

East Devon District Council: Public Health Implementation Plan- Priority Actions 2023-2024

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Introduction to Public Health Implementation Plan - Priority Actions 2023-2024

Our vision: to make a positive difference to residents' lives and our environment in East Devon.

Data from Public Health England, the NHS, and Devon County Council provides a mechanism for evidencing, prioritising and monitoring health and wellbeing issues and reducing health inequalities across our district.

We use this evidence-based data to guide and plan our public health work within the council and with our partners. Our public health activities align with national, regional and local indicators and priorities. They cover both physical health and mental wellbeing, throughout our reports.

East Devon's [Public Health Strategic Plan 2019-23](#) identifies three overarching aims which highlight differences in life expectancy and healthy life expectancy between communities:

1. To help more people to be healthy and stay healthy
2. To enhance self-care and support community resilience
3. To integrate and improve support for people in their homes.

The full [Strategic Plan along with a one-page summary and slightly longer executive summary](#) are available. Our next public health strategy, for 2024 onwards, is currently in development.

Teams across the council are working together to fulfil the activities summarised in this Implementation Plan. Each part of the council can play a part in a joined-up approach to service delivery supporting these three health and wellbeing priorities. Our Implementation Plan for 2023-24 is based upon activities stated in section three in each of our [Service Plans](#). We may further 'SMARTen' some of the services' objectives for monitoring purposes; we will work together with Assistant Directors going forward – via our Public Health Steering Group and at other senior management team -level opportunities.

Alongside these stated activities, we will continue to respond to emergencies such as Covid-19 if and as these arise. Whenever possible we will also continue to articulate the links between health, poverty and climate: many activities good for an individual's health are also good for the planet, for example active travel and diet-considerations. Our [Climate Change Strategy](#) and our [Poverty Reduction Strategy](#) are available.

Service by Service - health and wellbeing priority actions for 2023-2024

<u>Communications, Digital Services & Engagement</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: The team focus on external (and support internal) communications, corporate digital and data services, community engagement and ensuring the council complies with its equality obligations.</p> <p>Summary of Service objectives for 2023/24 that support health and wellbeing:</p> <ul style="list-style-type: none"> • Disseminate relevant information to residents, tenants and visitors • Deal with press enquiries, press releases, publication of internal and external e-newsletters, providing content for and the management of the corporate social media channels and image library. • Support the council in engaging with children and young people, the public, voluntary and community groups, staff, councillors, town and parish councils and others, including questionnaires, workshops, going into schools and events such as the East Devon Working Together Conference. • Manage and run council funding streams available to the voluntary, community and social enterprise sector. • Help support not-for-profit groups; advising on external funding, organising networking opportunities and advising on the structure of groups and organisations. • Coordinate the Homes for Ukraine scheme on behalf of the council, including client management of partners such as Citizen’s Advice East Devon. <p>Focus to promote and communicate actions identified in the council plan, poverty action plan, health and wellbeing and climate change throughout 2023/24.</p>	Communications Manager; Community Engagement Officer	1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience

Countryside and Leisure Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: To provide a beautiful natural environment that conserves and protects East Devon’s outstanding wildlife, habitats and landscapes; to help make East Devon a more vibrant cultural ecosystem.</p> <p>All the Service’s work programmes deliver health and wellbeing benefits. The whole Service contribute to the East Devon’s Public Health Plan and improved health and wellbeing through:</p> <ul style="list-style-type: none"> • Projects delivering health benefits such as Wild Honiton • THG outreach programme • Actively support volunteers on our sites and help provide mental and physical benefits through their participation in activities • Working with LED deliver Sport England’s Connecting Actively to Nature. <p>Stated objectives for 23/24 include:</p> <ul style="list-style-type: none"> • Delivery of Wild Honiton project as a Local Nature Recovery Strategy pilot: including to develop new volunteering opportunities; develop links to Honiton’s GP referral and social prescribing programme; activate discussions with neighbouring landowners to improve access and circular walks; develop engagement activities and link green spaces with town centre through these trails. • Deliver new visitor infrastructure to Seaton Wetlands including to work with DCC to ensure smooth delivery of cycle route extension. • THG’s new programme ‘Young people inclusivity, Arts and Environment’ engagement programme which will strengthen relationships to East Devon communities. • THG to develop and deliver new partnerships: including with Honiton Community College and Honiton Primary and 6 East Devon primary schools; Action East Devon; NHS Devon Recovery Learning; Honiton Mental Health Friendly Town. • Start implementing EDDC’s Leisure & Built Facilities Strategy 2022-31: including to support the Local Plan review specifically in sports and leisure policy development and Playing Pitch Strategy review. • Support the work of the LED Monitoring Forum: including to oversee delivery of Leisure Strategy priorities; LED Outreach programme enables delivery of EDDC’s Public Health implementation plan targets. 	<p>Assistant Director Countryside & Leisure; THG Manager; Countryside Team Manager</p>	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience

<u>Environmental Health</u> includes Private Sector Housing, Climate Change and Public Health: Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: To protect and improve the health and wellbeing of individuals and communities and protect and improve the environment. The Service focuses on improving quality of life, to influence decisions and to control a range of behaviours and environmental factors that can affect the health and wellbeing of people in East Devon.</p> <p>We have a key role in contributing to public health and wellbeing of our local communities in ways not available to other agencies such as NHS bodies. Our work is evidence based, to ensure that East Devon is a place where people want to live, work, visit and enjoy life, focusing on where there is the greatest need.</p> <p>To achieve this, we work with our communities and local partners to reduce health inequalities across East Devon. We recognise and place value on the very strong links that exist between behaviours that are: a) good for our personal health and wellbeing b) good for our environment and c) lifestyle choices that contribute to improving health and reducing poverty in our communities.</p> <p>Summary of some of our Service Objectives for 23/24 that underpin health and wellbeing:</p> <ul style="list-style-type: none"> • Protect the health of the public and the environment and work to improve healthy lifestyles and reduce health inequalities. • Contribute towards delivering actions in the Poverty Reduction Strategy and Winter Pressures Plan. • Assist the work of the Poverty Working Panel, e.g. by continuing to monitor and collate the council’s progress against the Poverty Action Plan. • Be proactive in encouraging improved water quality in private water supplies, rivers, watercourses and sea. • Support businesses in attaining high standards of food hygiene and safety, health & safety and improve food security through advice and enforcement. 	Assistant Director EH; Public Health Project Officer; Principal EHO Private Sector Housing; Principal EHO Environmental Protection; Principal Environmental Health & Safety Officer Commercial Premises & Corporate H&S; Climate Change Officer	1. To help more people to be healthy and stay healthy

<u>Environmental Health</u> includes Private Sector Housing, Climate Change and Public Health: Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<ul style="list-style-type: none"> • Support improvements in the energy efficiency of homes using a variety of grants, loans, education and advice to reduce fuel poverty and improve energy efficiency - paying particular attention to the reduction in damp and mould in homes. • Deliver the Financial Assistance policy to administer the Better Care Fund. • Be proactive in improving air quality to protect public health, including PM_{2.5} pollution using available legislative powers. • Liaise with others including Devon County Council, local NHS organisations and/or community groups to support good physical and mental health of residents. • Liaise with others including voluntary/community groups e.g. to support access to healthy food and nutritional awareness. • Research and write a regular stream of evidence-based health & wellbeing messages in line with local, regional or national initiatives. • Utilise COMF grant (Contain Outbreak Management Fund) received via DCC on positive health outcomes. • Research, draft, share and publish the next version of our Public Health Strategy for 2024 onwards. 		

Finance, includes Revenues and Benefits Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose: Benefits team provide means tested financial support in respect of housing and council tax costs in accordance with prescribed legislation and a local determined scheme. We pay approximately £18m in Housing Benefits and have 3,600 claimants. We provide Council Tax Support of £9.2m to nearly 8,300 households. The service now includes Financial Resilience Officers to support the Council's Poverty Strategy, working with residents on low incomes to build financial resilience and reduce indebtedness. The Customer Service Centre [CSC] team also support with implementation and administration of government support schemes – now to support residents with the cost of living crisis.</p> <p>Health and wellbeing activities not stated, but implicit - summary of Service Objectives for 23/24 that underpin health and wellbeing are associated with addressing poverty:</p> <ul style="list-style-type: none"> • Continue to develop the Poverty Dashboard to drive the Council's response to help residents with the cost of living crisis. • Council Tax Reduction Scheme – currently a revised, more generous scheme with a 100% reduction being proposed for the top band is being consulted; the new scheme if agreed will be implemented leading up to 2023/24. 	<p>Assistant Director of Revenues, Benefits, Corporate Customer Services</p>	<p>1. To help more people to be healthy and stay healthy</p>

Governance and Licensing Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Licensing Service:</p> <ul style="list-style-type: none"> • Assist our clients to run their businesses effectively • Contribute to the welfare of residents and visitors • Promote a vibrant and sustainable future. <p>Health and wellbeing is implicit in decisions which could have a marked influence on public health. Summary of Service Objectives for 23/24 that could influence health and wellbeing:</p> <ul style="list-style-type: none"> • Continue to secure affordable housing (and other planning benefit) through planning and property transactions. • Support the Strategic Planning Committee in ensuring appropriate strategic policy direction and delivery of CIL regime. • Continue to support the Development Management function in securing the right development in the right place, and taking effective enforcement action against unauthorised and harmful development. • Provide timely advice and support in relation to site acquisitions / repurposing to support provision of affordable housing and related processes (internal with external resource where required). • Deliver a revised Street Trading Policy, being due for full review after 5 years. • Deliver licences and consents in accordance with adopted Licensing, Gambling and Taxi policies. 	<p>Licensing Manager</p>	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support for people in their homes.

Growth, Development and Prosperity Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: The team combines expertise across a range of disciplines including habitat mitigation, infrastructure delivery and economic development. The focus is on achieving integrated social, economic and environmental outcomes and the delivery of sustainable development.</p> <p>Health and wellbeing activities not stated, but implicit – with responsibility for sustainable growth, comes potential to have a marked influence on population health by ensuring that growth is both clean and inclusive, in this way helping to realise the Council’s objectives in terms of reducing poverty and carbon emissions. Some of these actions for 23/24 include:</p> <ul style="list-style-type: none"> • Provide intelligence and input to the development of the new Local Plan, and lead on the development of the economic evidence- base for the Local Plan. • Lead the deployment of the UK Shared Prosperity Fund and Rural Economic Productivity Fund programmes. • Engage with and provide support to the local business community. • Support the inaugural Axminster Gate to Plate event on 7th October 2023. • Support local business growth and inward investment by strengthening EDDC’s active promotion of vacant/available employment units district wide. • Ensure delivery of inclusive growth and improved employment and skills outcomes for residents. • Monitor & evaluate local economic, social and environmental impact of Innovation & Resilience Fund (IRF). • Deliver Clyst Valley Regional Park proposals including engaging with key stakeholders and the community. • Engage with landowners and other partners to implement the Clyst Valley Trail proposals. • Support the work of the Cranbrook Strategic Delivery Board, ensuring that a range of services and infrastructure are delivered in step with new homes. • Delivery of Cranbrook town centre: <ul style="list-style-type: none"> ○ Completion of feasibility study for Health & Wellbeing Hub ○ Public consultation on wider investment framework ○ Agreement of delivery plan. 	Assistant Director; Delivery Manager; Economic Development Manager	1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support for people in their homes.

Housing Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: To deliver a decent home for all residents of East Devon, the Housing Strategy 2020-24 sets out four key objectives:</p> <ul style="list-style-type: none"> • Providing Homes • Improving Homes • Improving Communities • Improving Services <p>The Service aims to be consistent with the Public Health Strategic Plan. Summary of Service Objectives for 23/24 that underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Consult on and produce a new Homelessness and Rough Sleeper Strategy 2024-2028. • Continue to meet increasing demand from homeless households and secure suitable temporary and permanent accommodation, supporting households who present with physical and mental health needs, poverty and other issues, ensuring they are able to sustain their tenancies. • Implement, monitor and review the new delivery model for the re-use and recycling furniture programme to assist residents with setting up their home. • Implement the new Resident Involvement Strategy 2023-2027 to ensure all tenant involvement groups are set up, supported and given adequate resources. • Review our current Community Development work plan to clarify objectives, including: <ul style="list-style-type: none"> ○ Deliver projects to support resilient communities (health, poverty, social, wellbeing, financial, employment, tenancy sustainment) ○ Develop the Fairshare project working with Supermarkets in the district and Nourish to collect food from the supermarket, cook and freeze it, and distribute to people with an identified need. Aim to do more for rural areas and link with other work e.g. new applicants for Universal Credit who have limited income for the first six weeks. • Develop our existing methods of tenancy support work in order to pro-actively support tenants to maintain tenancies, e.g. to include budgeting workshops. 	<p>Housing Solutions Manager; Housing Services Manager; Property and Asset Manager</p>	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support for people in their homes.

Housing Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<ul style="list-style-type: none"> • Deliver our sheltered housing service to ensure appropriate levels of support are determined and delivered for tenants in sheltered housing; including to: <ul style="list-style-type: none"> ○ Run a programme of measures aimed at tackling social isolation across our sheltered housing, recognising the increasing number of people suffering from mental health issues. ○ Review outcomes of the work delivered via the Housing Mental Health Support Officer and implement any changes required. • Deliver new affordable housing, aspiring to build more homes for social rent. • Ensure our approach to damp and mould is robust and fit for purpose. 		

HR Service Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: The purpose of the HR Service (which includes payroll, HR and learning and development) is to develop skills, policies and practices so that people are Happy Healthy Here in an organisation that is both supportive and legal.</p> <p>Many of the Council’s employees are residents of the district. Actions to support workforce health and wellbeing contribute to public health, as well as supporting productivity and resilience and ensuring the Council’s meets its statutory duties as an employer. Priorities for 2023/24 include:</p> <ul style="list-style-type: none"> • Agree actions to support Worksmart; includes supporting review of green travel, staff wellbeing, training and any other agreed actions. • Scope and commence ‘Grow Our Own’ project to maximise apprenticeships, engage with local schools and colleges and develop career pathways, succession planning and talent management to support recruitment, retention and workforce development. • Introduce improved staff benefits offer, refreshed star awards and annual all-staff event. 	HR Manager	1. To help more people to be healthy and stay healthy

<u>Place, assets and commercialisation</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: To deliver place-making projects across the Council’s own portfolio as well as through working with others, and to deliver the efficient and effective management of the Council’s assets to maximise financial and non-financial performance. Projects are for the whole community: we work closely with a wide range of groups from volunteers, Parish and Town Councils through to the business community.</p> <p>Summary of Service Objectives for 23/24 that underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Support delivery of Leisure Strategy. • Deliver asset-related actions identified in Leisure Strategy. • Revisit existing stock condition data in context of recommendations from the Leisure Strategy. • Agree continued short-term operation and minimal investment (to ensure H&S compliance) in Broadclyst Leisure Centre, until a decision is made on provision of new leisure centre for Cranbrook and associated timescales for delivery are known. • Develop and deliver place-making strategy and associated development projects, improving and strengthening a sense of place and prosperity in the defining places of East Devon. • Provide officer and member workshops to increase awareness of place-making and to facilitate discussion of opportunities available within East Devon to enable place-making outcomes, if so desired. • Deliver Terms of reference and Place-making Strategy for Exmouth. 	<p>Assistant Director Place, Assets & Commercialisation; Project Manager Place & Prosperity; Project Manager Place & Prosperity (Exmouth)</p>	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support for people in their homes.

<u>Planning</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: To deliver good growth, thriving communities and environmental care, with a broader role than just a narrow regulatory function:</p> <ul style="list-style-type: none"> • Delivering outcomes and stimulating growth in a cared for environment • Creating places where people want to live, work, invest and visit • Shaping places and stimulating markets • Having significant positive impacts on the physical and mental health and wellbeing of the community. <p>Many Service Objectives for 2023/24 underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Progress Local Plan through to a publication draft in accordance with stated timetable and with members' stated aspirations including zero carbon development, promoting walking and cycling, bio-diversity net gain, affordable housing, promoting a green and resilient economy and diversification of town centres. • Collect and spend Community Infrastructure Levy monies to deliver the infrastructure needed to support new development. • Work with and support Neighbourhood Planning Groups. • Determine planning applications for the expansion at Cranbrook and secure the range of uses needed to create the vibrant town envisaged by policy. • Determine applications for the expansion areas at Cranbrook to maintain a supply of housing plots and meet the aspirations for growing the town to approximately 7,800 homes. • Ensure that all new homes inspected by our building control service are built to appropriate standards ensuring that high quality homes are provided. • Ensure that new developments are required to deliver appropriate levels of open space and promote walking and cycling, to deliver better health and wellbeing outcomes. • Complete work on and adopt a new Playing Pitch Strategy for the district that clearly identifies the needs for enhanced provision and plots a course towards their delivery. • Report on our delivery of high quality new and improved play areas, open spaces and sports pitches funded from development proposals. <p>Continue to apply existing Local Plan and neighbourhood plan policies and government policy to secure the most low-carbon, energy efficient new developments we can.</p>	<p>Assistant Director Planning; Planning Policy Manager</p>	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support for people in their homes.

<u>Streetscene</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Purpose of Service: This Service affects every resident and visitor: providing opportunities for health and wellbeing and environments that help to make a positive impact on our residents and visitors lives, by protecting and improving a Greener East Devon and contributing to public health through the provision of sanitation services such as street cleansing, public toilets and recycling & waste collection.</p> <p>Many Service objectives for 2023/24 underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Continue to build our events programme sensitively according to the adopted Events Strategy and Policy: hold two annual health and wellbeing events in our parks • Aim to issue a fitness licence for each major town in the district. • Work in partnership with Wild East Devon and Thelma Hulbert Gallery to develop a community art trail across EDDC greenspaces. • Set up a further two Friends of Groups in our green flag parks to gain greater community input and offer opportunities for volunteering, learning and activity. • Capital replacement of play areas (existing and new bids) which have reached the end of their service life at well-used sites on EDDC land, to continue provision of high quality, free-to-use play areas and parks: <ul style="list-style-type: none"> ○ Axminster: Millwey s106 funded project; North Steet Allotment ○ Beer: Jubilee Play Area ○ Budleigh Salterton: Lime Kiln new bid; Greenway Lane ○ Exmouth: Liverton Copse; The Crescent ○ Honiton: Jerrard Close; Pale Gate Close; Butts Close; Whitebridges new bid; Willow Walk new bid ○ Ottery St Mary: Land of Canaan Play Area 	Assistant Director, StreetScene	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support for people in their homes.

<u>Streetscene</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<ul style="list-style-type: none"> ○ Sidmouth: Baker Close ○ Brixington Open Space Enhancement. ● Continue to assist Exmouth Town Council with the design, procurement and project management of the Bapton Valley cycle route. ● Improvements to Exmouth Skatepark: following successful extension, to install lighting with match funding from ETC to increase its usable safe hours. ● Complete the draft Beach Amenity Development Plan, incorporating health & wellbeing opportunities. 		

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20.01.23