

TITLE: Health and Wellbeing Strategy and Action Plan

Committee: Operational Services Committee

Date: 25 March 2024

Author: Environmental Services Manager

Report No: Y173

Contact Officer:

Liz Knox Environmental Services Officer

Elizabetha.Knox@eastcambs.gov.uk 01353 616313, Room No.209, The Grange, Ely

1.0 ISSUE

- 1.1. To consider the draft Health and Wellbeing Strategy and Action Plan.

2.0 RECOMMENDATION(S)

- 2.1. Members are requested to approve the draft Health and Wellbeing Strategy and Action Plan 2024-2027.

3.0 BACKGROUND/OPTIONS

- 3.1. One of the actions for 23/24 within the Corporate Plan 2023 to 2027, under substantiable communities, is to bring forward a Health and Wellbeing Strategy and Action plan to dovetail with the priorities of the Integrated Care System (ICS) and regional health strategies.
- 3.2. A Members seminar was held in November 2023. This provided the opportunity to outline the changed health landscape and the closer working relationship with the Integrated Care System (ICS), Public Health and East Cambridgeshire Integrated Neighbourhood Board. A workshop was also held with Service Leads around the same time; the outcomes of the workshop have helped shape the strategy.
- 3.3. The attached Strategy (Appendix 1) sets out how the Council works collaboratively with a wide range of partners to help East Cambridgeshire residents to live happy and healthy lives. The Council are committed to working towards shared priorities which have been developed by the Cambridgeshire and Peterborough Health and Wellbeing Integrated Care Strategy.
- 3.4. The purpose of this Strategy is to set out how the Council plays an important role within the wider health landscape by delivering services as part of its core business, which contribute to the improvement in health outcomes. Examples include, dealing with immediate risks to health such as air, water pollution, and homelessness. With funding through the ICS and Public Health, we were able to fund 13 warm hubs, throughout the district last Winter. We have held events including a menopause event and Health and Welfare event to support raising awareness of the support available.

- 3.5. The Council have established a close working relationship with our local Primary Care Network (PCN). We are a valued member of the Integrated Neighbourhood Board along with other key stakeholders. The Board is at the heart of public health management and decision making around local health needs and priorities.
- 3.6. East Cambridgeshire District Council is part of the Cambridgeshire and Peterborough Integrated Care System (ICS), which is a wide range of organisations working together to improve health outcomes and meet the needs of our communities. In December 2022, members of their board agreed the Joint Health and Wellbeing Integrated Care Strategy which has three main goals for 2022-2030:
- To increase the number of years people spend in good health;
 - To reduce inequalities in preventable deaths before the age of 75;
 - To achieve better outcomes for our children.

There are four priorities to help achieve these goals:

Priority 1 – Ensure our children are ready to enter and exit education prepared for the next phase of their lives.

Priority 2 – Create an environment that gives us the opportunity to be as healthy as we can be.

Priority 3 – Reducing poverty through better employment, skills and housing.

Priority 4 – Promoting early intervention and prevention measures to improve mental health and wellbeing (Health & Wellbeing Integrated Care Strategy | CPICS Website)

4.0 ARGUMENTS/CONCLUSION(S)

- 4.1. The health of people in East Cambridgeshire is generally better than the England average. The East Cambridgeshire district is relatively affluent and found to the northeast of Cambridge. The growing and ageing population of East Cambridgeshire alongside rurality provide a unique set of challenges and opportunities.
- 4.2. However, there are disparities in health outcomes locally. These inequalities have been exacerbated in recent years by the COVID-19 pandemic and Cost of Living Crisis. Health inequalities and disparities in health outcomes are experienced most greatly in East Cambridgeshire by those experiencing poverty, people from Black and Minority Ethnic backgrounds, older people, disabled people, and those with protected characteristics under the Equality Act (2010). These key themes can be overlooked in a relatively affluent district.
- 4.3. East Cambridgeshire Health and Wellbeing Strategy and Action Plan identifies how the Council play a key role within the wider health landscape by delivering services as part of its core business that have a direct impact on wider determinants of health.

- 4.4. Working closely with our partner organisations, the voluntary sector, Parish Councils and Community groups we are tackling the priorities identified at a local level.
- 4.5. The East Cambridgeshire Strategy and Action Plan endorse our commitment to improving the health of our residents.

5.0 FINANCIAL IMPLICATIONS / EQUALITY IMPACT STATEMENT / CARBON IMPACT ASSESSMENT

- 5.1. There are no additional financial implications arising from this report. Health and Wellbeing budget is £5,000 for 2024/25
- 5.2. Equality Impact Assessment (EIA) not required.
- 5.3. Carbon Impact Assessment (CIA) not required.

6.0 APPENDICES

- 6.1 Draft Health and Wellbeing Strategy and Action Plan

Background Documents:

None



East Cambridgeshire
District Council

Health and Wellbeing Strategy

2024 to 2027



Contents

Foreword	4
Purpose of this strategy	6
Strategic context	8
Local context	10
Health of East Cambridgeshire	12
Vision and priorities	26
Delivery and monitoring	34
Acknowledgements	40



Foreword

At East Cambridgeshire District Council we are working hard to help our residents be the healthiest they can possibly be.

So I am pleased to introduce our refreshed Health and Wellbeing Strategy & Action Plan, which is built to help deliver the priorities of the NHS in Cambridgeshire. Since the last strategy a lot has changed. The impact of COVID-19 and rising living costs are continuing to impact people's lives. More than ever, we need to find new, effective, and long-lasting ways to work together to improve the health of people living in our district.

Good health and wellbeing are fundamental to enable us to live active and fulfilled lives and to feel part of our local 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, but we can always do better. Everyone has a right to enjoy good health and wellbeing and it is our vision to provide the support and opportunities to enable this to happen.

The vision of Cambridgeshire and Peterborough's Health and Wellbeing Integrated Care Strategy 2022 to 2030 is 'All Together for Healthier Futures' and it identifies four priorities which will make a difference to people's lives. Our strategy is built to deliver these priorities.

We are committed to working in partnership with the NHS Integrated Care System, Cambridgeshire County Council, Public Health, East Cambridgeshire Integrated Neighbourhood, 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 of our district as a whole and to help our residents be the healthiest they can possibly be.

**Annna Bailey,
Council Leader**



01

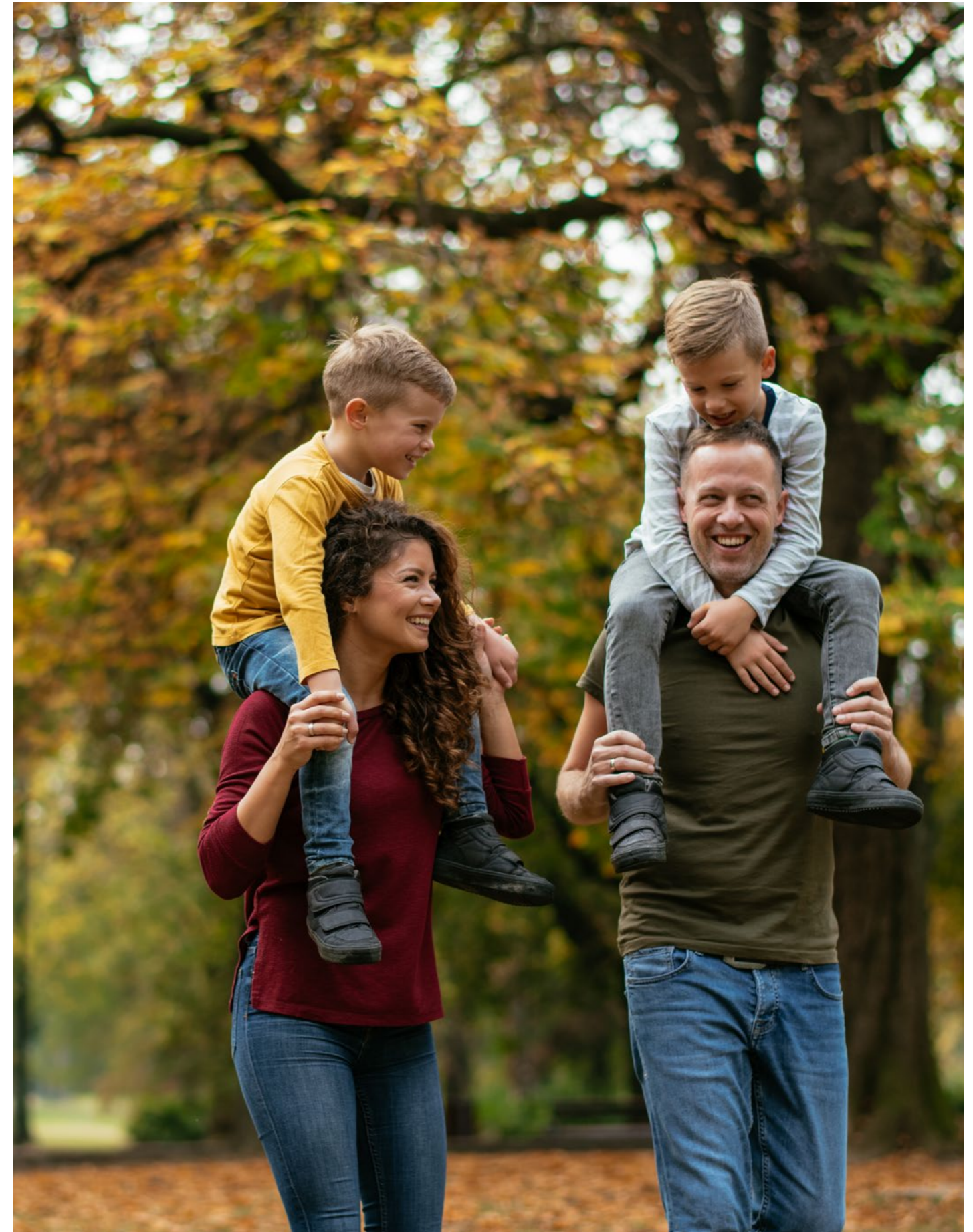
Purpose of this strategy

This strategy has been produced by East Cambridgeshire District Council (ECDC). It sets out how the council works collaboratively with a wide range of partners to help East Cambridgeshire residents to live happy and healthy lives. The council are committed to working towards shared priorities which have been developed by the Cambridgeshire and Peterborough Health and Wellbeing Integrated Care Strategy, which consists of a range of partners as listed below:

- Cambridgeshire County Council
- Peterborough City Council
- Cambridgeshire and Peterborough Combined Authority
- district councils
- NHS (hospitals, community, primary care, and ambulance services)
- Voluntary and Community and Social Enterprise (VCSE) partners
- healthwatch
- education
- police
- fire services

The purpose of this strategy is to set out how the council plays an important role within the wider health landscape by delivering services as part of its core business, which contribute to the improvement in health outcomes. Examples include, 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 of our district and adopt and implement policies that will contribute and improve the health economy.

The council have established a close working relationship with our local Primary Care Network (PCN). We are a valued member of the Integrated Neighbourhood Delivery Board (INDB) along with other key stakeholders. The board is at the heart of public health management and decision making around local health needs and priorities.



02

Strategic context

The design and approach of this strategy is to show how East Cambridgeshire is an important part of the health and wellbeing jigsaw. This document supports and is aligned to numerous local plans and strategies, including:

- Cambridgeshire and Peterborough Health and Wellbeing Integrated Care Strategy 2022
- Cambridgeshire and Peterborough Work, Health and Wellbeing Strategy
- Network for Addressing Isolation and Loneliness in Cambridgeshire and Peterborough (NAILCAP)
- East Cambridgeshire District Council Corporate Plan 2023 to 2027
- East Cambridgeshire Local Plan 2015
- East Cambridgeshire Walking and Cycling Routes Strategy
- ECDC department strategies which include the:
 - Vulnerable Community Strategy
 - Youth Strategy
 - Housing Strategy

Integrated Care Systems (ICSs) provide a refreshing opportunity to reshape and significantly improve the way in which health and social care services are designed and delivered across the UK. East Cambridgeshire is part of Cambridgeshire and Peterborough ICS. The ICS is split into the North and South Alliances, and East Cambridgeshire falls within the South Alliance.

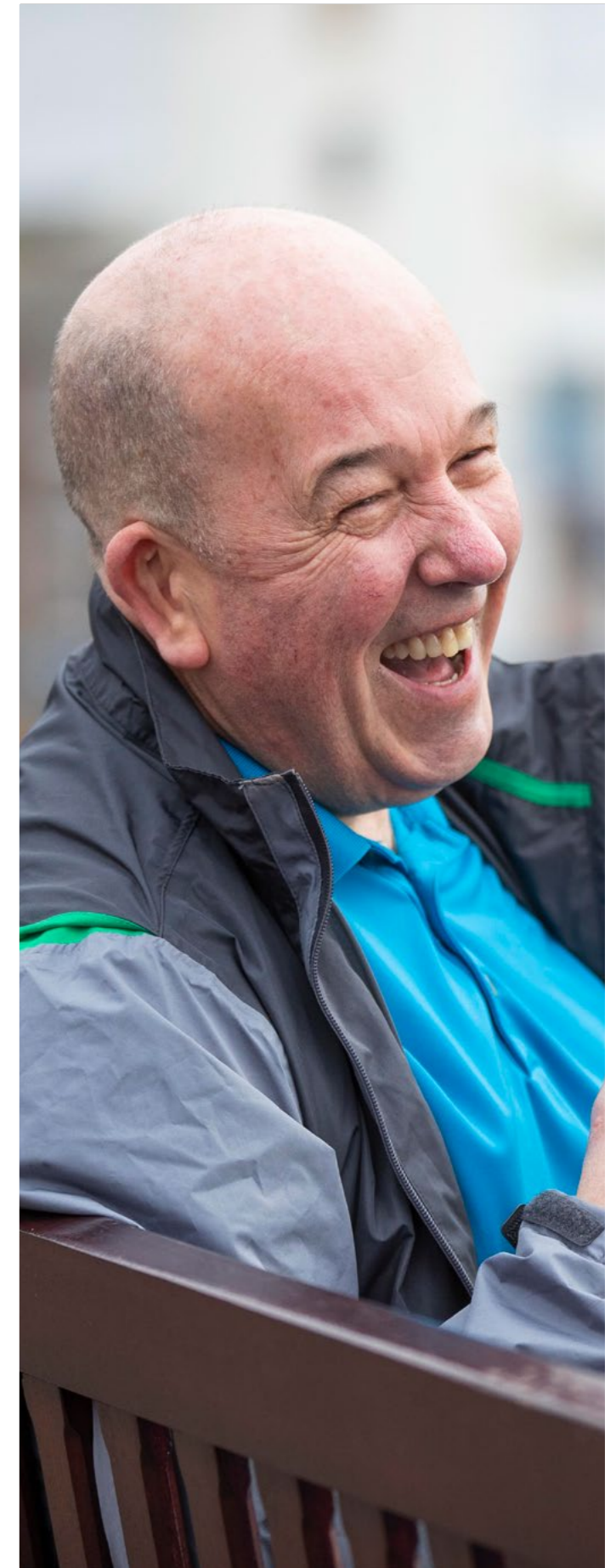
East Cambridgeshire Integrated Neighbourhood's shared vision is to be 'a place where people are healthy, active, connected, safe, happy and doing what they enjoy. Able to access health and care support, if and when needed, close to home'. The Integrated Neighbourhood, Ely Primary Care Network (PCN) and East Cambridgeshire Community Safety Partnership identified the following list of shared priorities:

- understanding and supporting our vulnerable communities, such as older people, frailty, cost of living, lower incomes, hoarding community, drug and alcohol misuse
- identification of people in need of support and level of risk to that individual/community

- improving data sharing and access between partners
- measuring and demonstrating the impact of our work
- more opportunities for communication amongst partners
- ensure the best use of funding as an Integrated Neighbourhood
- facilitating co-production through design to delivery
- delivering services at a hyperlocal level and at the earliest point
- providing education and delivering key and united messages to the right people

The four partnership principles (collaboration, whole community, health inequalities and decision-making) underpin the vision, priorities, and work of the Integrated Neighbourhood and have been co-produced.

There is a strong history of collaboration and partnership working in East Cambridgeshire and this has paved the foundation for a relational way of working and success to date.



03

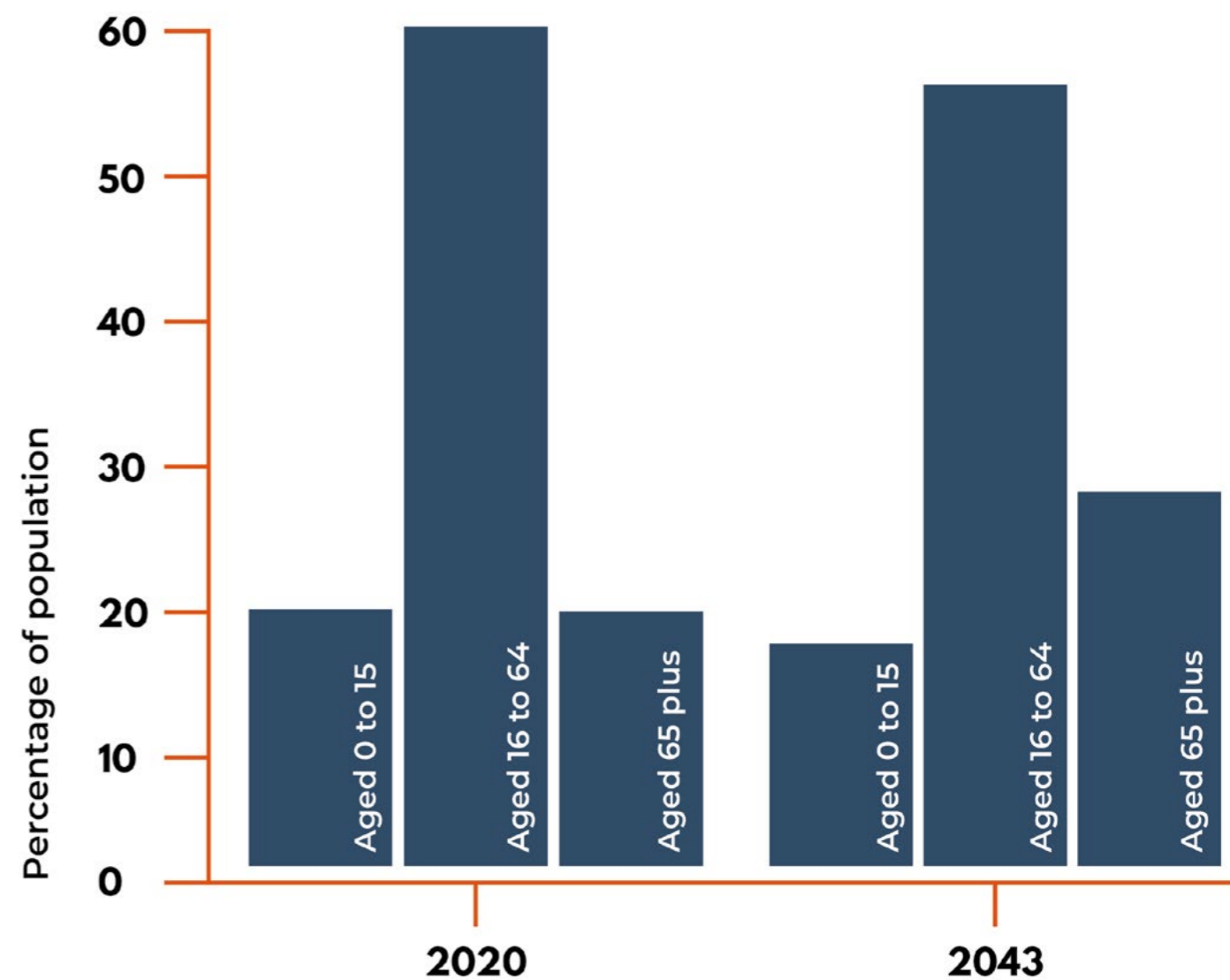
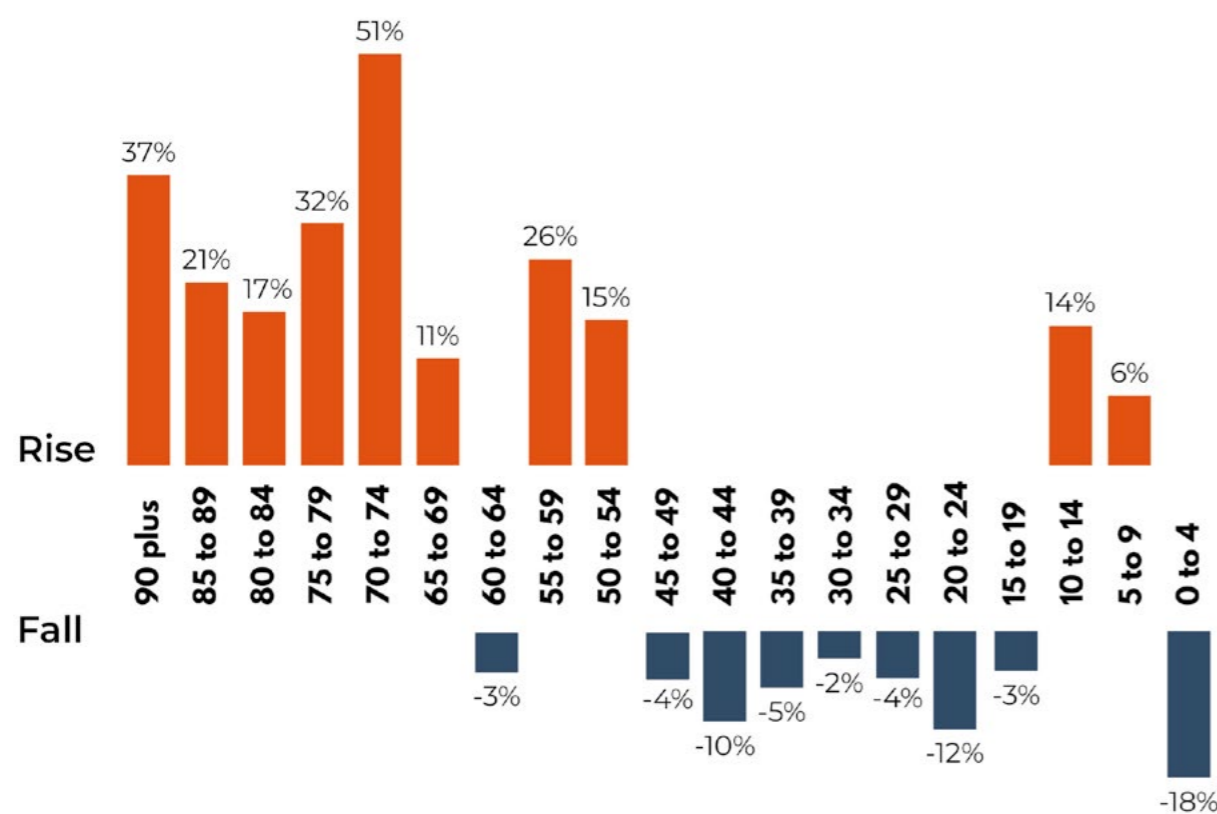
Local context

East Cambridgeshire has a population of 87,700 (ONS, 2022). This is an increase of 4.6% since 2011, when the population was around 83,800. This is lower than the overall increase for England at 6.6% and the East of England at 8.3%.

As displayed in Figure 1, the older population of East Cambridgeshire has increased in recent years. Between 2011 and 2021, the district has seen a large increase of 27.2% in people over 65, while the under 15 and 15 to 24 age groups have declined by 0.1% and 0.2% respectively.

This rise in older adults will continue to increase demand and pressures on local health and social care services. Population projections show that the local older population is set to continue rising.

Broad age group population projections for East Cambridgeshire (2021 versus 2043) can be found on the ONS website.



04

Health of East Cambridgeshire

The health of people in East Cambridgeshire is generally better than the England average. The East Cambridgeshire district is relatively affluent and found to the north-east of Cambridge. The growing and aging population of East Cambridgeshire alongside rurality provide a unique set of challenges and opportunities.

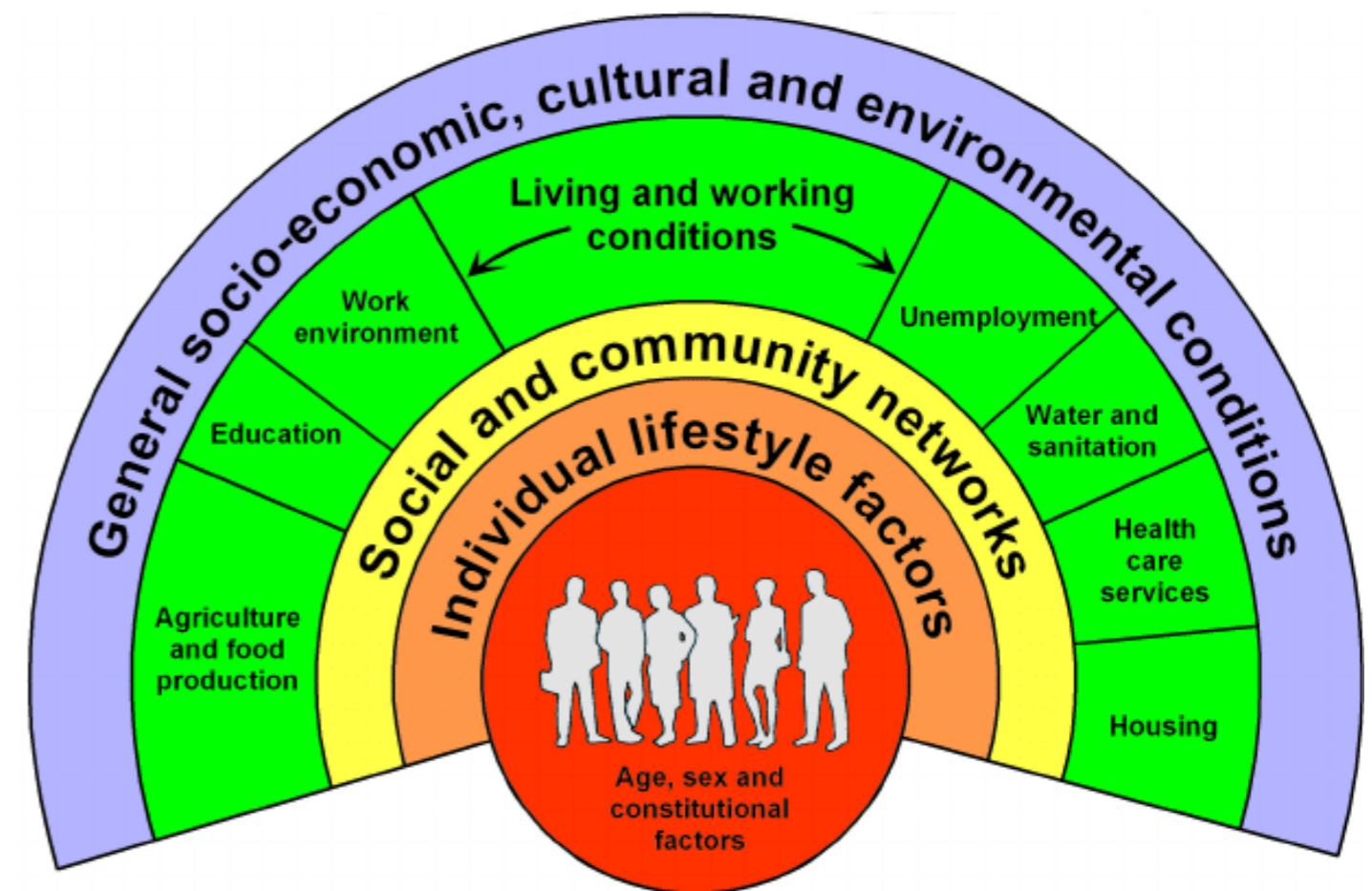
However, there are disparities in health outcomes locally. These inequalities have been exacerbated in recent years by the COVID-19 pandemic and Cost of Living Crisis.

Health inequalities and disparities in health outcomes are experienced most greatly in East Cambridgeshire by those experiencing poverty, people from Black and Minority Ethnic backgrounds, older people, disabled people and those with protected characteristics under the Equality Act (2010). These key themes can be overlooked in a relatively affluent district.

Social determinants of health

The Dahlgren-Whitehead (1991) rainbow (right) is a model for determining health inequalities that maps the relationship between the individual, their environment and health.

The King’s Fund describes “health is determined by a complex interaction between individual characteristics, lifestyle and the physical, social and economic environment”. Here we will explore consider how our residents in East Cambridgeshire are impacted by the determinants of health, which will provide evidence for our priorities.



Socio-economic factors

Income

Lower socioeconomic status (SES) predicts poorer health outcomes. These can be measured by education, poverty and/or other indicators.

East Cambridgeshire has an affluent socio-economic profile and is ranked as the second least deprived of the five districts across Cambridgeshire for overall Indices of Multiple Deprivation.

However, relative deprivation is higher for East Cambridgeshire compared to the South Alliance but lower than Cambridgeshire and Peterborough ICS and England averages. Health inequalities prevail with 10% of children and older people living in poverty.

Employment

There is a link between health and employment. The Health Foundation outlines a positive correlation between a local area's employment rate, life expectancy and healthy life expectancy (the number of years individuals live in good health). For people aged 16 to 64 years living in East Cambridgeshire, 84.7% were employed at the end of 2023. This is an increase compared to 2022 when the local rate was 81.9%.

Office for National Statistics (ONS) data shows unemployment is rising in the East of England and locally in the district. Around 1,400 people aged 16 plus in East Cambridgeshire were unemployed in the year ending June 2023. This is a rate of 2.9% and was an increase compared with 2022 when the unemployment rate was 2.2%. This is lower than the national average of 3.8%. The number of new people entering the workforce age can explain this trend of the number of employed people increasing while simultaneously unemployment is rising. The median salary in the district is £29.3k, lower than the national average of £33.0k. This is further impacted by high property prices due to the proximity to Cambridge and London. A local resident with an average income needs 9.3 gross annual salaries to buy a medium-priced property.

Support services

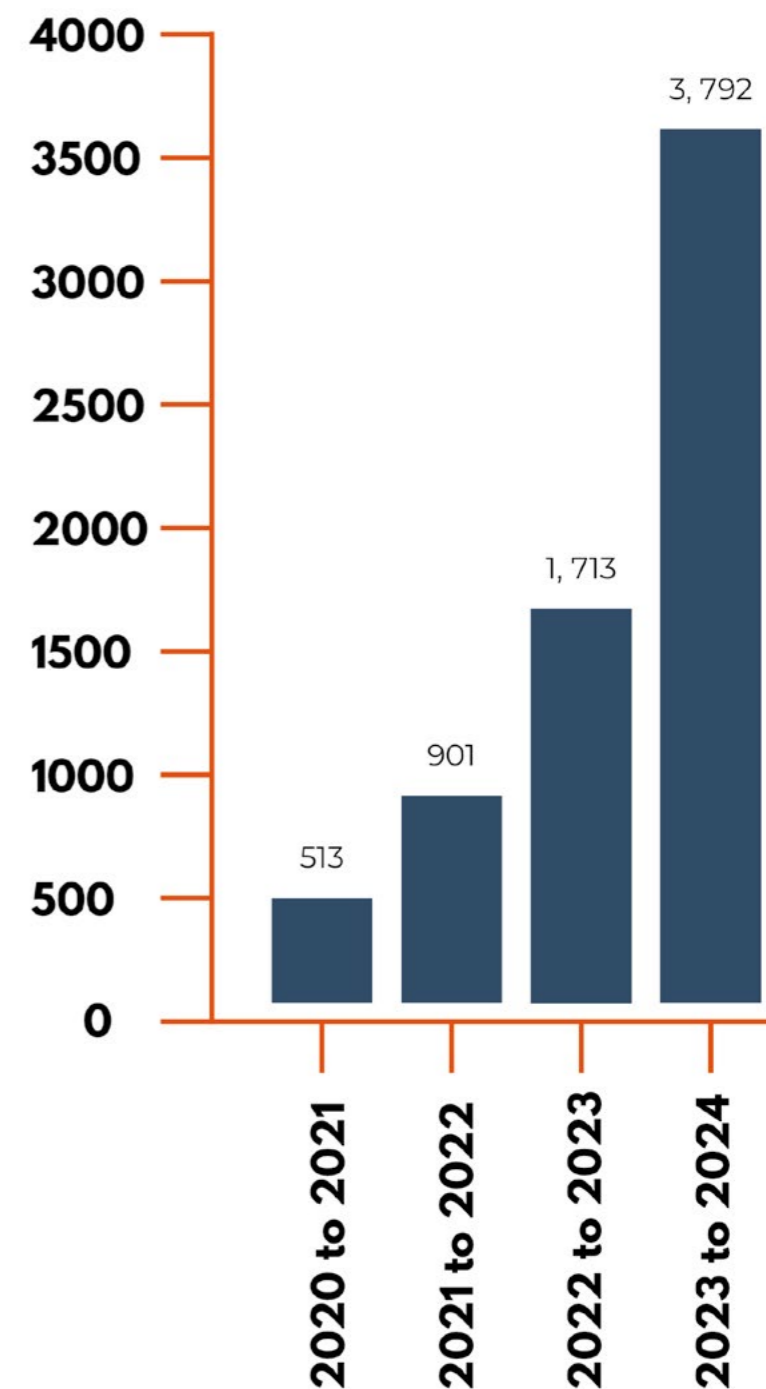
Advice services

There have been notable changes in the needs of residents locally in recent years. The number of clients seeking advice from East Cambridgeshire Advice Service has risen from 500 in 2020 and 2021 to over 3500 in 2023 and 2024. Advice areas offered include Welfare Benefits, Consumer, Employment, Debt, Law (for example, court papers) and Family.

The Community Advice Service includes a Monday to Friday 'drop in' service at the district offices, a 'drop in' service every Wednesday Soham Library and a 'drop in' service every Friday Littleport Food bank. In addition, home visits and prebooked appointment are available.

The wider context of this data includes factors such as the growth of the Advice Service Team and support for Ukrainian refugees. Need is also likely to have increased due to the Covid-19 pandemic and Cost of Living crisis.

Figure 3 on the right shows the number of clients seen by East Cambridgeshire District Council Advice Service in the years 2020 to 2024.



The number of clients seen by East Cambridgeshire District Council Advice Service in 2023 by area of advice below.

Area of advice	Number of clients
Benefits (Welfare/PIP)	702
Cost of living (for example, debt, food vouchers and grants)	790
Employment	67
Immigration related	45
Other (for example, courts and consumer)	109

Community safety

Crime can cause physical and mental health needs. The crime rate in East Cambridgeshire is 7.3% in 2023 (significantly lower than the national average of 10%).

The East Cambridgeshire Community Safety Partnership (CSP) bring together organisations and responsible authorities involved in reducing crime in local communities and helping people feel safer. East Cambridgeshire CSP has provided joint funding to support key integrated neighbourhood projects

including a Drug and Alcohol Worker for the district and the Children and Young People’s Winter Wellness Project.

Clinical care

Primary care plays a crucial role in preventing ill health and tackling health inequalities. The Fuller Stockdale report (2022) identifies three areas in which primary care is taking a more active role in sustaining healthy communities and reducing ill health, by working with communities, data usage, and closer collaboration with local authorities.

Cardiovascular Disease

East Cambridgeshire has statistically significantly high recorded prevalence of coronary heart disease (CHD), hypertension, stroke and diabetes compared to the South Alliance averages. This could be attributed to the relatively high older people population in East Cambridgeshire.

Behavioural risk factors for CVD include smoking, nutrition, physical activity, alcohol consumption and obesity. Therefore, much of the activity in East Cambridgeshire has focused on addressing these factors. Preventing and supporting people living with heart failure has been identified as a key health priority for our Integrated Neighbourhood.

Diabetes

In East Cambridgeshire, one of our Integrated Neighbourhood priorities is “diabetes care and prevention’. 6.8% of adults have type 2 diabetes, significantly higher than the South Alliance average of 4.6% and the Cambridgeshire and Peterborough average of 6%. The England average is 6.8%.

The East Cambridgeshire Integrated Neighbourhood has been working to address diabetes care and prevention.

Smoking

Smoking is the leading cause of health inequalities and accounts for half of the difference the difference in life expectancy between the most and least affluent communities in England.

Health data indicates the prevalence of smoking in East Cambridgeshire is 15.7%. This is significantly higher than the Cambridgeshire & Peterborough average of 15.1% and the South Alliance average of 11.6% (which is statistically significantly lower than the England average of 12.9%).

Promoting and enabling access to smoking cessation services is crucial. Moreover, identifying and overcoming barriers associated with accessing such opportunities.





Built environment

East Cambridgeshire is a mainly rural district covering an area of 655km squared. As of 2021, East Cambridgeshire is the 5th least densely populated local authority area in the East of England with an area equivalent to around 1 football pitch per resident.

The findings of a modelling exercise carried out on ECDC's housing stock in 2021 came up with the following conclusions, which highlight key areas within the stock that need to be a focus for the private sector housing education and enforcement:

- 16% of dwellings have category 1 Housing Health and Safety Rating System (HHSRS) hazard
- 17% of dwellings in the private rented sector have category 1 HHSRS hazard
- 10% of private sector dwellings and 8.6 % of private rented dwellings are estimated to have an EPC rating below band E
- with an estimated 4680 dwellings with in-insulated cavity walls and 3251 dwellings with less than 100mm of loft insulation

These issues have a significant impact on health and wellbeing.

The council recognises the importance of cycling and walking on health and wellbeing, and in 2021 adopted its new East Cambridgeshire Cycling and Walking Routes Strategy to improve cycling and walking routes across the whole district. The 2023 to 2027 Corporate Plan outlines a commitment to investing in Community Infrastructure, and the 2023 to 2024 Corporate Actions include working on feasibility exploration of an additional five cycle routes.



Healthier weight

Healthier weight is linked with improved life satisfaction and wellbeing. Being overweight (body mass index (BMI) > 25) or obese (BMI > 30) increases an individual's risk for serious health conditions. In East Cambridgeshire, obesity is increasing with 14% of children and young people and 62% of adults being overweight. Recorded obesity in adults is statistically significantly higher than the South Alliance.

Individuals living in the most deprived areas experience increased risk of obesity. In Littleport, the prevalence is 17.1% in 2022 and 2023.

People living in East Cambridgeshire experience high rates of diabetes, cancer, stroke and support from Early Help (Social Care).

"People in deprived areas can face significant barriers to accessing affordable, healthy food and taking regular exercise and there is much more the NHS can do to support people to make healthier choices and target services where they are needed most" (The King's Fund).

Mental health

The conditions in which we are born, grow, work, live and the wider set of forces and systems shaping the conditions of daily life are central to our mental health.

Mental Health prevalence is 0.7% in East Cambridgeshire, slightly less than the Cambridgeshire and Peterborough average of 0.8%. This is statistically similar to the national average and less than the Cambridgeshire South Alliance average of 0.9%. The prevalence of depression in East Cambridgeshire is 13% which is significantly higher than the Cambridgeshire and Peterborough average (11.5%) and South Care Partnership (10.4%). The rate of Severe Mental Illness (SMI) is found in 0.8% of people (lower than the South Alliance and England average).

Children and young people

Children in East Cambridgeshire experience higher rates of Early Help (Social Care) than the Cambridgeshire and Peterborough average. The East Cambridgeshire Youth Strategy highlights the importance of partnership working between a range of different agencies in the public, voluntary and community sector. Similarly, our East Cambridgeshire Integrated Neighbourhood priorities include those focused on children and young people, infant feeding and perinatal wellbeing and children and young people's mental health.

In 2022-23, for children aged 4 to 5 years, the prevalence in overweight children is 11%, significantly lower than the regional average of 11.9% and England average of 12.2%. The prevalence of obesity is 6.4% in East Cambridgeshire, significantly lower than the regional average of 8.1% and national average of 9.2%.

For year six children aged 10 to 11 years, the prevalence of overweight children is 13.6%, statistically similar to the regional average of 13.6% England average of 13.9%. The prevalence of obesity is 16.8%, lower than the regional average of 20.6% and England average of 22.7%.



Health prevention services in East Cambridgeshire

The council works with and supports a range of health prevention services in East Cambridgeshire. This includes working alongside other stakeholders of the Integrated Care System. The council also supports services such as:

- East Cambridgeshire Early Health Team, where access to early help services in Cambridgeshire and Peterborough is coordinated
- Healthy You (Tier Two) - a free service for residents who are looking to make changes to their lifestyle (for example, weight management or support to stop smoking)

Leisure services

The council has an in-house Active Lifestyles Officer within the Leisure Services department who supports the work of Healthy You (Tier One) in:

- promoting active, healthy lifestyles, including physical activity and healthy eating
- supporting inactive people to get active
- working collaboratively across the district with partners to increase opportunities

Communities

On the ground community engagement working alongside partners to address multiple community related health and wellbeing matters such as community safety, open spaces, volunteering and youth activities.

Economic Development

Supporting the education and employment sector across all ages. Utilising the Shared Prosperity Fund to support walking and cycling initiatives.

Housing

Providing early intervention and support to avoid crisis and work towards supporting as many residents as possible to have safe, warm and affordable housing.

Environmental Health

Support, educate and undertake regulatory services to safeguard residents, visitors to the district and those employed in businesses. This covers health and safety in both housing and businesses, food safety inspections, investigating nuisance (noise, water and air), fly tipping incidents and dog fouling. We also help people remain in their homes by delivering home adaptations.

Planning/Strategic Planning

Supporting the delivery of new and/or improved community infrastructure, delivery affordable housing, education place planning, public open spaces, climate change and planning policies to support health and wellbeing.

Communications

Supporting the messaging to residents on health and wellbeing topics and creating further awareness of services available.



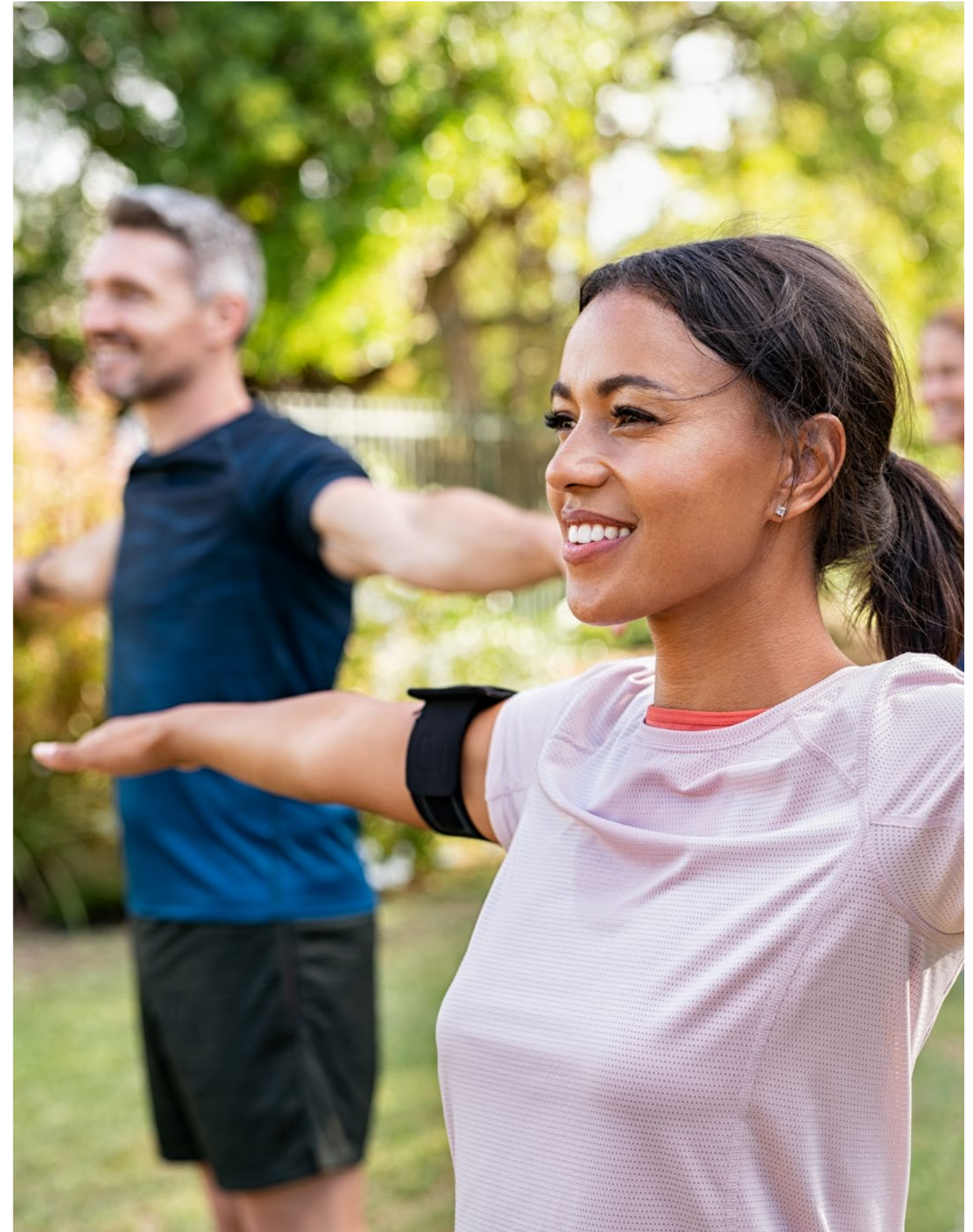
Barriers to accessing support and services

East Cambridgeshire is a largely rural area, with 55% of residents living outside of the three largest settlements (Ely, Littleport and Soham). This can make it more difficult for people to access services, especially those without access to a car or public transport.

Another barrier to accessing services may include digital exclusion, which may be due to a lack of skills, equipment or connectivity to access online services. NHS Digital (2019) stated that some sections of the population are more likely to be digitally excluded than others. These are:

- older people
- people in lower income groups
- people without a job
- people in social housing
- people with disabilities
- people with fewer educational qualifications excluded left school before 16
- people living in rural areas
- homeless people
- people whose first language is not English

The Cost-of-Living crisis is and will continue to have a considerable impact on residents' health and wellbeing. Reductions in household disposable incomes and increasing costs of fuel and food will continue to mean that people may struggle to heat their homes, eat healthy diets and will impact on people's ability to access health services and activities. Given the rural nature of the district, the increase in fuel costs is going to worsen the barriers to transport in the district. It is essential, therefore, that our communities continue to be supported through these challenging times.



05

Vision and priorities

East Cambridgeshire District Council is part of the Cambridgeshire and Peterborough Integrated Care System (ICS), which is a wide range of organisations working together to improve health outcomes and meet the needs of our communities. In December 2022, members of the board agreed the Joint Health and Wellbeing Integrated Care Strategy which has the following three main goals for 2022 to 2030:

- to increase the number of years people spend in good health
- to reduce inequalities in preventable deaths before the age of 75
- to achieve better outcomes for our children

The following are four priorities to help achieve these goals.

Priority 1 – Ensure our children are ready to enter and exit education prepared for the next phase of their lives.

Priority 2 – Create an environment that gives us the opportunity to be as healthy as we can be.

Priority 3 – Reducing poverty through better employment, skills and housing.

Priority 4 – Promoting early intervention and prevention measures to improve mental health and wellbeing ([the Health and Wellbeing Integrated Care Strategy can be found on the CPICS website, opens in new window](#))

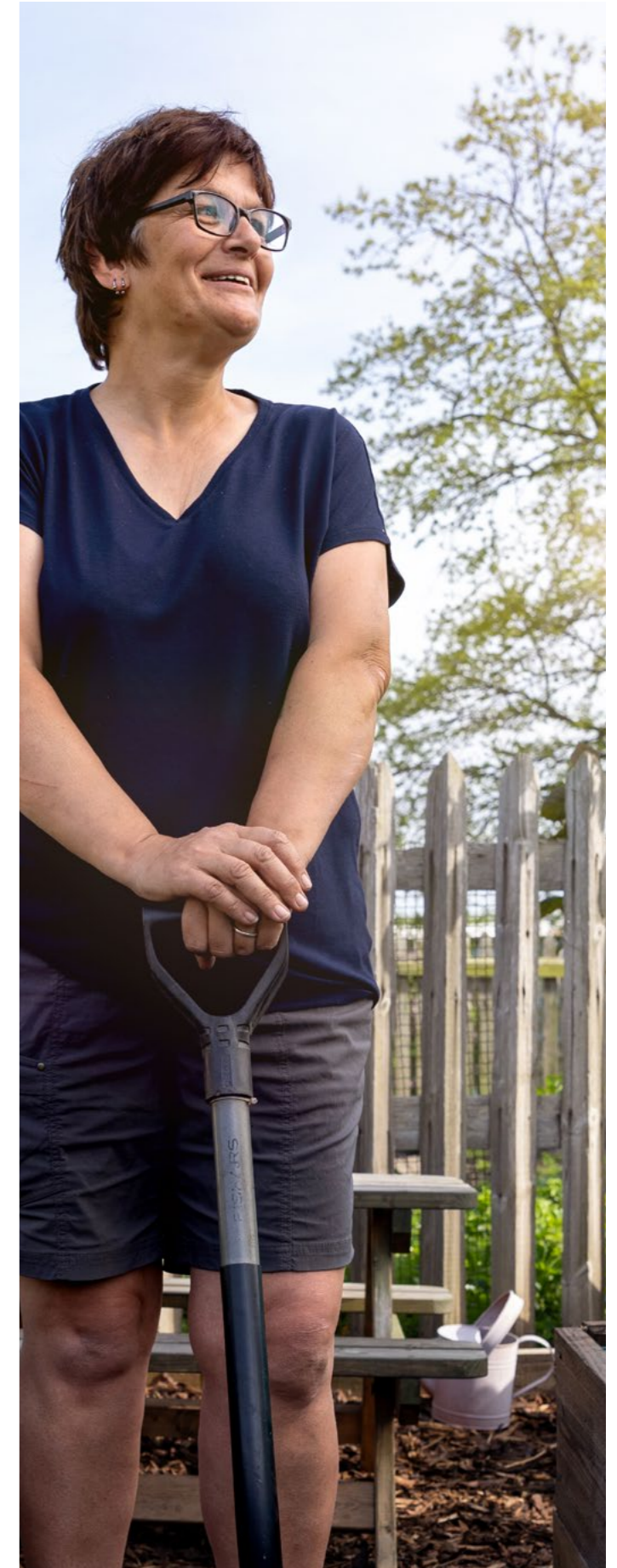
We have identified within the strategy and through the action plan how our services contribute to the delivery of the priorities. It has been recognised that no one service, or organisation can deliver on the priorities alone. We recognise the need to work collaboratively with key stakeholders. We have worked hard to put in place effective working groups at both a local and system level, to ensure good communication and efficient and effective use of resources.

This work has supported cross cutting areas such as:

- environmental sustainability
- physical activity
- good housing
- reducing inequalities
- community engagement

These cross cutting areas have reinforced the focus areas within our vision to support our residents to live happy and healthy lives. These focus areas are:

- healthy ageing
- mental health
- complex needs
- good start to life
- internal and external environment



The council already works towards achieving the priorities in a variety of ways, including those listed as follows.

Priority

Our children are ready to enter and exit education prepared for the next phase of their lives.

Activities

Work with combined authority on careers guidance and adult skills.

Education place setting.

Implementing the Youth Strategy and updating targeted young people's webpages.

Priority

Create an environment that gives us the opportunity to be as healthy as we can be.

Activities

NHS health checks for ECDC staff.

Ensuring public open space is provided and maintained.

Grants to improve facilities such as parks and open spaces.

Appropriate signposting on the ECDC website.

Active Travel such as Cycling and walking.

Manage Service Level Agreements between the council and community and voluntary organisations, with a focus on volunteering, supporting community groups, and providing advice and support to residents in need.

Working with key stakeholders to bring forward community facilities within new developments that would encourage social inclusion among local community groups.

Delivering the Healthy You Tier 1 project to support active lifestyles through physical activity.

Priority

Reducing poverty through better employment, skills and housing.

Activities

Ensuring every resident has a safe, warm, affordable house.

Delivering affordable housing.

Inward investment to create new employment.

Implement government initiatives (for example, Future Homes Standard and revisions to Approved Documents) which promote a better, energy efficient way of building.

Priority

Promoting early intervention and prevention measures to improve mental health and wellbeing.

Activities

Early intervention/support and intervention before crisis point.

Access to mental health champions for ECDC staff.

Support the development, implementation, and monitoring of the East Cambs Community Safety Partnership Action Plan aimed at improving community safety.



The council also contributes to pooling funding alongside other partners of the Integrated Neighbourhood. This has enabled the following.

Joint funded integrated neighbourhood roles

IN Children and YPs Social Prescriber

Trauma informed practitioner supporting 100 plus children and young people.

IN Practice Lead

Senior Social Worker, Leading IN Wellness Hub to prevent and support people with High Impact Use of Services (483 people over 15 months).

IN Carers Lead

Earlier identification of carers through PCN (75 in the first month) and increased numbers of carers accessing the support they need to delay, reduce and prevent the impact of caring. Increase access to Carers Breaks.

IN Drug and Alcohol Recovery Coach

Joint funded by CSP, ECDC and PCN for 3 years, now a permanent role.

Neighbourhood Perinatal Health and Wellbeing Worker Coaches

12% increase in breastfeeding rates at 6 week check, over 400 parents supported with feeding concerns.

Joint outcomes based commissioning at neighbourhood level to address population health needs

Jointly Commissioning CPFT REDs Service

FT Assistant Psychologist for East supporting a minimum of 58+ people with increased access to the complete REDs offer.

Funding innovative use of Community Living Rooms

Ensuring Parish Councils and Community Groups have a greater role in promoting the health and wellbeing of their local communities.

Commissioning Living Sport and local community organisations

To support and connect people who find it hardest to make changes, due the impact of wider health inequalities, to activities and support that they say will help them live healthier and happier lives.

Neighbourhood Personal Budgets

£60k pooled neighbourhood fund.

Focus of fund addressing health inequalities and supporting people.

Overseen by Integrated Neighbourhood partners –monitoring spend and use and agreed key principles for all partners of ‘stay legal’ and ‘do no harm’.

Case study 1

Supporting people with high impact use of services

48 partners agreed to build on our way of working through Winter Projects.

Targeting 483 people, majority of whom are being supported by one or more parts of local system but need us to work differently together to meet their needs.

Aim to support 96 people a quarter over 5 quarters.

Fortnightly, in person wellness hub to support all ages.

Neighbourhood Workforce Development.

ECDC funding ring fenced for personal budgets and additional capacity to undertake What Matters To You conversations.

What Matters To You (WMTY)

Agreement from each individual to share their information with partners to be recorded by initiating partners and also recorded on SystemOne.

Our offer to you

One of the following or a combination of the following:

- a personalized care and support plan that you have co created with a trusted person.
- a ‘Team Around Me’ meeting or named Trusted Adult if needed/wanted
- personal budget to realise PCSP, if needed
- access to mental health services/ therapeutic interventions , 1 to 1 or group support
- enrichment activities
- developing local circles of support close to home
- offer of meds review, health check, LTC

Case study 2

Children and Young People's Mental Health Project

Therapist and social prescriber based within the Acorn Project in post from October 2023.

Supports children and young people on Pupil Premium year 6 to year 11 with mental health.

Referrals from primary and secondary schools.

Target to support 125 plus children and young people over 12 months.

Targeted group supported in areas with highest need.

Mental health training for community groups/volunteers.

Neighbourhood multi-agency children and young people Family Hub.

What Matters To You (WMTY)

Each child and young person/family will have a WMTY conversation and a personalized care and support plan.

Our offer to you

One of the following or a combination of the following:

- connecting to local activities and support
- therapeutic interventions, 1 to 1 or in a group
- enrichment activities
- personal budgets

Measuring the benefit to you

Each child and young person/family to complete the MYCAW questionnaire at beginning and end.

Appreciative enquiry conversations with staff.

Reduction in CAMH referrals for this cohort.



06

Delivery and monitoring

Our actions will develop overtime and be regularly reviewed alongside key partners.

There are a number of current and upcoming district wide projects with a specific focus on health and wellbeing that are seen as priority areas. The council will link into all of these interconnecting projects and various teams will provide support in delivering these collaboratively with partners to residents across the district. The projects listed as priorities include Community Hubs, Dementia Friendly, Healthy Weight, Diabetes, Heart failure, high impact users and children and young peoples mental health.

The action plan has been devised in the knowledge of ongoing work programmes across the council that already support health and wellbeing. The key headline actions have been identified as shown throughout the Action Plan on the following pages.

Work with wider partners will take place to measure success and determine adjustments to the strategy action plan through to 2027. Updates on the delivery of the strategy will be presented to East Cambridgeshire District Council members 6 monthly to detail the impacts on residents and to review the ongoing actions.



Action plan

Action number	Action	Target	Priority met (descriptions found on page 24)	Service area/partner
1	Implementing MYCaW training to all relevant ECDC staff to be able to use the Measure Yourself Concerns and Wellbeing evaluation tool	25 staff trained by April 2025	Priority 1, Priority 2, Priority 3, Priority 4	All / Integrated Neighbourhood Delivery Board
2	Supporting parishes to enable their residents to access health and wellbeing services via a bottom-up approach	Utilise parish conference in 2024 to gain three pledges from each parish to commit to health and wellbeing at a local level	Priority 1, Priority 2, Priority 3, Priority 4	Community, Leisure, Environmental Health
3	Continue to deliver in partnership the High Impact user project	Provide support to 483 High impact users over 15 months	Priority 1, Priority 2, Priority 3, Priority 4	Integrated Neighbourhood Delivery Board – Wellness Hub
4	Provide community events to raise awareness of health and wellbeing and to promote partner activities	Deliver an annual Health & Well Fair event, deliver two youth events in 2024	Priority 2	Health Partnership
5	Support and encourage greater signposting to all health and wellbeing agendas across the district. Review information on ECDC website to give clear links to health and wellbeing advice	To have a dedicated Health and Wellbeing section on the ECDC website with a clear link from the home page by March 2025	Priority 1, Priority 2, Priority 3, Priority 4	Digital services, Health Partnership
6	Supporting the active and community environment of East Cambridgeshire to provide accessible health and wellbeing spaces	Provide funding for the continuation of Community Hubs through to 2027, Health and Wellbeing recognised within the Local Plan refresh by March 2025	Priority 2	Health Partnership, Strategic planning

Action number	Action	Target	Priority met (descriptions found on page 24)	Service area/partner
7	Supporting as many residents as possible to have a safe, warm, affordable house	To support 100 residents by March 2025	Priority 3	Housing, Environmental Services
8	Continue to support the Children and Young People Mental Health Project	To support 100 plus children by March 2025	Priority 1, Priority 4	Integrated Neighbourhood Delivery Board / The Acorn Project
9	Provide greater access to physical activity programmes for those with health inequalities	Provide 6 new targeted schemes to support health needs such as Cardiac Rehab, Muscular Skeletal, Falls Prevention and Obesity	Priority 2, Priority 4	Leisure
10	Access available funding that addresses identified health priorities meeting the needs of the district	Submission of successful bids where the opportunity presents to March 2027	Priority 1, Priority 2, Priority 3, Priority 4	Health Partnership
11	Support initiatives that aim to reduce medical waiting lists	Deliver 4 Active for Health programmes supporting healthier weight and deliver a Community Appointment Day aimed at supporting those on waiting lists and intervening at an earlier stage by March 2025	Priority 1, Priority 2, Priority 3, Priority 4	Health Partnership, Leisure
12	Investigate an offer to all ECDC employees to receive a 1 day allowance to volunteer within the local community supporting health and wellbeing	20% of ECDC employees to partake each year	Priority 1, Priority 2, Priority 3, Priority 4	All

Acknowledgements

This strategy has been produced in collaboration with East Cambridgeshire District Council Service Leads, and external partners including the Cambridgeshire and Peterborough Integrated Care System, Cambridgeshire County Council, Public Health, and the East Cambridgeshire Integrated Neighbourhood Delivery Board.

References

[Cambridgeshire & Peterborough Integrated Care System. \(2022\). Health & Wellbeing Integrated Care Strategy. Retrieved from www.cpics.org.uk/health-wellbeing-integrated-care-strategy/ \(opens in new window\)](http://www.cpics.org.uk/health-wellbeing-integrated-care-strategy/)

[Cambridgeshire Acre. \(2023\). Investigating Health Inequalities Across Cambridgeshire. Retrieved from www.cambsacre.org.uk/investigating-health-inequalities-across-cambridgeshire/ \(opens in new window\)](http://www.cambsacre.org.uk/investigating-health-inequalities-across-cambridgeshire/)

[Cambridgeshire and Peterborough Combined Authority. \(n.d.\). East Cambridgeshire. Retrieved from cambridgeshirepeterborough-ca.gov.uk/wp-content/uploads/Local-Section-East-Cambridgeshire.pdf \(opens in new window\)](http://cambridgeshirepeterborough-ca.gov.uk/wp-content/uploads/Local-Section-East-Cambridgeshire.pdf)

[Cambridgeshire and Peterborough Insight. \(n.d.\). East Cambridgeshire. Retrieved from cambridgeshireinsight.org.uk/quick-profile/?feature=E05010810#/view-report/7eb5828a293f4f9db44dcf451e97b8f5/E05011564/G7 \(opens in new window\)](http://cambridgeshireinsight.org.uk/quick-profile/?feature=E05010810#/view-report/7eb5828a293f4f9db44dcf451e97b8f5/E05011564/G7)

[Cambridgeshire County Council. \(2021\). Network for Addressing Isolation and Loneliness in Cambridgeshire and Peterborough \(NAILCAP\). Retrieved from www.cambridgeshire.gov.uk/residents/adults/adults-services-strategies-and-policies/nailcap#:~:text=and%20Peterborough%20\(NAILCAP\)-,Network%20for%20Addressing%20Isolation%20and%20Loneliness%20in%20Cambridgeshire%20and%20Peterborough,the%20county%20 \(opens in new window\)](http://www.cambridgeshire.gov.uk/residents/adults/adults-services-strategies-and-policies/nailcap#:~:text=and%20Peterborough%20(NAILCAP)-,Network%20for%20Addressing%20Isolation%20and%20Loneliness%20in%20Cambridgeshire%20and%20Peterborough,the%20county%20)

Dahlgren & Whitehead. (1991). The Rainbow model of the determinants of health.

[East Cambridgeshire District Council. \(2023-2027\). Corporate Plan. Retrieved from www.eastcambs.gov.uk/sites/default/files/130723%20Corporate%20Plan%20accessible.pdf \(opens in new window\)](http://www.eastcambs.gov.uk/sites/default/files/130723%20Corporate%20Plan%20accessible.pdf)

[East Cambridgeshire District Council. \(2015\). Local Plan . Retrieved from www.eastcambs.gov.uk/local-development-framework/east-cambridgeshire-local-plan-2015-amended-2023#:~:text=What%20is%20the%20East%20Cambridgeshire,planning%20policies%20of%20the%20district \(opens in new window\)](http://www.eastcambs.gov.uk/local-development-framework/east-cambridgeshire-local-plan-2015-amended-2023#:~:text=What%20is%20the%20East%20Cambridgeshire,planning%20policies%20of%20the%20district)

East Cambridgeshire District Council. (2018). Vulnerable Community Strategy.

[East Cambridgeshire District Council. \(2021\). East Cambridgeshire Cycling and Walking Routes Strategy. Retrieved from www.eastcambs.gov.uk/sites/default/files/agendas/Cycling%20and%20Walking%20Routes%20Strategy%20webAC.pdf \(opens in new window\)](http://www.eastcambs.gov.uk/sites/default/files/agendas/Cycling%20and%20Walking%20Routes%20Strategy%20webAC.pdf)

[East Cambridgeshire District Council. \(n.d.\). Housing Strategy. Retrieved from www.eastcambs.gov.uk/sites/default/files/housingstrat.pdf \(opens in new window\)](http://www.eastcambs.gov.uk/sites/default/files/housingstrat.pdf)

East Cambridgeshire District Council. (n.d.). Youth Strategy.

[Equality Act. \(2010\). Retrieved from www.legislation.gov.uk/ukpga/2010/15/contents \(opens in new window\)](http://www.legislation.gov.uk/ukpga/2010/15/contents)

[NHS Digital. \(2023\). What we mean by digital inclusion. Retrieved from digital.nhs.uk/about-nhs-digital/corporate-information-and-documents/digital-inclusion/what-digital-inclusion-is \(opens in new window\)](http://digital.nhs.uk/about-nhs-digital/corporate-information-and-documents/digital-inclusion/what-digital-inclusion-is)

[ONS. \(2022\). How the population changed in East Cambridgeshire: Census 2021. Retrieved from Office for National Statistics, Census 2021: www.ons.gov.uk/visualisations/censuspopulationchange/E07000009/ \(opens in new window\)](http://www.ons.gov.uk/visualisations/censuspopulationchange/E07000009/)

[Uttlesford District Council. \(2023-2028\). Uttlesford Health and Wellbeing Strategy . Retrieved from www.uttlesford.gov.uk/media/11809/Health-and-Wellbeing-Strategy-2023-2028/pdf/UTTLESFORD_HEALTH_WELLBEING_STRATEGY_2023-2028.pdf?m=1674750807180 \(opens in new window\)](http://www.uttlesford.gov.uk/media/11809/Health-and-Wellbeing-Strategy-2023-2028/pdf/UTTLESFORD_HEALTH_WELLBEING_STRATEGY_2023-2028.pdf?m=1674750807180)

End of document.

