



Report to:	HEALTH AND WELLBEING BOARD
Date:	8 March 2018
Executive Member / Reporting Officer:	Debbie Watson, Interim Assistant Director of Population Health Graham Jackson, Race Director, Sports Tours International
Subject:	TOUR OF TAMESIDE 2018 - 2020
Report Summary:	This paper updates the Board on the successes of the Tour of Tameside and asks for collaborative support from the Health and Wellbeing Board to grow the event to promote and increase physical activity in the Borough and raise funds for local charity.
Recommendations:	<p>The Health and Wellbeing Board is asked to:</p> <ul style="list-style-type: none"> • Review the successes of Tour of Tameside to date; • Agree the recommendations for working with the organisers of the Tour of Tameside; • Agree continued support for the Tour of Tameside.
Links to Health and Wellbeing Strategy:	This proposal has several links to the Health and Wellbeing Strategy with particular focus on Developing Well and Living Well.
Policy Implications:	There are no policy implications at this stage.
Financial Implications: (Authorised by the Borough Treasurer)	<p>Sections 4 and 5 of the report provide summary details of the proposed recommendations and future collaborations to support the Tour of Tameside.</p> <p>It is essential the Council ensures the cost of the facilitation and or participation of employees within the tour is resourced within the annual revenue budget available.</p>
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 arising from this report.
Access to Information :	<p>The background papers relating to this report can be inspected by contacting, Charlotte Lee, by:</p> <p> Telephone: 0161 342 4136</p> <p> charlotte.lee@tameside.gov.uk</p>

1. INTRODUCTION

- 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

- 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. THE SUCCESS OF TOUR OF TAMESIDE 2017

- 2.1 For the 2017 Tour of Tameside a number of partners across Tameside supported the event including; New Charter Housing Association 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 The Council via Public Health grant invested 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. As a result 55 staff members participated in the event equalling to 74 race places.
- 2.3 In agreement, for the Council to fund the staff places, staff partaking would raise money for two local charities identified – Willow Wood Hospice and the Tameside Macmillan Unit. By the end of Tour of Tameside £1,110.00 was raised for Willow Wood and £1,338.00 Tameside Macmillan Unit via Just Giving; totalling **£2,448.00**.
- 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
 - Willow Wood Hospice
 - Macmillan Cancer Support
 - The Grafton Centre
 - Hyde Town Team
 - Rotary Club of Hyde

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

2.5 Furthermore, Sports Tours International has reinvested £5000 into the Tameside Youth Football League enabling more children and young people to benefit in football initiatives and other social inclusion opportunities.

2.6 With the success of the Tour of Tameside to date, participation is projected to grow for 2018, estimated at:

	Full Race	10K	Hell on the Fell	Half Marathon	7 Mile	Total
2018	400	170	80	250	300	1200

2.7 Moreover, the 2018 Tour of Tameside will set to engage schools via a Schools Challenge where Sports Tours International, Davies Sports and Active Tameside will work together to deliver cross-curricular activities around the history of the Tour (tapping into English, Maths, Science and Geography).

2.8 The 2018 Tour of Tameside will seek further engagement and involved from a wide range of local partners and businesses including IKEA and Peak Valley Housing Association.

3. POSITIVE 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 Tour of Tameside provides an opportunity for Tameside residents to engage in physical activity. It is known that 32.8% of the Tameside population are inactive and creates avoidable demand for health and social care services. It is estimated that physical inactivity is directly responsible for 1 in 6 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.

3.5 To promote inclusion, Active Tameside co-ordinate and deliver 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. RECOMMENDATIONS FOR SUPPORTING TOUR OF TAMESIDE

4.1 In line with the Health and Wellbeing Strategy and the strategic vision of the Health and Wellbeing Board, a number of recommendations are suggested for supporting and working alongside Sports Tours International for future Tour of Tameside events.

4.2 These are outlined as following:

- To ensure all events have a healthy catering option;
- To advertise and commit to the Tour of Tameside being Smoke Free;
- To award those who completed the full tour with a token that compliments their effort and support 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 actively seek support and sponsorship from businesses and partners that aligns to a healthy lifestyle ethos.

5. FUTURE COLLABORATION

5.1 To sustain and build of the legacy of Tour of Tameside it is proposed the Health and Wellbeing Board agree and commit to continued support. With the following as potential options:

- To support member organisations of the Health and Wellbeing Board to partake in the Tour of Tameside, this may be participating in the races themselves or providing a volunteering arm;
- Where investment is made to support staff participation funds are raised for Tameside Hospital's critical care/high dependency unit in memory of Cllr Kieran Quinn RIP and in recognition of the crucial role this unit plays in so many people's lives.
- To actively promote Tour of Tameside to the residents and where appropriate to embed and align with local programmes and services;
- To champion the Tour of Tameside and endeavour to encourage and support the wider sectors to be involved in the Tour of Tameside;
- To actively promote and support participation in the complimentary event, Tour de Manc (<http://tourdemanc.co.uk/>) which promotes cycling in a similar manner to that of the Tour of Tameside but on a Greater Manchester footprint.

6. 2018 TOUR OF TAMESIDE DATES

6.1 The 2018 dates for the Tour of Tameside, has been confirmed as following:

Thursday 14 June 2018	10K Trail Race
Friday 15 June 2018	Fell Race
Saturday 16 June 2018	High Peak Half Marathon
Sunday 17 June 2018	Hyde 7 Mile Road Race

7. RECOMMENDATIONS

7.1 As set out on the front of the report.