

# Tameside Healthy Places

Strategic Framework  
2024-2025  
One Year On



# Executive Summary

**This report gives an overview into the first year of the delivery of the Healthy Places Strategic Framework. Year one has seen the establishment of the new Healthy Places Subgroups and the Healthy Weight Partnership and the galvanising of the Active Alliance, Food Partnership and Tobacco-free Partnership around this framework for action.**

The Healthy Places Strategic Framework has enabled the gathering and uniting of partners and stakeholders around a common purpose and has provided structure and governance for this work. The public consultation and engagement gathered over 1000 responses demonstrating that this is an important issue for the residents of Tameside who wanted to have their say on the topic.

However, it has not been without challenges. The scale of the inequalities impacting the health and wellbeing of the residents in Tameside, along with the complexity of issues trying to address across the delivery plans presents logistical and resource challenges.

As a relatively new partnership it will take time to mature and develop to enable Healthy Places to become embedded as business as usual. Capacity and funding remain a challenge in the system which the partnership is working together to address. Using the local data and intelligence to target resources effectively is essential and taking a whole system view to avoid silo working and duplication will also help to protect resources.

There is a range of activity happening across all partners which supports the Healthy Places agenda in Tameside and this report celebrates this, but through the strategy and action plans the Partnership has been able to acknowledge the gaps and look at ways to address these as part of a 'stronger together' approach.

There are some areas of the framework which are harder to tackle such as those around conflicts of interest and sponsorship, which the Partnership will be exploring further in year two of delivery. Looking forwards to year two there will be continued development as a subgroup with the aim of embedding Healthy Places as business as usual. The developing Live Well and neighbourhood working also presents an exciting range of opportunities for mobilisation of the power of communities to embrace and support the Healthy Places work.

# Foreword

Tameside's *Healthy Places* strategic framework sets out a bold vision: to create a place where every resident has the opportunity to live a healthier and happier life. It's about more than just services—it's about building a system where tackling smoking, promoting physical activity, ensuring access to nutritious food, and supporting a healthy weight become part of the everyday fabric of our communities.

In the first year of this ambitious journey, we've seen real momentum. Partners from across sectors have come together, united by a shared commitment to tackle the complex health challenges we face. This whole-system approach is beginning to unlock new ways of working and real collaboration—but we know the biggest impact happens when we work hand-in-hand with our communities.

That's why the launch of *Live Well*, Greater Manchester's movement for community-led health and wellbeing, has been a game-changer. With communities at its heart, *Live Well* champions local ownership, opportunity, and pride—aligning perfectly with our Healthy Places work here in Tameside. By embedding this approach into our neighbourhood models, we're laying the foundations for long-term, sustainable change.

Looking ahead, we want to go further and faster. We're calling on more partners, more voices, and more residents to join us. Together, we can grow this movement, spread opportunity, and support every corner of our borough to thrive.

Let's be bold. Let's be brave. Together we can continue to work to create a place which enables and supports healthier communities.



**Cllr Tafheen Sharif**

First Deputy, Executive Member for  
Population Health & Wellbeing



When we introduced the Healthy Places Strategic Framework in 2024 this represented a real shift in our understanding and focus on how to tackle some of the leading causes of ill health for the people living in Tameside. We are increasingly focussing on the big drivers and root causes of these challenges.

Rather than looking at individual approaches, Healthy Places attempts to involve lots of different stakeholders in the factors that contribute to unhealthy weight, poor access to food, smoking and tobacco-use, or struggling to engage in physical activity. Healthy Places recognises the environments we live in, the places we can access healthy food, whether we can safely and easily use active travel methods as things that impact on health.

It's also important to acknowledge that these things don't affect people equally – some of the people living in Tameside face more barriers than others. Over the last year the Healthy Places Framework has provided more tools to be able to tackle this. There is still a lot of work to do, but good progress has been made in the first year.

This annual report demonstrates the tangible actions that have been identified and we are already working towards to make the places that people live in Tameside healthier. With key opportunities such as the consultation on the local plan for Tameside, Homes Spaces Places, and the increasing resources and focus around tobacco-free communities, through the national Stopping the Start Grant and the National Tobacco and Vapes Bill – there is a lot we have already achieved and will continue to do to tackle the causes of poor health in Tameside. Looking ahead, making sure we support communities with the right support, in the right place and at the right time will be a growing focus of delivering Healthy Places, while delivering on the GM Live Well ambitions in Tameside. This work will also continue to consider where else we need to have impact with other issues facing our communities, such as alcohol, which will take a continued joint focus to better understand and tackle.



**James Mallion**  
Director of Public Health

# Ambition

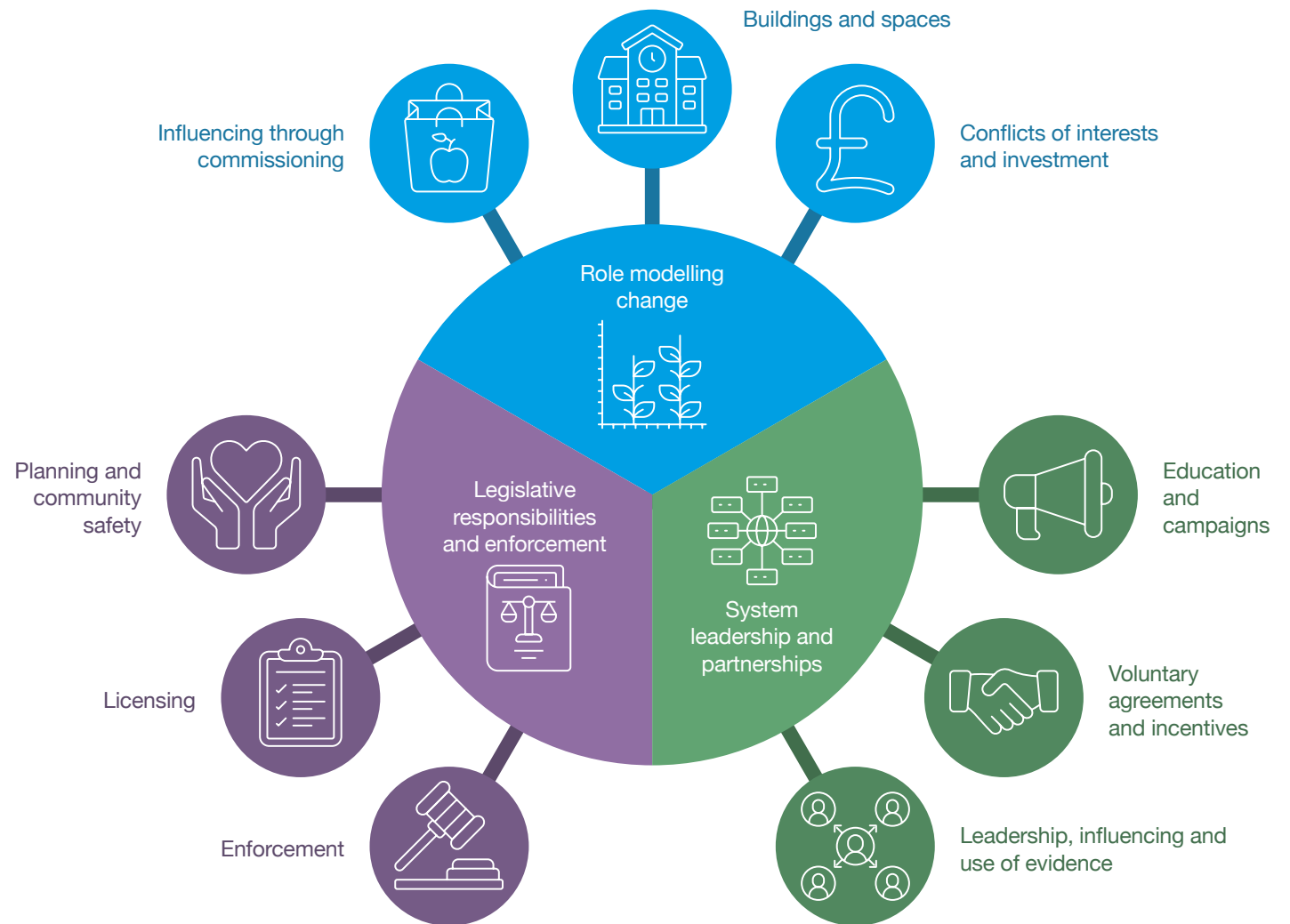
‘We will work together to provide the encouragement, opportunity, and environment for everyone in Tameside to lead active, healthy and fulfilling lives. Through collaboration and innovation across the whole system, we will work to build back, fairer, stronger together, to deliver a healthy Tameside for everyone.’



# Background

The Tameside Healthy Places Strategic Framework (2024-2028), (2024 - 2028) was approved by the Tameside Health and Wellbeing Board in March 2024, and has been developed to support one of the areas of focus in the recently ratified Building Back Fairer, Stronger, Together: Tameside Joint Health and Wellbeing Strategy and Locality Plan (2023-2028). The framework sets out the ambition of a place based, whole system approach to deliver healthy places, which support Tameside residents to have a healthier and happier life.

The framework explains how the Healthy Places Subgroup and four delivery Partnerships will work collaboratively across the nine domains of the framework to create a system, which supports improved access to healthier, more affordable, and more sustainable food, increased opportunities for our community to be more physically active and to make smoking and tobacco-use history in Tameside which is everyone's business. work.





The Tameside Health Places Strategic Framework is currently supported by four delivery plans and their respective Partnerships:

- **Tameside Moving Plan**  
Tameside Active Alliance
- **Tameside Good Food Plan**  
Tameside Food Partnership
- **Tameside Healthy Weight Plan**  
Tameside Healthy Weight Partnership
- **Tameside Tobacco-free Plan**  
Tameside Tobacco-free Partnership

The Healthy Places Subgroup was set up to oversee the delivery of the Healthy Places Strategic Framework and the supporting delivery plans and met for the first time in June 2024. The Healthy Places Subgroup reports to the Tameside Health and Wellbeing Board.

This report aims to showcase and celebrate the varied and excellent work which supports the delivery of the Healthy Places Strategic Framework during this first year of the strategy and takes a forward look to year two of delivery.



# What has worked well this year?

Uniting around a common purpose of improving the health and wellbeing for everyone in Tameside through the focus of Healthy Places has enabled the strengthening of existing partnerships and the development of new ones. Everyone has a role to play in the delivery of Healthy Places for Tameside and this strategic framework has provided a structure for people to see where they fit in this work. There have been a series of Healthy Places partnership development work through which can identify further opportunities to strengthen our partnerships and be visible leaders for the Healthy Places work in Tameside.

The Healthy Places Strategic Framework has provided structure, governance and accountability to the range of work happening across the delivery Partnerships. Ensuring a robust governance structure gives support to the Partnerships through the new Healthy Places Subgroup which meets quarterly and an opportunity to showcase the breadth and depth of work happening across Tameside. The Healthy Places Strategic Framework has enabled clarity over the alignment of the work into the wider strategic objectives of the Tameside Health and Wellbeing and Strategic Partnership Boards.

The consultation and engagement for the Healthy Places Strategic Framework saw an excellent response with over 1000 responses between January and March 2024.

This level of engagement clearly demonstrates that the topic of Healthy Places is important to the people of Tameside and people wanted to have their say. The consultation covered the key areas of food, physical activity, healthy weight and tobacco control and saw an overwhelmingly positive response to the need for change in Tameside, which needed leadership and direction through the Healthy Places Strategic Framework and Subgroup.

A new multi-agency Healthy Weight Partnership has begun meeting this year and includes a range of partners and stakeholders. The other three delivery partnerships have a renewed focus and sense of purpose through their respective strategies and delivery plans. These partnerships provide an important space for development, challenge and accountability.

There is a range of activity happening across all partners which supports the Healthy Places agenda in Tameside and this report celebrates this but through the strategy and action plan there is the acknowledgment of the gaps and look at ways to address these as a Partnership as part of a 'stronger together' approach.

# What have the challenges been?

## Developing a partnership for a complex issue

Ensuring Tameside is a healthy place requires a whole system approach with a wide range of stakeholders and partners engaged and involved in supporting and delivering this ambition. System working is complex with multiple challenges to overcome as a partnership. Whilst it cannot be argued that the Healthy Places agenda is important and all partners are supportive of this, the reality of embedding this as part of everyday business provides a challenge when considering resources, capacity and senior leadership buy in. The partnership is committed to identifying gaps in membership and addressing the barriers to participation in this work by those not already actively engaged. The Healthy Places subgroup is also committed to providing opportunities to explore solutions to the challenges faced through facilitated sessions over the next 12 months.

## System maturity

The Healthy Places agenda is relatively new to Tameside, and it takes time for the system to develop the trust required for the partnership to make progress against the objectives. System maturity in partnership working refers to the progressive development and refinement of a system's capacity to effectively collaborate and achieve shared goals among partners.

Key indicators of system maturity include established trust among stakeholders, clarity in roles and responsibilities, robust governance structures, and the ability to balance accountability with adaptability. Mature systems also demonstrate a shared vision, effective communication channels, and mechanisms for continuous learning and improvement. Achieving system maturity requires intentional investment in relationship-building, shared leadership, and the flexibility to respond to changing contexts and challenges.

The Healthy Places Subgroup provides the platform for achieving system maturity with strong leadership and robust governance and is now working on further relationship building and shared leadership across the partners. It is acknowledged that more partners are required to achieve the ambitions of the framework and this will be a focus of year two along with challenging all partners to take ownership for the agenda and be a champion for it in their own organisation by raising the profile of Healthy Places and working to embed the framework into business as usual.



## Health inequalities and scale of action required

Tameside faces significant challenges in addressing the intertwined issues of health and poverty, which demand systemic change. With a high proportion of residents living in poverty, including one in four children, the borough struggles with disparities in income, employment, and access to services. These economic hardships are closely linked to health inequalities, as poverty exacerbates issues such as cardiovascular and respiratory conditions. Tackling these challenges requires a sustained and coordinated whole system approach to address the root causes of poverty and create sustainable pathways to better health and well-being. Due to the health inequalities that residents of Tameside face a whole system approach is required along with effective prioritisation and targeting of action to maximise impact to avoid a scattergun approach which would have less impact. Geographically work has been spread across the borough to explore, test and learn, but this has implications for demonstrable impact. Ripple effects mapping can identify pockets of systemic shift and be used to highlight systemic success and impact as opposed to quantitative impact which often does not tell the full story. Using the evidence from needs assessments the system will be able to wrap delivery and action around neighbourhoods with the greatest need.

## System resource

Capacity and funding remain a challenge in the system which the partnership is working together to address. Duplication of action has been highlighted as an area to explore along with opportunities in commissioning and programme development and delivery to do things differently. Using the local data and intelligence to target resources effectively is essential and taking a whole system view to avoid silo working and duplication will also help to protect resources.



# What did Tameside residents, partners say they wanted to see?

As part of the development of the Healthy Places Strategic Framework and supporting delivery plans an extensive consultation and engagement exercise was carried out with over 1000 responses received through surveys and focus groups.

YOU SAID	WE DID
<b>Tobacco Control</b>	
<ul style="list-style-type: none"> <li>• 83% said they are concerned about the impact of second-hand smoke for children</li> <li>• 75% said they find tobacco smoke to be anti-social</li> <li>• 74% said they prefer to be in smokefree outdoor spaces</li> </ul>	<p>Public Health commissioned a campaign to be developed which has a focus on second-hand smoke and the impact of smoking on children and young people. This campaign will lean into building a social movement to de-normalise smoking and tobacco-use and raise awareness of the harms of smoking to others as well as the risk children and young people face of becoming a smoker, when they grow up around smoking.</p>
<p>Targeting smokers through community-based locations and going to where smokers are.</p>	<p>Public Health have commissioned a community stop smoking service to target high risk/high prevalence and priority groups – delivering quit smoking and tobacco support where communities are. This service is being delivered by CGL and is called Be Well with CGL. This service will work as a ‘hub and spoke’ model to the existing Be Well stop smoking service.</p>
<p>Developing a ‘making every contact count’ approach to addressing tobacco and smoking in Tameside services and across the borough.</p>	<p>The Community Stop Smoking Service (Be Well with CGL), delivered by CGL will establish a Tameside Tobacco-free Champions Network in partnership with the TMBC Tobacco-free Community Engagement Officer.</p>
<p>Respondents who smoke said ways to make it easier to quit would be; advice on vaping, information on local support – including phone and app-based support and more flexible working hours to attend stops smoking appointments.</p>	<p>Targeted marketing and communications have been developed to focus on racially minoritised communities who use niche tobacco, routine and manual workers who smoke/use tobacco and people on a low income who smoke. These campaigns and communications will be used to drive information on quit support, the local quit service Be Well Tameside and its Swap to Stop offer to people in Tameside. The Be Well with CGL service will also provide a more flexible and place-based approach to supporting people to quit in the communities they live in.</p>



YOU SAID	WE DID
<b>Food, Nutrition &amp; Healthy Weight</b>	
57% said there is “too much” advertising of unhealthy food options in Tameside.	The Tameside Food Partnership is developing a local approach to futureproofing advertising of junk food across council owned estate being led by Public Health.
There are too many takeaways and fast-food outlets.	The Tameside Food Partnership is developing a local approach to reducing and restricting hot food takeaways in Tameside being led by the Strategic Planning team and supported by Public Health.
Education on cooking for adults and children and how to eat healthy food options.	The One Pot at a Time Project (slow cooker project) continues to be delivered to households experiencing or at risk of being impacted by the cost-of-living crisis. The Tameside Community Food Skills Project has been delivered in Phase 1 and Phase 2 to deliver Cooking from Scratch sessions to residents across the life- course through community groups, services and organisations to develop their cooking knowledge and skills.
<p>80% said they would like to choose food that is not ultra-processed</p> <p>75% said they would like to choose more sustainable and environmentally friendly foods</p> <p>72% said they would like to choose healthier options</p>	<p>A communications and campaigns plan has been developed for the Tameside Food Partnership and Tameside Healthy Weight Plan to support residents with communications and messages about healthy and sustainable food options.</p> <p>The Tameside Food Partnership is exploring a review of the existing catering awards within Tameside with a view to refresh the offer to provide food businesses with opportunities to improve the food offer in line with what residents would like to see more healthier and sustainable food options.</p>





YOU SAID	WE DID
<b>Physical Activity</b>	
<p>The main reasons that prevent respondents from travelling on foot were:</p> <ul style="list-style-type: none"> <li>• personal health issues,</li> <li>• needing to take other people/large items,</li> <li>• routes being unappealing,</li> <li>• litter,</li> <li>• dog fouling and</li> <li>• drug-use.</li> </ul>	<p>A Walking and Wheeling Strategy has been created to address enablers of walking and wheeling to support behaviour change and convened a Walking and Wheeling Steering group to explore action plans as a partnership.</p> <p>Gathered insight into accessibility for wheelchair users and created a resident testimonial supporting statement.</p> <p>Invited key personnel to ‘Different Conversations’ workshops to explore how to motivate people to walk with a range of conditions.</p> <p>Gathered insight into dog fouling and tested out a community partnership approach to behaviour change.</p> <p>Commissioned walks in greenspace with mental health theme to help people to explore new locations on foot.</p> <p>Worked to increase appeal of Chadwick Dam with art and nature trail projects.</p> <p>Worked with Activation funding from TfGM to plant wildflowers along new scheme to help activate family cycling and walking for ‘Cycle Sunday’ ambition (Raynor Lane)</p> <p>Engaged local community alongside new traffic calming scheme to look at community-led projects for cleaner and more attractive streets and greenspace (Stamford Drive) and worked with TfGM to consider devolving budgets to local people through local trusted organisation within the community.</p>
<p>28% of respondents said they did not have time to travel on foot</p>	<p>Offered support to employers to look at Active Travel policies and planning to support staff to walk more through flexible approaches.</p> <p>Incentivised uptake in Active Travel through 1 Day a Week Campaign.</p>





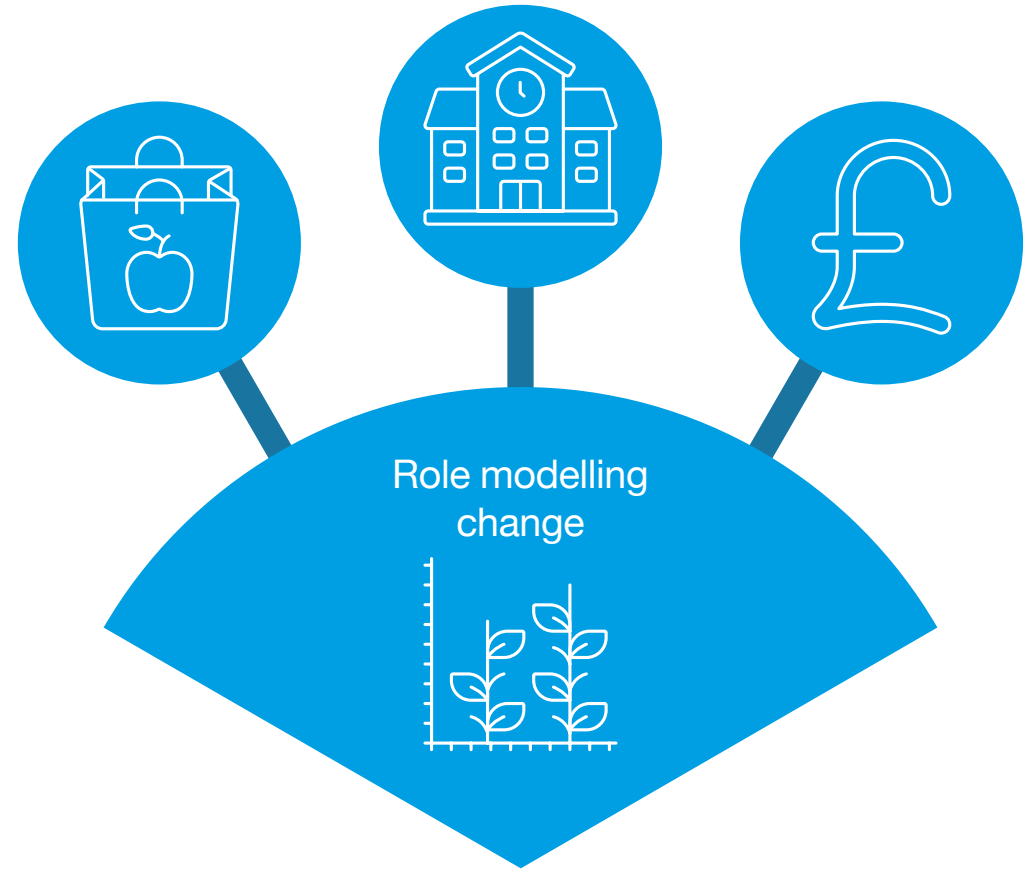
<p>51% said they disagree they'd feel safe and confident travelling by bike in their neighbourhood</p>	<p>Created a cycling strategy, with ambition and focus on off-road cycling, and building skills and capability to ride. Promoted TfGM courses to increase rider confidence. Activation work in planning for off road schemes to include learn to ride events. Delivered Bikeability levels 1&amp;2 to 2607 school aged children. Commissioned Cycle Refurbishment Scheme community partner to grow skills and confidence in cycling and bike maintenance, and to grow capacity for greater uptake in cycling to support 'safety in numbers'.</p>
<p>Respondents taking children to school/nursery said physical changes to make active travel more appealing were less dog fouling and litter and better or safer road crossing points.</p> <p>Some respondents said they could not active travel taking children to school/nursery as they need to use their car, work and personal life commitments was another barrier.</p>	<p>Secured TfGM funding to develop 3 School Streets in Tameside in 2025-26 Support for businesses for Active Travel practices to support working families is available. New Active Travel Schools Officer to engage with families to understand how to support behaviour change amongst those who can.</p>



# Achievements in the first year of delivery

## Domain 1 Role Modelling Change

As large organisations rooted in places, Tameside Health and Wellbeing Board member organisations can positively influence health through their estates, investments, and commissioning activities. Through role modelling change, board member organisations can set an example for other local organisations to follow. In 2022 the Health and Wellbeing Board members signed up to the Health and Wellbeing Board Charter. The commitments within this Charter are aligned to the Healthy Places Strategic framework for action.





## Influencing through commissioning

Public Health and Welfare Rights – Commissioning of the Tameside Community Food Skills Project through the Household Support Fund which has delivered over 300 slow cookers to vulnerable residents and over 100 residents attending a cooking from scratch session. These sessions have been delivered and held in communities where people live through joined up working with organisations and services such as Ashton Pioneer Homes, Young Carers Service, Tameside Schools etc.

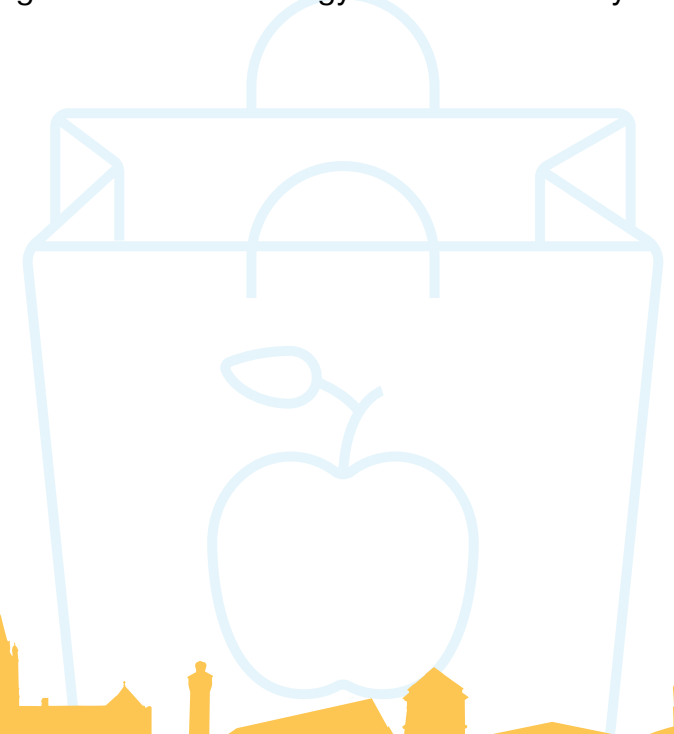
Public Health commissioned projects which embedded healthy and sustainable food procurement within the contracts:

- Tameside Community Food Skills Project
- Five social marketing projects on tobacco control programme
- Cancer Timely Presentation Community Engagement projects

Public Health commissioned the new community stop smoking service (Be Well with CGL) to deliver stop smoking and tobacco-free support to high risk, high priority and underrepresented groups through a place-based approach in Tameside. This service commenced on 1st April 2025.

Public Health commissioned consultation, engagement and co-production of campaigns, communications and assets targeted at children and young people to prevent the uptake of smoking and vaping, and development of a resource to support professionals and volunteers to support and report where smoking or vaping is found in children and young people. The results of this will inform activity during 2025-26.

Action Together have directed investment towards community sports and activities that increase capacity for participation from under-represented groups through the Use Your Energy and Return to Play grants





## Buildings and spaces

Action Together have mapped resources developed for cooking sessions and food growing spaces across Tameside to raise awareness of them and enable easy access for residents.

Healthy Hyde have established the Hyde Cooking Group. This group for adults was established as part of the ESOL work. They also deliver cooking sessions to children attending holiday clubs. Healthy Hyde also collaborates with a local allotment. This engages residents from both a physical activity and wellbeing perspective. This project links with the cooking groups to use produce grown on the allotment.

There has been a further roll out of the Breastfeeding Welcome initiative in buildings and spaces across Tameside through Homestart's Infant Feeding Peer Support Service to enable Mum's to feel supported and welcomed to breastfeed their baby whilst out and about across the borough.

Be Well Tameside in partnership with Healthy Hyde and Denton, Audenshaw and Droylesden PCNs have been delivering workplace CVD health checks to a range of workplaces across Tameside. This prided an opportunity to talk to approximately 1200 employees from 45 Tameside workplaces about their health and wellbeing including offering support to stop smoking, make changes to their diet and signpost to opportunities to increase their physical activity.

Hyde Shopping Centre collaborated with the Manchester Bike Kitchen to provide a presence on the high street allowing for an accessible offer which included social support, work and skills development and an accessible and affordable bike sales and repair shop.

Sport England funding was secured for small infrastructure change to increase accessibility to Chadwick Dam for community of Ridge Hill which was supported by Public Health. This has also included development of ten story walks by the local community and artists for people of all ages to explore [Tameside - Where To Go - Discover Chadwick Dam](#)





## Conflicts of interest and investment

No examples of this to date and is an area for focus in year two.

# Achievements in the first year of delivery

## Domain 2

### Legislative responsibilities and enforcement

This domain outlines how local authorities can use existing planning and licensing laws to limit harms from tobacco, physical inactivity, and unhealthy food.





## Planning and community safety

The TMBC Planning and Transport Strategy team are working with Public Health across a range of projects, to ensure that healthy place-making is baked-in to future development across the Borough.

Planning and Public Health are collaborating to develop a policy approach to limiting the proliferation of hot food takeaways in Tameside through the new Local Plan and development of a hot food takeaway Policy; Health Impact Assessment, and Health Improvement Zones. During the initial consultation in July 2024 for the development of the new local plan for Tameside 'Homes, Spaces, Places' the following themes were highlighted as essential to high-quality, inclusive and healthy place-making:

- Active travel
- Greenspaces, parks, sports facilities and physical activity
- Design of places to support good health
- Opportunities to control of uses such as takeaways and gambling places for health and wellbeing
- New developments' impact on health and wellbeing
- Homes for older and vulnerable people

- Standards for homes (accessible, space standards)
- Access to social infrastructure

The Local Plan making process will continue to embed health in all policies as a key mechanism to support the Healthy Places approach in Tameside.

As the Council prepares to draft the new Local Transport Strategy, Public Health will be key partners in ensuring a similar approach is adopted.

Acknowledging that physical development and infrastructure is only part of the healthy-places jigsaw, the TMBC Community Safety team have been working closely with Public Health and Highways to activate delivered schemes; work with our residents to get active; and drive behaviour change. Particular achievements include influencing Active Travel School initiatives in areas where congestion problems at pick up and drop off times pose serious danger to our young people.

This work includes supporting schools in obtaining their Modeshift Stars accreditation and reviewing suitability for becoming a School Street.



## Licensing

Environment Health, Trading Standards and Licencing support local food businesses with healthy eating materials throughout visits and provide advice on healthier food options during inspections.



## Enforcement

During 2024-25 Trading Standards seized the largest amount of illegal cigarette sticks and hand-rolling tobacco in the last three years, with 208,700 illegal individual cigarette sticks and 48g hand-rolling tobacco.

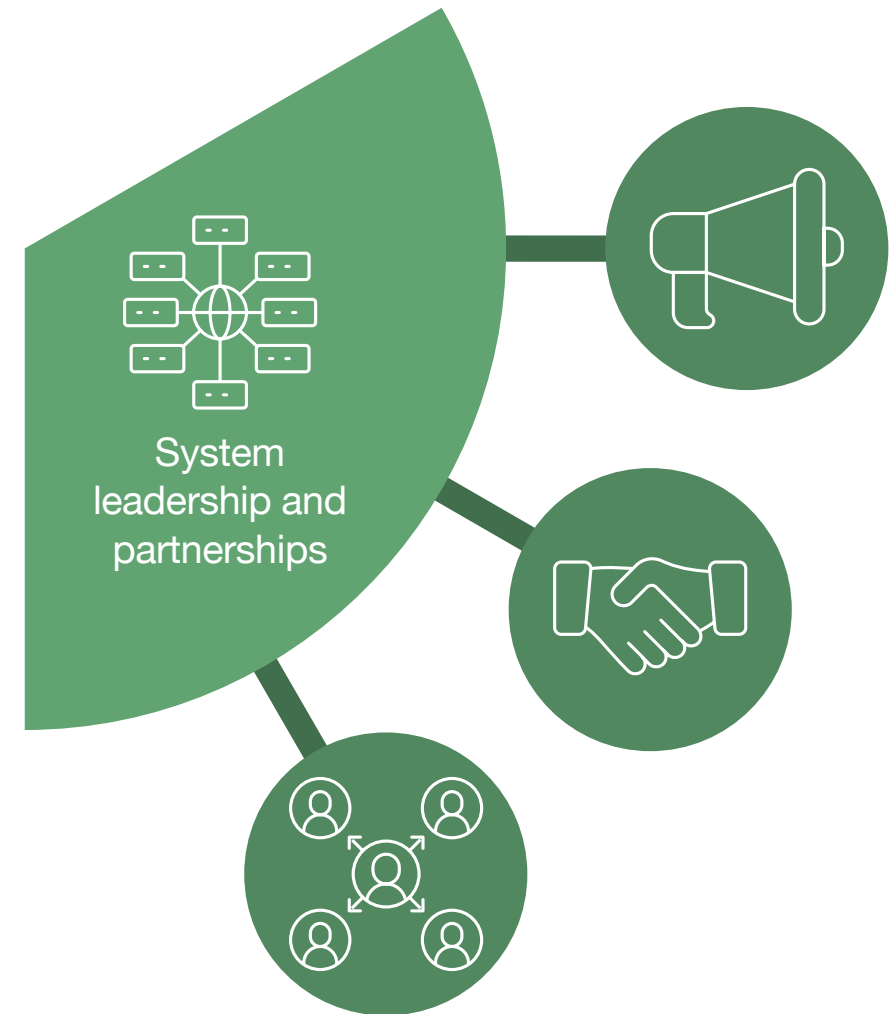


# Achievements in the first year of delivery

## Domain 3

### Systems leadership and partnerships

Through their networks and partnerships, Health and Wellbeing Board Members and delivery Partnership Members have opportunities to project positive influence far beyond their walls.





## Education and campaigns

Tameside Food Partnership, Tameside Healthy Weight Partnership and Tameside Tobacco-free Partnership have each developed a Communications and Campaigns Plan to raise awareness of the services, activities, initiatives and campaigns across each of the work areas.

The Public Health team have relaunched the promotion of the Healthy Start Programme across Tameside, which includes a training offer for front-line professionals. Since 2023, over 455 people have been trained as Healthy Start Champions. Healthy Start promotion is being embedded through key services such as Birth Registration, Health Visiting and Maternity, foodbanks and food pantries, and targeted advertising.

The Tameside Health Visiting service have revised the Starting Solids offer to include digital and face to face delivery and Well Baby Clinics available 5 days a week with language support where English is not the first language.

Public Health continue to support all TMBC Children's Homes through offering refresher training of staff to support young people to remain smokefree, tobacco-free and vape free and support any young people to quit. The ICFT staff on the Children's unit & the Paediatricians have also received smoking cessation training from Be Well.

Through the DHSC Stopping the Start grant, there has been a scale up of promotion of all stop smoking and tobacco-free support services available to people in Tameside, through a sustained and far-reaching campaign using a range of mediums including buses, digital screens and social media advertisements.

The Tameside Active Alliance have co-created the 'Every Move Matters' Brand with residents and partners which aims to target our least active communities.

TMBC Early Years service has participated in 'Patchwork Programme' to improve understanding of physical literacy in Early Years teams. Worked with the 6th form College, school students, older people artist to create audio/visual resources for Chadwick Dam to create materials for walking activation campaign.

TMBC Waste Management Services are working towards the roll out of food waste collection to all properties (flats and rural properties) which is to be in place by March 2026, within this the Waste Management Service is working with a social landlord to pilot and assess the effectiveness of different containers and communications on food waste collections.



## Leadership, influencing and use of evidence

A falls prevention needs assessment was completed during Summer 2024 which has informed the newly commissioned Falls Prevention service. The new service commenced on 1st April and is delivered by Age UK Tameside and will focus on preventing first fall and early intervention following first fall.

Public Health have commissioned several organisations to carry out consultation and engagement and the co-production of campaigns, communications and assets to encourage high risk, high priority and underrepresented groups who smoke and use tobacco to support them to quit. These groups are routine and manual workers, low-income residents and racially minoritised communities who use niche tobacco. In addition, Public Health have commissioned the development of a campaign targeted at children and young people to prevent the uptake of vaping and encourage those who have started to quit, as well as a suite of resources to support professionals, volunteers and parents/carers to have effective conversations on preventing children and young people from vaping or quitting if they have already started.

The evidence-based Swap to Stop programme began in Tameside which supports people to quit with the use vape kits and behavioural support through qualified stop smoking advisors at Be Well Tameside.

To date 433 people have accessed the Swap to Stop programme with 194 successfully quitting smoking and tobacco use – 45% quit rate. Provision of the Swap to Stop scheme continues to be offered to in-patients who are identified as smokers at Tameside Hospital through the CURE Team, as well as the provision of vape kits through the Maternity Tobacco Dependency Service (Smokefree Pregnancy service) at the ICFT.





The Healthy Weight Partnership have been developing a tool to support people to access the best support for them to achieve and/or maintain a healthy weight in the right place at the right time for them. A consultation and engagement exercise with resident, partners and stakeholders is informing the development of the tool and aims to bring together all weight management support and advice across Tameside into one place. The tool will take a prevention and supportive approach, ensuring support and advice is built into the pathway for people of all ages in Tameside.

The 'Let's Ride Tameside' cycling strategy and Walking and Wheeling strategy have been developed refresh with an ambition to increase outdoor physical activity for leisure.

The TMBC Strategic Active Travel Group has been established to provide oversight to active travel developments in Tameside with 4 key areas of focus which are Vision Zero, School Travel, Modeshift and Infrastructure Activation.





## Voluntary agreements and incentives

The Tameside tobacco-free Partnership are reviewing the approach to Smoke-free Places and will be developing this programme to include more settings across the borough.



# What has success looked like in Year One?



**4**  
delivery plans developed and now in delivery phase



Smoking prevalence has reduced from **21.7%** to **15.9%** in the last decade

## BE WELL TAMESIDE

Be Well Tameside have supported **443** people to achieve a 4-week quit



In 2024-25 Trading Standards seized **208,700** illegal cigarette sticks and 48g hand-rolling tobacco.



**452** Home Fire Safety Assessments carried out by GMFRS where at least one smoker in the household



SATOD - Tameside has seen the biggest reduction in smoking at time of delivery across the whole of Greater Manchester, from 11.6% in 2022-23 to

**6.9%** in 2024-25.



In 2024/25, **1,785** people across Tameside received support to quit smoking and tobacco-use across all services.



**893** clients completed the Live Active 12-week programme



**44%** clients achieved a reduction in their BMI, 77% increased physical activity levels, over a third reduced blood pressure



**145** residents attended healthy lifestyle event organised by DAD PCN

# What has success looked like in Year One?



**35** Health and Wellbeing Champions in TMBC



**13** story walks delivered total of 276 adults and 426 children attended



**2.377** children attended and passed Bikeability Level 1 and 2 in Tameside Primary Schools



**1,140** children attended Tameside Little Bikers sessions



**5** Park-run Practices



**£480,794.81** Sport England Place Partner secured for 2025-28



**£413,000** Stopping the Start grant funding for Tameside



**100%** completion rate and reduced BMI on Children's Nutrition Team's JUMPS4Life course

# What happens next... year two opportunities

As demonstrated in this report much of the work which happened in year one which supports Healthy Places is happening as business as usual for partner organisations with some new work which has been facilitated by grant funding and partnerships formed as a result of the Healthy Places Subgroup.

As part of the development of this report, areas have been identified which will require more focus into year two and beyond. Year two activity will focus on what is new and what is being delivered differently as a result of engagement with the Healthy Places Strategic Framework. Some of these areas are harder to tackle than others which can be seen in the amount of work happening again some of the mechanisms such as 'Education and Campaigns' compared to other such as 'Conflicts of Interest and Investments' and 'Voluntary Agreements'. There are areas that will need more widespread engagement and buy in and support from senior leaders in Tameside to make bold and brave decisions to protect and improve the health and wellbeing of the residents of Tameside in the future.

During year two there are some significant and exciting system developments happening upon which the Healthy Places movement can build. The GM Live Well work and shift to neighbourhood working presents real opportunities to embed Healthy Places across the system. There will be challenges during this period too as impact of the disbandment of the NHS and reduced funding to ICBs is

understood but the Healthy Places partnerships can help to maximise opportunities work together and do things differently with our communities to make a lasting change.

The ongoing development of the Homes, Spaces, Places Local Plan for Tameside will also be another focus for year two where the Healthy Places can help shape the evidence base that will inform the policies to be embedded in the plan.

The Healthy Places Subgroup is committed to developing and solidifying the partnership during the next 12 months and testing new ways of working together through development sessions and regular gatherings to review progress and identify new ways of working together. The Healthy Places Subgroup will look to build on the Live Well movement and review how it can support neighbourhood working across Tameside and listen to residents about what is needed in communities and what success looks like for them rather than assuming what the Subgroup think success looks like.

Each of the Partnerships are also developing their ways of working to shift action to where is needed the most and work together to maximise resources in the system.

## The following activity has been identified by each Partnership as a priority for year two:

### Tameside Active Alliance

- Complete the Physical Activity needs assessment to inform work of the Active Alliance and the delivery of the Sport England Place Partner work between 2025-28.
- Develop our borough wide 'Active Outdoor' approach
- Launch the Tameside 'Every Move Matters' campaign
- Delivery of a summer walking programme in local greenspaces for men
- Widen the Strategic Active Travel Group membership to include other statutory organisations and voluntary, community and faith sector organisations
- Work with the four Primary Care Networks to become 'Active PCNs'
- Pilot a multigenerational ParkPlay [Home - ParkPlay](#) session in Cedar Park in Ashton under Lyne in partnership with Greenspaces and Public Health in the Council.





## Tameside Food Partnership

- Submission of the Sustainable Food Places Bronze award application
- Further exploration of the impact the commercial determinants of health have on the Tameside food system including advertising and sponsorship linked to food high in fat, salt and sugar and high sugar drinks

## Tameside Tobacco-free Partnership

- Commission a children and young people focused vaping needs assessment
- Mobilisation and roll out of the Community Stop Smoking Service in partnership with Change Grow Live
- Delivery of a comprehensive marketing and advertising plan for targeted campaign communications to high priority groups who smoke or use tobacco.

## Tameside Healthy Weight Partnership

- Complete the Maternal and Early Years needs assessment to inform the work of the Healthy Weight Partnership and service development opportunities including HENRY and the Children's Nutrition Team offer

# Where does the Healthy Places Subgroup want to be in 2028

The scale of health inequalities in Tameside means that the Healthy Places Strategic Framework is not going to have a significant impact on this on its own. It will require national, regional and local policy support to reduce poverty and improve opportunities to learn and earn of which both are part of the wider Health and Wellbeing Strategy and Locality Plan for Tameside.

Turning the tide on the health and wellbeing statistics will take a collaborative, sustained and concerted effort by all partners and it will take at least a generation before the dial is shifted. Prevention remains the only way to shift this dial for the long term and will require continued brave decisions in investment and a willingness to doing things differently for our residents.

The Healthy Places Subgroup identified the following ambitions to drive change and bring about an improvement in the health and wellbeing of our residents:

- Continued development of partnerships and collaboration across the whole system and with our communities
- Developing trust between partners and communities and taking time to listen to what our communities want and not what the Partnerships think is needed

- Embedding Healthy Places as business as usual and not as an 'extra'
- Reducing duplication and maximising resources
- Working alongside communities and meeting them where they are using true community development approaches

# Bringing the Healthy Places work to life...

## Case Studies

# Be Well Tameside

## Quitting Tobacco Use

# BE WELL TAMESIDE

A Hyde resident has made a life-changing decision by quitting tobacco-containing paan after 30 years, with the support of Be Well Tameside.

Abdul Hannan, 41 and from Hyde, said: “I wanted as much help and support as I could get, so I searched for a local stop-smoking service, and Be Well Tameside came up. I wanted to quit for my health and to live a healthier life for my kids.”

Paan, a mixture of betel nut, chewing tobacco, and limestone wrapped in a leaf, had been part of Abdul’s life since the age of 11. Now 41, he decided it was time to quit for the sake of his health and family.

With the guidance of Jemma, a Be Well Tameside Health Improvement Worker, Abdul was provided with multiple options to quit. “From day one, Jemma was an absolute superstar. She helped me by giving me different ways to stop and checking which option suited me best. She put me on Nicorette gum and a vape, which helped me loads.”

Since quitting, Abdul has noticed significant improvements in his health. He said: “I feel a lot healthier - no more chest pains. I’ve even started going to the gym to improve my fitness, and I can stay in the gym longer now because my health has improved.” Encouraging others who may be considering quitting, Abdul urges them not to delay. “Don’t wait for the ‘right time.’ Just do it straight away. Your willpower and mindset must be set, and you have to be determined. Think about your loved ones, not just yourself.”



# Be Well Tameside Stop Smoking Support

# BE WELL TAMESIDE

Two friends of 16 years self-referred themselves to Be Well Tameside, as a way of encouraging each other to stop smoking for good.

Mark Bruniges, 63, from Ashton-under-Lyne, had been smoking since the age of 14 years old and finally made the decision to quit after suffering with a constant cough. Mark was being diagnosed with Chronic Obstructive Pulmonary Diseases, (COPD) which had remained untreated.

Kirsty Ditchfield, 35, from Hyde, was smoking 20 cigarettes a day, and also wanted to quit for health reasons and her children. Kirsty had previously attempted to stop smoking several times but found it difficult when it came to holding herself accountable.

Be Well Tameside offered both Kirsty and Mark a range of stop smoking aids and they both decided to try vape kits.

Kirsty said: “By both me and Mark using the same method it motivated us both and helped me stick to it, as we were on the journey together.

“By stopping smoking it’s changed my life for the better, as my house feels cleaner and I’m financially better off as I no longer need to spend money on tobacco and cigarettes.”

Mark also added: “My house is also cleaner and smells much nicer, and I’ve noticed a massive improvement in my physical and mental health.



# Denton, Audenshaw and Droylsden PCN Healthy Lifestyle event

On Thursday 22nd January 2025 DAD PCN held a healthy lifestyle event at Denton Festival Hall. The event was supported by the Be Well Tameside, Talking therapies and Live Active teams and provided opportunities for blood pressure testing and support for referral to social prescribing and other services and programmes such as the National diabetes Prevention Programme and weight management sessions.

A total of 142 attend the event with 47 referrals into services and programmes.



# Tameside Healthy Hearts Workplace Health Checks

An Ashton resident discovered he had Type 2 Diabetes after attending a free Healthy Heart Check, delivered by Be Well Tameside and designed to detect early signs of heart-related conditions.

Richard Hampson, 59, had received several messages from his GP about booking a health check but hadn't got round to it. It was only after reading an article on the Tameside Council website that he decided to book an appointment.

Richard explained: "I was approaching 60 and had started noticing a few issues, so I thought I should book one". The simple and quick check-up included measuring height, weight, blood pressure, and blood sugar levels through a finger prick test. The results for Richard were alarming: a high HbA1c reading suggested possible diabetes, and the community health check advisor carrying out the check urged him to follow up with his GP.

A subsequent blood test confirmed that Richard had Type 2 Diabetes, a condition he had unknowingly been living with for some time. Symptoms he had dismissed as signs of ageing, such as excessive thirst, blurry vision, and cold extremities were, in fact, indicators of the condition.

"I was shocked at first, but I realised that without the Healthy Heart Check, I might not have found out until something more serious happened, like a stroke or heart attack. Now, with medication and lifestyle changes, I'm managing my health and feeling more in control."

The Healthy Heart Checks, delivered by Be Well Tameside, are designed to detect early signs of heart disease, high blood pressure, and diabetes, providing a vital opportunity for intervention before serious health issues develop.



# Advertising across Tameside of Be Well for stop smoking support

# BE WELL TAMESIDE



# Promotion of Be Well Tameside stop smoking support to staff at Tameside Hospital via MyICFT Staff App



# Tameside Community Food Skills Project

## Cooking from Scratch

The Tameside Community Food Skills Project has delivered over 100 cooking from scratch sessions with people in Tameside through community groups and services. Evaluation found an increase in food and nutrition knowledge and cooking as well as an increase in confidence with cooking and food preparation. Feedback from the project demonstrates this: “I learnt how to ensure there was no food waste left and it has enabled me to try and reduce what I waste at home”, “I’ve learned to make burgers from scratch rather than frozen”, “I’ve learnt using lots of different ingredients to replace a jar of sauce”, “I’ve learnt how to use a slow cooker as it is a new skill”, “We are currently being a healthier household and this will help with adult weight loss”, “I’ve never cooked lentils before, don’t know how to prep and cook them. Now I do”, “I’ve learned that meals can be batch cooked and frozen for different meals and saves money”.

Evaluation demonstrates people have learned healthier alternatives and foods, often which they’d never used or tried before. This project demonstrates ways to work towards the objectives of the Tameside Good Food Plan, as well as increasing food knowledge and skills which was identified through the Healthy Places Food Consultation.



# Tameside Family Story Walks

## Social Media Feedback



**Marianne Broadbent**  
We had a great time yet again, we look forward to these every half term. Thanks for running them ❤️



2 d Like Reply

**Charlott Shackleton**  
My little boy loved it 😊



2 d Like Reply

**Zoe Etchells**  
We loved it too! 😊



2 d Like Reply



In association with:



## TAMESIDE SUMMER FAMILY STORY WALKS!

Come and play with us in on our summer family story walks in Tameside parks for under 5 year olds siblings up to 11 years old welcome!

Booking is essential contact number below

Please dress for the weather!



Where?	When?	Time?
Chadwick Dam	Wed 14th August	10am - 11am
Hyde Park	Wed 14th August	1pm - 2 pm
Sunny Bank Vale	Thurs 15th August	10am - 11am
Cedar Park	Thurs 15th August	1pm - 2 pm
Cedar Park	Wed 21st August	10am - 11am
Hyde Park	Wed 21st August	1pm - 2 pm
Sunny Bank Vale	Thurs 22nd August	10am - 11am
Chadwick Dam	Thurs 22nd August	1pm - 2 pm
Chadwick Dam	Wed 28th August	10am - 11am
Sunny Bank Vale	Weds 28th August	1pm - 2 pm
Hyde Park	Thurs 29th August	10am - 11am
Cedar Park	Thurs 29th August	1pm - 2 pm

Venue	Address
Hyde Park 0161 342 5353	Clarendon St, Hyde SK14 2LN Meeting point: Band Stand
Cedar Park 0161 342 2255	160 Queen's Rd, Ashton-Under-Lyne OL6 8EG Meeting point: Youth Centre
Sunny Bank Vale	Greenside Lane, Droytsden



### Greenspace Evaluation:

- Clear path and circular route, appropriate for all ages
- It's a lovely peaceful walk away from any main roads
- It's clean and not too muddy
- The trees, the feeling of safety
- Easily accessible for us, easy parking. Nice variety of trees and greenery
- We liked the play area and easy parking
- Lovely park with something for everyone
- Lovely to see the children enjoying the outdoors
- Amazing
- Loads to see and do, always very interactive and makes good use of all the park
- Quiet and private
- Fresh air, clean and tidy walk
- clean
- The atmosphere
- Fantastic. I didn't know all these paths existed
- It's local and great for an adventure
- Just nice to be outdoors
- Not too big, easy to keep children in view
- The paths are well maintained which makes wheeling a buggy easy. There is enough space for it to be a good length of walk for children.
- I prefer some of the other green spaces eg Stamford Park. I only come here to attend the story walk.
- A great place for a picnic
- Away from dangers
- Beautiful surroundings

Did you visit somewhere new today?



■ Yes ■ No

Do you think you will come back to this greenspace?



■ Yes ■ No ■ Maybe

Which Greenspace did you visit today?



■ Chadwick Dam ■ Cedar Park ■ Sunny Bank ■ Hyde Park



In association with:



## Parents Comments

- Always fantastic! Great costume and delivery from Simon the storyteller, engaging text and always good fun.
- Engaging for children and educational too
- It's great being out in the fresh air, meeting other mums and their children and listening to the story.
- Everything! It was incredibly immersive, and the children adored it and learning about the story
- The organisation and well-planned timings
- Great entertainment for children of all ages (and all the parents love it too)
- The real spring chicken... amazing presence
- It was fantastic. It was really well thought through. Simon is a great storyteller and the staff are lovely. It's great for kids to get out and learn about nature.
- Simon!! He's fantastic at making it all exciting!
- Great, very engaging and interactive. Simon and grow staff were great. Thank You!
- The engaging nature of the story. The joy the kids got from taking part. The music!
- Good collective energy, excellent performance by the spring chicken, I like the Pied Piper vibe and really positive to see so many children out in the fresh air
- My daughter loved it. She really likes Simon and is confident joining in. The story maker sessions have really improved her confidence.
- Everything! Such a good service!
- Great to get the kids out and away from screens. Simon is an amazing storyteller and really engages the kids.
- Friendly helpful staff
- We loved that it was very interactive. It got us out of the house and socialising. It's amazing that it's free for all families to join in.

# Chadwick Dam including SMA live project

**MANCHESTER SCHOOL OF ARCHITECTURE**  
James Lynch, Jack Porteous, Fuzun Fan, Shuan Zhang, Mihail Ziletski

**REDISCOVERING: CHADWICK DAM**

In close collaboration with Tameside Council and the Manchester Metropolitan University School of Architecture, we have been selected to lead the design and construction of Chadwick Dam. Our brief is to create a new public space that is vibrant, accessible and inclusive for all ages. The site is currently a derelict area with a high level of environmental degradation. Through careful planning, community feedback and designed interventions we aim to redefine the value of Chadwick Dam as an area of high community value. We will make Chadwick Dam an area the community can be proud of.

In future, we will work in order to develop, design, build, maintain and create a vibrant, accessible and inclusive public space, which will take its site together and engage with users of the park to not only enhance the current work, but what can be possible from it.

**SKILLS**

- Team Working
- Design Thinking
- Research
- Prototyping
- Hand Drawing
- Communication
- Group Work
- Site Analysis

Visit [msa.ac.uk](http://msa.ac.uk) for more information

**MSA LIVE 24**

MANCHESTER SCHOOL OF ARCHITECTURE  
Manchester Metropolitan University  
Tameside Metropolitan Borough

## Existing Site Introduction

Tasked with the master-planning and activation of the site, we at Group 19, began our action week by visiting the site of Chadwick Dam to ensure everyone was familiarised with the conditions and requirements.

By meeting the collaborator on site, we were able to take a tour of the site, allowing for the visual input to be explained alongside the collaborator's immense knowledge of the site and its history. The visit to site highlighted 3 key issues; The condition of the seating, gate access & the disparity in terrain typology, all of which would become the driving force for our masterplan and subsequent designs.



Meeting The Collaborator



Older Visitors



Disabled Access Users



Children & Infants



**Key Observation** - Facing towards the Hospital access route lies a previous development of seating, of which is currently inaccessible



**Key Observation** - The sloped gradient against the pathway could suggest better seating application rather than the existing benches



# Clarendon Sixth Form college

## Stairwell Project

The artworks have been displayed along a staircase at Tameside College to encourage staff, students and visitors to take the stairs and feel the health benefits.

Tameside Council's public health and arts and engagement teams collaborated with Clarendon Sixth Form College to deliver the artist-led Arts Award Bronze project. It involved students who are studying for a BTEC Extended National Diploma in Art and Design Practice – Graphic Design. Their brief was to use artwork to increase movement within the college, which they worked with Fabric Lenny to co-create.

The Stairwell Project has been funded through the Place partnership and the Mayor's Challenge Fund scheme.

A lack of activity, including sitting for most of the day, can lead to health problems. Encouraging people to be active can boost their physical and mental health, and is proven to increase productivity, focus and creativity.

Ruth James, Head of Department for Creative Studies at Clarendon Sixth Form College, said: "Students have worked incredibly hard on this project and to see the finished product is fantastic. It has created a real buzz around the campus and has started a conversation about keeping healthy, which was exactly the brief.

I am extremely proud of the students' hard work and am sure they all have great careers ahead of them."

Alongside the project, students and staff have been finding other enjoyable ways to move more, in particular taking group trips outdoors to Chadwick Dam, a local place of nature within easy reach of the college buildings.

Happier,  
healthier  
and  
more  
connected



# Public Health Manchester Bike Kitchen



Public Health have commissioned Manchester Bike Kitchen through the Sport England Place Partner bridging investment to deliver cycle refurbishment scheme and associated projects including led rides and training delivery with the following outcomes this year:

- Received 15 compliments (this is very conservative!)
- Completed 42 community repairs (repairs free to the service user)
- 102 paid repairs
- 88 refurbished bikes sold
- 20 new bikes sold
- 4 bike loans (including one for individual on the YES scheme)
- Attended 5 events (Dr Bike community repairs)
- Delivered 36 led rides for young people
- Trained 17 people in basic bike maintenance
- Held weekly drop in Tea and Tinker sessions that have attracted 2 new volunteers and provide peer support for mental health to more older people who
- Received 128 donations of used bikes for refurbishment.



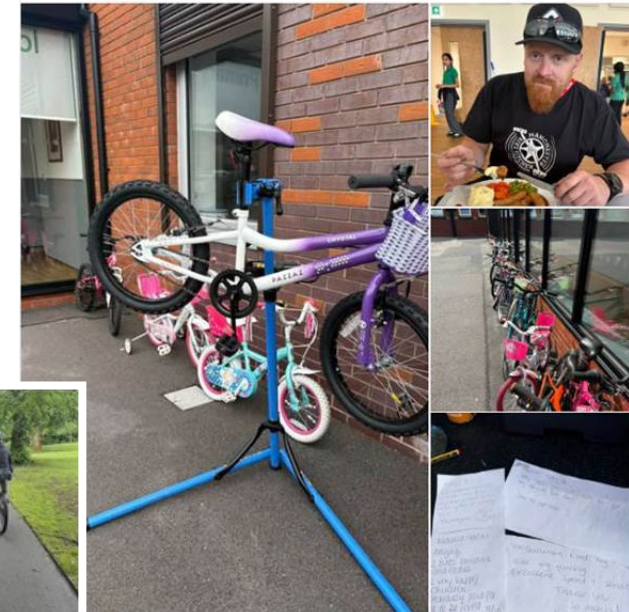
**Andy Hilton**  
Admin · 6d · 🌐

A big service for a big ride!

One happy customer with a freshly serviced and tuned bike about to ride from Manchester to Ireland then the Irish Coast Route!

**Manchester Bike kitchen** · Join  
Andy Hilton · Admin · 1d · 🌐

A really busy and productive day at Fairfield Primary today with 38 bikes safe for the road, a school dinner in our bellies and some lovely feedback too!



**Andy Hilton**  
Admin · 6 Jun · 🌐

Another great #mcrshredders ride and tonight joined by our new @dofeuk #volunteer coordinator Tom.

Our #mtb rides are open to 13-18 while our @dofeuk #bronze award is open to the public and is to support those that don't do it in school or where finance might be a barrier.

Get in touch for more information  
@everyone @highlight



# Bikeability case study

## Active Tameside

Bikeability is the road safety training based on the National Standard for cycle training. The training is delivered to children in year 5 and 6.

Training is divided into two levels; level 1 assesses the children's riding skills on the playground and level 2 enables children to build confidence and ride safely on the local roads. It seeks to develop four key skills: observation, position, priority and communication.

Active Tameside are commissioned by TMBC and have successfully delivered Bikeability to 2,377 children between April 2024 and March 2025. This was across 59 different schools. Currently we have delivered to 72 % of Tameside primary schools, with 77% of these children being in year 6.



# Little Bikers

The Little Bikers programme is aimed at children in early years and key stage 1. The sessions are delivered on a weekly basis over six weeks. Within the sessions we aim to improve spatial awareness, confidence and balancing skills to help children cycle without the use of stabilisers. The skills are developed through fun activities. We have a fleet of bikes and helmets to cater for 16 children which increases the cycling time during sessions.

During April 2024 and March 2025 we have delivered the programme to 33 classes in 21 schools across Tameside and High Peak Primary Schools. We offer the provision on Monday, Wednesday and Friday mornings. The Little Bikers programme provides a natural progression into the Bikeability programme delivered to children in key stage 2. The programme has received great feedback from all primary schools.

*Dowson “These sessions are brilliant for developing children’s confidence when riding. Children have developed balance and coordination skills”*

