

Report to: Cabinet
Date of Meeting: 10 July 2019
Public Document: Yes
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Review date for release: None



Subject: Public Health Implementation Plan 2019/20

Purpose of report: In this Council's Public Health Strategic Plan (2019 – 2023) we recognise that a lot of our residents would like to be (and could be) in better health and we believe that as a provider of important public services we have an overarching responsibility to think about people's health and wellbeing in everything we do. Every year we commit ourselves to a Public Health Implementation Plan that sets out specific things that this Council is going to do to help people to be healthy and to stay healthy. This report collects together examples of some of the really good work that has been and is continuing to be delivered by our front line Council services.

Recommendation: To approve and promote this year's Public Health Implementation Plan 2019/20

Reason for recommendation: To raise awareness of the importance of this Council's work in keeping people well and to celebrate the enormous contribution our services make to the prevention agenda within the Devon Sustainability and Transformation Partnership (STP) – the comprehensive five-year plan to transform health and care services for local people so they are fit for the future.

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Financial implications: There are no identifiable financial implications, however should there be Financial resource requirements then these would be funded from the individual Service budgets.

Legal implications: The report does not raise any specific legal implications which require comment.

Equalities impact: High Impact
This Implementation Plan identifies activities designed to make a positive difference to everyone's physical health and mental wellbeing across East Devon. In a fully multi-disciplinary approach, teams across the council are embracing opportunities to combat inequalities and encourage healthier lifestyles.

Risk: Low Risk
These activities are already identified in service plans for teams across the council.

Links to background information: [:Our Public Health Implementation Plan 2019/20](#)

The annual Implementation Plan records actions to meet our [Public Health Strategic Plan 2019/23](#)

Link to Council Plan: Encouraging communities to be outstanding, delivering and promoting our outstanding environment and continuously improving to be an outstanding council.

Report in full

1. Council staff work incredibly hard to help our residents lead happier healthier lives. Unfortunately it is the case that you are more likely to have poor physical and mental health if you live in a deprived area with average life expectancy in some areas within the district being ten years more than in others. Public health data supports these observations and provide us with the robust evidence base upon which our strategic and implementation plans are founded.
2. We have set ourselves three overarching aims which help us to make a real difference in life expectancy (and in particular healthy life expectancy) within our communities:
 - i. To help more people to be healthy and stay healthy
 - ii. To enhance self-care and support community resilience
 - iii. To integrate and improve support for people in their homes.
3. Most of our Council services really do have an important part to play in delivering joined-up services that support these three health and wellbeing priorities.
4. Our Implementation Plan for 2019-20 is full of activities that we have included, not as bolt-on extras but as an integral part of our Service Plans.
5. **Our Countryside and Arts teams work tirelessly** to help provide a healthier, more beautiful natural environment and to deliver experiences that inspire, educate and involve all those who live in and visit East Devon's outstanding environment.

Specific work has included:

- the Thelma Hulbert Gallery outreach learning programme which delivers a learning programme in schools and communities;
 - a community consultation to create cross-sector social engagement;
 - working to develop visual impairment accessibility;
 - integrating art and the natural environment into so-called social prescribing as an alternative or in addition to medication to prevent and treat certain conditions including depression and anxiety associated with social isolation that can be improved by participation in say a local nature reserve volunteering programme.
6. **Through our Economy and Regeneration Services** we deliver regeneration outcomes by optimising the council's assets, creating new facilities for people to visit or work in and to generally enhance work-life balance.

Their work:

- leads to genuine transformation of places,
- supports and develops businesses; creates partnerships; attracts investment;
- supports new development through the planning process and;

- helps to develop skilled work opportunities – a critical underlying determinant of future health and wellbeing.
- identifies opportunities that help to promote the council's environmental, cultural and countryside/coastal commitments by delivering projects such as Exmouth Watersports Centre, Queen's Drive Space and the renewal of the former Drill Hall site.

7. **Our Environmental Health, Car Parks and Community Safety teams** work in many and various ways to control and influence a range of behaviours and environmental factors that affect the health and wellbeing of people in East Devon.
- We help more people to be healthy and stay healthy with regular and informative health message broadcasting on social media.
 - We find, research and evaluate national and regional public health campaigns, initiatives and programmes suitable for our population and then promote them;
 - We support East Devon's communities with a programme of fair and transparent regulatory inspections and investigations supporting businesses and helping to protect residents' health and wellbeing.
8. **Our Finance, Revenues and Benefits teams** provide means-tested financial support in respect of housing and council tax costs in accordance with prescribed legislation and a locally determined scheme. They also signpost and refer customers to other agencies for help and support where they identify opportunities to help address wellbeing issues associated with financial hardship, social isolation or vulnerability.
9. **The staff in our Governance and Licensing teams** assist clients to run their businesses effectively, contribute to the welfare of residents and visitors, promote a vibrant and sustainable community. They help to secure affordable housing (and other planning benefit) through planning and property transactions – a decent home is another underlying determinant of good health and wellbeing. . They also provide valuable support the Strategic Planning Committee in ensuring appropriate strategic policy direction and delivery of CIL regime to ensure we continue to address health inequalities in our communities.
10. **Our Growth Point Team:** ensure that we achieve that perfect balance between economic growth whilst protecting our outstanding natural environmental – both of which are critical to good health and wellbeing in our communities. They focus on helping to secure a low carbon economy, they deliver projects that further the economic growth and productivity of the district. They also work to support the Cranbrook Healthy New Town programme and the Sport England pilot programme to encourage the least active Cranbrook families to be active together.
11. **East Devon District Council's Housing teams** deliver enormous benefits for the health and wellbeing of both our own tenants and those who live in privately rented accommodation. They strive to deliver a decent home for all residents of East Devon – possibly the single most important determinant of our health and wellbeing. They provide a housing options service for all who are homeless or threatened with homelessness; they provide, maintain and manage our own council housing stock; and work with housing developers and housing associations to deliver more affordable housing; to regulate and improve other social rented, private rented and owner occupied housing and promote and administer a range of support programmes to help improve the energy efficiency of our housing stock directly tackling fuel poverty and making a major contribution to residents' health and wellbeing. It should come as no surprise that we know that our tenants report significantly better wellbeing than those who are waiting for suitable accommodation.

12. **Our Organisational Development and Transformation teams** are responsible for encouraging and supporting a healthy workforce, and for ensuring that the Council meets its public sector equalities duties. They provide a range of activities and schemes supporting staff health and wellbeing include lunchtime staff walks and our occupational health service.
13. **The Planning and Planning Policy Service:** deliver good growth, thriving communities and environmental care. Their work delivers outcomes that stimulate growth in a cared-for environment. This creates places where people want to live, work, invest and visit. Their work shapes places and stimulates markets. They work closely with communities to fully engage people in planning decisions. These actions can have significant positive impacts on the physical and mental health and wellbeing of the community.
14. **Our in-house Property and Estates Service:** manages the council's land and property asset portfolio in a way that secures best value, operational efficiency, and longevity of assets and delivers commercial and social value. Equalities assessment including accessibility. They carry out engagement with community and other organisations. Through non-financial modelling they will also add weight to the contribution towards social, economic or environmental wellbeing of a community – all critically important to the overall health and wellbeing of East Devon's residents.
15. **Finally, last but by no means least our Streetscene teams** provide opportunities for health and wellbeing in our outstanding environment as well as contributing to public health through provision of sanitation services such as street cleansing, public toilets and recycling and waste collection. Their work delivers, promotes and protects our outstanding environment through keeping things clean and green, providing award winning beaches and parks; supporting other objectives by providing opportunities for communities to be healthy, to connect with nature and each other; great beaches and public spaces that help to support our visitor economy and to support corporate projects such as Queens Drive Space to make them a success. They maintain all outdoor council assets and spaces; cleaning most of East Devon's public realm; they look after East Devon's 5 town beaches and associated cliffs, promenades and accesses to ensure they encourage residents to make the most of the natural "green" and "blue" gyms on our doorstep.
16. Our Public Health Implementation Plan 2019/20 is available at:
http://eastdevon.gov.uk/media/2940644/eddc_ph_implementation-plan_19-20.pdf