



December 2018 Monthly Parish Newsletter

Sport and Physical Activity worth £270m a year to the Suffolk economy

A report published on 18 December 2018 has revealed the importance of the Sport and Physical Activity sector to the Suffolk economy.

Undertaken by specialist economic development and regeneration consultancy Hatch Regeneris, the report shows that the sector contributes £270m a year to the Suffolk economy. This accounts for over 10,000 jobs or 3% of all employment in Suffolk and is almost double the proportion seen at national levels.

The report shows that employment in the sector has grown at a faster rate than all other sectors in Suffolk - up 60% in the last 5 years. By contrast, employment in financial and professional services has grown by 10% over the same period.

Patrick Ransom, Senior Consultant with Hatch Regeneris, said

“Our work highlights that the Sport and Physical Activity sectors are growing rapidly in Suffolk and there is a higher concentration of jobs in the sectors than in other places. Public and private sector partners should work together to unlock further growth and help the sectors reach their potential.”

The report highlights the importance of continuing the drive towards increasing participation in sport and physical activity as a way of both improving productivity and reducing the spend on health and social care. It estimates that a reduction of just 10% in Suffolk employee sickness rates would give the Suffolk economy a boost of £42m annually.

The report recognises both the importance of the sector in providing a stepping stone into employment as well as a gateway into higher skilled jobs. The report highlights the need for organisations in Suffolk work together to respond to the future skills needs of a growing sector.

The report also acknowledges that Suffolk has a busy annual sporting calendar with potential to grow further. Events like the Great East Swim generate an estimated £¼ million to the county annually. The county’s event programme could be enhanced further to include events like an Ironman or a large-scale beach sports event. This could cement Suffolk’s reputation as a leader in the sector and attract people from different parts of the country and stimulate local economic spend.

Consultation on the proposed changes to the local Citizens Advice (CAB) grant funding

Suffolk County Council is carrying out a consultation to understand the equality impacts there may be as a result of proposed changes to the local Citizens Advice (CAB) grant funding which the authority currently provides.

At the Council's Scrutiny meeting on 22 November 2018, the committee considered details of proposed savings totalling £11.2m that will enable the council to balance its budget. Amongst these savings was the proposal to remove the funding grant that the county council gives Suffolk's CABs.

Committee members recommended changing the proposal to a phased reduction – a recommendation that was later agreed by Cabinet. It is now proposed that the grant will reduce by half to £184,000 in 2019/20 before ending in 2020/21.

A consultation regarding this decision started at 12 noon on Monday 17 December and will run until 5pm on Wednesday 23 January. The consultation will give residents the opportunity to say how they currently use the CAB service and how they may be impacted, specifically from an equality perspective, by any potential changes to funding.

Comments made through the consultation will be used to help inform the final decision on the council budget, which is due to be made by full council on 14 February 2019.

Further information and a link to the survey can be found here:

<https://www.suffolk.gov.uk/council-and-democracy/consultations-petitions-and-elections/consultations/local-citizens-advice-cab-consultation/>

Paper copies of the survey are also available at Libraries and local Citizens Advice offices.

Support for new parents struggling with their baby's crying

On 13 December 2018, Suffolk County Council's Public Health team launched a campaign to help new parents and carers to cope with their baby's crying.

A new resource has been developed for parents and carers, in the form of a 'User Guide' with hints and ideas to help them settle their babies and think about their own wellbeing in the process.

The booklet has been designed with input from health visitors and parent support groups. The booklet recognises that parents can often become frustrated and stressed when babies cry. It reminds parents to 'Keep Calm and...' try different ways

to settle their baby, or to Keep Calm and Step Away, taking five minutes for themselves.

The campaign will help parents find ways to bond with their babies and maintain their own wellbeing and that of their child. In one UK survey, one in every nine parents said they had been so stressed by their baby crying that they'd shaken them. This can result in serious injury such as Non-Accidental Head Injury (NAHI), also known as 'Shaken Baby Syndrome'.

The booklet also features a 'CriPad', where parents can write down their Parenting Hacks and share them with friends or relatives who may be looking after their baby.

The campaign centres on 'Parenting Hacks' - ideas that parents can try to keep their babies calm and settled. A video has been produced featuring parents talking about their own Parenting Hacks. All babies are different and parents are encouraged to share their own weird and wonderful tips about how they settle their babies at www.healthysuffolk.org.uk

Parents and carers can visit www.healthysuffolk.org.uk to find out more about the support available and download the Keep Calm booklet.

The Keep Calm booklet will be available via Health Visitors or local Children's Centres, as well as some independent nurseries, charities, baby groups and other Suffolk services. If local organisations would like to order booklets for display and distribution, they can contact keepcalm@suffolk.gov.uk.

Local organisations, authorities and MP give formal backing to Lowestoft's Lake Lothing Third Crossing

The government authority responsible for overseeing projects of national importance, has started its examination into the proposed Lake Lothing Third Crossing.

Following a preliminary meeting held at The Ivy House Country Hotel in Oulton Broad on 5 December 2018, the Planning Inspectorate has now started its six-month examination during which there will be several opportunities for people to provide their views on the project.

The first stage of this examination was an open floor hearing at which local leaders Peter Aldous MP, Councillor Mark Bee (leader of Waveney District Council) and Councillor Matthew Hicks (leader of Suffolk County Council) all spoke to give their full backing to the project.

Also speaking in favour of the project were representatives from other local and regional organisations such as Lowestoft Town Council, Chamber of Commerce and the New Anglia Local Enterprise Partnership.

Once complete, the crossing will bring many benefits to the area, such as reducing congestion in the town and improving connections between the north and south of Lowestoft. The road network will be able to operate more efficiently, and the iconic

design of the bridge presents the opportunity to introduce a new focal point for the town, enhancing its identity. It will also help to regenerate the area and attract new investment for the local economy.

At the end of the examination period, the examining authority from the Planning Inspectorate will have three months to submit its report and recommendation for the project to the relevant Secretary of State. The Secretary of State will then have a further three months to grant or refuse development consent for the much-needed crossing to be built, meaning a decision should be known in December 2019.

Options assessment report for Sudbury Congestion Relief Scheme published

On 5 December 2018, the options assessment report for the Sudbury congestion Relief Scheme was published.

In spring 2018, Suffolk County Council commissioned independent experts from WSP to look at options to relieve traffic congestion in and around Sudbury. Schemes considered included western or southern bypasses, changes to parking and public transport and junction improvements.

The report produced by WSP clearly sets out why the most cost-effective way of relieving traffic in Sudbury is to move forward with a programme to upgrade existing road junctions in Sudbury.

It is estimated that delivery of these improvements would cost in the order of £10million. Options will now be explored in more depth to enable funding to be sought for the scheme.

Whilst the option of a building a bypass would provide a lot of benefits to the town, the cost at between £50m-£70m is prohibitively high resulting in a low benefit cost ratio.

Even though this means a bypass is not a feasible at this time, the option of a bypass will remain in the County's Local Transport Plan and the District's local plan as an aspiration for Sudbury in the future.

The county council will now work with the re-instated Sudbury Steering Group and the officer Sudbury Vision group to identify and develop junction improvements.

The first step will be a workshop in January to establish a list of schemes, these will be developed, following which a forward programme will be developed over the next six months.

Read the [options assessment report for Sudbury Congestion Relief Scheme](#).

Entries for the 2019 Great East Run open on Monday 7th January 2019

Following the resounding success of the event over the past two years, entries for the 2019 event will open on Monday 7 January.

The run will take place on Sunday 22 September 2019 and is expected to sell out quickly with over 2,000 people already registered on the reminder service. The formal launch of the event will take place in February, with entry being promoted through the local media, the official website, social media and direct mail to those on the reminder service.

The number of places available for the 2019 event has been increased by 500 to 4,000. Places for the 2018 event sold out within 3 months of the launch in January 2018 and it is anticipated and hoped that the same will happen again in 2019.

The Great East Run will follow the same route that it took in 2018, starting on Russell Road between Suffolk County Council and Ipswich Borough Council head offices and finishing in the Ipswich Town Football Club stadium. Full details of the route can be found on the official website www.greatrun.org/great-east-run

Update from the Most Active County team

Inactivity is a global public health issue. It accounts for as many deaths as smoking and costs the UK economy a staggering £7.4billion a year. Regular physical activity can help to prevent and manage over 20 chronic conditions and diseases.

Suffolk County Council is spearheading efforts to address inactivity in Suffolk through the Most Active County Partnership, which brings together key agencies to work collaboratively to make a positive impact on physical activity levels in the county.

Overleaf, is a one-page infographic capturing some of the headline outcomes of the programme to date. Sitting behind these impressive statistics are some amazing stories of how physical activity has transformed people's lives. A selection of these stories can be found at <https://www.mostactivecounty.com/real-stories/>.

MOST ACTIVE COUNTY PARTNERSHIP EST.2012

The Most Active County (MAC) Partnership is a collaboration of key agencies that have come together to make a positive impact on physical activity levels in Suffolk.

Why is addressing inactivity important?

Inactivity is one of the top 10 causes of disease and disability in England and accounts for as many deaths as smoking. It costs the UK economy £7.4 billion per year, including £0.9 billion to the NHS alone.

Source: Public Health England.



What are the health benefits of physical activity?

Regular physical activity can help to prevent and manage over 20 chronic conditions and diseases. It reduces your risk of all-cause mortality by 30%, cardiovascular disease by up to 35%, type 2 diabetes by up to 40%, hip fractures by up to 68%, dementia by up to 30%, depression by up to 30%, colon cancer by 30% and breast cancer by 20%.

Source: Public Health England.

SINCE MAC WAS ESTABLISHED..

OVER 48,500
people active as part of a 4-year partnership programme with Sport England



45,000
people running, jogging and walking over **1.5 million km** through parkrun

6,500
Great East Run participants

18 free weekly running events established



OVER 13,000
Suffolk school children given access to The Daily Mile



17,000
people active through Beat the Street community walking programmes in Lowestoft, Sudbury and Great Cornard



16,000
Great East Swim participants



100 sports projects established in isolated rural villages

17,000
children have taken part in the Great East Swim schools programme



36,000
runs completed at Great Run Local events

great run local

ECONOMICALLY, MAC HAS ACHIEVED..



Tour of Britain (£7million)
+
Great East Swim (£3.7million)
+
Women's Tour (£2.8million)

Total estimated

£13.5m* + **boost to the local economy**

*Excludes economic impact data for the Great East Run (currently unavailable).

£2.25m +
Inward investment in to Suffolk

Estimated **£2m**
for good causes from the Great East Run



Helping make Suffolk
ENGLAND'S

MOST ACTIVE COUNTY

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