

Housing and Health Committee Meeting	
Meeting Date	Tuesday 5 th March 2024
Report Title	Health & Wellbeing Improvement Plan Closure Report
EMT Lead	Emma Wiggins, Director of Regeneration & Neighbourhoods
Head of Service	Charlotte Hudson, Head of Housing and Community
Lead Officer	Sarah-Jane Radley, Community & Partnerships Manager
Classification	Open
Recommendations	1. The committee is asked to agree our proposed next steps for this work as outlined in proposal section.

1 Purpose of Report and Executive Summary

- 1.1 The Health and Wellbeing Improvement Plan 2020-2023 has now come to the end of the delivery period. This report gives an overview of the deliverable outcomes and an overview of the proposals for supporting Health and Wellbeing going forwards.

2 Background

- 2.1 The Health & Wellbeing Improvement plan was adopted by Cabinet in March 2021 to address health inequalities within the Borough. As a borough council, we are not formally responsible for public health as this statutory duty lies with Kent County Council, however it was recognised that as a Local Authority we have a role to play in helping improve the health and wellbeing of our residents and so the Health and Wellbeing Improvement Framework was developed, and an Officer was recruited through Special Projects Fund to deliver this work.

The weblink for the adopted plan is available at section 8.

The Health and Wellbeing Officer post came to an end in May 2023 and the delivery of the plan in its original format has evolved through the development of the Community & Partnerships Team. Health improvement work has become mainstreamed throughout the Council, with this team ensuring coordination and leadership on this agenda. Since the original development of this plan, relationships with our health partners have improved significantly and this is reflective in the planned worked looking forward.

2.2 Improvement Framework

The plan contains 4 key workstreams of which underpinned the objectives of the Health & Wellbeing Officers role and some of the future delivery of the C&P Team.

Workstream 1 – Building Healthier Communities

Objective	Plan delivery	Current activities
<ul style="list-style-type: none"> • Contribute towards planning applications • Contribute to revised local plan • Review internal policy • Strive to embed health in all relevant workstreams • Champion the health and wellbeing agenda • Support the implementation of the Economic Improvement Plan (EIP) • Support the implementation of the Visitor Economy Framework (See VEF) 	<ul style="list-style-type: none"> • Members, SMT and Heads of Service contribute to development and decision making processes • Development of high level relationship with NHS and ICB through Director of Regeneration and Head of Housing & Community • Engagement in projects/work relating to transport, active travel, air quality and fuel poverty • Support ‘Improving Skills’ priority through engagement with Economic Development Team 	<ul style="list-style-type: none"> • Joint working takes place in relation to Section 106 agreements and a joint estate strategy. • The emerging Corporate Plan and Local Plan are being developed to embed health holistically across the council and to integrate key objectives towards tackling the wider determinants of health in the borough. This includes ensuring adequate infrastructure is in place. • C&P Team working collaboratively across departments to ensure health is championed in projects and service delivery going forwards. • C&P Team linking with UKSPF Skills funding to engage VCS and ensure health inequalities considered

Workstream 2 – Supporting Healthy Lifestyles

Objective	Plan delivery	Current activities
<ul style="list-style-type: none"> • Maximise upon potential to use our outdoor spaces to promote health • Review existing health initiatives operating within Swale • Champion priority areas of health • Explore opportunities to work in partnership with our leisure providers • Promote and develop lifestyle change initiatives 	<ul style="list-style-type: none"> • Childrens Centre campaigns – Change4Life and Start4Life • One You services supporting healthy lifestyles in adults • Active Kent – activities that support healthy lifestyles 	<ul style="list-style-type: none"> • Working with Active Kent and Medway to link in with local initiatives and Medway Healthy Weight Network to promote Swale projects. • C&P Team linking in with the HCP as well as KCC & ICB to champion Swale and

<ul style="list-style-type: none"> • Support and develop projects targeting areas of health inequality • Evaluating health and wellbeing work • Directory of resources • Health and wellbeing funding • Add value to existing/new projects which link to health & wellbeing • Smoke free agenda • Obesity • Mental health / dementia 	<ul style="list-style-type: none"> • One You Smoke Free Service • Breastfeeding campaigns – peer support & breastfeeding friendly locations • Kent Sport – cycling and walking programmes • One You 12 week weight loss programme • Depression & mental health support – Partnership with Live Well Kent and various local organisations • Social isolation & loneliness – partnership with Swale CVS and other local organisations including Age UK and KCC Community Wardens • Obesity – KCC Obesity Framework delivery 	<p>develop ideas for new projects as well as enhance existing.</p> <ul style="list-style-type: none"> • Development of One Swale Roadshows in conjunction with HCP to promote health partners in communities. • Development of VCS mapping through Swales contract with Swale Voluntary Alliance. • Community & Partnerships Manager is a panel member for HCP inequalities funding and developing new ideas with VCS through Cost-of-Living Partnership Group. • C&P Team attending a number of meetings including HCP, ICB, Kent wide and local networking to promote health and promote new collaborative ways of working. • C&P Team attending KCC Whole Systems Approach meetings where resources allow which link to Smoke Free, Obesity, Mental Health, Dementia and Asthma.
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Workstream 3 – Developing Partnerships

Objective	Plan delivery	Current activities
<ul style="list-style-type: none"> • Develop positive working relationships with health sector partners • Develop positive working relationships with our leisure providers, voluntary & community sector partners 	<ul style="list-style-type: none"> • Development of high level relationship with NHS and ICB through Director of Regeneration and Head of Housing & Community 	<ul style="list-style-type: none"> • C&P Team have been working closely with the HCP to develop relationships and cross working. This has had a positive impact to the development of VCS

<ul style="list-style-type: none"> • Maintain positive working relationships with health sector partners • Maintain positive working relationships with voluntary & community sector partners • Community engagement • Projects 	<ul style="list-style-type: none"> • Head of Housing & Communities represents on various housing groups • Links to VCS and wider partner groups through Community, Safeguarding and CSP 	<p>projects and the team will continue to build on this going forwards.</p> <ul style="list-style-type: none"> • C&P Team have developed a well-attended Cost of Living Group which allows a variety of organisations from across the borough to come together to develop new ideas and projects across Swale, as well as network and have a voice on important local issues. • C&P Team will continue to develop the working relationships formed with health partners (and others) through the delivery of the Corporate Plan. • Development of an overarching Community and Partnership Strategy will oversee continued community engagement and development of health inequalities projects.
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Workstream 4 – Communication Strategy

Objective	Plan delivery	Current activities
<ul style="list-style-type: none"> • Communicate health messages/projects to community and partners • Communicate key dates • Deliver a multi-agency communications plan • Strive to embed health messages into all work that we do as a council • Explore all opportunities for the council to promote areas that we champion 	<ul style="list-style-type: none"> • Develop Active Swale Brand • Develop stronger links and understanding of health promotion with SBC Communications Team – provide stats and evidence • Breastfeeding – Beside You social media campaign 	<ul style="list-style-type: none"> • Utilising SBC communications, Cost of Living group, One Swale Roadshows, SCEN, and others to promote health messages, key dates and projects as we are informed of them • Development of Swales Corporate Plan hopes integrate health across the authority.

	<ul style="list-style-type: none"> • NHS Smokefree App – campaign • Cooking on a budget – cookbook developed and promoted through food banks 	
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Acronym Definitions

C&P Team: Community and Partnerships Team (SBC)

VCS: Voluntary and Community Sector

HCP: Medway & Swale Health and Care Partnership

ICB: Integrated Care Board

CSP: Community Safety Partnership

3 Proposals

- 3.1 As part of the development of Swales emerging Corporate Plan, improving health outcomes holistically have been embedded across the work of the Council. The plan contains a number of cross-cutting key objectives that will contribute towards tackling the wider determinants of health.

In addition to the Corporate Plan, it is proposed that a community development strategy is developed. This would outline the role of the Council, working in partnership with other agencies and the voluntary/community sector, in supporting the needs of communities. This would have a number of key priorities, including health and wellbeing. This strategy would seek to continue to develop relationships with our key health partners.

Next steps

Imbed health principles of Swales Corporate plan within delivery across the organisation.

Develop and consult on a community development strategy, which would include health and wellbeing as a key priority.

Continue development of the relationship with external agencies, including NHS and VCS.

4 Alternative Options Considered and Rejected

- 4.1 The option to continue with the existing Health & Wellbeing delivery framework has been considered and rejected. How the Council manages health and wellbeing activity has evolved since the original delivery plan was created and is now more embedded across the organisation. The Community and Partnerships team collectively oversee our response. The proposed developed of a community

development strategy, alongside the emerging corporate plan would also create unnecessary duplication.

5 Consultation Undertaken or Proposed

- 5.1 This report is for information purposes only and therefore no consultation is required.

6 Implications

Issue	Implications
Corporate Plan	The Council is in the process of adopting its revised corporate plan and a number of the new key objectives across all four Committees that will contribute towards tackling the wider determinants of health in the borough.
Financial, Resource and Property	The Community Team underwent a restructure in 2022 as part of the budget proposals, this included the deletion of the Health & Wellbeing Officer post. Health is now integrated within the service delivery of the Community & Partnerships Team.
Legal, Statutory and Procurement	None at this stage
Crime and Disorder	None at this stage
Environment and Climate/Ecological Emergency	None at this stage
Health and Wellbeing	The Corporate Plan and proposed community development Strategy will support the continuation of work to tackle health inequalities in the borough and work collaboratively with the HCP, ICB and others going forwards.
Safeguarding of Children, Young People and Vulnerable Adults	Continued collaboration across the council and with our partners to tackle health inequalities with the aim of reducing numbers of safeguarding cases within the borough.
Risk Management and Health and Safety	None at this stage
Equality and Diversity	None at this stage
Privacy and Data Protection	None at this stage

7 Appendices

None.

8 Background Papers

Swale Health and Wellbeing Improvement Plan -

<https://services.swale.gov.uk/meetings/documents/s18201/Appendix1%20-%20health%20and%20wellbeing%20improvement%20plan%20FINAL.pdf>