

31 JANUARY 2017

PUBLIC HEALTH STRATEGY AND ACTION PLAN UPDATE

Cabinet Member(s): Cllr Margaret Squires
Responsible Officer: Simon Newcombe, Public Health and Professional Services Manager

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

RECOMMENDATION: That the information in the report be noted and updated by the Public Health Manager 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.

1.0 Introduction

1.1 The Mid Devon Public Health Plan 2016-19 provides a framework for public health action across Mid Devon. The Mid Devon District Local Public Health Plan is informed by the priorities set out in the Devon Joint Health and Well Being Strategy to address health inequalities and the district specific health surveillance data. The four priority areas in Mid Devon are:

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

1.2 There is scope to work in other areas of concern, for example with skin cancer, where the evidence indicates higher levels compared with the national average.

1.3 The plan identifies some projects which may require limited set-up support before becoming self-sustaining/supported by external sources. Currently this support is largely being met from a circa £7K ear-marked reserve (ERM) created from unspent (but ring-fenced) previous public health grant funding received from the former Primary Care Trust and Devon County Council.

1.4 Other projects and initiatives can be achieved from limited existing officer resources/service budgets or will be reliant upon mechanisms such planning obligations (section 106 projects) or central government grant applications e.g. Defra Air Quality bids in order to move forward.

1.5 There will need to be further examination of the plan scope and delivery following the start of the new Director of Operations in March 2017. This should include a review of the current fixed-term Public Health officer post which is scheduled to finish in October 2017. It is intended that the Public Health Manager and the Director will commence this review as soon as possible.

2.0 Prevention of cardiovascular disease and cancer

2.1 Public Health Services and Mid Devon Leisure have been working together on a **GP exercise referral** program that had started some years ago but now requires a revamp. There will be more incentives to get people back into the physical activity with a longer term aim to get them to become regular members of Mid Devon Leisure. The program will kick-start in February.

2.2 The exercise referral program will be funded from the public health ERM. The cost will vary dependent upon income received from GP patients with an upper limit of £1.5k being made available to Mid Devon Leisure. Discussions will be held with the Public Health team at Devon County Council and the

NEW (Northern, Eastern and Western) Devon Clinical Commissioning Group regarding an evaluation of this program and possible funding in the future.

- 2.3 The **Walking Football** program commenced in Mid Devon at Crediton and Cullompton in May 2016 using the Mid Devon Leisure facilities. Sessions are held weekly and on average attended by 8 -14 players aged between 50 and 75yrs. Initially funding was provided to set up the sessions, coaching and support was provided by Exeter City F.C. with Age UK doing recruitment and advertising. For 2017 onwards the aim of the program is for it to be self-managed and funded. The groups have also been connected with the wider Walking Football community operated by Devon Football Association which provides opportunities to be involved in competitions both regionally and nationally.
- 2.4 All the schemes should be self-funded via member subs from January 2017 however a reserve of £0.5K will be assigned to the program to address any shortfall in pitch hire fees for 2017. Age UK is also funding a separate program at Uffculme whilst Mid Devon Public Health Services is responsible for Crediton and Cullompton. This reserve will come from the ERM fund.
- 2.5 A **Sport England engagement** session was held in Exeter on 12th January convened by Active Devon. The aim of the session was to help anyone considering applying to a Sport England programme, individually or collaboratively, and to improve their chance of success. Active Devon is keen to work with partners for the next round of grant funding aligned to the new strategy. Mid Devon works closely with Active Devon on local initiatives and was involved in this engagement session. A verbal update on the session outcomes will be provided at the PDG meeting.
- 2.6 **Sugar Smart Exeter** will be launched on 23rd January and Mid Devon will attend the official launch. The campaign aims to promote healthy alternatives and remove or reduce unhealthy food and drink, particularly targeting those high in sugar. It builds upon the pioneering work of Bristol's Sugar Smart City. The event will also showcase Devon Norse's new healthier food and drink range which is provided to schools, NHS and other public sector clients across Devon. There are no direct budget implications for Mid Devon from this initiative and the scheme has national support from Sustain and the Jamie Oliver Foundation.

3.0 Decent High Quality Housing

- 3.1 Last October the Central Heating Fund, which provided installation of gas central heating to residents throughout Devon where possible, came to a close. Mid Devon and other districts have been invited to participate in two new schemes:

- CosyDevon and Partners are launching a new fully funded **fuel poverty scheme**. The program is called LEAP (Local Energy Advice

project) and will run for the next six months across Devon. The new home visit scheme is designed to give households really deep support to help lift them permanently from fuel poverty.

- **Power utility switching** is a partnership between Agility Eco and UK Power. They are offering this arrangement to any of the CosyDevon partners that would like to get involved. Links really well with LEAP, as the home visits will create switching opportunities. A presentation was provided by Agility ECO to the Leadership Team on 10th January. Council benefits from a switching fee provided for each customer.

3.2 Cosy Devon and partners are funded wholly through the government backed Energy Companies Obligation.

4.0 Emotional/mental health and resilience

4.1 In 2016 Councillors and staff have been provided with **Dementia awareness sessions** which have received very good feedback. This is obviously an issue that affects many in the workforce who may have contact with a customer, relative or friend who has been diagnosed.

4.2 Public Health Services have joined with Active Devon to provide start-up funding to Upstream for a 12 week program of '**Seated Exercise**' aimed at individuals who are less likely or unable to take up conventional forms of physical exercise and activity. This may include residents who have early stage dementia. Sessions commence at the Boniface Centre, Crediton on 17th January. This project has dual benefits in terms of social inclusion/well-being plus exercise and the prevention of cardio-vascular disease.

4.3 Upstream are a local charity that reaches out into local communities to help people who are mentally, physically or socially isolated to improve their health. The initial 12-week program has a cost of £0.9K. This will come from the ERM with Upstream taking over full responsibility for the scheme in the future if the initial program is a success.

4.4 The **Dementia Alliance**, based at Tiverton Town Council, has suggested that the Mid Devon Council joins the alliance as a member to demonstrate ongoing commitment and support for dementia services. There have been no direct costs for running the dementia sessions to date and none are anticipated from joining and supporting the alliance.

5.0 Air Quality

5.1 Joint (Exeter, Teignbridge, East Devon, Mid Devon) and sole bids have been submitted for the **DEFRA Air Quality grants 2016/17**. Authorities will be notified in late January and if informed then members will be updated verbally at the meeting.

- 5.2 The joint projects identified include improving the **Electric Vehicle** charging network, expanding the **Electric Bike** scheme and purchasing personal exposure monitoring equipment for use by schools and community groups.
- 5.3 The sole bid by Mid Devon is seeking funding for the initial stages of the **design work** (highways, drainage, flood risk and bridge design) for the Eastern Relief Road (ERR) at Cullompton to a total of £283,000. This is to progress the current preliminary design to the level of detail needed for planning application purposes.
- 5.4 The joint projects outlined in the DEFRA bid will, if successful, form part of the deliverables within the Mid Devon Air Quality Strategy 2017-21 that is currently under development and will be ready for consultation in the coming months. Air quality is a material consideration in determining planning applications and Mid Devon's sole bid seeks to progress the design phase of the ERR which will greatly impact air quality within the Cullompton town centre area.

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Circulation of the Report:

Members of the Community Policy Development Group
Management and Leadership Team
Devon County Council Public Health Team

List of Background Papers:

Mid Devon Public Health Plan 2016-19