

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – TUESDAY, 5 FEBRUARY 2019

Title of report	NORTH WEST LEICESTERSHIRE HEALTH AND WELLBEING STRATEGY
Key Decision	a) Financial No b) Community Yes
Contacts	Councillor Alison Smith MBE Tel: 01530 835668 alison.smith@nwleicestershire.gov.uk Strategic Director of Place Tel: 01530 454555 james.arnold@nwleicestershire.gov.uk Head of Community Services Tel: 01530 454832 paul.sanders@nwleicestershire.gov.uk
Purpose of report	To provide Cabinet with an overview of the NWL Health and Wellbeing Strategy and the proposals regarding its implementation.
Reason for decision	To seek the adoption of the strategy
Council priorities	Homes and Communities
Implications:	
Financial/Staff	To be funded from existing budgets and budgets of partner organisations
Link to relevant CAT	To be established
Risk Management	None
Equalities Impact Screening	None
Human Rights	None
Transformational Government	None
Comments of Head of Paid	Report is satisfactory

Service	
Comments of Deputy Section 151 Officer	Report is satisfactory
Comments of Monitoring Officer	Report is satisfactory
Consultees	Leisure Services Team Manager, NWLDC Policy Development Group, NWLDC Members, NWLDC Extended Leadership Team, Health Improvement Officer, Leicester-Shire and Rutland Sport, Parish and Town Councils, NWL School Sports Partnership, Schools, National Forest, NWL Staying Healthy Partnership
Background papers	Health and Wellbeing Strategy Consultation Feedback NWL Health and Wellbeing Strategy Overview NWL Health and Wellbeing Strategy NWL Health and Wellbeing Strategy Executive Summary NWLDC Cabinet Report - Health and Wellbeing Strategy, March 2018
Recommendations	THAT CABINET APPROVES THE FORMAL ADOPTION OF THE NWL HEALTH AND WELLBEING STRATEGY

1.0 CONTEXT

- 1.1 On 6 March 2018 a report went to Cabinet outlining the process and timescales for the development of a Health and Wellbeing Strategy for North West Leicestershire
- 1.2 Following extensive consultation, the strategy has now been completed, taking into account various comments received, and can be seen as a **Background Paper**.

2.0 CONSULTATION

- 2.1 Initial consultation to shape the document took place with a range of internal and external stakeholders, including the Policy Development Group and members of the council's Extended Leadership Team.
- 2.2 Following production of the draft strategy, further consultation took place online with stakeholders and the general public. The feedback from this consultation was used to refine the final strategy and an overview of the feedback can be found as **Appendix 1**

3.0 STRATEGY OVERVIEW

3.1 The overall vision of the strategy is **'To measurably improve the health and wellbeing of all people in NWL.'**

3.2 To achieve the vision, 6 outcomes have been identified-:

- **Outcome A: Corporate leadership and coordination**

To be in a position where health and wellbeing ambitions are stated, explicit, fully understood, embedded, championed and led by NWLDC.

- **Outcome B: Economic development**

To gear economic development to ensuring that all NWL people, including vulnerable residents, benefit from 'good growth' which brings health and wellbeing benefits to the district.

- **Outcome C: Regeneration and planning**

To gear regeneration and planning policy to ensuring that all NWL residents, including the most vulnerable, benefit from development which brings health and wellbeing benefits to the district.

- **Outcome D: Housing and property**

To utilise its investment, influence and communications capacity in respect of housing and property to enhance and support delivery of health and wellbeing outcomes.

- **Outcome E: Community services**

To deliver and coordinate facilities, opportunities, partnerships and proactive development work that drive both overall and physical activity based health and wellbeing outcomes.

- **Outcome F: Performance measurement and evaluation**

To effectively measure, analyse, evaluate, learn from and improve Strategy implementation including elements delivered by NWLDC, in tandem with partners and by other agencies independently.

3.3 These headline strategic outcomes translate into a series of key objectives and actions. These can be seen in a simplified 'Strategy Overview' and 'Executive Summary' documents that will be available for public, partners, and stakeholders (**Appendices 2 and 3**).

3.4 The strategy links directly to the sport and leisure project with regards to a number of key actions. These include;

- Ensure that the specification for the new Coalville Leisure Centre (and other managed/available facilities) reflect NWLDC's health and wellbeing ambitions and desired outcomes
- Ensure that the leisure operator contract for Coalville and Ashby as well as the work of NWLDC's in-house team truly reflects the aims and objectives of the H&WB Strategy by driving up physical activity from harder to reach groups whilst ensuring financial sustainability and asset viability.

- Evaluate the significance of the factors which affect club access to appropriate facilities in NWL considering, for example, cost, times available, usage interruptions, facility location, facility condition, adjacency of other users etc.
- Coordinate the development, operation, programming and management of facilities in conjunction with key partners.

3.5 As part of their final bid submissions, the shortlisted leisure project contractors were given a copy of the draft Health and Wellbeing Strategy and were asked to evidence how they would deliver against it. As well as identifying a raft of potential initiatives and interventions, the preferred contractor also gave a larger number of excellent examples that evidenced they have delivered such interventions successfully across a number of their existing contracts.

3.6 The strategy also links directly to the current and emerging refreshed Local Plan and will be cross referenced within that document

4.0 STRATEGY DELIVERY

4.1 In order to successfully deliver against the strategy there needs to be an internal and external focus:-

4.2 Internal

It is proposed a Health and Wellbeing Corporate Action Team (HWB CAT) is established. This will be co-ordinated by the Leisure Services Team but will be cross-cutting across all council services that have an impact on health and wellbeing. It is envisaged that attendance in the first instance will be at Team Manager level and there will be representation from (although not restricted to);

- Leisure Services
- Cultural Services
- Safer and Stronger Communities
- Environmental Health
- Environmental Protection
- Planning Policy
- Planning and Development
- Housing Management
- Strategic Housing
- Business Focus
- Communications Team

4.3 The role of the HWB CAT will be 3-fold:

1. Through delivery of the actions, to influence internal NWLDC policy and process in order to embed the principles of the strategy.
2. To influence external partners and stakeholders to deliver against the strategy actions
3. To monitor and evaluate the success of the delivery of the strategy through delivery of the actions and against the Council and Leisure Services Business Plan.

4.4 **External**

The strategy is a North West Leicestershire strategy and not one solely for NWLDC to deliver. Consequently it relies on support and engagement from partners and stakeholders such as parish and town councils, community groups and organisations, residents, and other service providers, such as LCC, Voluntary Action Leicestershire, RCC (Leicestershire and Rutland), schools, and the National Forest Company to name a few. Whilst officers attending the HWB CAT will have responsibility for developing relationships with key stakeholders and delivering actions which will be monitored by the HWB CAT, it is envisaged that the already established **Staying Healthy Partnership (SHP)** will be the main conduit for engaging external stakeholders and partners in the delivery of the strategy actions.

4.5 The SHP is a partnership co-ordinated by NWLDC and is the group that is responsible for delivering health and wellbeing improvement within NWL. It is chaired by a Public Health Consultant and membership of the group includes, amongst others, NWLDC, the Clinical Commissioning Group, LCC Public Health, commissioned health service providers, the voluntary sector, the National Forest, and lay representation.

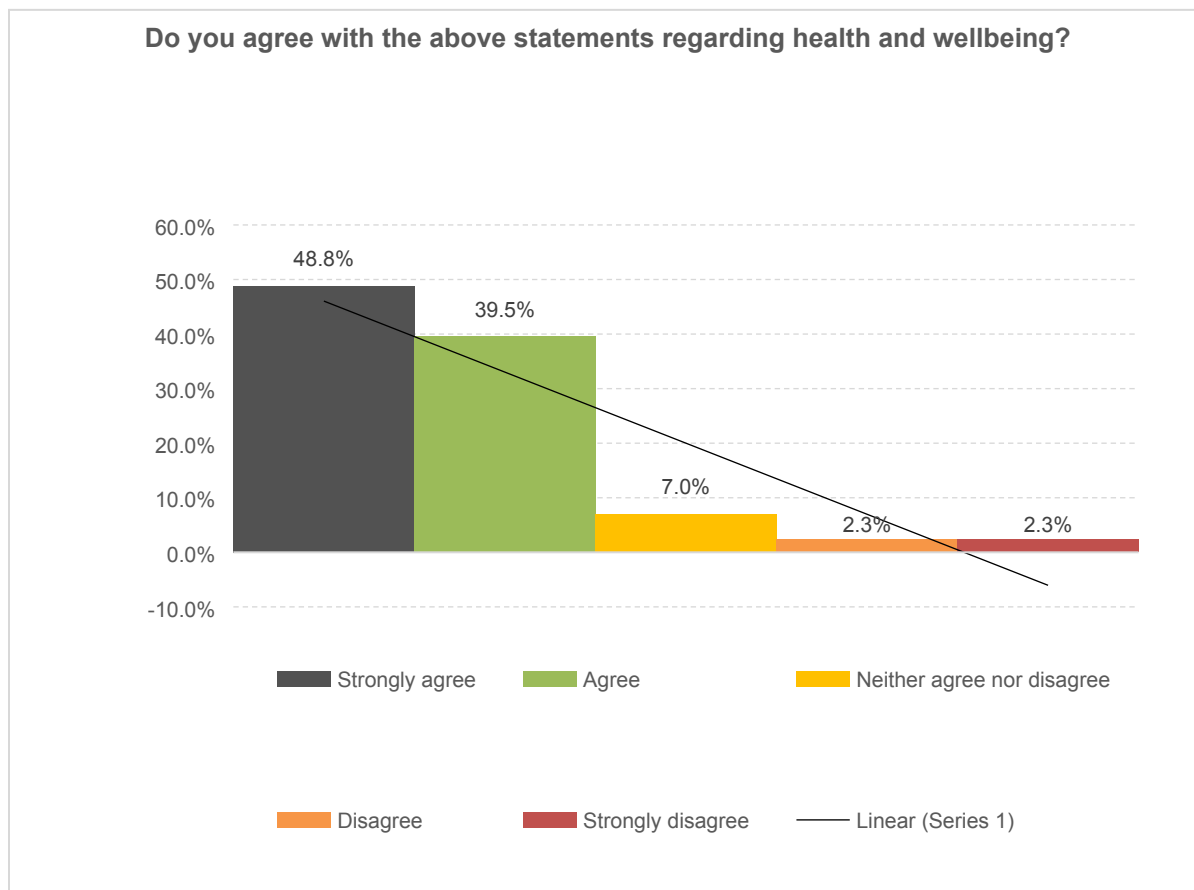
Appendix 1 - North West Leicestershire survey summary 2018

Introduction

A public survey on the draft health and wellbeing strategy for NWL was undertaken between 14 November and 9 December 2018. This is an anonymised survey which resulted in 44 returns in total; nine were male and 32 female and three did not indicate gender. Of those who responded 25% indicated that they had a long-term illness. The survey has been available on the NWL website and on a range of social media platforms, including Facebook and Twitter, allowing for generalised feedback. The findings of the survey are as follows:

Question 5. Nearly nine in ten (88.3%) respondents from 43 participants indicated that they either agreed or strongly agreed with the key drivers for the strategy; the key drivers being:

- ◀ People will live longer and have healthier lives.
- ◀ Every child will have the best possible start in life.
- ◀ People will 'age well' and have a healthy older life.



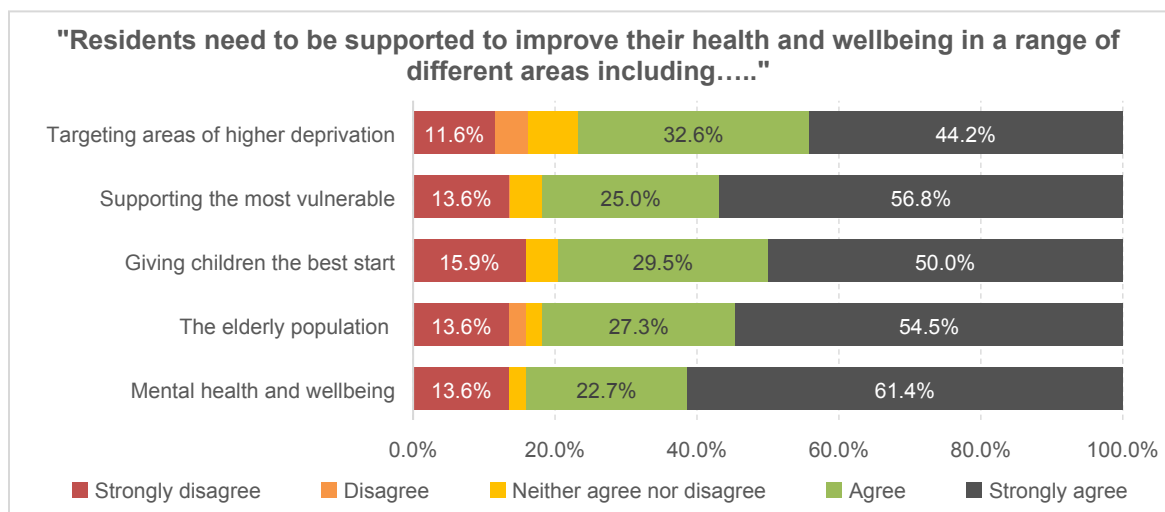
Question 6. There is a strong feeling (over 85% agreed or agreed strongly) that partner agencies are equally responsible for supporting residents to improve their health and wellbeing. A written response to this question indicated that the lead agency should be clear but that there needs to be strong collaborative working towards the same agenda.

Question 7. Just under 70% of respondents indicated that they take own health seriously, whilst nearly a quarter of respondents (23.3%) did not.

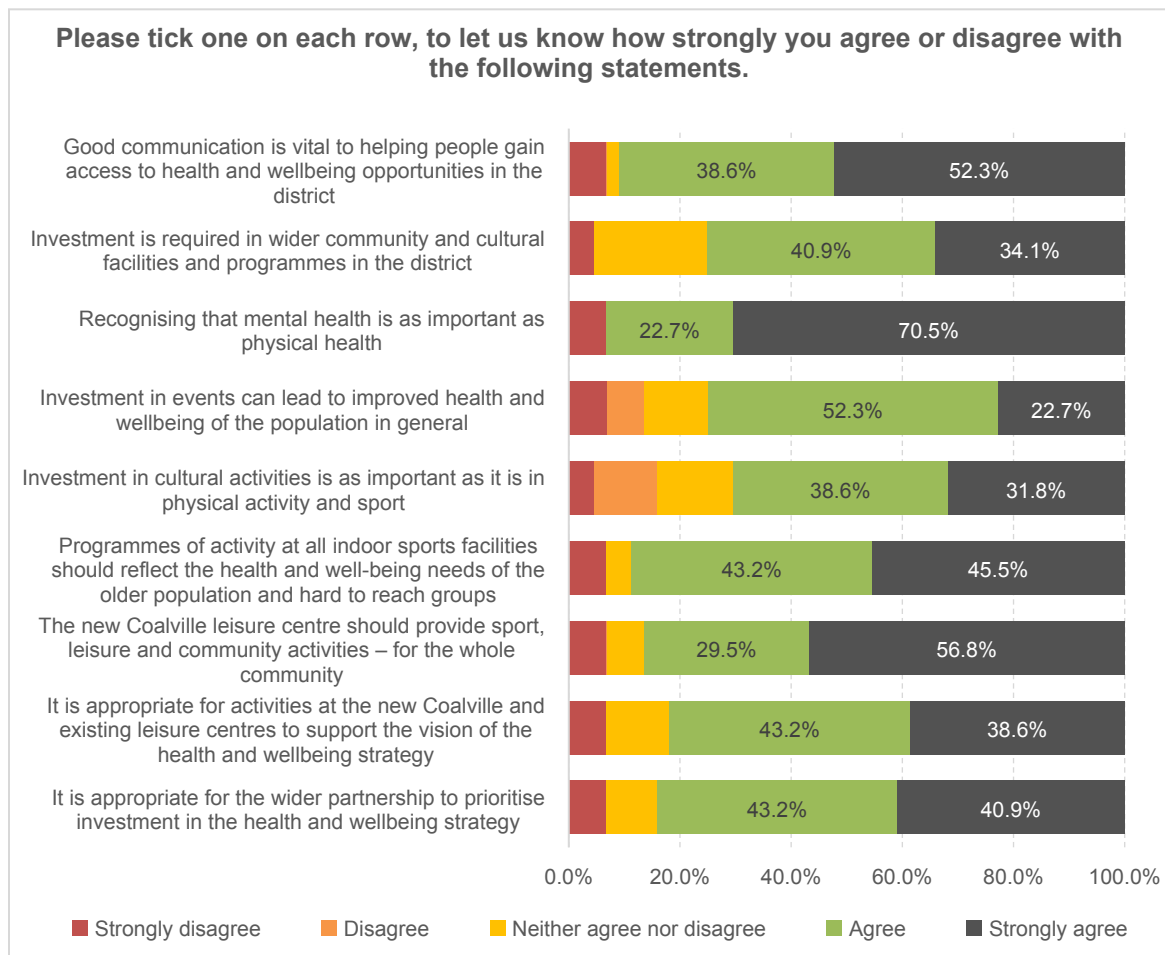
Question 8. In trying to understand the importance of sports or community facilities in supporting the physical activity across the authority, over 55% of respondents indicated that they used the facilities, suggesting, of course, that the remainder do not.

Question 9. There is a general acceptance that cultural activities can also have a positive impact on health and wellbeing. There appears to be a lower percentage of people who visit libraries, museums art galleries or similar (48.8%) than visit leisure centres or community facilities (over 55%).

Question 10. Strong support is given to the five different suggestions of where to target support to help residents to improve their health and wellbeing. Of the 44 people who responded the highest area where support is needed (agree or agree strongly) is mental health and wellbeing (84.1%), supporting the most vulnerable and the elderly population (both at 81.8%). There is slightly less strength of support for targeting areas of higher deprivation at 76.8% (although this had the least number of people who strongly disagreed with this as a priority) and giving children the best start (79.9%).



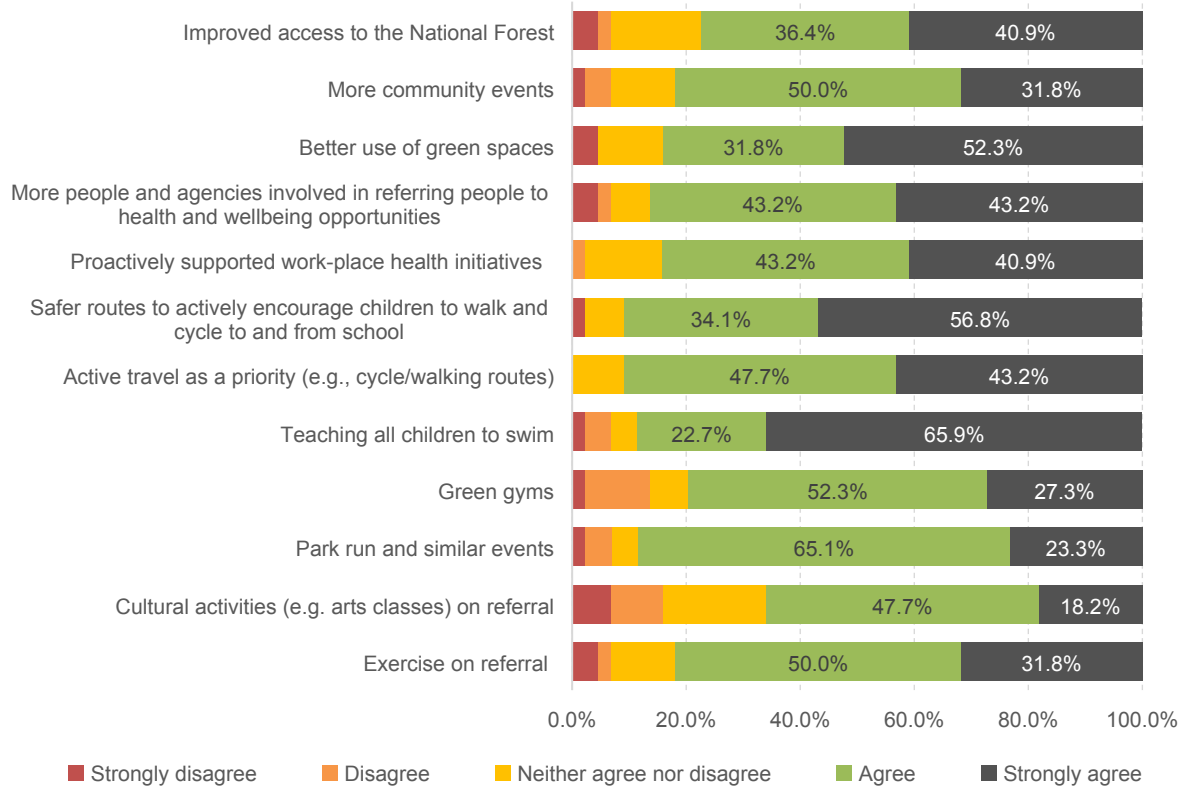
Question 11. When considering the statements below, the three that most stand out (Strongly agree) are that it is important to recognise mental health is as important as physical health; good communication is vital in gaining access to appropriate opportunities; and the new leisure centre needs to provide for the whole community. That is not to say that other statements are not supported.



When considering the Strongly agree and agree findings the other area of importance which are identified as the strongest are that programmes of activity at all indoor sports facilities should reflect the health and well-being needs of the older population and hard to reach groups (88.7%).

Question 12. The types of activities which are identified as the most important (agree and agree strongly) are safer routes to actively encourage children to walk and cycle to and from school; active travel as a priority; and park runs and similar events, this is very closely followed by teaching all children to swim. The three areas with the least support (but which are still important) are cultural activities on referral; improved access to the National Forest; and green gyms.

Please tick one on each row to let us know how strongly you agree or disagree with the idea that the following types of activities will support health and wellbeing for as many residents as possible across North West Leicestershire



Additional comments

Comments were received within the survey and some received separately. A synopsis of the feedback is below. It is recognised that some of suggestions/comments are outwith the jurisdiction/scope of the NWL health and wellbeing strategy. Where possible, comments have been incorporated into the Strategy. Comments include:

Comment	Response
<p>Health and well-being incorporated in pre-planning phase of developments as a priority will prevent a lot of future health problems. Cycling and walking being most important.</p>	<p>Strategy identifies the need for working together, planning for the future and the importance of walking and cycling routes</p>
<p>The document makes it clear that it is not helpful to blame the individual and that the role of government is to make it easier for people to make good choices. This needs to be re-iterated throughout the document to ensure it is not ambiguous.</p>	<p>Agreed.</p>
<p>Investment to expand Coalville Hospital must be a priority to accommodate outpatient services and recuperative beds to relieve 'acute hospital' pressures (with more parking spaces).</p>	<p>Outwith the scope of this Strategy but should be noted by the developing partnership approach.</p>

<ul style="list-style-type: none"> ◀ The needs of the elderly and disabled residents are not adequately addressed within the planning process (personal experience). 	Outwith the scope of this Strategy but should be noted by the developing partnership approach.
<ul style="list-style-type: none"> ◀ Travel remains an issue in accessing facilities. 	Planning policy and developments are a high priority moving forward. It will require a collaborative and integrated approach to address this issue (recognising that all travel issues cannot be dealt with via this strategy)
<ul style="list-style-type: none"> ◀ Communication via paper as well as websites is also important. 	Agreed- should be picked up within the communication objective of the Strategy.
<ul style="list-style-type: none"> ◀ The role of the "third sector" should be expanded and explained. A considerable boost is needed to "social care" spending to: <ul style="list-style-type: none"> ◆ Reduce unnecessary GP appointments; ◆ Adequately pay care homes for those entitled to LA funding. ◆ Lack of mental health support has been severely criticised. 	Agreed- the development of the partnership group will be better able to determine the role of different organisations within the Authority.
<ul style="list-style-type: none"> ◀ We need to address social isolation and getting people to communicate in both small and large support groups. 	Agreed- part of the determining the year one actions
<ul style="list-style-type: none"> ◀ Residents want to participate in activities within their own communities where possible so schools, colleges, community centres and local halls should be encouraged to open up their facilities and, given investment opportunities, to enable them to provide good quality services. 	Agreed- needs partners and stakeholders to make this happen.
<ul style="list-style-type: none"> ◀ There needs to be restrictions on number of takeaways that are granted planning in the future, without an agreement to offer healthy choices or display calorie counts on menus 	Planning Policy- Health and well being to be considered when determining whether new premises wish to open.
<ul style="list-style-type: none"> ◀ There is a massive need for investment to make road cycling and running much safer. 	Improved cycling and walking routes are key to development of strategy objectives
<ul style="list-style-type: none"> ◀ The biggest problem is costs limiting access. Gym memberships are expensive and put people off. I would like to see better staff options - for example making the NWLDC staff fitness classes free 	Agreed- consideration of programming and pricing is key to increasing physical activity in these facilities by the wider community.
<ul style="list-style-type: none"> ◀ There is a huge gap in provision for mental health services in the area 	The Strategy identifies the importance of mental health and welling alongside physical.
<ul style="list-style-type: none"> ◀ Think some of it is full of jargon and looks as if it has been padded out, not designed for everyday people, it does not relate to the common man. If designed for high level business areas probably okay, but still think the vocabulary used needs to be simplified and more to the point. 	We have tried to make the document readable for everyone. Whilst accepting that this is difficult for some, we do have to use language appropriate to the subject matter. An 'Overview' document has also been produced to help simplify the strategy.
<ul style="list-style-type: none"> ◀ Suggest adding 'address / reduce health inequalities' to the ambition statements. 	Completed
<ul style="list-style-type: none"> ◀ The lead local agency should be clear and there needs to be strong collaborative working towards 	Agreed, and this will come through detailed action planning with

same agenda.	stakeholders
◀ Where are the areas of greatest need?	That is for the wider partnership to determine moving forward as it starts to implement elements of the Strategy
◀ Is there an evidential link from participating in cultural activities and health and wellbeing? Is this clear?	This is referenced within the document, including links to the National Forest
◀ Mass participant events can be a strong catalyst for behaviour change.	Agreed
◀ How will the outcomes of the strategy be measured	The wider partnership will need to determine specific measurements
◀ 'Make every contact count...' has principle on the end, is this needed?	Amended
◀ Suggest replacing 'performance measurement' with 'performance improvement'	A base line is needed to be able to improve from, so in the first instance a measurement will need to be taken before you can address improvement.
◀ Within the action plan there is no mention of Active Streets or Active Parks.	Agreed – these are covered through Active Travel, Open Spaces Planning/Provision, and links to the National Forest and natural greenspace.
◀ We would like to see reference to the National Forest	Completed
◀ Regional and local strategies – these are very heavily focussed towards sport, physical activity, active recreation and facilities. There is little reference to community strategies, volunteering strategies and mental health strategies which play an important role in creating healthy communities	More included
◀ There seems to be no reference to natural greenspace and woodlands as an important part of Green Infrastructure. Whilst formal parks, sports pitches and open space play their part, the wealth of accessible natural greenspace and woodlands across a large percentage of the District is a huge asset which is currently not referred to. We would like to see this being given a higher significance, given the location of the District within the National Forest.	Now included
◀ I appreciate the intention to look at the 'causes of....poor lifestyle choices'. Your document makes it clear that it is not helpful to blame the individual and that the role of government is to make it easier for people to make good choices. Unfortunately, NWLDC, by removing 'and' when it copied over the sentence on page 27, is treating 'poor lifestyle choices' as the primary cause, allowing it to continue with 'encouragement' and 'education' and avoid tackling structural inequality	Replaced 'and' in relevant sentences to ensure consistency

Appendix 2 – NWL Health and Wellbeing Strategy Overview



North West Leicestershire: Health and Wellbeing Strategy 2018 – 2028

Overview

Good health and wellbeing helps people to live active and fulfilled lives and play a full role in their communities.

In North West Leicestershire we believe that all residents have an equal right to enjoy good health and wellbeing.

Our vision is:

'To measurably improve the health and wellbeing of everyone in North West Leicestershire.'

Our ambitions

North West Leicestershire District Council (NWLDC) works with many organisations across the district to achieve our ambitions for local people:

- ▶ People will live longer and have healthier lives.
- ▶ Every child will have the best possible start in life.
- ▶ People will 'age well' and have a healthy older life.

NORTH WEST LEICESTERSHIRE HEALTH AND WELLBEING STRATEGY

EXECUTIVE SUMMARY: DECEMBER 2018

Introduction

Good health and wellbeing is fundamental to enable people to live active, fulfilled lives and play a full role in their communities. The core belief of North West Leicestershire District Council (NWLDC) is that all residents have an equal right to enjoy good health and wellbeing (H&WB). Its vision and this strategy illustrate how it will, working with a range of partners, provide the direction, support and opportunities to enable this to happen.

The aims and objectives set out in this Strategy are consistent with Government and national, regional and county agency and stakeholder strategies with regard to social engagement and inclusion, sport, physical activity, health and wellbeing.

The number of people living in the district will rise by 10% by 2028 and by 17% by 2041. While in most age groups there is, predictably a degree of fluctuation the most telling statistic is that, by 2041, there will be a 61% rise in the number of people aged 65+ living in the Authority; they will, by then, account for 27% of the local population.

Overall, NWL has a good level of general health compared with many other areas of the country. However, people on low incomes tend to be inactive and/or in the worst health and there is a 10-year difference in life expectancy between the best off and worst-off areas in the district. Despite recent improvements, adult obesity is higher than the national average while, at present, just under one third of young people are classified as overweight or obese at the point when they leave primary school.

This H&WB Strategy dovetails with NWLDC's corporate vision that North West Leicestershire is a place where people and businesses feel they belong and are proud to call home. It is the first step in a series of processes that will, in the longer term (10-20 years) fundamentally affect the quality of life of people in the district. It reflects the following stated overarching NWLDC ambitions that:

- ◀ People will live longer, and have healthier lives
- ◀ Every child will have the best possible start in life
- ◀ People will 'age well' and have a healthy older life

These inform the clear principles on which the strategy is based:

- ◀ *Promoting self-care* – educating and empowering individuals to take more responsibility for changing their own behaviour (all ages).

- ◀ *Targeting inequalities* – providing key services for all residents but targeting resources and interventions at those most in need.
- ◀ *Prevention and early intervention* – prevent and tackle the wider causes of ill health and poor lifestyle choices and health conditions.
- ◀ *Improve mental health and wellbeing* – ensure that mental health is regarded across all streams of work.
- ◀ *Partnership working and cooperation* – statutory, voluntary and community organisations working with each other to improve health and wellbeing across the district.
- ◀ *Interventions* - need to take place where they can have the most impact

The Strategy

The core 10-year vision is simply **to measurably improve the health and wellbeing of all people in NWL**. It is underpinned by specific objectives that apply to the five-year period; 2018-2023. Strategy outcome delivery is dependent upon the input of a range of partners. The following organisations will, working with NWLDC, be key to the Strategy delivery:

- | | |
|---|---|
| ◀ Leicestershire County Council (LCC) | ◀ North West Leicestershire Chamber of Commerce (NWLCC) |
| ◀ Leicester-shire & Rutland Sport (LRS) | ◀ Schools in NWL. |
| ◀ Leicestershire Public Health (LPH) | ◀ Community and interest groups (CIGs) |

NWLDC will both lead strategy implementation and be responsible for gathering/coordinating information and intelligence that will inform all about progress being made. To do this it will need to work collaboratively with other agencies as well as:

- ◀ Invest in performance measurement to improve cost effectiveness and demonstrate the return the District (and partners) get from investment in sport and active recreation.
- ◀ Establish benchmarks for current provision and participation levels.
- ◀ Embed systems to share data/intelligence to enable all partners to measure impact based upon specific targeted outcomes.
- ◀ Require Council, contractual, grant-based and other agencies to supply the requisite performance information in specified, agreed formats.
- ◀ Develop more sophisticated performance mechanisms to gauge the economic, participation and social return on investment gained from events.

It incorporates specific objectives that apply to the five-year period up to 2023 and is the primary driver of health and wellbeing planning and activity in the Authority. It is, thus, essential that work continues with regard to:

- ◀ Reviewing the health and wellbeing situation in NWL.
- ◀ Taking full account of the demographics of the district, the impact of housing growth and, for example, of the specific demands created by a less active population living longer.
- ◀ Working with and through partners ensuring buy in by key partners/stakeholders.
- ◀ Achieving a satisfactory level of all-party consensus.
- ◀ Taking full account of the financial climate and austerity measures that affect public sector partners in the CCG/Health, Education, Regeneration and Sports/Leisure sectors.
- ◀ Understanding the specific and changing needs and aspirations of national governing bodies of sport (NGBs), schools, colleges and sports clubs across the area.
- ◀ Reflecting new Government and Sport England strategies, Leicestershire and Rutland Sport perspectives and how Sport England gears funding programmes to drive delivery.

Overall, people in North West Leicestershire will benefit from coordinated processes, structures and systems that enhance quality of life; at home, at school, in the workplace and in the wider environment. They will live in better homes, be 'better connected' and be encouraged and supported to enjoy and the benefits of an active lifestyle. Building on existing local strengths, the community, NWLDC and key partners will collectively promote a 'good neighbour' culture where people look out for and look after each other. All work will be underpinned by the driving principle to 'make every contact count'. Key impact areas will, for example, include the following:

- ◀ A universal, targeted resident communication offer and a progressive increase in the number of people 'on' the NWL H&WB Network system.
- ◀ The clarity of signposting between services and activities (linked to MECC) will improve.
- ◀ More people will be physically active.
- ◀ Leisure facilities will deliver programmes designed specifically to improve the H&WB of residents and reduce social isolation and will engage/ include all people in NWL; underpinned by communication systems which reflect 'smart health' principles.
- ◀ Social prescribing will be the norm incorporating specific measures to target populations and effective referral/recommendation processes
- ◀ The adverse lifestyle impacts of cardiovascular disease, stroke and diabetes in the district (and in specific neighbourhoods) will be tackled via higher take up of public health driven programmes.
- ◀ The number of obese and overweight young people will reduce – particularly in areas of higher deprivation and among vulnerable groups

The key outcomes action plans and partner agencies to be involved are shown below:

Outcome A: To ensure that local H&WB ambitions are stated, explicit, understood, embedded, championed and led by NWLDC.

Objective	Actions - to	Deadline	Partners
Adopt the Strategy and confirm NWLDC as the lead strategic and coordination agency (among the range of organisations that will drive strategy implementation in the District),	Ensure elected member and officer 'buy-in' to this strategy to ensure that it has a real and lasting impact on NWL residents.	03.19	LCC, LRS Public Health
	Identify a senior officer champion to take the Strategy forward ensuring that all departments within NWLDC are committed to driving its implementation.	03.19	
	Establish a strategic group to support implementation of the Strategy; to check/challenge/share good practice.	03.19	LCC, LRS LPH, CIGs
	Adopt the MECC approach to behaviour change for staff, partner organisations and individuals	TBA	LCC, LRS, LPH, Schools
Inform/organise NWLDC operational departments, structures/processes to wholly reflect these commitments and agreements.	Identify a champion (with authority) in each department to keep health and wellbeing at the top of the agenda.	05.19	
	Each department needs to commit to taking a full and active part in the health and wellbeing strategic group.	05.19	
Objective	Actions - to	Deadline	Partners
Inform/confirm the role of partners, grant-based/other support bodies to wholly reflect commitments and agreements - and clarify how they are to deliver against itemised objectives.	Identify key partners with whom NWL can work with to best implement the principles and specific actions of this strategy.	Ongoing	LCC, LRS, LPH, CIGs, Schools
	Ensure that contractual partners are fully committed to the health and wellbeing of NWL residents as well as their own employees.	Ongoing	LCC, LRS, LPH, CIGs, Schools
	Set specific objectives for contractual partners which are specifically linked to the health and wellbeing agenda and monitor outcomes accordingly.	03.20	LCC, LRS, LPH, CIGs, Schools
The Strategic Health and Wellbeing Group to drive the Strategy, check and challenge delivery and communicate effectively in respect of H&WB activity.	Develop a communications plan for the H&WB Strategy which will inform partners and key stakeholders about Strategy vision, ambition and intentions.	06.19	
	Work across departments to adopt the MECC approach to behaviour change for staff, partner organisations and individuals.	06.19	
	NWLDC to commit appropriate resources to ensure that Strategy principles are adhered to/championed	03.19	

Outcome B: To gear economic development to ensure that all NWL people, including vulnerable residents, benefit from 'good growth' which brings H&WB benefits to the district.

Objective	Actions - to	Deadline	Partners
------------------	---------------------	-----------------	-----------------

Overall: Incorporate strategic health and wellbeing outcomes as dictated by this Strategy in all relevant facets of economic development work.	Apply a health and wellbeing opportunity evaluation to all service plans developed and commit appropriate resources to ensure that H&WB strategy principles are adhered to and championed.	03.20	
	Develop a communications plan related to the H&WB Strategy to inform partners and key stakeholders about the vision, ambition and desired outcomes.	06.19	
	Adopt the MECC approach to behaviour change for staff, partner organisations and individuals across NWLDC	09.20	
Businesses: Create/sustain resilient businesses ensuring good, fulfilling and long-term employment opportunity	Encourage sustainable business practices, e.g. cut waste and enhance air and water quality	Ongoing	NWLCC
	Specifically support and promote healthy, safe, diverse workforces and workplaces.	Ongoing	LRS, LPH, NWLCC & Schools
	Actively support the introduction of workplace health initiatives, leading by example.	09.19	LRS, LPH, NWLCC
	Champion work life balance initiatives with a view to monitoring attendance (attendance matters). Identify good practice with a view to sharing with other business and colleagues.	03.20	LRS, LPH, NWLCC
Objective	Actions - to	Deadline	Partners
Jobs and skills: Develop skills that aid employability, career progression and life chances, thereby enhancing health and wellbeing and reducing inequalities	Encourage NWL based businesses to gain the Youth Friendly Employer Award kitemark to drive and embed a youth friendly employment culture and create a motivated future workforce.	Ongoing	NWLCC
	Assess the viability of NWL leading implementation of a single shared apprenticeship account whereby employers pool funds to enable/support Apprentice Levy-paying employers to transfer funds to other employers, through the apprenticeship service.	09.19	NWLCC
	Work with and through the existing strong schools' networks in NWL to look at how, working collectively, better advice, guidance and employer-linked/led support can be offered to assist young people likely to move directly into work, or work-related training in NWL to make informed choices.	03.20	NWLCC, Schools, LCC

Outcome C: Through regeneration and planning policy ensure that all residents, including the most vulnerable, benefit from development which brings H&WB benefits to the district.

Objective	Actions - to	Deadline	Partners
Overall: Ensure that H&WB is fully considered in all planning decision making.	Ensure that H&WB impact and outcomes is a key influence on, and at the forefront of, all planning policy development.	03.19	LCC, LRS
	Encourage neighbourhood plans to include H&WB elements within their development.	09.19	LCC

<p>Local Plan: Produce development proposals which take account of NWL health and wellbeing strategy objectives, other relevant health improvement strategies and consider the healthcare infrastructure implications of any relevant proposed local development.</p>	<p>Ensure health and wellbeing is at the forefront of strategy development when considering the Local Plan.</p>	Ongoing	LCC
	<p>Ensure staff are fully trained and cognisant of latest health and wellbeing practises and considerations such as:</p> <ul style="list-style-type: none"> ✓ promoting active travel ✓ promoting physical activity and sport ✓ enabling access to healthier food ✓ enabling access to high quality open spaces, green infrastructure and opportunities for play, sport and recreation 	03.20	LRS
	<p>Enabling access to high quality open spaces, green infrastructure and opportunities for play, sport and recreation:</p>	Ongoing	
	<p>Consider developing a process for the application of HIAs where relevant within the Local Plan review</p>	03.20	

Objective	Actions - to	Deadline	Partners
Open spaces provision Produce an open spaces needs assessment and strategy to ensure that data about the quality and value of open space, green infrastructure (including natural resources and woodland) and play facilities in the district is detailed and up to date and its potential contribution to H&WB in the district can be fully exploited	Increase use of public open spaces by the resident population. This will entail developing understanding of current opportunity, identifying deficiencies and how best to access such facilities. (To include full gamut of open spaces i.e., allotments, natural resources, green corridors, woodlands, play spaces, cemeteries etc.).	Ongoing	LRS, Schools
	Utilise the recently completed Playing Pitch Strategy to drive improvement to the quality of pitch facilities, which should lead to increases in physical activity.	Ongoing	LRS, LCC, Schools
	Assess the feasibility of rolling out investment in 'green gyms' making them accessible to residents located in the District's towns and villages.		LCC, NF, NWLCC
	Optimise use of open spaces when looking at how to develop active travel routes; use this to encourage greater use of open spaces both for travelling to and from work and for use in people's leisure time.	Ongoing	LCC
Active travel Use planning policy and actions to actively promote and drive active travel	Develop a District active travel policy which takes account of existing infrastructure but seeks to influence new developments.	09.20	LCC, LPH
	Apply planning policy/actions to permissions to new businesses which actively promote active travel.	09.20	LCC
	Link to the National Forest developments and consider how the Forest can be made more accessible to people in towns and villages.		LCC, NF, LSR
	Encourage more schools to invest in Bike Ability opportunities.	09.19	LCC, Schools
Environmental Health Use planning policy and Council influence to actively promote and drive positive environmental health outcomes at work in schools and in the home.	Ensure that licenses are up to date and valid in areas of national import.		
	Develop an internal working group (Planners/Regeneration etc.) to look at and understand better where fast food outlets are or can be located – develop an internal policy which considers how many and how close, a specific number might be to other infrastructure (e.g. schools).	06.19	LCC
	Develop/publicise workplace, school and home environment guidance in respect of (e.g.): <ul style="list-style-type: none"> ✓ Air quality: ✓ Water sources, use and consumption. ✓ Food sources, quality & eco-credentials attached to packaging, transport, use of pesticides etc. ✓ Electromagnetic fields and related devices ✓ Sound and visual pollution: from blaring music to loud cars to barking dogs. 	09.19	LCC

Outcome D: To utilise investment, influence and communications capacity in respect of housing/property to drive delivery of H&WB outcomes.

Objective	Actions - to	Deadline	Partners
Overall: To play the part of a 'good neighbour'; ensure that residents live as independently as possible for as long as possible.	Fully adopt MECC to ensure that NWLDC services and influence are optimally proactive and impactful on quality of life, health and wellbeing and the tackling of factors such as loneliness and social isolation.	09.19	LPH
	Ensure that NWL has a quality residential and neighbourhood offer impacting on overall quality of life and attracting people and businesses to locate in the district.	Ongoing	LCC, NWLCC
Housing: A good quality housing and high energy/efficiency standards supporting affordable warmth, good health and reduce living cost	Ensure that residents (of Council, housing association stock & the public) are aware of potential energy saving and other positive adaptations to properties and eligibility criteria for them to access.	Ongoing	LCC
	Via all mechanisms at its disposal & adopting MECC, provide appropriate guidance/support in respect of housing and neighbourhood improvement related issues - to all residents.	Ongoing	LCC
	Ensure that residents (of housing association stock and the wider home owning public) are aware of potential adaptations to properties and eligibility criteria for them to access.	Ongoing	LCC
	Maximise partnership work and options (with existing partner agencies, third and voluntary sector agencies) to ensure investment/support where it is most need in the housing market.	Ongoing	LCC
Housing: Access to suitable, good quality homes and neighbourhoods providing a secure place for families to thrive and promote good health, wellbeing and independent living	Support/monitor the TFP pilot with a view to embedding it in mainstream activity. Ensure leisure centres/other facilities are primed and ready to accept families from this programme.	Ongoing	New operator, LCC
	Continue to identify and deliver activities (physical and cultural) which encourage social interaction, reduce loneliness and social isolation and support independent living.	Ongoing	CIGs, LPH, New operator, LCC
	Continue to encourage the voluntary sector to undertake this role encouraging more self-determinism within the sheltered housing community	Ongoing	LRS, CIGs
	Work with to improve active cycle and active walk routes to and from parks, open spaces, the National Forest, town centres and businesses.	Ongoing	NF, LCC, CIGs, Schools, LPH
	Consider how Active Design principles can be applied to new build and new housing estates, with a view to embedding good behaviour with regard to physical activity.	Ongoing	LCC, NWLCC, other districts
	Assess the feasibility of extending the Active8 scheme to people in sheltered and other NWLDC owned/influenced accommodation.		LRS, Schools, LCC, CIGs

Outcome E: To deliver and coordinate facilities, opportunities, partnerships and proactive development work that drive both overall and physical activity-based health and wellbeing outcomes.

Objective	Actions - to	Deadline	Partners
Overall: Continue to support and promote H&WB via all policies and actions.	Utilise MECC and related initiatives work across departments to ensure greater levels of access among harder to reach groups to physical activity/sport/cultural involvement and participation.	Ongoing	LRS, Schools, LCC, CIGs
Development and engaging with communities: Increase levels of participation in sport/physical activity via engagement with communities, strengthening social networks and delivery of NWLDC and partner-driven proactive community-centred approaches to H&WB	Engage with communities to strengthen social networks and community-centred approaches to H&WB.	Ongoing	CIGs, Schools
	Utilise MECC, work across departments to ensure greater levels of access among harder to reach groups to physical activity/sport/cultural involvement at district indoor and built sports facilities.	Ongoing	LRS, Schools, CIGs, LPH
	Utilise MECC, work across departments to ensure greater levels of access among harder to reach groups to physical activity/sport/cultural involvement and participation via social prescribing	Ongoing	LRS, CIGs, LPH
	Assess whether/how it will be feasible to enhance existing levels of volunteer-driven neighbourhood based caring programmes.	03.20	CIGs, LPH
	Assess the feasibility of extending the Activ8 scheme to cater for a wider user base (e.g. those living in housing association premises) whilst concurrently maintaining a focus on the financial viability of all sport and leisure facilities.	06.19	LRS, Schools, CIGs
Facilities: Improve the quality, accessibility and levels of community access to indoor and built sports facilities.	Ensure that the specification for the new Coalville Leisure Centre (and other managed/available facilities) reflect NWLDC's health and wellbeing ambitions and desired outcomes.	TBA	
	Ensure that the District leisure operator contract reflects the aims of the H&WB Strategy by driving up physical activity from harder to reach groups whilst ensuring financial sustainability and asset viability.		New operator
	Evaluate the significance of factors which affect club access to appropriate facilities in NWL (i.e., cost, times available, usage interruptions, location, condition etc. Pending findings, initiate a mechanism to coordinate access to the key facilities on school sites for which demand is evidenced. Consider whether/ how developing new community use arrangements with schools might lead to improved facility access.	06.19	LRS, LCC, Schools, CIGs
	Work specifically to improve the quality, affordability and accessibility of outdoor sports facilities and associated ancillary accommodation for sports clubs	Ongoing	CIGs, Schools, LRS, LCC
	Continue to provide club and community access to playing pitches and outdoor sports facilities by implementing the recommendations of the 2017 Playing Pitch Strategy.	Ongoing	LRS, LCC

Objective	Actions - to	Deadline	Partners
	Optimise the usage and value of schools-based facilities, community and village halls.	Ongoing	Schools, CIGs
Objective	Actions - to	Deadline	Partners
Partnership work: Work across NWLDC departments and with external partners in the public, private, health and 3rd sector to increase levels of participation in sport, physical activity and culture with a specific focus on harder to reach groups.	Work with partners including the National Forest, LSR and public health agencies to drive up participation in sport, physical activity and cultural activities.	Ongoing	NF, LRS, CIGs, Schools, New operator
	Assess the specific role, funding mechanism and modus operandi of the events portfolio in NWL.	09.19	LRS
	Review what elements of sports and active recreation development work or which areas of the District might be better catered for via the third sector. In this context, review the areas of work and, potentially the geographic areas covered by the health improvement team in the District.	06.19	LRS, CIGs
	Develop and incorporate a range of measures of outcomes which have a direct link to the objectives of this Strategy, which will be adhered to by partner organisations.	03.19	LRS, LCC, LPH
	Better understand all the resources available in the District with a view to raise awareness and driving up participation.	Ongoing	
	Support the National Forest to increase public awareness of the availability of its facilities and how to access them and in the installation of green gym provision. Support cultural/heritage/sports events in the National Forest with a view to engaging different groups (health by stealth!).	Ongoing	NF, CIGs
	Coordinate the development, operation, programming and management of facilities in conjunction with key partners.	Ongoing	LRS, CIGs, LPH
	Directly and effectively market resource at increasing young people's participation among/in NWL's key underrepresented groups and localities.	Ongoing	LRS, Schools, LPH
Other	Use the Activ8 programme as an option for targeting and increasing the use by those deemed overweight or obese. Make a specific programme offer to (the parents of and the) young people identified as overweight and/or obese at Year 6/7 (or earlier, if particularly relevant).	Start: 09.19	LRS, Schools, LPH
	Consider how the TFP programme can be extended to use the National Forest to help drive increases in physical activity. provide additional guidance for young people and their families with regard to parental inputs, diet and supplementary support for this form of programme via resources available and agencies operating in the local community.		LPH, NF, Schools, LCC