



Rotherham Heart Town

Love our town ♥ Love your heart

Heart Town activity update:

- Steering group established. Four meetings held to date. Representation from a range of statutory and voluntary sector bodies and the Chamber of Commerce. Would like to encourage additional business representation, possibly through the stakeholder event.
- Stakeholder event: 13 June 2012 at Brinsworth Training. Approximately 50 people attended to hear presentations from Cllr Wyatt, John Radford and BHF representatives, including a very moving closing speech from Jo Ward, who in her early 30s had three heart attacks within days of giving birth to her second child and now lives with heart failure. Jo, from Kiveton Park, is a national ambassador for the BHF Mending Broken Hearts Appeal. Participants made pledges for involvement in the Heart Town awareness and fundraising activities and for using BHF resources and services to enhance their work. BHF has already been following up on pledges with key partners such as DC Leisure, Tata Steel and the Rotherham Advertiser.
- September: Big Donation month. Appeal for donations of stock for BHF shops or for recycling.
- Saturday 29 September: One Day event. This will be a sponsored walk/jog/run in Clifton Park and a range of other fundraising and awareness raising activities in the park and town centre organised by the local BHF branch and supported by Heart Town partners.
- February: National Red for Heart Month – fundraising and awareness raising throughout February. Could we light any key buildings in Rotherham red for the month?

Other work planned/underway:

- Mapping of community defibrillators – being led by Yorkshire Ambulance Service NHS Trust. Identify gaps and consider where an application for BHF co-funding would be appropriate.
- Mapping of existing cardiovascular services and support to identify where we can boost existing provision with BHF support or identify gaps.
- Establishing a heart-shaped walk in Rotherham.
- Establishing a Heart Town award for local organisations/businesses – a menu of heart health improvement steps that could be taken with a certain number required to achieve the award. This is only in the very early discussion phases with BHF staff at present.
- A communications plan for ongoing publicity related to the project. A joint meeting between RMBC, NHS and BHF comms will be set up following the stakeholder meeting .