



East Cambridgeshire District Council

Draft

Health and Wellbeing Strategy

2018-2021

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## **1. Forward**

Good health and wellbeing is fundamental to enable us to live an active and fulfilled life and play a role in our communities. In East Cambridgeshire, we are fortunate to live in a part of the country where the health of local people is generally better than the England average.

We believe that everyone has an equal right to enjoy good health and wellbeing and it is our vision to provide the support and opportunities to enable this to happen.

The council during its day to day business contributes to the improvement in health outcomes, by dealing with immediate risks to health such as, air, water pollution, and homelessness. We carry out programmed inspections of food premises and other businesses to ensure that they are operating in a way that will not pose a risk to residents and visitors to the district. Through the Local Plan we consider the future needs for our district and adopt and implement policies that will contribute and improve our health economy. It is our aim and desire to see health and wellbeing implications and considerations at the heart of all decisions taken by the Council.

We are committed to working in partnership with Cambridgeshire County Council, Public Health, NHS trusts and other public, private and voluntary organisations. We will actively engage with Parish Councils, local communities and individuals to enable us to act more effectively to improve the health and wellbeing outcomes for our residents.

## **2. Introduction**

Public Health has been repositioned back into local government and the structures which sit around it have been completely revised. From 1<sup>st</sup> April 2013 top tier authorities took over public health as a statutory function. For District and City Councils, this change created the opportunity to enhance our role in improving health outcomes, by working more closely with our County Council public health colleagues. It is recognised that our services make a vital impact on the wider determinants of health, as well as health improvement and health protection.

The Cambridgeshire Health and Wellbeing Strategy 2012-17 (under review) were developed as a result of these changes and identify six priorities:

1. Ensure a positive start to life for children, young people and their families;
2. Support older people to be independent, safe and well;
3. Encourage healthy lifestyles and behaviours in all actions and activities while respecting people's personal choices;
- 4 Create a safe environment and help to build strong communities, wellbeing and mental health;
5. Create a sustainable environment in which communities can flourish, and;
6. Work together effectively

It is recognised within the Cambridgeshire Health and Wellbeing Strategy that the implementation of the associated action plan will require partner organisations to take responsibility to assist in its implementation.

The action plan is overseen by the Cambridgeshire Health and Wellbeing Board and Network, which brings together leaders from local organisations who have a strong influence on health and wellbeing.

### **Why produce a local Strategy?**

The development of an East Cambridgeshire Health and Wellbeing strategy provides a clear vision as to how the Council, during its day to day business contributes to the improvement of health outcomes. The strategy provides links to the Cambridgeshire Health and Wellbeing Strategy 2012-17 and demonstrate how, at a local level, the council is implementing policies and procedures that have a direct impact on the health of our residents.

The first Health and Wellbeing Strategy enabled the Council to clearly set out the links between the Priorities of the Cambridgeshire Health and Wellbeing Strategy and how East Cambridgeshire contributes to its implementation. The Councils performance against the Health and wellbeing strategy Action plan is provided in Appendix A (should this be a link instead? )

Our achievements include

- Closer working with our county council public health colleagues
- Introducing the Support Young Parents Project in Soham
- Deliver 238 energy efficiency installations, reducing energy costs and incidence of fuel poverty for residents
- The provision of a new district leisure centre in Ely (to be complete by May 2018)
- The provision of a holistic Housing Options service with emphasis on preventing homelessness
- Engaged with food businesses in Ely and Littleport to become Healthier Option members
- Ensure that future Health and wellbeing needs are considered as part of the new local plan
- Maintain and improve facilities at Ely Country Park

### **3. Health is everyone's business**

## **Context**

The history of public health in local government dates back to pre-Victorian times, when epidemics such as cholera led to the provision of local drinking water supplies, sewers, refuse collection and later housing and town planning. These functions, as well as modern environmental health services, demonstrate our influence and position at the heart of our local communities.

What do we mean by “health”?

Good health is more than just the absence of disease. It reflects overall physical and mental wellbeing. Poor health does not happen solely by chance and is due to more than simply genetic make-up, unhealthy lifestyles and lack of access to medical care. Differences in health status are also attributable to the differing social and economic conditions of local communities and tackling these wider determinants of health requires a preventative approach that focuses on the root causes of ill health (District Action of Public Health District Council Network 2013).

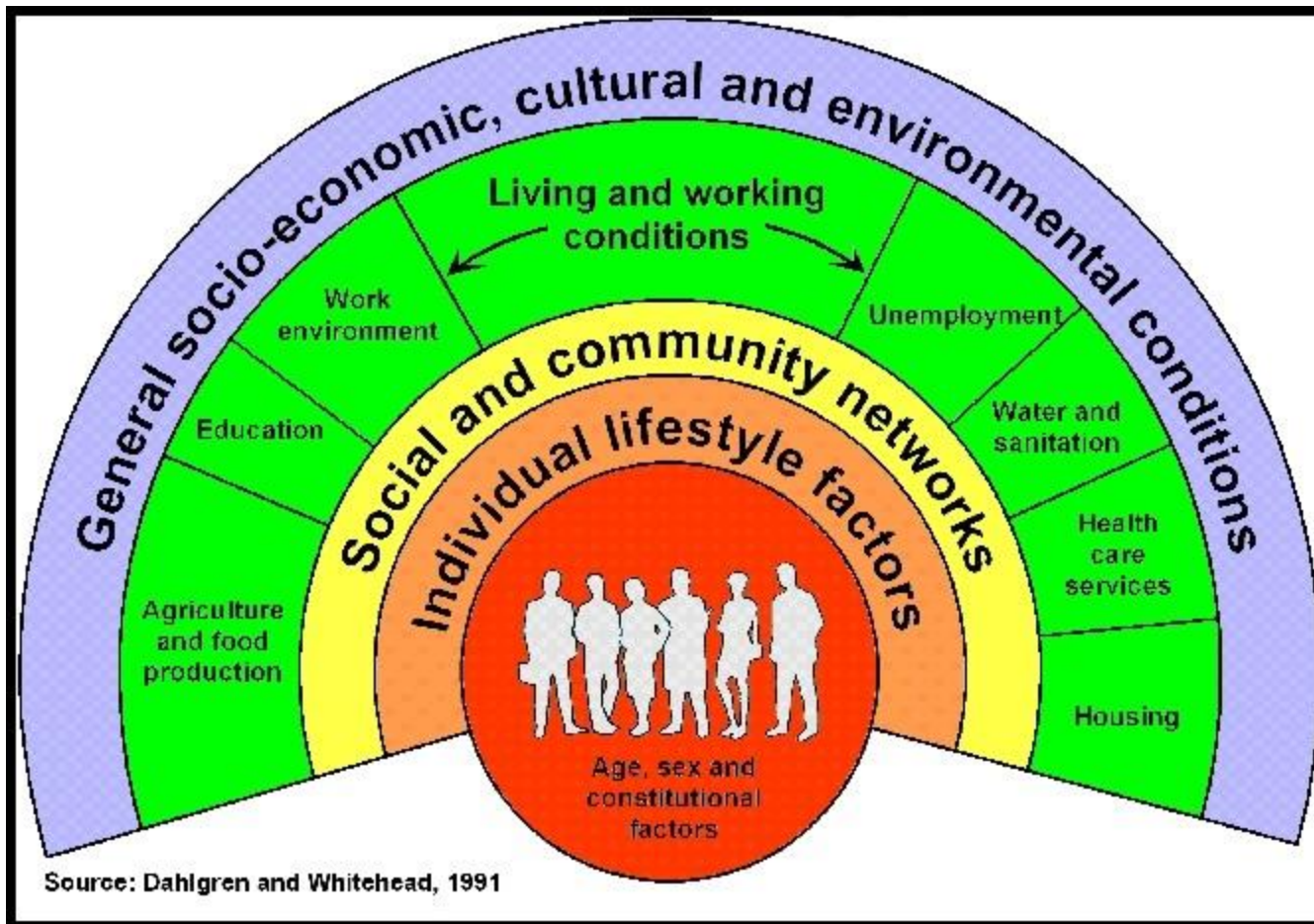
The Marriot Review (2010) shows us with staggering clarity that ill health inequalities are associated with social inequalities, such as education, employment and violent crime and action on inequalities require a focus on prevention. Public Health England argues that the biggest health gains are to be made by focusing on wellness, rather than clinical care.

The Council recognises the World Health Organisations definition of health, which is

“Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity”

Wellbeing is often referred to as being health, happy, contented, comfortable and satisfied with one’s quality of life.

These definitions are reflected in the wider determinants of health model and the emphasis on prevention of illness rather than the treatment of disease



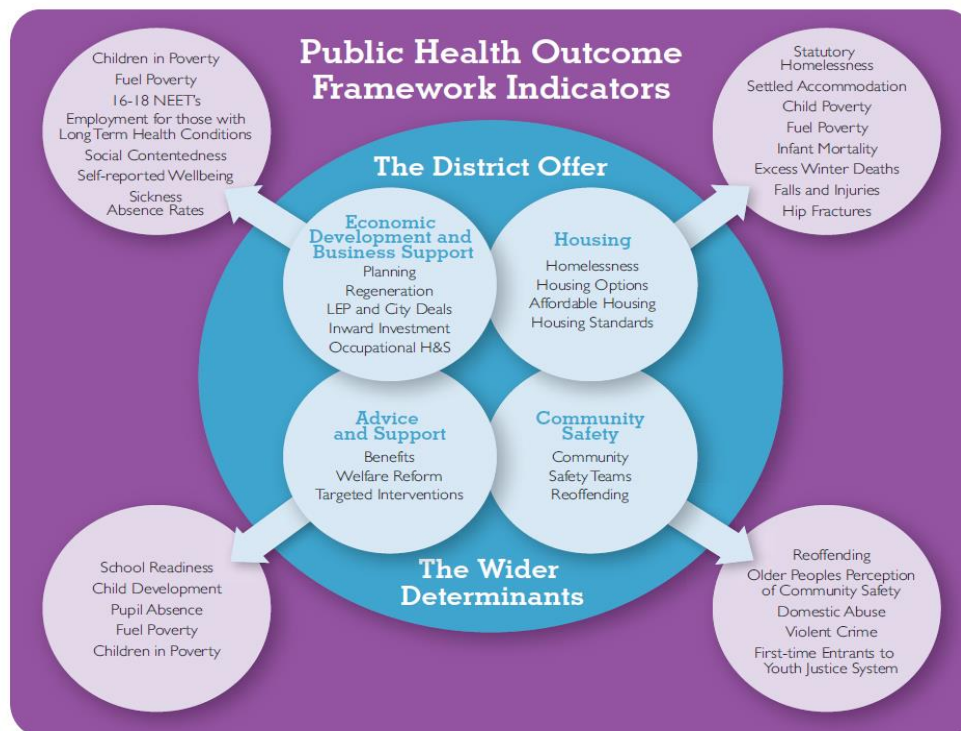
The model shows how health is determined by complex interaction between individual characteristics including age, sex and genetics, lifestyle and the physical, social and economic environment.

Research (Mc Giniss et al 2002) suggests that our health behaviours and social-environmental factors may contribute to 85% (40%behaviours/45%factors) of our health outcomes. With only 15% being healthcare itself.

The council recognises the wider determinants of health model as a key concept in how our organisation can contribute to the health and wellbeing of East Cambridgeshire’s communities. This model is widely used and sets out how the environment, culture and the economy impact on health including issues such as worklessness, housing standards and educational attainment.

Often these issues link to community problems such as antisocial behaviour and lack of community spirit.

The following diagram is taken from the District Council Network’s publication “District Action on Public Health “- sets out how these concepts interlink and impact on health and wellbeing in general.





#### 4. The Council's Services contribution to Health and Wellbeing

##### **Economic Development and Business Support**

Stable and fulfilling employment is a prerequisite for good health. The Economic Development department facilitate the local conditions for sustainable economic growth, job creation and rising living standards by;

- Project and programme management of a number of growth delivery projects and Corporate Objectives including Soham Rail Station, Connecting Cambridgeshire Broadband Programme and the delivery of key employment sites identified in the Council's draft Local Plan.
- Creation of employment opportunities in the District – this includes close working with UK Trade and Investment (UKTI)/Greater Cambridge Greater Peterborough Local Enterprise Partnership (GCGP LEP) to encourage inward investment into the District. The team also provides a dedicated business website to encourage investment/jobs growth into the area [www.enterpriseeastcambs.co.uk](http://www.enterpriseeastcambs.co.uk)
- Development and delivery of a **jobs growth strategy** that acts as a technical background document to the current adopted Local Plan to provide more local employment opportunities.
- Management of the E Space Business Centres – built in 2001/2 to provide flexible and versatile accommodation for start up and growth businesses, the District Council took over direct operation of these centres in 2007.
- Lifelong Learning and Skills Development – an educated, skilled and flexible workforce is a key factor for economic growth and well being and the economic development team liaises with local FE/HE partners and schools to develop greater awareness of local employment opportunities and stronger links between education and industry.

##### **Planning**

With its planning duties and powers, districts shape the economic futures of communities. District Councillors and Planning Officers are well placed to see at first hand the health benefits of the delivery of quality housing, economic development and job creation. Effective and timely planning policy can deliver important infrastructure and a platform for private sector growth and job creation, optimising outcomes across economic, environmental and social objectives (S106 Community Infrastructure Levy).

The Council's Planning department have adopted the following policies:

- Encourage the provision of dwellings that meet the lifetime homes standard so that they are easily adaptable for the elderly and disabled
- Affordable housing for the elderly should be focused on public transport routes
- On larger developments we seek on site provision of sports facilities and open space
- Safety of environments is considered as part of the planning process proposals are expected to “create safe environments addressing crime prevention and community safety”
- When developing large sites we consider the need for transport improvements, including public transport, walking and cycling

## **Housing**

The Housing team are proactive in ensuring that everyone has a decent home to live in. A home environment is the hub of life. Health, wellbeing, education and employment are mainly dependent on someone having a place they can call home.

The housing options work has a fundamental impact on the wider determinants of health and covers

- Homelessness prevention and housing advice
- Young parents project, which teaches young parents on topics such as healthy eating, healthy lifestyles, finances and budget setting, tenancies and child safety
- Tenancy support including, practical, physical, emotional and financial
- Manage the introduction of universal credit and welfare reform changes
- Maintain a level of zero families in bed and breakfast accommodation
- Representation and lead authority on the Together Families Government led initiative

- Referrals to Environmental Services on poor housing conditions and Disabled facilities grants

### **Community and leisure services**

Crime and disorder exerts significant influence over the health and wellbeing of individuals and communities as a whole. Reducing the impact of harm associated crime, disorder and anti-social behaviour within communities requires reliable and accurate insight into the communities affected – something which districts are uniquely placed to provide. As a responsible authority and leaders of local Community Safety Partnerships, districts have a pivotal role in shaping, leading and collaborating with not only local communities but the wider range of external partners to develop and deliver solutions that are sustainable and offer real respite.

Physical activity is particularly important given the impact on both obesity and a number of other illnesses, both physical and mental. Under the Local Government (Miscellaneous Provisions) Act 1976 districts have the power to provide and equip buildings for leisure and recreational use. Whether assets owned and delivered in-house or provided at arm's length through a profit or no-profit organisation, leisure provision remains a core district council public health function and priority. Through management, investment and support for these facilities districts have a direct impact on physical activity rates and weight management in local communities

Specifically

- Community safety Action Plan priorities and projects (link)
- Contribute to developing “Breaking the Cycle” child poverty strategy (link)
- Leisure provision – Management, investment and support for indoor and outdoor leisure facilities
- Parks and Public spaces planning – access to quality green space at Ely Country Park to provide physical and mental health benefits, social interaction and space for physical activity and play.

### **Licensing**

One of the most important ways District Councils impact on health improvement is through their licensing duties and powers. Under the Licensing Act 2003, district councils are the lead licensing authority responsible for licensing a range of activities associated with alcohol consumption, as well as preventing the underage sale of alcohol. Districts regulate

the sale of alcohol in pubs, restaurants, hotels, off licences and supermarkets. Effective partnership working between licensing authorities and other council services as well as the Police, Fire, Ambulance and Healthcare services together with the trade and local residents is vital to the delivery of positive health outcomes for people and places.

The licensing team:

- Process license applications
- Proactively enforce licence conditions
- Consult with responsible authorities regarding some licence applications

### **Environmental health**

The quality of the environment that surrounds us all has a major impact on our ability to maintain a good standard of health and protect ourselves from harm. Protecting our residents and local businesses from hazardous conditions in the environment is therefore one of the cornerstones of public health. The Environmental Health Services are key to ensuring the day-to-day delivery of health protection. Their work covers the following areas

- Communicable disease
- Investigating the cause of pollution of our air, land and water
- Undertaking routine programmed inspections of business premises
- Carrying out housing inspections under the Housing Act 2004, Health and Housing Safety Rating System and other pieces of Public Health legislation to tackle poor housing conditions to protect the health, safety and welfare of the occupants, including advice on energy efficiency.
- Inspections and Licensing of Houses in Multiple occupation and residential mobile home sites
- Providing adaptations and improvements to properties to enable vulnerable disabled people access properties that better meet their needs.
- Dealing with properties which are in a filthy and/or verminous condition or with hoarders
- Carry out sampling of both food products and private water supplies

## **Working in Partnership**

East Cambridgeshire work in partnership to deliver better health outcomes. Partners include Cambridgeshire County Council, the Parish and town Councils, voluntary agencies and businesses

The district council are one of the organisations that sit on East Cambridgeshire and Fenland Living well Partnership

The Living Well Partnerships (LWP) will add value by working together and joining-up areas of common interest by:

1. Understanding the health and wellbeing needs and outcomes of its local populations of all ages, related to e.g. access to services, wider determinants of health, health and wellbeing in its widest sense.
2. Demonstrating successful delivery through effective programme and performance management of Health and Wellbeing Board, System Transformation Partnership and Better Care Fund system-wide priorities, plus local initiatives, ideas and priorities.
3. Ensure agreed outcomes are delivered, taking into account local relationships, local residents' needs, and differing local strengths, assets and priorities.
4. Focusing on aligning and better using partners' "mainstream" resources.
5. Support the General Practice Forward View and Mental Health Forward View strategies at a local level through co-ordination and connection with local initiatives

## **Joint Strategic Needs Assessments**

Council officers contribute the development of Joint Strategic Needs Assessments (JSNA'S).

A Joint Strategic Needs Assessment (JSNA) is the means by which CCGs and local authorities describe the future health, care and wellbeing needs of the local populations and to identify the strategic direction of service delivery to meet those needs.

The aim of a JSNA is to:

- Provide analyses of data to show the health and wellbeing status of local communities;
- Define where inequalities exist;
- Provide information on local community views and evidence of effectiveness of existing interventions which will help to shape future plans for services;
- Highlight key findings based on the information and evidence collected.

The Cambridgeshire and Peterborough Joint strategic Needs Assessment Core data set, 2018 provides valuable local information which can be used to support local strategy development and service planning. By benchmarking against the local and national averages it identifies whether we are achieving good health and care outcomes locally

[https://cambridgeshire.wpengine.com/wp-content/uploads/2018/02/CP\\_JSNA\\_CDS\\_FINAL\\_20180208.pdf](https://cambridgeshire.wpengine.com/wp-content/uploads/2018/02/CP_JSNA_CDS_FINAL_20180208.pdf)

### **Health and Wellbeing of East Cambridgeshire Staff**

East Cambridge District Council takes the health and welfare of their staff seriously. The Human Resources section develops and implements policies that relate to the health and wellbeing of its employees. These are reviewed regularly to ensure that they are fit for purpose and are in line with current legislation. Risk assessments are undertaken annually by all service leads to ensure that activities undertaken by staff during the course of their work maintain a safe working environment. Additionally the Council also provides access for employees to services that enable them to monitor their health and get advice on improving their health

- 1) Provision of Occupational Health programme, including:
  - a. Health Screening (mini medical which checks eye sight, urine, blood pressure, weight (BMI) and covers general health/work related issues)
  - b. Referrals to Occupational Health and follow-up advisory report (if required)
  - c. Counselling
- 2) Health Talks (e.g. resilience, stress and sleep, positive thinking)

- 3) referral to an optician following an eye test conducted as part of the health screening (mini medicals) for those staff regularly using computers as part of their normal duties

## **5. The Health of our population**

East Cambridgeshire has a population of 87,000; its population is estimated to increase to 98,200 by 2031. East Cambridgeshire has an ageing population, despite predicted growth in the total sizes of all age groups by 2031; the proportion of children and young people that make up the population is forecast to decrease whilst the proportion of older people increases. Significant growth may be seen in the number of people aged 65+. It is estimated that this could mean that by 2031 26% of our population will be over 65.

The health of people in East Cambridgeshire is generally good. In comparison with the England average, life expectancy is significantly better. The area is reasonably affluent, with low levels of deprivation, however about 10% of children live in poverty (1600). Over the past 10 years, rates of death from all causes and rates of early death from cancer, heart disease and stroke have all improved and are significantly better than the average for England.

Life expectancy is 3.9 years lower for men in the most deprived areas of East Cambridgeshire than the least deprived areas,

### Child Health

- In year 6, 15.3% (117) of children are classified as obese better than the average for England
- The rate of alcohol specific hospital stays among those under 18 was 28% better than the average for England
- Level of teenage pregnancy are better than the England average

### Adult Health

- Levels of adult excess weight are worse than the average for England
- The rates of alcoholic specific hospital stays was 589, better than the average for England
- The rate of self harm hospital stays was 253 per annum worse than the England Average
- The rate of smoking related deaths was 199, better than the average for England. This represents 94 deaths per year. Adult smoking is estimated at 19%
- The rate of people killed and seriously injured on roads is worse than average
- Rates of TB and sexually transmitted infection are better than average
- The rates of new cases of malignant melanoma is worse than average
- Rates of violent crime, long term unemployment, drug misuse, early deaths from cardiovascular diseases and early deaths from cancer are better than average.

Annually, Public Health England provides local authority health summaries. These summaries pre-dated the Public Health Outcomes Framework (PHOF), but include many of the same indicators, as with the PHOF comparing the position for East Cambridgeshire with the England average

The health profiles include a “spine chart”, which summarises the local position for the health determinants and outcomes presented on a single page

<http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000009.pdf>

The current health profile spine chart for 2017 is provided below. (Source: Public Health England, Health Profile for East Cambridgeshire District Council 2017)



Compared with benchmark: ● Better ● Similar ● Worse ○ Not Compared



Indicator	Period	E Cambs		Region England			England		
		Recent Trend	Count	Value	Value	Value	Worst	Range	Best
Deprivation score (IMD 2015)	2015	—	-	12.1	-	21.8	42.0		5.0
Children in low income families (under 16s)	2014	↓	1,575	10.1%	16.5%	20.1%	39.2%		6.6%
Statutory homelessness	2016/17	—	13	0.4	0.7*	0.8	-	Insufficient number of values for a spine chart	
GCSEs achieved	2015/16	—	463	58.7%	57.9%	57.8%	44.8%		78.7%
Violent crime (violence offences)	2015/16	↑	637	7.3	15.6	17.2	36.7		4.5
Long term unemployment	2016	↓	46	0.9*	2.3*	3.7*	13.8		0.4
Smoking status at time of delivery - current method	2016/17	→	97	11.6%*	9.8%	10.7%	28.1%		2.3%
Smoking status at time of delivery - historical method	2016/17	—	-	*	9.5%*	10.5%	28.1%		2.3%
Breastfeeding initiation	2014/15	—	398	*	76.6%	74.3%	47.2%		92.9%
Obese children (Year 6)	2016/17	→	94	11.3%	17.9%	20.0%	29.2%		8.8%
Hospital stays for alcohol-specific conditions (under 18s)	2013/14 - 15/16	—	16	27.9	28.2	37.4	121.3		10.5
Under 18 conceptions	2015	↓	18	12.7	18.8	20.8	43.8		5.4
Smoking prevalence in adults	2016	—	-	15.3%	14.4%	15.5%	25.7%		4.9%
Percentage of physically active adults - current method	2015/16	—	-	62.3	64.6	64.9	53.9		78.2
Percentage of physically active adults - historical method	2015	—	-	53.8%	57.8%	57.0%	44.8%		69.8%
Excess weight in Adults - current method	2015/16	—	-	66.3%	61.7%	61.3%	73.4%		42.7%
Excess weight in adults - historical method	2013 - 15	—	-	68.1%	65.6%	64.8%	76.2%		46.5%
Cancer diagnosed at early stage	2015	—	209	56.2%	55.7%	52.4%	39.0%		63.1%
Hospital stays for self-harm	2015/16	—	206	253.0	179.5	196.5	635.3		55.7
Hospital stays for alcohol-related harm	2015/16	—	498	589	588	647	1,163		374
Recorded diabetes	2014/15	↑	4,325	6.5%	6.1%	6.4%	9.2%		3.3%
Incidence of TB	2014 - 16	—	8	3.1	6.5	10.9	69.0		0.0
New sexually transmitted infections (STI)	2016	↓	185	342	566	795	3,288		223
Hip fractures in people aged 65 and over	2015/16	—	82	497	583	589	820		312
Estimated dementia diagnosis rate (aged 65+)	2017	—	584	58.0%	63.2%	67.9%	45.1%		90.8%
Life expectancy at birth (Male)	2013 - 15	—	-	81.6	80.3	79.5	74.3		83.4
Life expectancy at birth (Female)	2013 - 15	—	-	84.8	83.7	83.1	79.4		86.7
Infant mortality	2014 - 16	—	4	1.3	3.3	3.9	7.9		0.0
Killed and seriously injured on roads	2013 - 15	—	154	59.2	39.6	38.5	103.7		10.4
Suicide rate	2014 - 16	—	11	4.7	9.7	9.9	18.3		4.6
Smoking related deaths	2014 - 16	—	-	-	246.5	272.0	-	Insufficient number of values for a spine chart	
Under 75 mortality rate: cardiovascular	2014 - 16	—	152	64.3	64.7	73.5	141.3		42.3
Under 75 mortality rate: cancer	2014 - 16	—	277	118.0	129.7	136.8	195.3		99.1
Excess winter deaths	Aug 2013 - Jul 2016	—	61	8.9	17.3	17.9	30.3		6.3

Main areas of concern are

- Excess weight in adults
- Percentage of physically active adults
- Recorded diabetes
- Smoking prevalence in adults
- Hospital stays for selfharm
- Killed and seriously injured on roads

## 6. Our Vision and Priorities

In consultation with officers and Members it has been agreed to concentrate on 2 priorities within the refreshed East Cambridgeshire Health and Wellbeing Strategy.

1. Physical activity and Healthy lifestyles
2. Partnership working

It is recognised that Council services not only offer health protection but also health prevention services. This is demonstrated through **Our Vision, priorities and outcomes**

- East Cambridgeshire is a thriving community with clear economic and commercial growth which ensures that it continues to be a place where people want to live, work, invest and visit
- Through our continued partnership working the Council provides opportunities for all local people, voluntary organisations and businesses to find local solutions to local problems
- The Council looks at creative ways through which it can develop a more mobile, responsive and flexible workforce, which provides improved outcomes for customers

A clean, green, attractive place	<ul style="list-style-type: none"> <li>• Open spaces are important for the health and well-being of local residents across the District.</li> <li>• Providing and supporting the development of local community facilities and parks and open spaces including leisure facilities such as the cinema and leisure centres to help ensure that local people have the appropriate infrastructure to support their social well-being.</li> <li>• The Council works hard to ensure that it protects the health and well-being of members of the public by monitoring and effective control of environmental pollution</li> </ul>
Safe, vibrant and inclusive communities. Community sustainability	<ul style="list-style-type: none"> <li>• All residents have the right to feel safe and supported and have the ability to help shape the outcomes for the community where they live.</li> <li>• The Council continues to support its residents to scope community-led development.</li> </ul>
Can do approach and open for business	<ul style="list-style-type: none"> <li>• The Council works proactively to encourage tourists into East Cambridgeshire.</li> <li>• The Council works in partnership with local businesses, helping them to grow and offering support and guidance when needed. It looks to encourage routes to employment which helps to boost the career paths of our next generation.</li> <li>• The Council understands that the infrastructure including effective transportation enables residents, tourists and commuters to travel around the district easily and effectively</li> </ul>

The Health and Wellbeing Strategy is one of a number of strategies and plans developed by the council and other partners

Strategy	Organisation
Cambridgeshire and Peterborough Healthy weight strategy	Cambridgeshire County Council
Cambridgeshire and Peterborough Health and wellbeing Strategy	Cambridgeshire County Council
East Cambridgeshire Local Plan	ECDC
Vulnerable Community Strategy (draft)	ECDC
East Cambridgeshire Homelessness Strategy Action Plan	

East Cambs Community Safety Partnership Action Plan	
Ely Country Park Improvement plan	

### Addressing our priorities 2018-21

<b>Priority 1 Physical activity and Healthy lifestyles</b>		
<b>What we will do</b>	<b>How we will do it</b>	<b>Next steps</b>
Support continuing development and improvement of leisure facilities and programmes	<p>Work with facility-providers to identify potential developments in their facilities and services</p> <p>Support bids for external funding and investment as appropriate</p>	Continue support for current projects and priorities
Support community sports development programmes	<p>Tailored support for structured open access leisure activities, targeted development programmes and marketing initiatives</p> <p>Support capacity-developments (coaching, leadership, organisation) as necessary</p> <p>Support bids for external funding and investment as appropriate</p> <p>Identify gaps in provision and work with partners or instigate new clubs and groups</p>	Work with operator of new leisure centre, develop engagement with local trusts and sports clubs

	directly as appropriate, maintaining support to consolidate their development	
Develop targeted programme-linkages to health sector (eg exercise referral, weight management, falls prevention)	Development of specialist exercise advice and operational partnerships (see also below)	Review and development of exercise referral arrangements and 'crossover' programmes Engage with health agencies Coordinate arrangements with operator of new leisure centre
Engage with key partners including schools, sports bodies, community groups and health agencies to identify development needs and opportunities	See below Priority 2	See below, Priority 2
Support development of informal everyday activities	Support and promotion of local walks groups Development of further informal – free and accessible - facilities in consultation with local communities and stakeholders	Engagement with walks organisers Delivery of the Ely Country Park Improvement Plan 2017-20 Review of wider opportunities across the district including trails, open spaces and play / recreational facilities
Promote and support all existing opportunities to get active	Engage with providers, build relationship, and help advertise via social media, one to one contact and word of mouth Give 1:1 support where required for new and returning participants as appropriate	Continue to explore new opportunities and observe sessions to improve knowledge
Promote the benefits of physical activity	Use of the LGMC join-in sign up form. As above, working with partners to identify gaps and create tailor made opportunities. Social media and leaflet/poster drops.	

	Use of social media and targeted campaigns. Workplace initiatives (NHS health checks etc.) Visit groups within communities (WI, schools, weight management groups etc.)  Engagement with National initiatives, eg Sport Relief, This Girl Can	
Monitoring and evaluation of all programmes and campaigns		Review baseline data including participation and wider health data  Collate programme data
Continue to roll out the Healthier Options Project	Engage with local food businesses, encouraging them to create healthier options on their menus	Support the business and provide publicity
<b>Priority 2 Partnership working</b>		
<b>What we will do</b>	<b>How we will do it</b>	<b>Next steps</b>
Work with partners to identify areas that need developing, target groups, things that are already happening, funding, National initiatives etc.  e.g. Everyone Health, Leisure Centres, Clubs and societies, surgeries and GP's, Medical professionals, schools, school sports partnerships, Neighbourhood Cares, Forever Active, Pos+ability, sport England, living Sport	Create contacts and build working relationships.	Look at opportunities to promote Social Prescribing with GP Surgeries
Provide volunteer opportunities	Explore new time bank opportunities Support existing time bank initiatives	Work with Parish Councils to develop model to meet community needs
Community transport schemes	Support organisations to provide community car schemes  Promotion of social transport schemes for hospital appointments to those unable to use other forms of transport	Monitor Service level agreement

Ensure that the needs of people with disabilities are taken into consideration when considering planning applications and formulating improvement plans for specific areas	Engagement with local access group	
Referral networks	Participate in referral networks to make ensure that the needs of residents are addressed and that specialised assistance is provided	
Promotion of health initiatives	Use a variety of platforms such as Parish Conference and events to raise the profile of health initiatives	
Community Hubs	Deliver multi –agency Community Hubs  Grow community Hub network and expand existing community hubs	
Food Banks and healthy eating	Referrals to food banks Take people to and sign post them to food banks Work with Children’s Centres that deliver cooking courses for families Provide money management assistance to people that need help obtaining food	
Befriending clubs	Signpost and refer people to befriending clubs and luncheon clubs	

**Appendix A – Performance against Action Plan Health and Wellbeing Strategy 2015-18**

<b>Objective</b>	<b>Action</b>	<b>Target</b>	<b>Performance</b>	<b>Officer</b>
Ensure a positive start to life for children, young people and their families	Support the young parent's project in Soham providing opportunities for young parents to gain life skills.	To successfully move on into independent accommodation for 100% of residents.	100% of families moving on from this project have gone into and maintained independent accommodation. 4 families in the last 12 months	Angela Parmenta
	Recruit up to 20 young people at risk of offending (via Ely ASB Group) and 20 young people (via Soham ASB Group) onto diversionary activities programmes.	20 young people in Ely 20 young people in Soham By April 2016	We are engaged with Soham Action for Youth on a Facilities improvement project for the Art Room Annex at Soham Village College. This will be part of a refurbishment that will involve over 20 young people (many of whom are vulnerable to offending and low level anti social behaviour). It is anticipated that Soham Action for Youth will be eligible to apply for up to £10K of funding support plus obtaining some in kind support from council staff to support this project.  Ely positive youth meeting has reinstated its meeting	Nick Ball



			programme and has now revised its membership to be an East Cambridgeshire North Youth group. An immediate project is to benefit young people in Littleport through a community street art and garden space. This will again involve up to 20 young people in Littleport who might otherwise be vulnerable to offending. The project will involve a mix of grant funding applications and agency in kind support as in the Soham project.	
	To co-ordinate and deliver an East Cambridgeshire Skills Fair in partnership with local secondary schools and the Cambridgeshire School's Area Partnership.	1 event 55 companies/ 800 students  By October 2015	1 event 60 companies 900 students. Held at Ely Cathedral 19 <sup>th</sup> October 2016. 3 <sup>rd</sup> annual event	Darren Hill
Support older people to be independent, safe and well	To maximise the number of energy efficiency installations across the district, reducing energy costs and incidence of fuel poverty for residents while maximising income for the Council	100 By October 2016	During the course of the Green Deal Project a total of 238 energy efficiency installations have been completed	Energy Efficiency officer
	Number of Disabled Facilities Grants delivered	50 By April 2016	62	Care and Repair

<p>To contribute to funding the countywide handy person service</p>	<p>In place by April 2016</p>	<p>The county wide Handy Person service went live on 1<sup>st</sup> April 2016 and has been funded for 3 years. To date....</p>	<p>Liz Knox</p>
<p>Enable delivery of an Extra Care Housing scheme at North Ely, comprising 75 extra care scheme apartments, 10 intermediate care apartments, GP/multipurpose clinical room, community restaurant, dementia safe gardens, gym with rehab facilities, satellite library, hairdressers and general purpose community rooms.</p>	<p>March 2018</p>	<p>There has been little activity on the development of the Extra Care scheme at North Ely due to the implementation of a cap on the amount of Housing Benefit which could be paid to tenants in supported housing schemes, as there was a concern that the project would not be viable. Last month the Government announced that although it is still limiting the amount of Housing Benefit which can be paid for supported housing, it is introducing a new funding regime that will ensure that 'the sector continues to be funded at current levels'. Once firm details of the extra funding are available, there is likely to be an increase in activity. However, the target to complete the scheme by</p>	<p>Sally Bonnett</p>

			April 2018 is now unlikely to be met.	
Encourage healthy lifestyles and behaviours in all actions and activities while respecting people's personal choices	To apply for and achieve a second Green Flag quality status for Ely Country Park in recognition it is one of the best open spaces in the UK.	23rd July 2015	Completed, Awarded Green Flag Status for 2015/16.	Spencer Clark
	A performance improvement plan developed and agreed with 3 community leisure trusts, to support delivery of the District-wide Indoor Sports Facility Strategy and Action Plan	31st Jan 2016	Work in progress with Littleport, Ross Peers (Soham) and Burwell Sports Centres; grant support also provided to Ellesmere Centre and Bottisham Sports Centre.	Victor Le Grand
	Promotion to engage 10 businesses in Littleport to become "Healthier Options Members" and promote scheme generally	Engage with 10 businesses by and recruit 4 by December 2015	Total of 11 businesses engaged. 5 businesses signed-up as Healthy Options Members by December 2015	EH Commercial Team
	A new district leisure centre will be built which supports the health and wellbeing of our customers	New leisure centre to open Autumn 2017	In June 2016 Full Council agreed to proceed with the new District Leisure Centre project – subject to receiving £1.5m funding from Sport England. This funding was confirmed on 25th July meaning the project is now fully funded and can go ahead.  GLL have been selected to operate the new facility on	Sally Bonnett

			<p>the council's behalf and construction company Pellikaan to build it.</p> <p>Work is expected to start on-site soon.</p>	
Create a safe environment and help to build strong communities, wellbeing and mental health	Multi agency Training and Awareness Seminar to identify and support those vulnerable adults facing multiple risks of Fire, Serious Acquisitive Crime (Burglary, Rogue Trading, Scams) Mental Health (Dementia awareness).	train up to 50 practitioners by December 2015	The multi agency event trained 30 people in the 'eyes and ears' signposting scheme for vulnerable people. These included representatives from food delivery businesses (Tesco/Sainsbury's) and Churches/Royal Mail/Trades	Nick Ball
	Health-check to ensure a robust and efficient inter agency referral pathway with signposting mechanism. Number of vulnerable individuals identified, engaged with and provided support	Identify and engage with 50 vulnerable adults in the community across the range of risk criteria. Develop by end Q4 2015/16.	There have so far been 12 referrals to the scheme and support has been provided to these vulnerable people. The original target was too ambitious for the nature of this scheme.	Nick Ball
	To avoid the use of B&B accommodation where possible unless in an absolute emergency and there is no other accommodation available to the client	100% On going	100% no B&B used since August 2013	Housing Officers
	Provide an holistic Housing Options Service with the	prevent at least 350 households from	So far this year we have prevented 115 households from becoming homeless	Housing Officers

emphasis on preventing homelessness	becoming homeless per year.		
Support the delivery of Community Land Trusts (CLT's) to enable communities to develop local affordable housing and other community assets for local people.	<p>Ongoing.</p> <p>Presentations/taster sessions to be given to 10 Parish Councils/Community Groups</p> <p>New marketing materials to be produced:</p> <ul style="list-style-type: none"> <li>• Webpage on ECDC website.</li> <li>• Information made available via Facebook and Twitter.</li> <li>• Leaflets &amp; posters and other promotional materials produced.</li> </ul> <p>One CLT event to be held.</p>	<p><u>Parish Council visits</u></p> <p>Dullingham Little Downham Little Thetford</p> <p><u>Websites</u></p> <p>Set up new CLT East</p> <p><u>CLT Activities - visits</u></p> <p>2 x Witchford 7 x Haddenham inc. open day 3 x Stretham &amp; Wilburton 5 x Fordham inc. meeting 2 landowners 4 x Soham inc. display exhibition at school 4 x Swaffham Bulbeck (PC and 3 open meetings) 5 x Kennett (2 open meetings in village)</p> <p>Leaflet for affordable houses Soham Leaflet for affordable houses Stretham Set up CLT East as member of Nat. CLT Network</p>	Debbie Wildridge

<p>To carry out statutory programmed inspections of businesses to safeguard the health and wellbeing of residents visitors and employees</p>	<p>The percentage of regulatory compliance and monitoring inspections of aspects of the built and natural environment that can have an adverse impact on the quality of the environment or the health and welfare of the population.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> % of all permitted industrial processes inspected</li> <li><input type="checkbox"/> % of large mobile home sites inspected</li> <li><input type="checkbox"/> % Private water supplies inspected</li> </ul>	<p>95% by June 2016</p> <p>95% by June 2016</p> <p>95% by June 2016</p> <p>95% by June 2016</p>	<p>20 out of 22 processes required an inspection this period and 100% of those 20 were inspected.</p> <p>Completed 100% All 9 large mobile homes sites have been inspected over the last 12 months/</p> <p>100% large and 2 small water supplies inspected.</p> <p>The 2 small water supplies were additional ones requested by householders willing to pay</p> <p>100% 1 new licensable HMO inspected. No other</p>	<p>EH DomesticTeam</p>

<input type="checkbox"/> % of all licensed Houses of Multiple Occupation inspected  <input type="checkbox"/> % of total air quality data capture obtained  <input type="checkbox"/> % of potentially contaminated land that has been remediated	<p>90% by June 2016</p> <p>67% by June 2016</p>	<p>inspections were required over the past 12 months</p> <p>97% 7 NOx tubes missing throughout this period out of a possible 170. Therefore 97% data capture. The continuous NO2 monitor has not been included in this calculation</p> <p>68.7% (based on current data and historical data since monitoring started in 2007)</p>	
<p>Demonstrate ECDC's compliance with Statutory requirements of official controls for food and food hygiene. Carry out inspections of;</p> <input type="checkbox"/> % of all A and B rated food premises  <input type="checkbox"/> % of C and D rated food premises  <input type="checkbox"/> % low risk E food premises sent out questionnaires	<p>100% by June 2016</p> <p>95% by June 2016</p> <p>90% by June 2016</p> <p>100% by June 2016</p>	<p>96% 51/53 A+B premises</p> <p>97% (229/223)</p> <p>96% (132/137)</p> <p>100% (5/5)</p>	<p>EH Commercial Team</p>

	□ % of Approved food businesses inspected			
	Scheduled routine inspection of Licensed premises to ensure compliance of conditions	100% by June 2016	100% (66)	Licensing Team
Create a sustainable environment in which communities can flourish	Develop a toolkit based upon the CAFE building for life criteria as part of Design Guide review within 18 months.	Nov 2016	Target date pushed back to 2017	Planning
	Assist with production of the New Housing developments JSNA	March 2016	<p>The New Housing Developments and the Built Environment Joint Strategic Needs Assessments (JSNA) is complete and was presented to the Health and Wellbeing Board at its meeting on 17 March 2016.</p> <p>The JSNA focuses on four aspects of new communities that impact health: the built environment, Social Cohesion/Community Development, assets and services, and NHS Commissioning.</p>	Sally Bonnett
Work together effectively	Review and further develop a health Action Plan through the East Cambridgeshire Local Health and Wellbeing Partnership	April 2016	Local Health and Wellbeing Partnership held a workshop in January, agreed to organise an event to promote Health and wellbeing. The	Liz Knox



			event was organised and funded by the Partnership. Health and Happiness Day took place in Ely Country Park on 25 <sup>th</sup> September 2016	
	Continue to contribute to the development of the Joint Strategic Needs Assessments (JSNA's)	On going	Contributed to <ul style="list-style-type: none"> <li>• Long term conditions across the life course (published)</li> <li>• New housing developments and the built environment (published)</li> <li>• Drugs and Alcohol (due2016)</li> <li>• Migrant Population (due 2016)</li> </ul>	All
	Actively contribute to the implementation of older peoples services in East Cambridgeshire by united care	On going	Represent ECDC on the Healthy Ageing and Prevention Steering Group areas of work cover <ul style="list-style-type: none"> <li>• Dementia</li> <li>• Falls prevention</li> <li>• Continence</li> <li>• Wellbeing</li> </ul>	Liz Knox
	Work with businesses and other organisations to set up an East Cambridgeshire Dementia Action Alliance	By April 2016	East Cambridgeshire Dementia Action Alliance set up March 2016. ECDC is a member and is actively involved in recruitment of other businesses and organisations to the alliance. Rolling out dementia friend training to frontline staff	Liz Knox