



Deal Town Council

Health and Wellbeing

Strategy

2025

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1. Overview

Deal Town Council prides itself in offering a broad selection of services to help improve the health and wellbeing of its residents.

By providing services and opportunities the Town Council aims to support people of all ages and from all backgrounds to live healthier, more fulfilling lives and help to avoid ill health in the future. Mental health and wellbeing are strongly related, and good levels of wellbeing can create flourishing communities.

Wellbeing is a term that covers many different areas within our lives and as a council we aim to adopt and promote the 6 ways to wellbeing, a set of nationally researched actions to improve personal wellbeing.

This strategy details the many opportunities and services that Deal Town Council provides to help Deal Town residents improve their overall wellbeing.



2. The Six Ways of Wellbeing

Be Active 10-minute sessions of physical activity can make you feel good •Go for a walk or run •Go out on your bike •Dance Discover a physical activity you enjoy	Connect Your friends, family, colleagues and neighbours are the cornerstones of your life, invest time in developing them •Contact someone you haven't been in touch with for a while •Join a nearby club or group •Plan to meet up with friends	Take Notice Take time to be aware of the world around you •Be curious •Explore your local area •Take a five-minute break to clear your head
Keep Learning Learn something new or boost your skills. It's fun and it helps build confidence •Try something new •Rediscover an old interest •Learn to play an instrument •Cook your favourite food	Give Do something nice for a friend or a stranger – even doing small things can make a big difference •Compliment someone •Volunteer •Join a community group	Care for the planet Look after your community and environment •Reduce, reuse, recycle and repair •Plant a seed or grow some vegetables •Walk, cycle or use public transport

<https://northkentmind.co.uk/six-ways-to-wellbeing/>

3. Aims

Aim	How	Who
To enhance the health and wellbeing of Deal residents	Projects and initiatives both existing and future	Council and Officers
To promote the six ways of wellbeing	Website and signposting	Communications Officer
To support local organisations and groups who focus on health and wellbeing	Grant funding Discount hire rate of Town Hall Free use Policy - one free hire of Town Hall per year Attend local events	F&GP Committee Facilities Manager Facilities Manager The Mayor, Councillors and Communications Officer
To support public healthcare initiatives and meetings where appropriate	Website and signposting Free hire of the Town Hall where appropriate	Communications Officer Town Clerk
To continue to participate in health stakeholder events and consultations	Cllr outside body reps KALC Council	Councillors and Officers
To assist with Deal residents' knowledge of wellbeing opportunities	Website and signposting	Communications Officer

4. Climate Change Initiatives

Deal Town Council has put climate action at the centre of its work.

In June 2019 Deal Town Council declared a Climate Emergency and committed to becoming carbon neutral – Net Zero – in their operations by 2025 and that goal was achieved by April 2024.

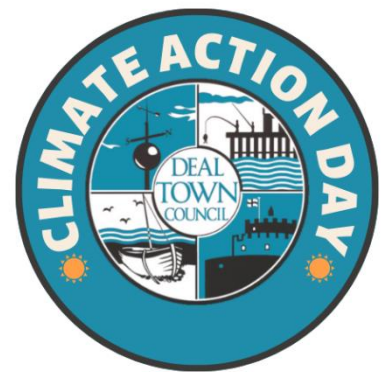
In October 2023 Deal Town Council also declared an Ecological Emergency and agreed to implementing actions on local nature protection and recovery, including community engagement and partnership working.

In February Deal Town Council adopted a new Climate Action Strategy that builds commitment and strengthens the environment adaptation and improvement plan.

Climate Action Day

In November 2024 Deal Town Council held its first Climate Action Day at the Town Hall to coincide with COP29

This was a day with more than 12 local groups sharing their climate work and action within the community and encouraging residents of Deal to get involved.



Climate anxiety affects many, particularly younger people, and the aim of our event was to breakdown what can often feel like a daunting challenge and offer local and practical solutions that we can all take part in to have a positive impact on our environment.

More than 200 people visited the event and it was broadcast live to the world via Deal Radio.

Deal Town Council will continue to hold an annual Climate Action Day showcasing how everyone can think globally by acting locally.

Deal Town Council climate change initiatives that support Health and Wellbeing to date include

Planting more trees, sustainable plants and hedges	We continue to plant trees wherever possible and have 25 planters along the seafront, in the precinct and South Street, North Deal and Mill Hill. All have been planted with sustainable plants and trees.
Action on Litter, Look After What You Love, and single use plastic	Anti-litter campaign throughout the town at litter hotspots. To ensure that the Council facilities are free of single use plastic
Cycle Friendly Deal	Cycle Friendly Deal came into being in November 2018 as a project to promote Deal, Walmer and Sholden as a visitor destination for cycling and to encourage residents to cycle and walk.
Hedge Pledge	Raising awareness of the need for planting additional trees and hedges in and around Deal. Since 2024 hedgerows have been planted on the allotment sites and this will be extended to residents of Deal in Autumn 2025 giving them the opportunity to request free hedgerow packs for their gardens.
Deal Home Kitchen	We asked local restaurants, cafes, caterers and pubs to share a tasty veggie or vegan recipe on our website
Best Foot Forward	More than 750 miles were collectively pledged by Deal residents who signed up to walk or cycle a short journey instead of driving

Visit our website www.deal.gov for more information

5. Action of Litter & Single Use Plastic

Every year the world produces millions of tonnes of plastic, half of which is estimated to be single use and much of which ends up in rivers, waterways, and oceans.



BIN IT!

In response to the global problem of plastic pollution, Deal Town Council has committed to phasing out single-use plastic across all its facilities. This includes strongly encouraging groups and organisations to find alternatives to single-use plastic when using the Town Hall.

In the autumn Deal Town Council launched a new [anti-litter campaign](#), "Look after what you love". As part of this campaign, residents voted for their favourite stencil design that will be drawn on pavements at litter hot spots, encouraging people to use a nearby bin.

LOOK AFTER WHAT YOU LOVE



Being a coastal town it's even more important that we don't litter as it not only harms wildlife, but it also affects marine life too.

We see all kinds of detritus wash up on our shores and plastic pollution continues to be a problem so this initiative, particularly now, will really help drive home the message that we want to keep our beautiful town clean.

From 2020 to 2025 Deal Town Council has awarded over £1,636.00 of Grant Funding to local groups and organisations for project that helped keep Deal clean

6. Allotments

Deal Town Council owns and manages three allotment sites at Mill Hill, Park Avenue and Golf Road where Deal residents can plant and grow their own produce, plants, and even keep bees.

Compost toilets have also been installed at each of the allotment sites. Each loo saves approximately 50,000 litres of water per person* a year and the untreated and composted waste goes back to enrich the soil.



The Benefits of Having an Allotment

- Great way to exercise
- Enjoy seeing your allotment thrive, improving happiness and well-being
- Good way to make new friends and work with like-minded people
- Save money by growing your own food
- Doing your bit for the environment
- Protecting an open green space and maintaining habitats for wildlife species.



7. Community Garden

At the Park Avenue Allotment there will soon be a Community Garden.

Work is underway to give this area four raised beds. Local groups and organisations will be able to apply for a plot to plant and tend them for a year at a time.

These will give more people access to nature and the environment, improving physical and mental health.



For more information on our allotments please visit our website www.deal.gov.uk

8. Hedge Pledge

Deal Town Council's Hedge Pledge project is now well underway with more than 330m of hedgerow taking root.

The living boundaries have now been planted at two allotment sites in town and are made up of native species including Hawthorn, Blackthorn, Hazel, Crab Apple, Elder, Dog Rose and Holly.

Hedgerows are effective at storing significant amounts of carbon and provide benefits for wildlife.

Planting has taken place at Golf Road and Mill Road allotments, and future planting is being explored at Park Avenue.

In the Autumn of 2025 local residents will have the opportunity to make their own hedge pledge. Deal Town Council will provide them with hedge packs free of charge to plant in their gardens.



9. Trees and Sustainable Planting

Deal Town Council refreshed its planters to be more sustainable, friendly for wildlife, especially birds, insects and bees, require less watering, provide all year-round interest, and even capture air pollution.

There are seven silver birches along the High Street. The birches are deciduous, and their multi-stems moving in the wind create a wonderful soundtrack in the High Street. At the southern end of the High Street, a dramatic entrance has been created with Photinia Fraseri – Red Robin – a shrub that's been grown as a tree with a 5-foot trunk and an evergreen canopy loved by birds. The South Street planters have plants that are great at capturing particles from the buses and traffic in South Street.

The ten planters along the North Prom have five-foot-tall established Olive Trees underplanted with evergreen rosemary & thyme and Agapanthus for summer colour. In Alfred Square one planter has a seven-foot yew clipped into a conical shape, at Mill Hill there is a multi-stem Betula, and St Richards Road has a Fatsia Japonica.

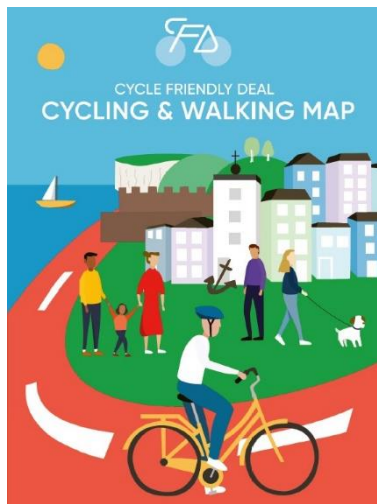
In Autumn 2023 the Council planted an additional seven trees in the Mill Hill area and in 2024 the Council also funded an avenue of trees in Victoria Park.

10. Cycling and Walking

Deal Town Council's Cycle Friendly Deal project promoted cycling in Deal and encouraged more cycle tourism to Deal.



With a grant from the Coastal Community Fund and additional support and funding from Deal Town Council, the project developed new routes, provided free events and training, installed 26 new secure cycle stands at 11 locations across Deal and Walmer, created a new Cycling & Walking Map and launched the Deal-e-Bike Hire Scheme.



The new map introduced the Cycle Quietway Network.

This was developed with local riders, and it used traffic-free cycle paths and low traffic roads to connect quickly and easily with the places people want to go.

Everyone is within a couple of minutes of the Quietway Network, so it is accessible.

The walking and cycling maps are available from our reception office and to download on our website

www.deal.gov.uk. Deal Town Council also installed two noticeboards in the precinct which display this information.

11. Accessibility Routes

Since 2022 Deal Town Council has worked with local community groups to explore improving access on routes into the town centre for people with mobility issues and the users of pushchairs etc. from the three wards of Deal.

This work identified a large number of drop kerbs that needed repair, many junctions that would benefit from having drop kerbs and some requirements for additional crossing points on main roads.

These works are now with KCC through an agreed Highways Improvement plan (HIP). The plans are submitted annually from Deal Town Council's Transport & Infrastructure Committee, and the 3rd HIP has just been submitted to KCC for comment and feedback

The routes identified and submitted cover:

Middle Deal (Hamilton Rd, Manor Rd, London Road)

Mill Hill (St Richards Rd, Mill Hill, Mill Road)

North Deal (Sondes Rd/Prince of Wales Terrace, Ark Lane & Western Road).

12. Deal Warm Welcome



Deal Warm Welcome was initiated and funded by Deal Town Council from November 2022.

The project offered warmth, refreshment and friendship during the winter months, providing a bite to eat, cup of something warm and a chance to chat and share. There was no charge and everyone was welcomed.

By 2024 the project comprised of nine organisations who either provided immediate and direct funding or hosted a weekly drop-in session for anyone to attend.

The project offered Deal families in need the opportunity to access funds or goods to help support them financially and practically. It has also helped bring communities together. The scheme was free to access and attend, and we opened our doors this winter from Monday 2 December 2024 until Wednesday 2 April 2025.

This year, posters advertising the project were produced in English, Arabic and Ukrainian. Day-to-day support was provided by Deal Area Foodbank, Home-Start and United Families UK. There was additional signposting to Deal GP Social Prescribers, Age UK South Kent Coast and Help for Households.

Deal Town Council is currently reviewing this project with plans to build on the success of Deal Warm Welcome.

13. Council of Sanctuary

Deal Town Council has been awarded the Council of Sanctuary status. We are only the second town or parish council in the UK to receive this accreditation.

It has been awarded by [City of Sanctuary](#) whose vision it is to create welcoming places of safety for all and sanctuary to people fleeing violence and persecution.

Deal Town Council works in partnership with the voluntary sectors and with asylum seeking and refugee communities, and with all organisations who support the City of Sanctuary principles and who are committed to welcome, inclusion and equality.

We recognise the influence which Deal Town Council can have on public perception and understanding of asylum seekers and refugees, and their reasons for seeking sanctuary in Deal. We use positive and accurate language about people seeking sanctuary in all media, policy statements and publicity materials.



14. Community Cohesion

A sense of belonging, community and the warmth of the people of the Deal was highlighted through our Town Plan consultation and is something the council actively fosters.

The town motto, 'Welcome the Stranger' embraces this sense of community and informs our strategies and policies.

It is supported with Mayoral visits to special events and engagements, councillors as ambassadors for the town and our work and the Town Hall team who support them and our residents.

Deal Town Council hosts and supports events throughout the year such as International Women's Day, Holocaust Memorial Day, Climate Action Day and Charter Day. The team also attend key events in Deal's calendar such as Pride, Deal Carnival and Remembrance Day.

Councillors and staff are invited to regular meetings with a community focus including the monthly Deal Collective and the quarterly Dover District Council network meeting for Deal & Walmer. The day-to-day work of the town council includes frequent multi-agency work, ensuring we are kept up to date on issues that affect our community and are able to respond to needs and support where possible within our remit.

15. Grant Funding

Deal Town Council runs grant schemes to assist local voluntary and/or charitable bodies which provide services to residents within the town of Deal.

This is to encourage and support the activities of voluntary organisations within Deal Town and promote new community initiatives where real benefits are offered to the community.

Some examples of what the Grant Scheme might support include:

- Equipment
- Training
- Hire of premises
- Information or publicity
- Other project costs

From 2020 to 2025 Deal Town Council has awarded over £52,460.00 of Grant Funding to local organisations and groups for projects that supported health and wellbeing

16. Public Toilets

Public toilets play a role in community health and individual well-being. Where toilets are available, people can enjoy outings and physical activities in their communities. By giving people the confidence to get out of their cars and onto their feet, bicycles and other public transport, public toilets can also contribute to improved environmental health.

Although the public toilets in Deal are owned and managed by Dover District Council, Deal Town Council helps fund the cleaning and maintenance of the public toilets at

- Kings Street
- South Street
- Victoria Park

Since 2020 Deal Town Council has contributed £173,984 towards the cleaning and maintenance of the public toilets in Deal

17. Automated External Defibrillator



Deal Town Council has an Automated External Defibrillator (AED) located on the outside of the Town Hall.

The Council funds and maintains this vital equipment that provides 24/7 emergency support for anyone in the vicinity who needs it.

18. Facilities for Community Meetings

Deal Town Council has several rooms that can be hired by the public for community purposes at the Town Hall.

These rooms can, and have hosted, all sorts of community groups for all different purposes including but not limited to health care meetings, consultations, information fairs and workshops.



The Council offers the opportunity for free hire of the Town Hall once year to local charities, organisations and groups.

We also offer a discounted rate to local charities, organisations and groups for additional Town Hall hire, and the Undercroft.

19. Contact

For further information please contact us at

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Tel; 01304 361999

Or visit our website www.deal.gov.uk to find out more about upcoming projects, opportunities and events that can help you and your wellbeing.