

**COMMUNITY POLICY DEVELOPMENT GROUP
28 NOVEMBER 2017**

PUBLIC HEALTH STRATEGY AND ACTION PLAN UPDATE

Cabinet Member(s): Cllr Margaret Squires and Cllr Colin Slade
Responsible Officer: Simon Newcombe, Group Manager for Public Health & Regulatory Services

Reason for Report: To provide a further update on progress of the Public Health Plan

RECOMMENDATION: That the information in the report be noted and updated by the Group Manager for Public Health & Regulatory Services in future PDG meetings

Relationship to Corporate Plan: The Public Health Strategy and Action Plan align with and directly support a number of key themes in the Corporate Plan as follows:

- *Priority 2 Homes: Aim 2 – Working with Private Landlords to improve housing conditions*
- *Priority 3: Aim 1 – Work with local communities to encourage them to support themselves*
- *Priority 3 Community: Aim 3 - Increase physical activity and promote health and wellbeing*

The production and delivery of a Public Health Plan is also a priority project within the Corporate Plan.

Financial Implications: No direct revenue budget impacts however the strategy is linked and dependent upon existing service budgets and planning obligations internally in addition to limited ear-marked reserves and external resourcing from relevant organisations to achieve outcomes on specific projects. Where relevant, further information is provided in the body of the report.

Legal Implications: None

Risk Assessment: Failure to address health inequalities has wider implications. Mid Devon District Council should aim to get public health value out of services that are already being delivered. The Health and Social Care Act (2012) places a duty on upper tier local authorities (Devon County Council) to work to improve the health of their population. In doing so they must work collaboratively with District Councils to support our development of district level locality action plans. The Devon Health and Wellbeing Board will work through this collaborative approach to oversee the impact of local actions on the range of health and wellbeing outcomes and progress in relation to reducing health inequalities.

Equality Impact Assessment: At the heart of the public health plan is a commitment to reduce inequalities and thereby improve health outcomes. There are no protected characteristics under equality legislation negatively impacted by the plan itself.

1.0 Introduction

1.1 Members will note the previous update on the Public Health Plan 2017-19 provided at the June 2017 Community PDG meeting. Whilst reiterating some information on the context and background to the plan, this report is designed to provide an update on those plan actions that have progressed since the earlier report.

1.2 There have been no significant deviations from existing project costs supported by the circa £7k ear-marked reserve (ERM) fund across the plan, as outlined within the previous report. Any additional costs or external funding linked to new projects are outlined below.

1.3 The Public Health Plan 2017-19 identifies four key priorities for the Mid Devon area based upon data provided by Public Health (Devon). These priorities are:

- Prevention of cardiovascular disease and cancer
- Decent high quality housing
- Emotional/mental health and resilience
- Air quality

2.0 Prevention of cardiovascular disease and cancer

2.1 The Active Start program is a joint initiative with Mid Devon Leisure that uses qualified cardio trained personnel to provide a 12 week program to patients who have been referred by a GP or other health professional.

2.2 The Active Start scheme provides specialised, supervised exercise sessions for anyone whose fitness and health conditions can be improved by regular exercise. Since commencement of the program in January there have been **82** GP referrals to the leisure centres (CVSC 13; EVLC 38; LMLC 31).

2.3 Reducing the amount of sugar in our diet is one of the key factors in maintaining a healthy weight and can be instrumental in reducing the risk of diabetes and tooth decay. Public Health Services are soon to embark on an **audit of food and drink that is sold at our Leisure centres**. Working with all stakeholders (suppliers, staff and customers) we hope to gradually change the food offer to products that are lower in sugar. This is now programmed to commence within quarter one next year (2018/19).

2.4 **Active Devon and the Devon Nature Partnership** have secured major funding from **Sport England** to deliver '**Connecting Actively to Nature (CAN)**'. This new project will help people aged 55 to become more active and enjoy nature. The project aims to make getting active easy, enjoyable and sustainable for those who currently do little or no activity, or are struggling to stay active. Mid Devon District Council is a partner organisation and we will be engaged with the lead organisations in the roll out of CAN.

3.0 Decent high quality housing

3.1 Several of the Cosy Devon partners, including Mid Devon District and County, have teamed up with a number of community energy agencies to submit a bid to the **Warm Homes Fund** to deliver central heating upgrades and replacements to houses that are not on the gas grid. This follows on from the previous Central Heating Fund that provided for upgrades to those on the gas grid or near to it. Mid Devon District Council will benefit from funds up to £300K if successful. Applicants should be informed by end of October/early November. It should be noted however, as with most grants, they are usually overwhelmed by applications quite often exceeding funds available by well over 100%.

3.2 After some lengthy contractual negotiations between Agility Eco and their new partner (U-Switch) who deliver the energy switching web portal, the contract with Mid Devon District Council has now been finalised. As previously reported it will be accessible through the Council's website and offers either on-line or call centre assisted advice on how to get the best electricity and/or gas deal. Once the media release and promotional material is approved a go live date can be set. This service will be open to staff and residents.

3.3 A **Statement of Intent** will shortly be posted on the Council's website providing criteria for companies (heating specialists/engineers, insulation specialists) who want to help customers take advantage of the government's ECO Flex scheme. Each company that uses ECO Flex must receive from the local authority a 'declaration' confirming the customer fits the criteria. This new scheme will not however pay for the total cost of a new boiler/central heating system. Mid Devon District Council will refer residents to Wessex Loans if they need 'top up' funds.

4.0 Emotional/mental health and resilience

4.1 The voluntary sector provides a way for residents to contribute to the health and well-being of others in the community through volunteer work. It also provides a great deal of satisfaction for the volunteers, and builds resilience within communities. Working with Council is of mutual benefit and Mid Devon District Council is pleased to support the voluntary agencies by holding an 'open' event for Council staff to meet and greet them. The event will be held

on Tuesday 7th November in the Exe room between 10.00-11.00am followed by the sector's AGM.

- 4.2 As reported previously, we are working with the Director of Public Health to jointly support and signpost the **Making Every Contact Count** initiative in order to maximise engagement activities. This initiative supported by the Dept. of Health and NHS is an interactive learning resource to help people develop knowledge and understanding so that every contact counts by asking others about their health and wellbeing. Roll out is funded by Health Education England. The next step will be to get the support and sign off from the Leadership team and then seek out Ambassadors for the program.

5.0 Air Quality

- 5.1 The Mid Devon area currently has two Air Quality Management Areas (AQMAs) at Crediton and Cullompton.

- 5.2 Public Health Services are responsible for providing an **Air Quality Action Plan** every 4 years. The plan is currently being updated and outlines the actions we will take to improve air quality in Mid Devon 2017-21. It is being developed in partnership with number of key internal and external stakeholders in accordance with parallel statutory requirements on the Council. These require us to work towards Air Quality Strategy (AQS) objectives under Part IV of the Environment Act 1995 and relevant regulations in order to meet the requirements of the Local Air Quality Management (LAQM) regime.

- 5.3 Further measures are included in the Air Quality Action Plan to continue the improving trend within the AQMAs and address remaining hot-spot areas. The plan will also be critical to the future protection of public health and the prevention of new management areas. This encompasses the management of additional vehicle and stationary emissions arising directly from new major developments across the district including the Cullompton area proposals in particular. A strong emphasis will be placed on a preventative, design-led approach to low emissions strategies and sustainable development underpinned by the relevant transport infrastructure.

- 5.4 The plan was previously submitted to the Community PDG and received constructive feedback and some further measures to consider. A revised version of the plan has been developed to take account of the feedback and will be submitted again for approval.

Contact for more Information: Kevin Swift (Public Health Officer), 01884 244625 kswift@middevon.gov.uk and Simon Newcombe (Group Manager Public Health & Regulatory Services) 01884 244615 snewcombe@middevon.gov.uk

Circulation of the Report:

Cabinet Members with responsibility for Public Health (Cllr Margaret Squires) and Community Well-being (Cllr Colin Slade)
Members of the Community Policy Development Group
Leadership Team

List of Background Papers:

Mid Devon Public Health Plan 2016-19
MDDC Air Quality Action Plan