameside residents to engage in physical activity. It is known that 30.8% of the Tameside population are inactive and creates avoidable demand for health and social care services. It is reported that physical inactivity is directly responsible for 6% of premature deaths and is an independent risk factor for a range of long term health conditions affecting society today including, coronary heart disease, hypertension, diabetes, chronic kidney disease, some cancers, stroke, peripheral vascular disease, cardiovascular disease, musculoskeletal health conditions (including osteoporosis, back pain and osteoarthritis), common mental health conditions and obesity. By contrast, an active lifestyle shows clear benefits in the treatment, management or prevention of all these.

3.4 Tour of Tameside and its organisers are committed to assembling an event that empowers residents of Tameside of all ages to partake regardless of fitness levels. To promote inclusion, Active Tameside coordinates and delivers a walking tour of Tameside. The walking tour consisted of four daily walking events. Active Tameside also deliver year-round Couch to 5K programmes and encourage and support participants to enter Park Run and Tour of Tameside stages. Entering these events provides individuals and groups with a positive challenge to train towards and therefore supports efforts to increase physical activity in Tameside which ultimately plays an essential role in increasing healthy life expectancy and reduce demand in the health and social care system.

4.0 RECOMMENDATIONS/ CONDITIONS FOR SUPPORTING TOUR OF TAMESIDE

4.1 In line with the Tameside and Glossop Corporate Plan and the strategic vision of the Health and Wellbeing Board, a number of recommendations were agreed by the Health and Wellbeing Board in 2018. These recommendations are put to Sports Tours International as conditions to the support given by the Health and Wellbeing Board for the Tour of Tameside events.

4.2 These conditions are outlined as following:

- To ensure all events have an measure of healthy catering options;
- To advertise and commit to the Tour of Tameside being Smokefree;
- To award those who completed the full tour with a token that compliments their effort and supports a healthy lifestyle;
- To continue engaging schools and community groups in the Tour of Tameside via usage of the trails or alternative engagement methods, for example, enhanced daily mile in primary schools during that week;
- To ensure the event times support those of all abilities to complete the race;
- To actively seek support and sponsorship from businesses and partners that aligns and mirrors a healthy lifestyle ethos.

5.0 OVERVIEW OF SUPPORT FROM THE HEALTH AND WELLBEING BOARD

5.1 To sustain and build of the legacy of Tour of Tameside it was agreed in 2018 that the Health and Wellbeing Board will:

- Absorb the costs for traffic management and regulation orders;
- Support staff members of organisations associated with the Health and Wellbeing Board to partake in the Tour of Tameside, this may participating in the races themselves or providing a volunteer services;
- Where investment is made to support staff participation to agree on a local charity(ies) which partakers will fundraise for;
- Support and enable local groups where evidence suggests they are more likely to be inactivity to partake in the Tour of Tameside;
- Actively promote Tour of Tameside to the residents and where appropriate to embed and align with local programmes and services;
- Champion the Tour of Tameside and endeavour to encourage and support the wider sectors to be involved in the Tour of Tameside;
- Actively promote and support participation in the complimentary event, Tour de Manc (www.tourdemanc.co.uk/) which promotes cycling in a similar manner to that of the Tour of Tameside but on a Greater Manchester footprint.

6.0 2019 TOUR OF TAMESIDE

6.1 To build on the successes of the Tour, this year Sports Tours International will work closely with the School Sports Partnership to encourage all schools across Tameside to take part in the Tour by building up their daily miles (www.thedailymile.org/) over the course of 7 days; equally to distance of the 'Hyde 7 Mile Road Race'. All schools and pupils who partake will be awarded for their efforts.

6.2 Where staff members of organisations associated with the Health and Wellbeing Board are supported to participate in the Tour of Tameside, they will be asked to fundraise monies for [The Running Bee Foundation](#) which will see profits of the Tour injected back into the local community of Tameside.

6.3 Once again Sports Tours International will work with a number of partners and charities across Tameside to ensure all residents can partake in some form or another. To this effect, and building on the learning from last year; Active Tameside will host a number of walking tours across Tameside. In addition to this, following the 'Hyde 7 Mile Road Race', the road closures on Market Street, Hyde will remain to allow a 'Running Bee Family Mile', meaning local individuals and their families can walk, jog or run the final mile while raising money for The Running Bee Foundation.

6.4 The 2019 dates for the Tour of Tameside, has been confirmed as following:

Thursday 13 June 2019	10K Trail Race
Friday 14 June 2019	Fell Race
Saturday 15 June 2019	High Peak Half Marathon
Sunday 16 June 2019	Hyde 7 Mile Road Race

www.sportstoursinternational.co.uk/sportstours-event-categories/tour-of-tameside/

7 RECOMMENDATIONS

7.1 As stated on the report cover.