



**Bellshill & District Community Forum  
Report to Local Area Partnership  
October 2014**



### **Background**

The Community Forum has not met since the last LAP:

This is due to summer break and Referendum election falling on the same day.

This paper aims to give LAP members a brief update on Community Forum activity over the past few months

### **BETTER BELLSHILL: A HEALTH & WELLBEING EVENT Friday 8<sup>th</sup> August 2014**

This is the second year in which Bellshill & District Community Forum has worked in partnership with NHS Lanarkshire and Town Centre Activities to organise the Better Bellshill Health & Wellbeing Event for families and local community. The event was held in the small Tesco car park, Main Street, Bellshill. The main emphasis of the event is to raise awareness of health and wellbeing activities and services in the area and to encourage footfall in to the town centre of Bellshill

### **Supporting Partners**

A total of 23 exhibitors took part in this event. The participating services provided a wide platform of information and guidance on health and wellbeing. Additional children's activities were on site to provide family fun and entertainment.

Balloon modelling, face painting, smoothie bike, climbing wall, children's sand picture making kept the children busy. Local dance school Elite came along and provided entertainment for everyone.

The following figures illustrate the response on the day and numbers recorded for each organisation:

- |                            |   |
|----------------------------|---|
| • Routes to Work           | 8 enquiries                                       |
| • Welfare Rights           | 8enquiries  |
| • CAB                      | 4 enquiries                                       |
| • Credit Union             | 4 enquiries                                       |
| • Alzheimers               | 30 enquiries                                      |
| • Active NL                | 20 enquiries                                      |
| • NL Body Check Bus        | 25 enquiries                                      |
| • NHS Dental Services      | 85 plus enquiries                                 |
| • NHS Lanarkshire          | 30 enquiries                                      |
| • Stop Smoking Service     | 40 enquiries and 20 referrals to stop smoking     |
| • NL Leisure               | 40 (childrens activities) enquiries               |
| • British Heart Foundation | 25 enquiries                                      |
| • Diabetes UK              | 53 enquiries with 37(70%) referrals to their G.P. |
| • Orbiston centre          | 6 enquiries                                       |
| • CLAD                     | 4 enquiries                                       |
| • Morrisons                | 40 enquiries about Healthy eating                 |
| • TESCO                    | 50 people made smoothies on smoothie bike         |
| • NL Shopmobility          | 2 enquiries                                       |
| • Police Scotland          | 25 general enquiries                              |

- Y.M.C.A. 25 enquiries about their services
- SAMH 15 enquiries
- Victim Support numbers not confirmed

### **How we Publicised the Event**

The event was promoted widely across a variety of mediums.

- What's On North Lanarkshire
- Bellshill Speaker – 2 articles
- First Bus – rear of bus advertising for up to 4 weeks pre event
- Taylor Media – Lamp post advertising in and around Bellshill Town centre for 4 weeks in the lead up to the event
- TCA facebook and website pages
- Social Media – TCA facebook and twitter
- NHS Lanarkshire – facebook and additional distribution to Job Centres , Community Centres , After School groups
- Diabetes UK – Facebook
- British Heart Foundation – facebook
- Posters and leaflets – distributed to NHS Lanarkshire, School Groups, Health Centres and Job Centres
- Posters and leaflets – distributed to businesses in Town centre
- TCA Newsletter – distributed to businesses within the town centre
- Posters and leaflets – distributed to pupils and parents by Elite Dance Skool

### **Input and Support from Local Retailers**

Several retailers in Bellshill gave prize donations. This was complimented by prize donation from NLC departments:

- Mr Michael Florists
- Flowers By Greer
- Bellshill GPO
- M & Co
- La Grande Boutique
- Fashion Passion
- YMCA – 2 gym passes for 1 month
- NL Leisure – Time Capsule – 2 x monthly passes and 2 x family monthly passes

### **Footfall:**

Footfall statistics for the day of the event (8<sup>th</sup> August 2014) showed a decrease of 3.7% on the same event and time comparison with the 2013 event on the 9<sup>th</sup> August.

Friday 8<sup>th</sup> August 2014 was the highest Friday footfall for the previous six weeks. Friday 8<sup>th</sup> August also recorded the busiest flow through Tesco footpath for the previous six weeks

### **Conclusion:**

Feedback regarding the event was very positive and the majority who fed back viewed the event as worthwhile, however, attendance this year was lower than last year. This could have been due to the weather as it was raining on the day, or the fact that other events were taking place in neighbouring town centres.

The organising partners will debrief and consider how to improve attendance for future years

**Community Forum Update**

**There are no further community forum issues for consideration at LAP**

The dates of the next Community Forum meetings are:

Thursday 16 October 2014

Thursday 20 November 2014