



Peterborough City Council, UK

Healthy Living Partner search

UK council would like to explore the opportunities for working together with European partners in the area of healthy living.

Background

Peterborough is a city located in the East of England with a population of 183,700. Our city is thriving, with high birth and fertility rates when compared with similar authorities. The latest predictions show Peterborough's population growing by a further 20,000 people in the next ten years, with particularly significant increases in the number of new births and older people. We have a younger than average population with a rich mix of ethnic minority populations.

As a result of this growth, Peterborough has ambitious plans for further development. It is well-placed logistically and geographically, has a diverse work-force as well as the necessary robust infrastructure to flourish. Most importantly, Peterborough's can-do attitude extends to exploring new and innovative ways of attracting investment and growth to build a better city for the future and guarantee the health of our residents.

Current Situation

A key strategic issue for Peterborough, in common with many other cities, is the growth of the population over 85. We are expecting this group to grow by a further 52% over the next ten years. This frailer age group need well organised and responsive health and social care services to meet higher levels of complex clinical and social care needs and to help them and their carers remain independent.

In addition to the anticipated growth in the number of older people, Peterborough's adult population when assessed against some of the key determinants of health such as smoking, weight and activity, reflects a community where a higher than average number smoke, are above average in terms of obesity and below average in terms of physical activity. Other indicators such as alcohol related and smoking specific hospital admissions portray, in both cases, high levels of need.

A number of these issues can be linked high levels of deprivation within some areas of the city. In these areas, the health of residents is markedly worse than in more prosperous areas. This is also having an impact upon child

mortality rates and low birth weights which are significantly higher than in some areas.

Proposal

Peterborough would like to explore working with partner organisations experienced in working on EU funded projects and particularly those who have experience in addressing the issues outlined above and below.

Example areas that we are keen to develop projects in are (but not limited to):

- Increasing older people's mobility through physical activity
- Providing education to older people about remaining warm during the winter months and managing existing health conditions
- Providing early intervention to prevent smoking, alcohol and/or drug abuse
- Reduce the number of persistent attendees to hospital for alcohol related injuries.

Contact

Janet Brown, Programme Manager for Peterborough City Council's Central Funding Unit, will be attending the 2013 Open Days Events in Brussels. Please feel free to use the contact details below to arrange an informal discussion.

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