

DERBYSHIRE DALES DISTRICT COUNCIL

HEALTH AND WELLBEING STRATEGY

2015 - 2017

Introduction - What is Health and Wellbeing?

Health and wellbeing is a term used to describe a broad concept. It is not limited to whether or not a person is ill but instead focuses on how healthy they are. In this context health is defined as a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity (World Health Organisation, 1946).

The actions of many bodies and agencies can impact on the general wellbeing of the population. The factors which can influence wellbeing are often referred to as the wider determinants of health and include issues such as socioeconomic, cultural and environmental factors. It is possible for local authorities to have a positive influence on these factors through their work, as some of the issues that they address through their day-to-day work impact on the wider determinants, such as housing, the work environment, sanitation, water supply, wealth, access to exercise and so on. The purpose of this Strategy is to identify the areas where Derbyshire Dales District Council can have this positive influence, highlight any gaps in our provision and specify actions to fill the gaps.

The Public Health Setting Within Derbyshire

Derbyshire Dales District Council is a second-tier local authority set within the county of Derbyshire. As such the most recent re-organisation of the National Health Service relocated the Public Health service that had previously been incorporated in the Primary Care Trust into Derbyshire County Council. This service is now headed by a Director of Public Health and reports through the democratically accountable body of the Health and Wellbeing Board. The Health and Wellbeing Board adopted an initial countywide Health and Wellbeing Strategy that set out the following priorities:

- Improve health and wellbeing in early years;
- Promote healthy lifestyles;
- Improve emotional and mental health;
- Promote the independence of people living with long term conditions and their carers;
- Improve health and wellbeing of older people.

These priorities were refreshed in 2015 and a draft revised countywide Strategy has been produced for consideration by Chief Executives. The priorities listed in the amended Strategy are:

- Keep people healthy and independent in their own home;
- Build social capital;
- Create healthy communities;
- Support the emotional health and wellbeing of children and young people.

In addition to the Health and Wellbeing Strategy, which is owned by the Health and Wellbeing Board, the Director of Public Health (DPH) for Derbyshire publishes an annual report. These reports set out what the DPH believes are the issues that could improve or harm public health at the time of publication and in the near future and make recommendations as to how the health and wellbeing of the people of Derbyshire can be maximised. The 4 areas addressed in the 2014 Annual Report are:

- Improving financial inclusion;
- Reducing child poverty;
- The importance of the economy and work;
- Reducing the impact of cold weather.

The 2015 Annual Report took on a different format and concentrated on the '5 ways to wellbeing'. The Report has been produced as a public facing leaflet and is intended to promote positive mental health and wellbeing as contributors to good physical health and the best quality of life.

Derbyshire Dales District Council's Strategy outlines the local level influence that we intend to have on delivering against the priorities contained in both the countywide Health and Wellbeing Strategy and the Director of Public Health's Annual Report. As the countywide priorities evolve over time it is intended that this Strategy will also evolve to reflect any changes.

Local Priorities

Taking into account the approaches outlined in both the original and the refreshed Derbyshire Health and Wellbeing Strategies, Derbyshire Dales District Council also has general priorities to help steer the ways in which we wish to develop and offer our services. Our broad objectives are:

- To improve the general health of all our population;
- To reduce health inequalities across the District.

The first of these objectives is largely addressed through our general leisure provision, particularly at our 4 leisure centres in Ashbourne, Bakewell, Matlock and Wirksworth and is effectively part of the core service offered by the District Council. The main purpose of this Strategy is to focus some of our other, less obviously dedicated resources to addressing our broad objectives.

Appendix 1

We know that we cannot do this in isolation and a key area to consider will be how we can increase our general offer to the whole population. Community Development is an important area of work for us and we will be looking at how we can work with the voluntary sector and with communities themselves to improve access to wellbeing services.

To help us in developing this focus we have set 3 specific priorities for the work to be covered during the period of this Strategy:

1. To improve wellbeing in areas of disadvantage;
2. To improve the wellbeing of vulnerable groups;
3. To tackle wellbeing challenges associated with rurality.

In developing this Strategy we have also considered a number of sources of local health intelligence, including the Health Profile for Derbyshire Dales produced by Public Health England and Summary Profile for Derbyshire Dales District produced by Derbyshire County Council. These documents are produced annually and consequently this Strategy will be reviewed each year to ensure that it is in tune with the most recent intelligence. Key facts taken from these documents for 2014 include:

- Life expectancy gap for men = 5.0 years
- Life expectancy gap for women = 4.6 years

These figures show that the most deprived people in Derbyshire Dales can expect to die approximately 5 years before the least deprived.

- Smoking prevalence amongst mothers at the time of delivery is significantly worse than the England average
- Incidence of malignant melanoma is worse than the England average
- Deaths and serious injuries on the roads is significantly worse than the England average

These notes show the areas in the standard suite of indicators for which Derbyshire Dales shows a worse than average out-turn as compared to the rest of England.

Although it is not included in the suite of indicators included in the Health Profiles it is also worth noting that Derbyshire Dales compares very badly to the national average in respect of the proportion of households residing in fuel poverty – a factor due to a combination of an aging housing stock, lack of access to gas in certain areas, and low incomes.

Directly addressing some of these issues is outside the scope of the services offered by the District Council, but it is appropriate to have regard to this intelligence in designing future interventions.

Derbyshire Dales District Council's Actions

Derbyshire Dales District Council is not an agency whose functions are specifically aimed at improving health. However, many of the services that we are responsible for delivering or commissioning have the potential to help with this aim. Our role is to ensure that those

services contribute towards improvements in public health whilst still meeting their core objectives.

A number of key areas have been identified by various services within Derbyshire Dales District Council for 2015-16. These are:

Community Development

- Focus development work on areas of deprivation and rural communities
- Better understanding and use of data to inform service delivery
- Reduce the number of inactive people living in the Derbyshire Dales
- Encourage strong, resilient communities via positive community engagement

Economic Development

- More higher paid jobs in local businesses
- Develop a higher value visitor economy in the Derbyshire Dales
- Better rural broadband to benefit residents and business thereby enabling better quality jobs

Housing

- Using resources effectively to deliver health outcomes
- Joining up services to increase benefit
- Increasing the number of lifetime homes
- Preventing homelessness
- Increasing income and helping households to manage debt

Regulatory Services

- Reducing the number of households in fuel poverty
- Improving the standard of private housing, including adaptations for disabled people
- Improving access to healthier food choices
- Help to promote the Healthy Workplaces project
- Preventing exposure to tobacco smoke
- Helping to regulate irresponsible alcohol consumption

In order to deliver against these priorities each of the services has contributed to a series of action plans for 2015-16.

Partnership Working

As previously stated Derbyshire Dales District Council is a second tier local authority in a shire county area. The statutory responsibilities of the District Council can be fairly narrow and the resources available to the authority can be relatively small. In order to be effective it is necessary for us to work collaboratively with a wide range of partners. Some of these partnerships are well established, such as those with Derbyshire County Public Health and others still require development.

Work is now progressing at a locality level with Public Health providing a co-ordinating role and the long established Peak District Partnership Health and Wellbeing Sub-Group provides an excellent melting pot for a wide range of organisations. However, it is expected that further work will need to be undertaken at the local level to create and develop specific partnerships to help to deliver the District Council's priorities. These principles are becoming embedded within the roles of District Council officers and form a key part of the role of our Community Development service.

Emerging Issues

The principle upon which this Strategy is intended to work is to set out the general ways in which the District Council operates in order to impact positively on health and wellbeing and then to set out action plans for the year ahead. These action plans are intended to be reviewed and refreshed annually. However, it is also considered appropriate to identify emerging priorities to help shape the potential future work of the District Council. Those emerging issues that have been identified in 2015/16 are:

- Poverty, especially child poverty;
- Isolation, especially rural isolation;
- Aging;
- Winter wellbeing;
- Promoting positive mental health and emotional wellbeing.

ACTION PLANS FOR 2015-16

Community Development

Objective	Tasks and Outcomes	Lead	Timescale
Work in areas of deprivation and rural communities	<p>Deliver the Derbyshire Dales Village Games programme in rural communities</p> <p>Deliver the Active Everyone programme in priority areas</p> <p>Deliver the Walking for Health programme</p> <p>Deliver the Go Cycling Programme</p> <p>Deliver the Clubs First Programme</p>	Leisure	<p>March 2016</p> <p>March 2016</p> <p>March 2016</p> <p>March 2016</p> <p>March 2016</p>
Better understanding and use of data to connect services	<p>Implement the Gladstone member management system across Leisure Centres and Sports Development</p> <p>Use data such as Derbyshire Quilt, Active People Survey to enhance service delivery and target priority groups</p>	Leisure	March 2016
Reduce the number of inactive people living in the Derbyshire Dales	<p>Increase attendances at leisure centres through a range of appropriate programmes.</p> <p>Deliver a range of community based Sports Development programmes to target areas of highest inactivity, underrepresented groups and workplaces</p>	Leisure	<p>March 2016</p> <p>March 2016</p>
Community Engagement	<p>Create an effective community engagement hub which connects work across the District Council, partners and communities</p> <p>Support ongoing work with locality partners on community resilience</p>	Community Engagement	March 2016

Economic Development

Objective	Tasks and Outcomes	Lead	Timescale
More higher paid jobs in local businesses	Provide support to 100 established businesses in the Derbyshire Dales by March 2016, enabling the creation of local jobs	Giles Dann	March 2016
Develop a higher value visitor economy in the Derbyshire Dales	Support the delivery of the annual Eroica Britannia Vintage Cycle Race and promote the route as a year round visitor attraction for the Dales	Giles Dann	March 2018
Better rural broadband	Work with partners via Enterprise Peak District to identify gaps in broadband provision and seek solutions	Giles Dann	March 2018

Housing

Objective	Tasks and Outcomes	Lead	Timescale
Effective use of resources	Implement the findings of the Housing Review specifically to re-commission support services for the start of 2016/17	Rob Cogings	March 2016
Joining up services	Enhance the links between complimentary services commissioned by the Community Housing Team	Rob Cogings	Ongoing
Increasing the number of lifetime homes	Including bungalows to LTH standard on all new affordable housing sites and private developments which have an affordable housing contribution	Isabel Frenzel	Ongoing
Preventing homelessness	Funding a range of services to prevent 850 homelessness acceptances in 2015/16	Simon Beynon	March 2016
Improving financial inclusion	Providing financial support to Erewash Credit Union, £60,000 in 2015/16	Rob Cogings	July 2015

Regulatory Services

Objective	Tasks and Outcomes	Lead	Timescale
Reducing fuel poverty	Promote the Healthy Home project with GP pilot surgeries	Tim Braund	March 2016
	Work with CCG to increase the number of GP surgeries engaged	Tim Braund	March 2016
Improving private sector housing	Reduce processing times for DFGs	Environmental Health	March 2016
Improving access to healthier food choices	Increase number of businesses engaged with Heart of Derbyshire	Environmental Health	March 2016
	Increase number of pledges made by each business in Heart of Derbyshire	Environmental Health	March 2016
Help promote the Healthy Workplaces project	Ensure District Council engages with the project as an employer	Tim Braund	Sept 2015
	Promote the project to business throughout the district	Environmental Health	March 2016
Preventing exposure to tobacco smoke	Prepare for introduction of smoke free car legislation	Environmental Health	Oct 2015
	Work with taxi trade to improve smoke free compliance	Licensing	March 2016
Regulating irresponsible alcohol consumption	Undertake 'Safe and Responsible' compliance visits to at least 10 premises	Licensing	March 2016