

Report To:	CABINET	Date:	26th JANUARY 2021
Heading:	ASHFIELD HEALTH AND WELLBEING PARTNERSHIP STRATEGY 2021-25		
Portfolio Holder:	CLLR KIER BARSBY, PORTFOLIO HOLDER HEALTH AND LEISURE		
Ward/s:	ALL		
Key Decision:	NO		
Subject to Call-In:	YES		

Purpose of Report

The purpose of the report is to update Cabinet on the new Ashfield Health and Wellbeing Partnership and development of the Health and Happiness Strategy 2021-2025.

Recommendation(s)

Cabinet to:

- 1) Note the significant progress made against the Health and Happiness theme in the Council's Corporate Plan.
- 2) Approve the development of the Health and Happiness Strategy 2021- 2025 and endorse the framework of the strategy as set out in this report.
- 3) Delegate authority to the Place and Communities Director to sign off the final strategy.

Reasons for Recommendation(s)

The strategy will support the delivery of outcomes within the Corporate Plan's Health and Happiness theme and aligns to the work of many strategic organisations including Mid Notts. Integrated Care Partnership and Nottinghamshire Public Health. The strategy also considers the impact of Covid-19 and focuses delivery on those affected by the pandemic as one of the priority groups.

Alternative Options Considered

*The alternative option is to not endorse the strategy - **Not recommended** as the existing strategy is out of date and a new strategy is needed to ensure the work of the Partnership is focused in areas of greatest need.*

Detailed Information

The Ashfield Health and Wellbeing Partnership (formerly Active Ashfield) became the lead for the 'Be Healthy, Be Happy' theme of Discover Ashfield in 2019. It has a multi agency membership (Appendix 1) with formal Terms of Reference.

Key Successes

The previous *Active Ashfield Lifestyle Strategy 2017-2021* supported the delivery of outcomes within the Corporate Plan's Health and Happiness theme, some of the key successes include:

Ashfield Leisure Transformation programme – This programme has seen the transformation of leisure across Ashfield and will conclude in April 2022 with the opening of a brand new £15.5m leisure facility in Kirkby, additional water space at Hucknall Leisure Centre as well as capital investment in Lammas Leisure Centre in Sutton. The operator contract for the leisure centres has been reformed, with a firm focus on 'active communities' and supporting our less active residents to make positive lifestyle choices.

Feel Good Food – This project brings together partners to support developments in food environments and healthy eating. Feel Good Food was launched May 2019, by celebrity chef Jean Christophe Novelli, and had a focus on increasing the knowledge, skills and confidence of residents in the Sutton in Ashfield area to eat more healthily and shop local.

Since the outbreak of the Covid-19 pandemic, Feel Good Food has progressed further with a focus on reducing food poverty within the District, working in partnership with local food banks. A partnership approach has enabled food banks to access additional funding and supplies. Towards the end of 2020, food banks in Ashfield were supporting over 350 individuals and families each week.

Feel Good Families – This project was developed by the Ashfield Health and Wellbeing Partnership to provide opportunities for families to engage in positive activities together, within their local community. Developed based on feedback from local families, Feel Good Families was launched in July 2019 and currently has over 550 families signed up, reaching over 1,100 young people. In 2019-20, Feel Good Families has delivered a variety of free or low cost activities for families to engage in including; themed park trails, arts and crafts, community events, learn to cycle sessions, cookery sessions, dance and ice skating. During the Coronavirus pandemic, activity packs and online activities were delivered, ensuring some of our most vulnerable families, could enjoy some quality time together.

Target area working - Three communities within Ashfield have been selected to be the focus of the Partnership. These are Coxmoor in Kirkby, Leamington in Sutton and Broomhill/Butler's Hill in Hucknall. We have been developing our understanding of 'what matters' to the people who live in these communities and strengthening relationships with organisations who already have trusted relationships in the areas. Illustrations have been developed and widely shared across Ashfield:



Ashfield and Mansfield Dementia Partnership – This is a local Partnership created to support and develop opportunities for local people to live well with dementia. Since the Partnership was formed in 2017 it has:

- Delivered Dementia Friends' sessions locally, creating over 600 new dementia friends, to raise the awareness of dementia in local communities.
- Created a process for local businesses and community venues to become dementia friendly
- Attracted nearly £10,000 lottery funding to support new activities and opportunities for people living with dementia and their carers, as well as supporting businesses to become more dementia friendly.
- Delivered over 300 activity packs to people living with dementia during Covid-19 with funding from Mansfield Building Society Community fund and Ashfield District Council
- Delivered a Dementia Tap Dance project within local care homes and dementia support groups with the support of Arts Council funding.

Health Hub – Lammas Leisure Centre - In November 2019, a designated Health Hub was opened at the centre to support the health and happiness of Ashfield residents by repurposing and investing in an underused space. The benefits of implementing the Health Hub include:

- Improved experience for Exercise Referral patients and increased weekly attendances from 32 to 196 (Feb 20)
- Increased number of partnerships with for example Department for Work and Pensions (DWP), ICS communications team and Forest Glade Primary School.
- Improved accessibility for user groups who require extra space for personal care and created greater opportunity to include wellbeing sessions including a children's choir and a meditative class.

Serving the Community through Coronavirus

Many voluntary and community organisations have been affected by the pandemic and in 2020, many changed their focus and methods of delivery to meet the needs of Ashfield residents. Foodbanks started to deliver food parcels, services usually delivered face-to face went online, such as befriending, support with debt, nutritional advice, mental health support and physical activity sessions.

New Strategy 2021 -2025

The Partnership has reviewed the current strategy and following several meetings, consultation with 40 organisations through a stakeholder survey and presentations at the Discover Ashfield Board and Ashfield Community Development Group, it is now in a position to publish a new strategy for 2021- 2025.

The vision for the strategy is 'For everyone who lives in Ashfield to lead a healthy and happy life', which is underpinned by a number of key priorities, which are aligned to the Council's partnership with the Mid-Notts. Integrated Care Partnership:

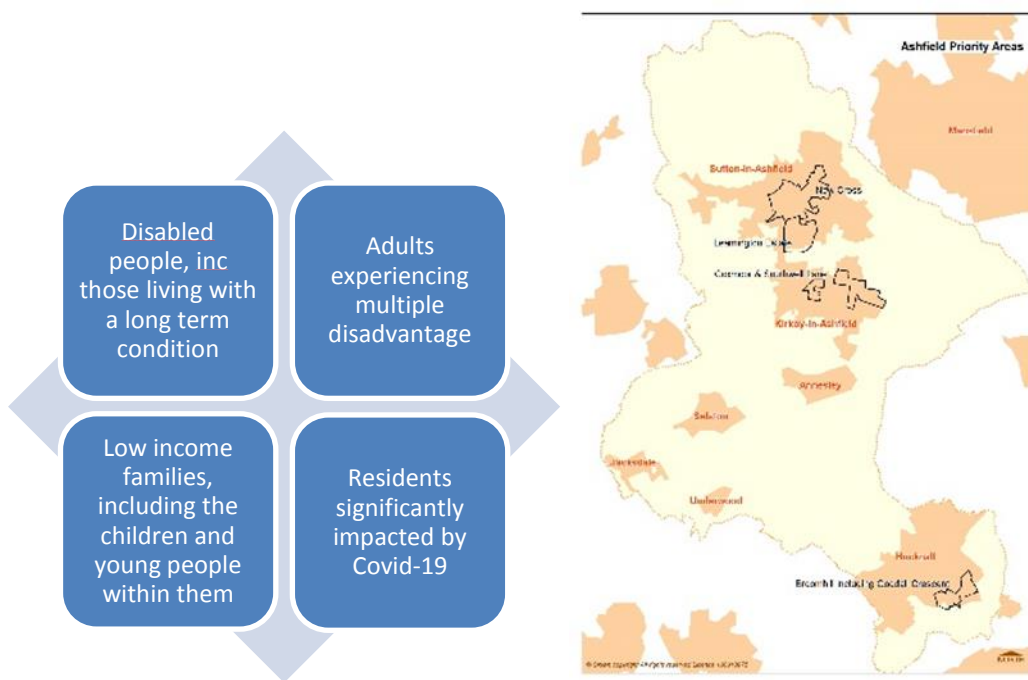
- To give every child the **best start in life**;
- To promote and encourage **healthy choices**, improved resilience and social connection;
- To support our population to **age well** and reduce the gap in healthy life expectancy;
- To maximise opportunities to develop our built environment into **healthy places**;
- To tackle **physical inactivity**, by developing our understanding of barriers and motivations.

The Partnership has looked at available data sources to better understand the health inequalities that exist across Ashfield. The data shows that the District is significantly worse than average for a number of health indicators including: mortality rate, adult and childhood obesity, hospital admissions for alcohol related issues and smoking during pregnancy. In addition the number of people claiming Universal Credit is increasing. We have 30.8% of adults who are physically inactive, and not only is life expectancy shorter than in other areas of England, there is an 8% difference between our the more affluent and deprived areas within our own District.

The Partnership also analysed the Ashfield District Council Covid 19 Survey (July 2020) which showed many respondents said that they had been negatively impacted. In addition 68% were worried about the impact of the pandemic, 40% felt it would have a negative impact on their finances and 42% said it had impacted on their job. The survey was completed by a small number of people (43).

Priority Places and Groups

Based on the data and the insight shared by partners, it has been proposed that the work over the next four years, should focus on priority places and priority groups. It is in these places and groups that we see the highest levels of health inequality:



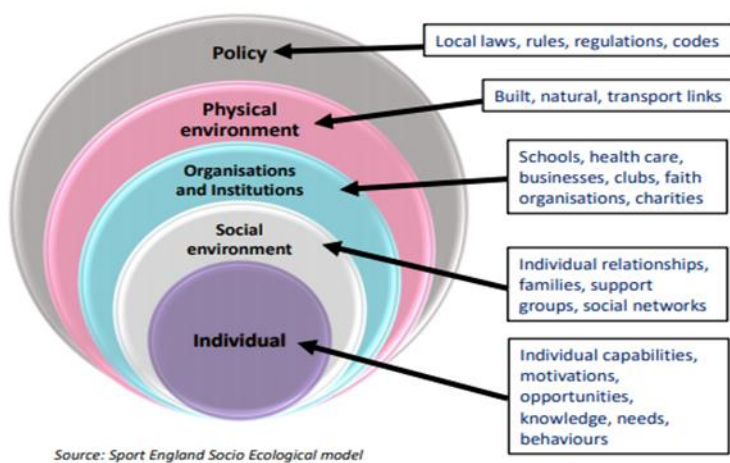
The data sources include:

- Ashfield Health Profile 2019
- Indices of Multiple Deprivation 2019
- Active Lives Data May 2018 - May 2019
- Citizen’s Online, Ashfield Digital Inclusion Survey 2020

Approach

One of the values of the Partnership is 'stubborn on vision, flexible and adaptable on approach'. The Partnership recognises the importance of working in collaboration with individuals and organisations across the health system. Everyone has a role to play throughout the system, and the Partnership recognises that everyone's role, input, ideas and contributions are important. Whilst organisations may take a lead on certain aspects of delivery, there is no hierarchy. By all working together, utilising each other's strengths, helping support and develop weaknesses, empowering others, being fully inclusive and open, we will move towards achieving the vision: 'Everyone who lives in Ashfield leads a healthy and happy life'.

The Partnership recognises that a person's motivation and personal circumstances are not the only factors that impact on the choices they make, and that there is a need for change across the whole system. In the work undertaken by the Partnership, it will consider the model outlined below, to ensure that positive behaviour change can take place.



Measuring Success

Each year, an annual review will be undertaken by the Partnership outlining the work, successes and challenges of the previous year. The data sources used to inform the strategy's priorities will be revisited to see what changes have occurred. We will also look to gather information from specific projects; this will include numbers, reflections, observations and case studies.

Call to action

The Ashfield Health and Wellbeing Partnership will encourage all organisations to:

- Align strategies, plans and policies to the priorities within this strategy;
- Advocate the importance of reducing health inequalities;
- Strengthen understanding of the issues that need to be addressed and consider the role played within that;
- Work collaboratively and be part of the system;
- Share insight, ideas, solutions and challenges; and
- Make positive choices about own behaviours.

Implications

Corporate Plan:

The Council commits to deliver targeted health activities to improve health and quality of life through targeted policy and activities:

- Feel Good Food
- Feel Good Families
- Free leisure centre based activities for young people and care leavers
- Air quality, alcohol and smoking interventions.

Within the Be Healthy, Be Happy section, a focus is to narrow the gap between Ashfield and our comparator groups for the following health measures:-

- Increase participation in physical activity
- Reduce adult obesity
- Reduce child obesity
- Reduce children in poverty
- Reduce smoking prevalence
- Reduce economic inactivity due to long term sickness
- Reduce excess winter deaths

This will be done through engagement with and influence of organisations within the Health and Wellbeing Partnerships to help reduce health inequalities through integration and system change.

Legal:

No legal implications identified within the report.

Finance:

The strategy has been produced by Council officers, working with partners, the cost of the production of hard copies of the strategy will be met by the Ashfield Health and Wellbeing Partnership.

Budget Area	Implication
General Fund – Revenue Budget	No direct cost implications
General Fund – Capital Programme	N/A
Housing Revenue Account – Revenue Budget	N/A
Housing Revenue Account – Capital Programme	N/A

Risk:

Risk	Mitigation
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Not delivering the strategy within the timeframe	Annual monitoring and review of the strategy, together with regular meetings of the partnership will help to ensure successful delivery
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Human Resources:

No HR implications identified within the report.

Environmental/Sustainability

No implications identified within the report.

Equalities:

The delivery of the strategy aims to reduce the health inequalities that exist across Ashfield, by focussing delivery, services and capacity in priority places and target groups.

Other Implications:

Not applicable

Reason(s) for Urgency

Not applicable

Reason(s) for Exemption

Not applicable

Background Papers

Previous Strategy – Active Ashfield Lifestyle Strategy 2017 -2021

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Appendix 1: Ashfield Health and Wellbeing Partnership Membership:

Ashfield District Council

Everyone Active

Active Notts

Nottinghamshire County Council Public Health

Ashfield Voluntary Action

Sutton Academy and ATTFE

Self Help UK

Mid Notts Integrated Care Partnership

NHS social prescribing team

Your Health Your Way Notts

Citizens Advice Ashfield

Nottinghamshire Police
Transforming Notts Together
Nottinghamshire Mind
Nottingham Trent University
Nottinghamshire County Council Targeted Families Team
Macmillan.