

East Cambridgeshire District Council

Draft

Health and Wellbeing Strategy

2015-2018

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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 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 trust 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.

Cllr Josh Schumann

Chair East Cambridgeshire Local Health and Wellbeing Partnership

Introduction

Public health has been repositioned back into local government and the structures which sit around it have been completely revised. From 1st April 2013 top tier authorities took over public health as a statutory function. For District and City Councils, this change offers the opportunity to enhance our role in improving health outcomes, as our services make a vital impact on the wider determinates of health, as well as health improvement and health protection.

The Cambridgeshire Health and Wellbeing Strategy 2012-17 strategy was developed as a result of these changes and identifies 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 will provide a clear vision as to how The Council, during its day to day business contributes to the improvement of health outcomes. The strategy will provide clear 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 strategy link's directly to one of the councils corporate objectives;

“To build the foundations for the growth of East Cambridgeshire’s economy by supporting job and wealth creation while improving the quality of life and the environment”

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).

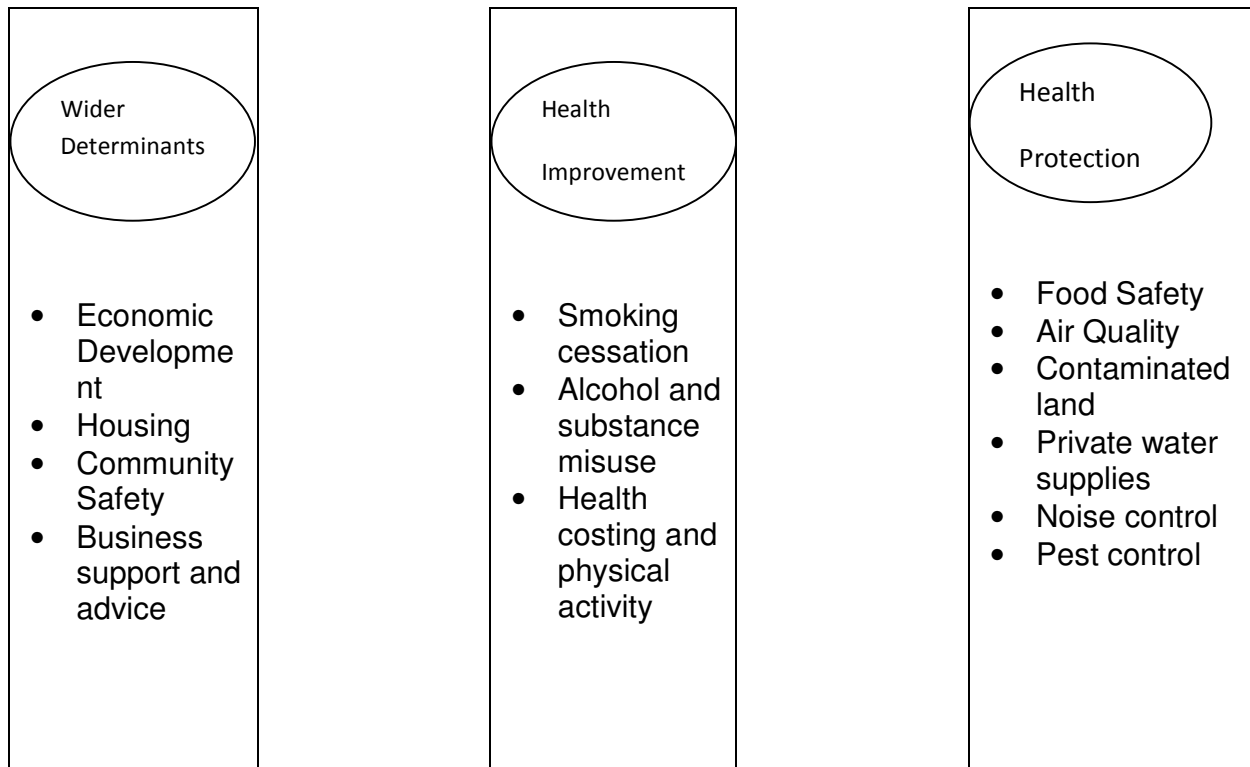
The Marriot Review (2010) shows us with staggering clarity that ill health inequalities are associated with social inequalities, such as education, employment and violent crime and action on inequalities require a focus on prevention. Public Health England argues that the biggest health gains are to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

Our Services

The Council is therefore well placed to influence public health and many of our services can support health and active lifestyles. A large number of the day to day services provided by East Cambridgeshire District Council have a positive impact on health, safety and well being of the local communities that we serve.

The diagram below illustrates the different aspects of public health and shows the broad nature of our influence on the local community through our core functions.

Aspect of Public Health



The public health reforms enhance the districts' role in improving health outcomes for local residents from environmental services and housing inspections to the provision of leisure facilities and supporting economic growth. District Council services have a vital impact on the wider determinants of health, as well as health improvement and health protection.

The Health of our Population

East Cambridgeshire has a population of 85,700 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 5.2 years lower for men in the most deprived areas of East Cambridgeshire than the least deprived areas,

Child Health

- In year 6, 17.1% (142) of children are classified as obese
- The rate of alcohol specific hospital stays among those under 18 was 23.2 better than the average for England
- Levels of GCSE attainment are worse than the England average
- Level of teenage pregnancy are better than the England average

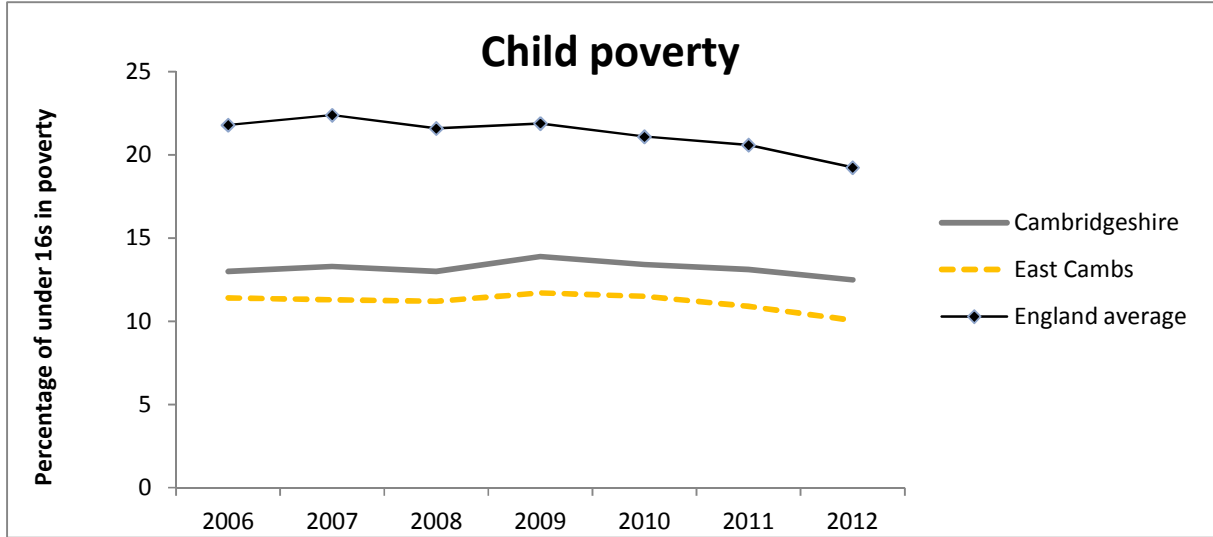
Adult Health

- In 2012 22.9% of adults are classified as obese
- The rates of alcoholic specific hospital stays was 577, better than the average for England
- Binge drinking is estimated at 15% significantly lower than in England
- The rate of self harm hospital stays was 229.3
- 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.

The graphical data shown below has been provided by public health at Cambridgeshire County Council. This shows in most cases that East Cambridgeshire residents are in better health than Cambridgeshire as a whole and the rest of England. (Annual Public Health report 2014-15)

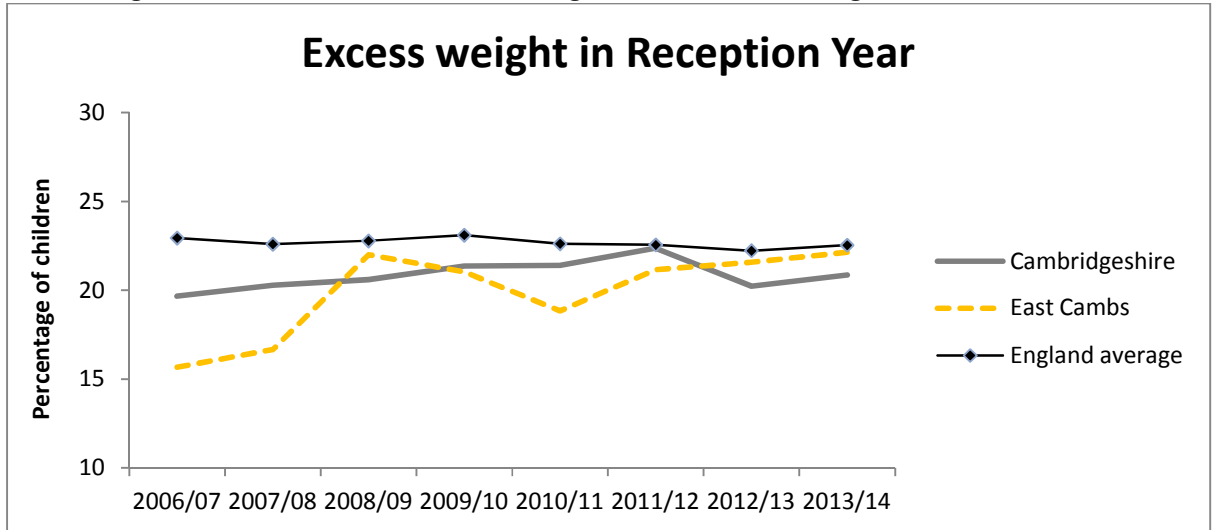
Experiencing poverty in childhood

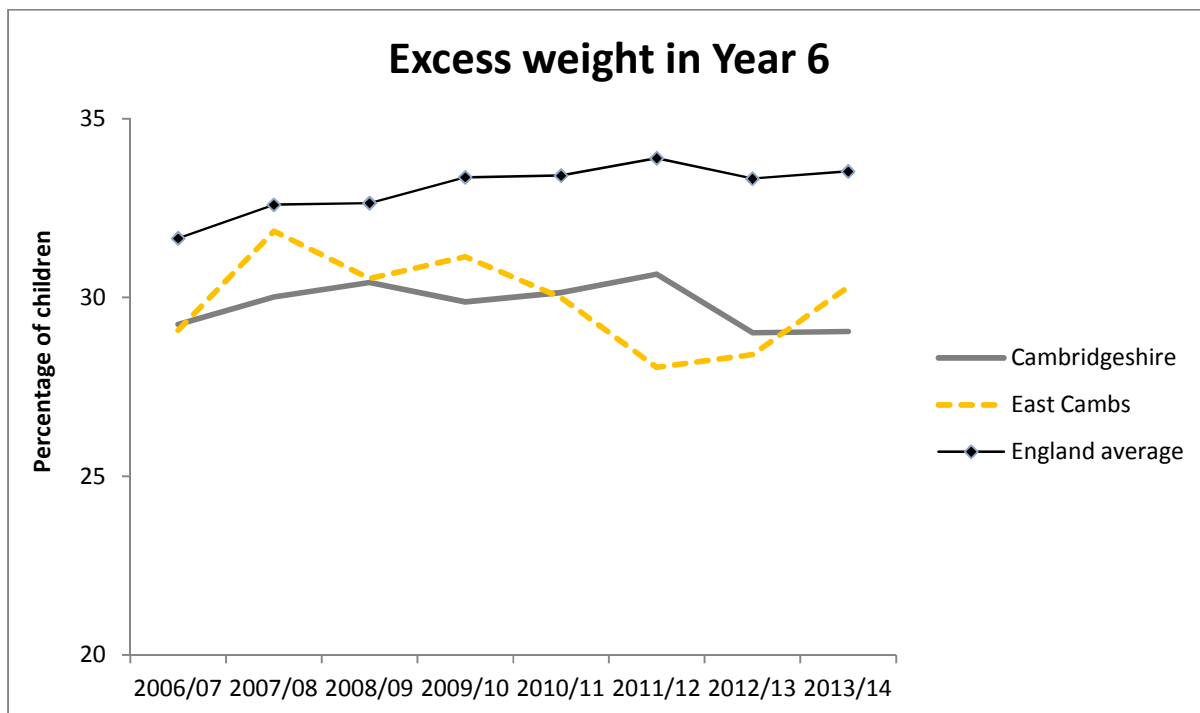
Percentage of children living in poverty (under 16s), Cambridgeshire, 2006-2012



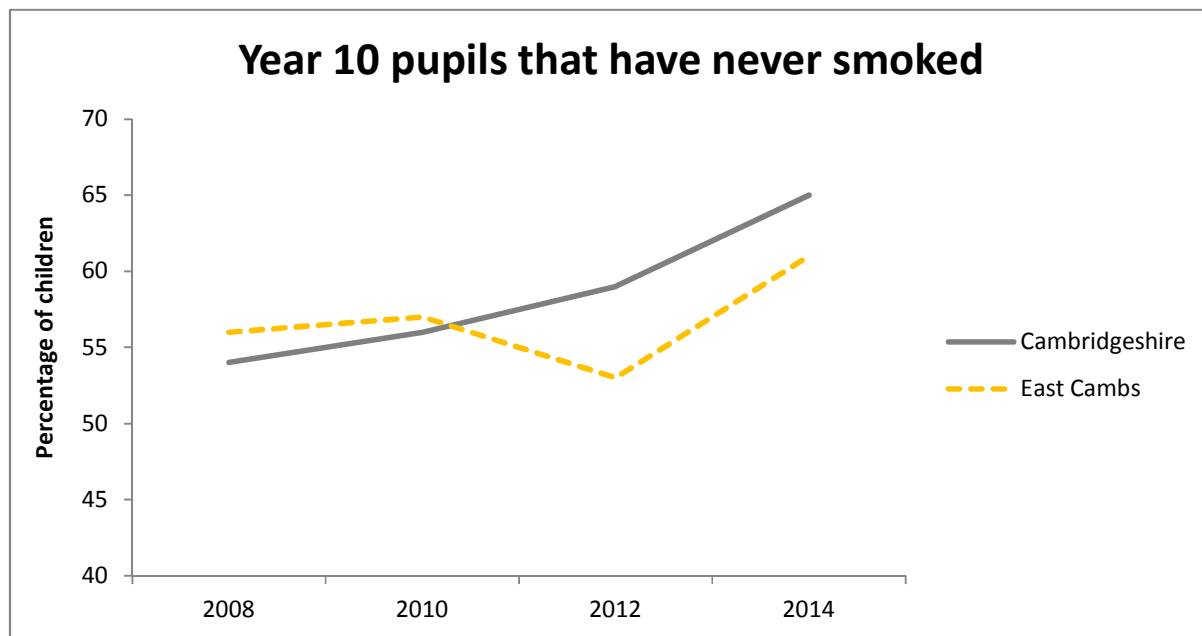
Children's lifestyles - excess weight

Percentage of children classified as overweight or obese, Cambridgeshire, 2006/07 to 2013/14



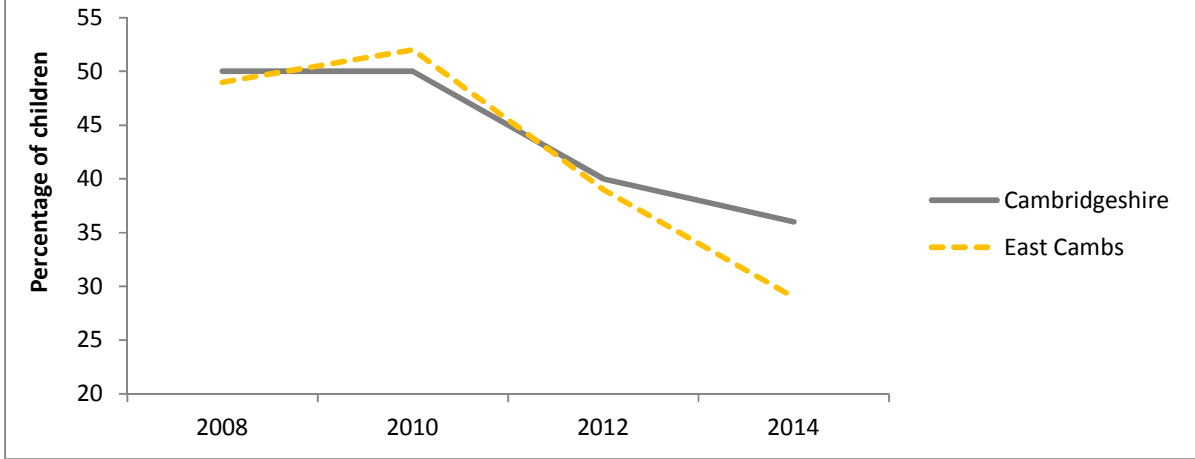


Children's lifestyles - smoking, alcohol and physical activity

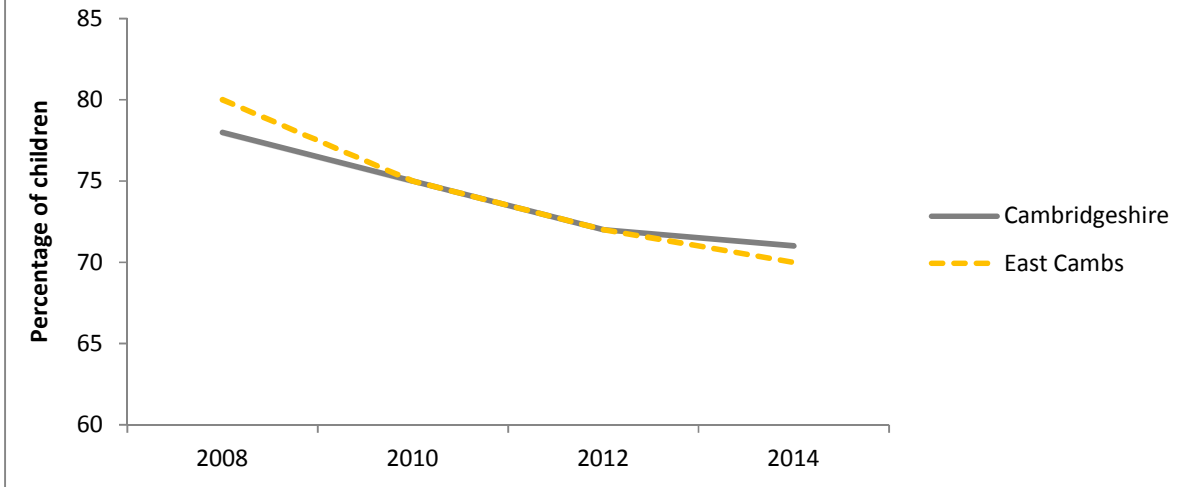


Percentage of Year 10 pupils reporting they have never smoked, Cambridgeshire, 2008-2014

Year 10 pupils that drank alcohol in the last week

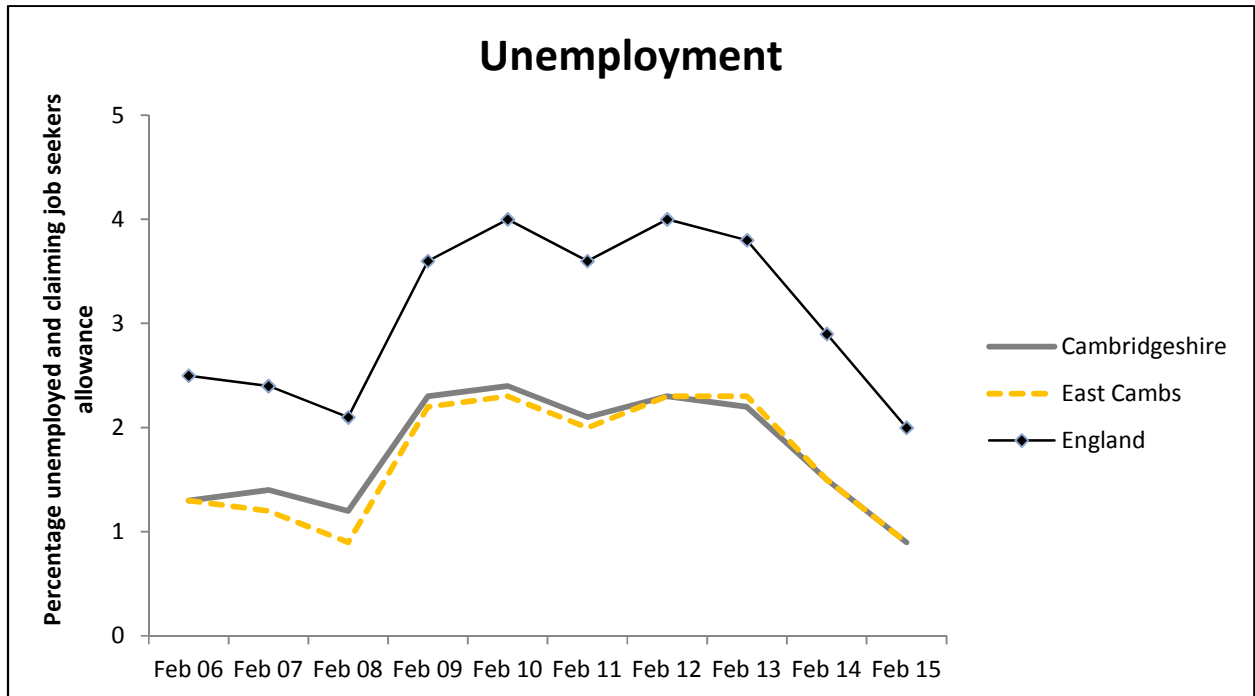


Year 10 pupils that enjoy physical activity



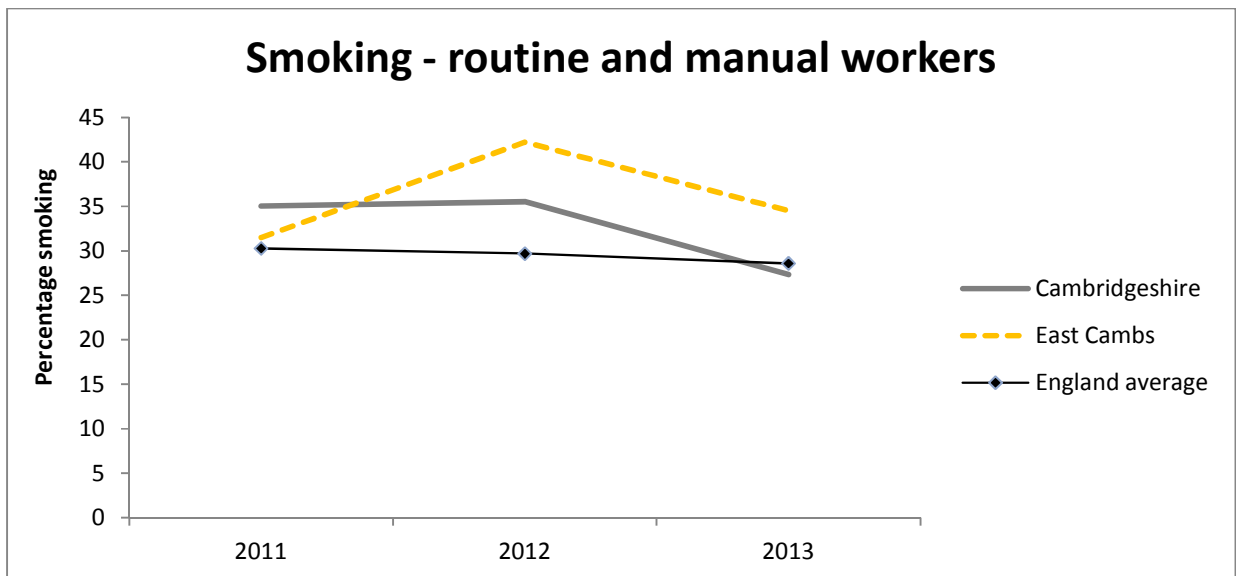
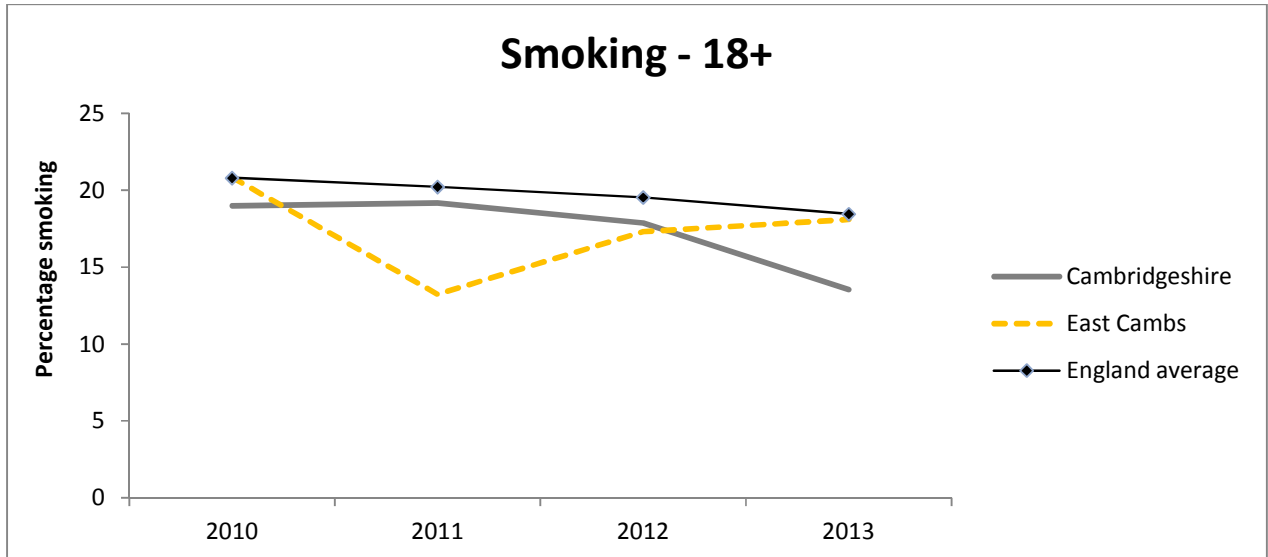
Unemployment

Percentage of the population aged 16-64 unemployed and claiming job seekers allowance, Cambridgeshire, February 2006 to February 2015



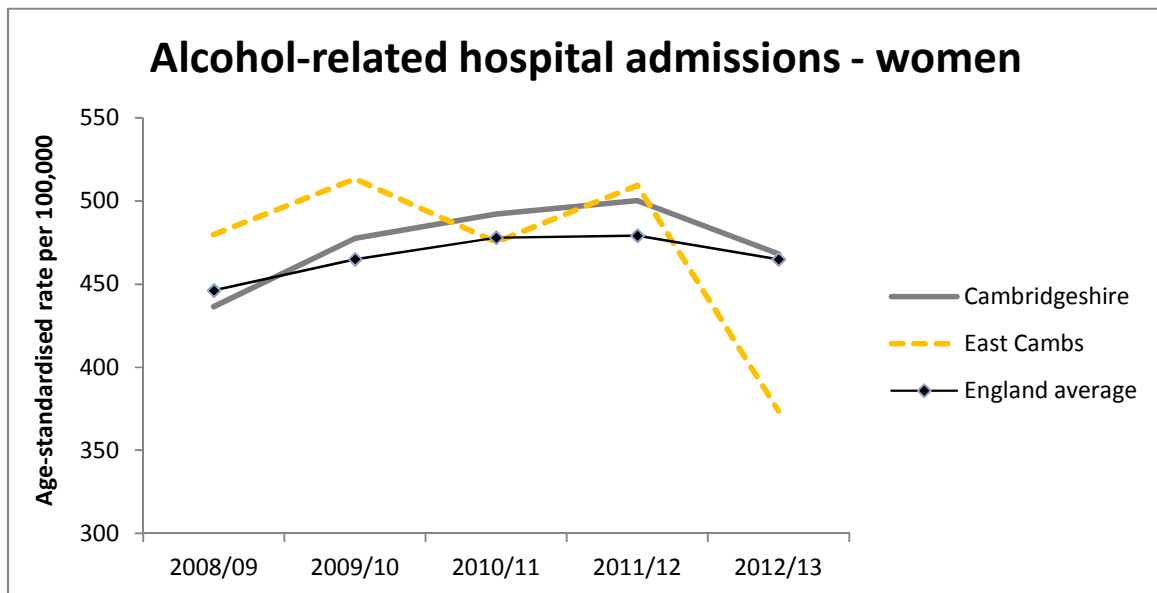
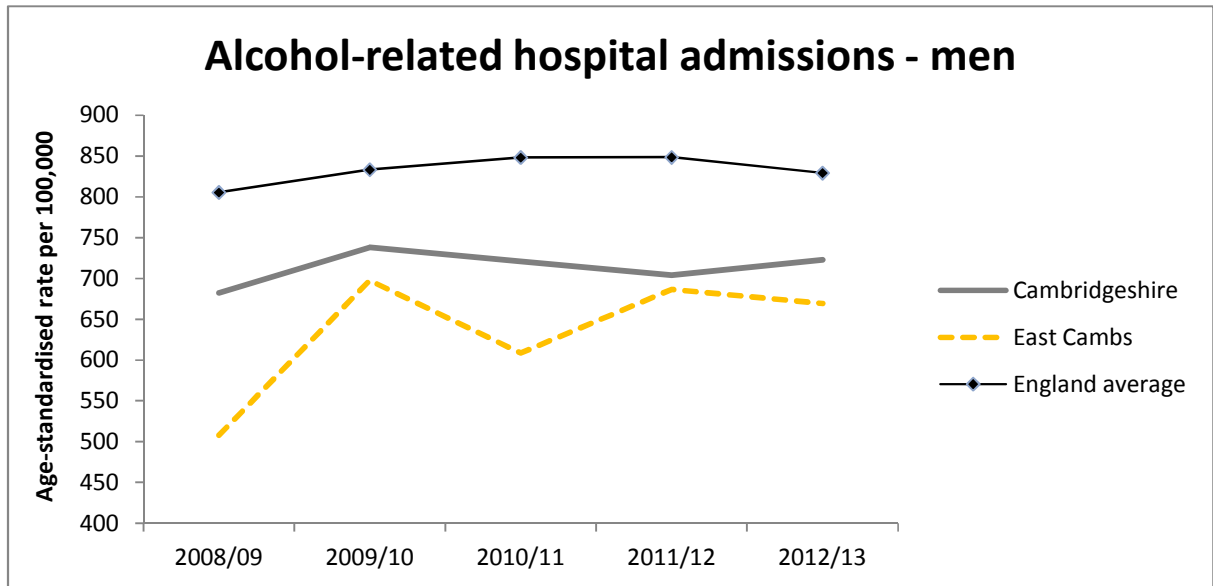
A healthy lifestyle = tobacco free

Percentage of the population estimated to smoke, Cambridgeshire, 2010-2013



A healthy lifestyle = drinking responsibly

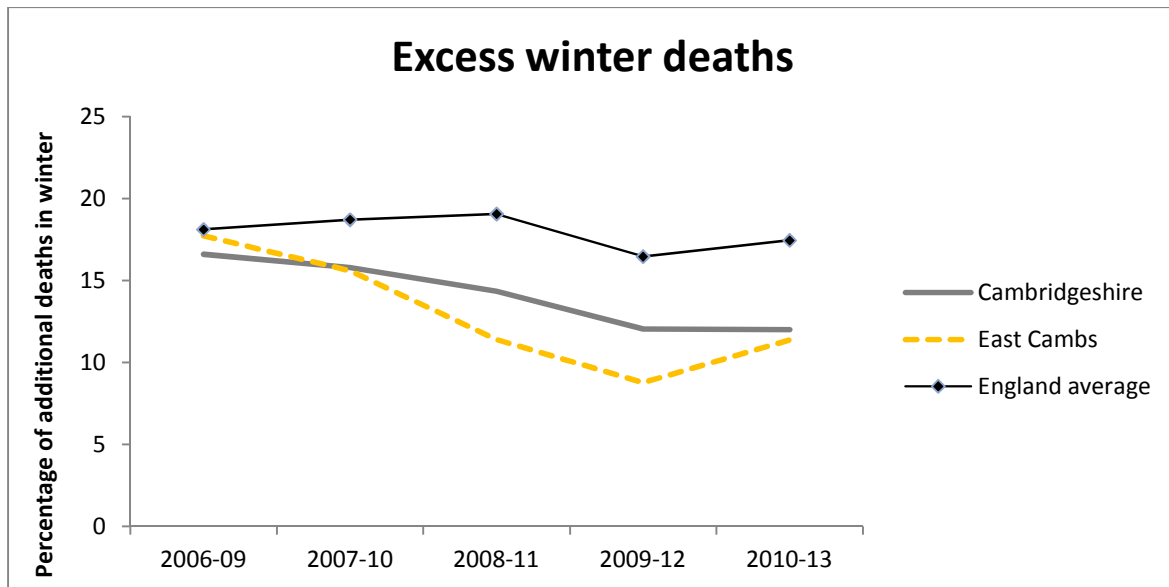
Age-standardised rate per 100,000 of admissions to hospital involving any alcohol-related primary diagnosis or external cause, Cambridgeshire, 2008/09 to 2012/13



Winter - a challenging time for health

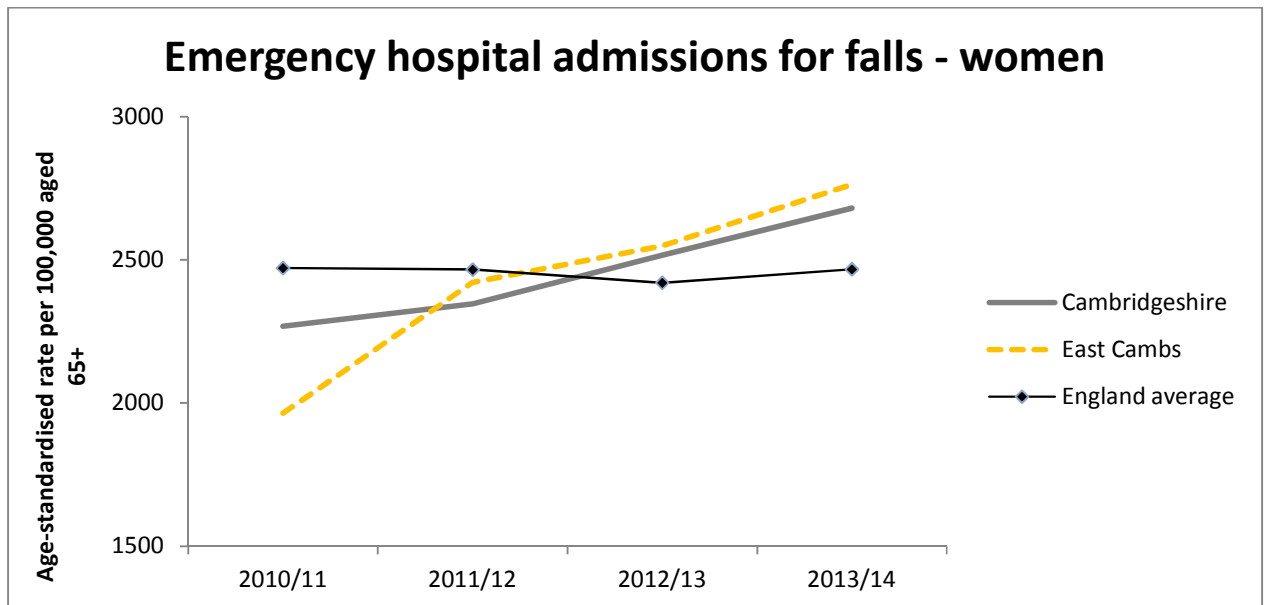
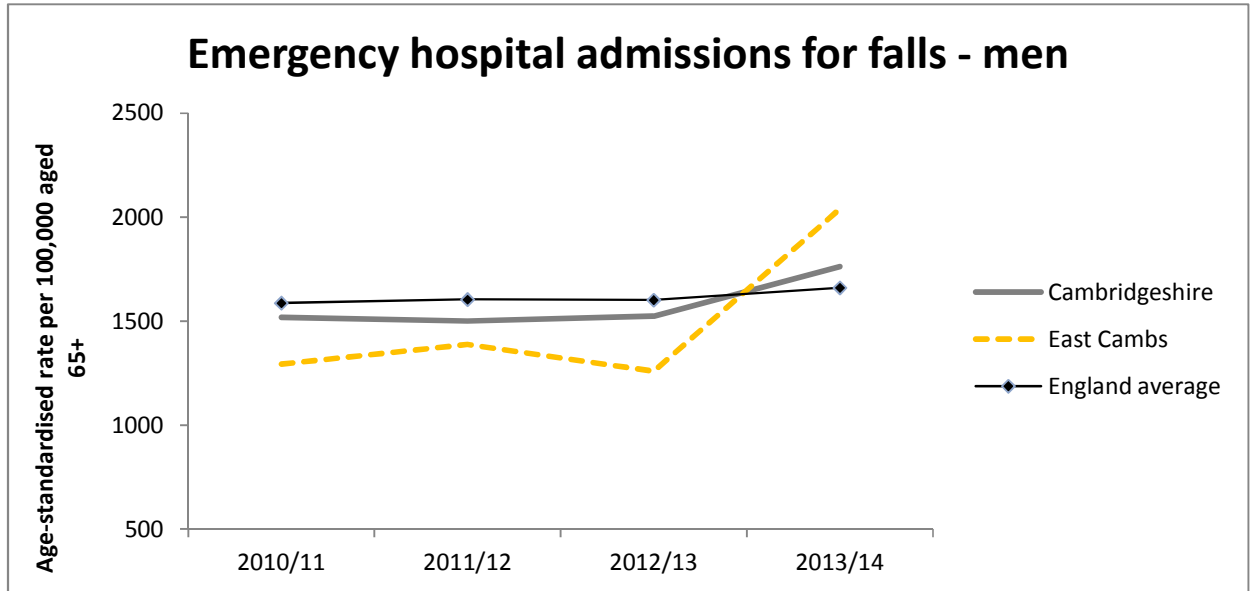
Excess winter deaths, Cambridgeshire, 2006-09 to 2010-13

Excess winter deaths - the ratio of extra deaths occurring in winter months to the expected number deaths based on non-winter months expressed as a percentage



Falls and hip fractures

Age-standardised rate per 100,000 of emergency hospital admissions for injuries due to falls, Cambridgeshire, 2010/11 to 2013/14



The Health and Wellbeing Strategy 2015-18

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
- 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 Councils Planning department have adopted policies that

- 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 very much 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
- Contribute to developing “Breaking the Cycle” child poverty strategy
- 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 districts 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 license conditions
- Consult with responsible authorities regarding some License 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

Local Health and Wellbeing Partnership

East Cambridgeshire Local Health and wellbeing Partnership is a forum for the wider engagement of parties interested in health including mental health, to protect and improve the health and wellbeing of residents in East Cambridgeshire. It considers existing issues, or those likely to arise, that may, affect determinants of health, improve public health or affect changes to services impacting on health/care services.

The membership of the partnership is wide ranging including representatives from Isle of Ely Local Commissioning Group (LCG), Sanctuary Housing, East Cambridgeshire

District Council, and Cambridgeshire County Council, Health watch, Voluntary organisations and patient representative.

Members of the partnership work together to oversee the delivery of a local health and wellbeing action plan, maintain an overview of local health improvement initiatives and activities related to public health and identify areas where there are gaps in service or an identified need and encourage a partnership response to assessing the impact and formulating a response.

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.

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 their 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 to maintain a safe working environment. Additionally the Council also provide access for employees to services that enable them to monitor their health, 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

Action Plan

Appendix 1 of this strategy sets out how the Council will achieve the objectives set out within the strategy.

Objective	Action	Target	Officer
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.	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	Nick Ball
	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	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	Energy Efficiency officer
	Number of Disabled Facilities Grants delivered	50 By April 2016	Care and Repair
	To contribute to funding the countywide handy person service	In place by April 2016	Liz Knox
	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.	March 2018	Sally Bonnett

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	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	Victor Le Grand
	Promotion to engage 10 businesses in Littleport to become "Healthier Options Members" and promote scheme generally	Recruit 10 businesses 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	Sally Bonnett
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	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.	Nick Ball
	To avoid the use of B&B accommodation where possible unless in an absolute emergency and there is no other	100% On going	Housing Officers

	accommodation available to the client		
	Provide an holistic Housing Options Service with the emphasis on preventing homelessness	prevent at least 350 households from becoming homeless per year.	Housing Officers
	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"> • Webpage on ECDC website. • Information made available via Facebook and Twitter. • Leaflets & posters and other promotional materials produced. <p>One CLT event to be held.</p>	Debbie Wildridge
To carry out statutory programmed inspections of businesses to safeguard the health and wellbeing of residents visitors and employees	<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> <p><input type="checkbox"/> % of all permitted industrial processes</p>	<p>95% by June 2016</p> <p>95% by June 2016</p> <p>95% by June 2016</p>	EH DomesticTeam

	<p>inspected</p> <ul style="list-style-type: none"> <input type="checkbox"/> % of large mobile home sites inspected <input type="checkbox"/> % Private water supplies inspected <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>95% by June 2016</p> <p>90% by June 2016</p> <p>67% by June 2016</p>	
	<p>Demonstrate ECDC's compliance with Statutory requirements of official controls for food and food hygiene. Carry out inspections of;</p> <ul style="list-style-type: none"> <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 <input type="checkbox"/> % of Approved food businesses inspected 	<p>100% by June 2016</p> <p>95% by June 2016</p> <p>90% by June 2016</p> <p>100% by June 2016</p>	EH Commercial Team
	Scheduled routine inspection of Licensed premises to ensure compliance of conditions	100% by June 2016	Licensing Team
Create a sustainable environment in which communities can flourish	Develop a toolkit based upon the CABE building for life criteria as part of Design Guide review within 18 months.	Nov 2016	Planning

	Assist with production of the New Housing developments JSNA	March 2016	Sally Bonnett
Work together effectively	Review and further develop a health Action Plan through the East Cambridgeshire Local Health and Wellbeing Partnership	April 2016	Liz Knox
	Continue to contribute to the development of the Joint Strategic Needs Assessments (JSNA's)	On going	All
	Actively contribute to the implementation of older peoples services in East Cambridgeshire by united care	On going	Liz Knox
	Work with businesses and other organisations to set up an East Cambridgeshire Dementia Action Alliance	By April 2016	Liz Knox