EAST STRATEGIC NEIGHBOURHOOD FORUM

Day: Wednesday  
Date: 17 October 2018  
Time: 6.30 pm  
Place: Stalybridge Civic Hall, Stalybridge

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<td>ALCOHOL MISUSE REVIEW</td>
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<td>To receive a presentation from the Director of Population Health on Alcohol Misuse consultation.</td>
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<td>HEALTHY LIFESTYLES: WALKING AND CYCLING IN TAMESIDE</td>
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<td>To receive a presentation from the Director of Population Health / Director of Operations and Neighbourhoods, consulting on walking and cycling in Tameside.</td>
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<td>For further background information on the consultation visit: <a href="https://tgfm.com/made-to-move/beelines">https://tgfm.com/made-to-move/beelines</a></td>
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BIG ALCOHOL CONVERSATION: THE CONTEXT

Debbie Watson
Interim Assistant Director - Population Health
debbie.watson@tameside.gov.uk
ALCOHOL HARM IN GREATER MANCHESTER

Costing c. £1.3bn per year - that’s approaching £500 per resident

Alcohol-related deaths & hospital admissions over 50% higher than for England

Incapacity benefit claims directly related to alcohol 75% higher than England average

17% of violent crimes and 12% of sexual crimes linked to alcohol

Over 45,000 children live with parents who binge drink – and over 33,000 with dependent alcohol users.

1,200 babies born with Foetal Alcohol Spectrum Disorder
TAMESIDE DRINKING CONSUMPTION PATTERNS

High Risk Drinkers (6.4%)
- Women = 35+ units per week
- Men = 15 - 35 units per week

Increasing Risk Drinkers (34.8%)
- Women = 15 - 35 units per week
- Men = < 15 units per week

Low Risk Drinkers (74%)
- Women = < 15 units per week
- Men = < 15 units per week

Source: PHE Alcohol profiles; based on 2017 ONS mid year population estimates
2) ALCOHOL EXPOSED PREGNANCIES

GMCVO / 10GM: LOCALITIES ENGAGEMENT

• Engage 8,000 organisations & 3,000 individuals
• Focus in particular on those with lived experience / harder to engage through mainstream campaign
• Grant-giving programme sees funding flow to voluntary and community groups and social enterprises:
  • One-to-one / small group conversations
  • Focus groups
  • Social movement building
Engaged citizens in a meaningful dialogue around scale and nature of alcohol harm in GM and potential options for tackling it

Increase citizens' understanding of importance of scale and nature of alcohol in GM, and of responsible alcohol consumption to themselves as individuals, their families, and their communities

Meaningful understanding of attitudes of GM public to potential areas of transformation, including policy & legislation

Developed a wide-ranging GM 'ambition for alcohol' underpinned by the findings of the engagement activity
We want to gain your views on:

• How to raise public awareness of the damage caused by alcohol in Greater Manchester?

• How to build an understanding that this is “everyone’s problem”?

• What could help shift attitudes and behaviours?

• What is the appetite for legislative change?

• How can we make the most of the campaign and the community engagement work?
Community engagement – what’s planned?

- **October 2018** – Opportunity for voluntary sector partners to put themselves forward to be involved in paid for:
  - *Survey work*
  - *1-2-1 interviewing work*
  - *Focus group work*

- **Mid-November 2018 to the end of February 2019** – Big Alcohol Conversation takes place including delivery of above work by voluntary sector partners and movement building activity

- **March 2019** – report writing

- **April 2019** – feedback work and movement building workshop
• To what extent do you think it is the role of different people to address the harms caused by alcohol?
  
  e.g. individuals, friends and families, communities, GPs, local/regional government, national government, retailers, alcohol industry...

• What powers do any of these have and how should they use them?
Thank You -
For more information

Ben Gilchrist
Deputy Chief Executive, Action Together
ben.gilchrist@actiontogether.org.uk

Gideon Smith
Consultant in Public Health
gideon.smith@tameside.gov.uk
Healthy Lifestyle
Walking & Cycling in Tameside

Neighbourhood Forums - East
The Mayor’s Challenge Fund

- In March 2018, approval was granted for the Transforming Cities Fund. £160m from this fund will be allocated (over 4 years) for the delivery of walking and cycling measures across GM.

- This fund is known as the Mayor’s Challenge Fund and should be complementary to the wider ambitions of ‘Made to Move’.

- GM wide ambition to create a modal shift away from travel in cars to walking and cycling either as the whole journey or in part when linked with public transport.
50% of adults in GM are physically inactive

£500,000
This costs the local NHS more than £500,000 per week

30% of trips under 1km in GM are made by car, the equivalent of:

15 mns walking
4 mns cycling

46%
One recent UK study showed that walking or cycling to work led to an overall 46% reduction in the risk of cardiovascular disease.

600
More than 600 people are killed or seriously injured on GM roads every year
The Case for Action

- Increasing the number of journeys made by walking and cycling will have many benefits for Tameside and its residents. These benefits will include improved health, pollution, congestion and economy.

- A great deal of research has been conducted to put a monetary figure to the benefits of walking and cycling.
How will this be achieved?

- Network Planning Sessions
- Beelines
- Strategic working across GM on documents such as the LCWIP, Made to Move and Streets for All
- Designing schemes to the best possible standards (Competent 12 year old test)
- Promotion, signage and education
Beelines

Current
Beelines – What can I expect to see?
Beelines – What can I expect to see?
Beelines – Change in Street Scene
Beelines – Tameside East

Tameside East – Programme Bid Schemes
- Stamford Park
- Stamford Drive and Currier Lane
- Mottram Road
- Park Road (West End)

Big Ticket Schemes
- A57 Corridor (Denton to Hollingworth)
- Bridge at Manchester Road (Snipe)
- Bridge at Cavendish Street
Beelines – Tameside East

Tameside East schemes
Identified Beelines

• Dewsnap Bridge through Dewsnap Lane and Yew Tree Lane
• Westminster Way
• Armadale Road through Town Lane, Hill Street and Furnace Street
• Chapel Street and Wharf Street via Railway Street
• Park Road and Tame Street
• Binn Street through Buckley Street then Lord Street
• Gorse Hall Road
• Range Road and Houghhill Road to High Street
• High Street through Armentieres Square, Trinity Street, Waterloo Road, Hamilton Street to Harrison Street
• Stamford Drive
Tameside East schemes (continued)
Identified Beelines

• Rassbottom Street along Norman Road, Stamford Grove, Astley Road, Darnton Road and through Chaddy Dam to Mossley Road
• Harrison Street through West Avenue, Ridge Hill Lane, Arlies Lane and Luzley Road to Mossley Road
• John Street along Spring Bank Lane and Grove Road
• Broadcarr Lane and Lily Lanes
• Huddersfield Road along old railway line, through Millbrook Sidings, Scout Green and old railway line to Greenfield boundary
• Wyre Street, Old Brow, Waggon Road, Egmont Street and Staley Road to Huddersfield Road
• Blundering Lane and Woodend Lane
Where should the next Beelines be?

- Beelines are intended to encourage people to leave their cars at home for short journeys and to walk or cycle instead.

- In order to create the network that will achieve this ambition, the Council needs your input on where these routes should be.

- Imaginative ideas / creative solutions eg. Cheetham Hill Road, Birch Lane, Oxford Road gyratory?

[https://mappinggm.org.uk/beelines/](https://mappinggm.org.uk/beelines/)

Email: [cycling@tameside.gov.uk](mailto:cycling@tameside.gov.uk)  
Twitter: [@tmbc_highways](https://twitter.com/tmbc_highways)