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| Agenda Item No: | <b>5</b>                                     |  |
| Committee:      | <b>Overview &amp; Scrutiny</b>               |  |
| Date:           | <b>21 August 2017</b>                        |  |
| Report Title:   | <b>Health &amp; Wellbeing Update 2016-17</b> |  |

## Cover sheet:

### **1 Purpose / Summary**

This report is to update the panel on the Council's Health & Wellbeing work from April 2016 to March 2017.

### **2 Key issues**

- 2.1 Health is everybody's business. As our current Health & Wellbeing Strategy identifies, right across the Council our services impact on health and wellbeing.
- 2.2 The lead Portfolio Holder's for co-ordinating these activities are Cllrs Cornwell and Mrs Tanfield through the Council's Health and Wellbeing strategy, however it should be recognised that these services link across every Portfolio Holder's area of responsibility.
- 2.3 This highlight report gives examples of the positive work that Fenland District Council undertakes that contributes to positive health and wellbeing outcomes for our communities.
- 2.4 The Council also actively works with and supports other health stakeholders working in the Fenland area, and in particular the delivery of major change programmes such as the County Council Better Care Fund and the NHS System Transformation Programme.
- 2.5 Traditionally, local health and wellbeing priorities have been co-ordinated via a local health partnership forum. However, with such significant changes to the existing health systems taking place the working of such local forums across Cambridgeshire are currently under review by the County Health & Wellbeing Board and the Public Services Board. It is proposed that the complexity of exiting stakeholder arrangements are simplified to allow for a more streamlined approach to decision making, although the final model for delivery has not yet been determined.

### **3 Recommendations**

It is recommended that the Panel notes the progress made by the Council in delivering health and wellbeing actions.

|   |  |
|---|--|
| <b>Wards Affected</b>                                       | All  |
| <b>Forward Plan Reference</b>                               |  |
| <b>Portfolio Holder(s)</b>                                  | <p>Councillor Mike Cornwell, Portfolio Holder for Communities</p> <p>Councillor Chris Seaton, Portfolio Holder for Finance</p> <p>Councillor Will Sutton, Portfolio Holder for Neighbourhood Planning</p> <p>Councillor Michelle Tanfield, Portfolio Holder for Leisure &amp; Children &amp; Young People</p> <p>Councillor David Oliver, Portfolio Holder for Community Safety &amp; Heritage</p> <p>Councillor Peter Murphy, Portfolio Holder for Environment</p> <p>Councillor Ralph Butcher, Portfolio Holder for Growth</p> <p>Councillor Simon King, Portfolio Holder for Equalities &amp; Transport</p> |
| <b>Report Originator(s)<br/>And<br/>Contact Officer (s)</b> | <p>Richard Cassidy - Corporate Director<br/> <a href="mailto:richardcassidy@fenland.gov.uk">richardcassidy@fenland.gov.uk</a></p>  |
| <b>Background Paper(s)</b>                                  | <p>Business Plan 2017-2018</p> <p>Draft Health &amp; Wellbeing Strategy 2017-18</p>  |

# **Overview & Scrutiny Report**

## **Health & Wellbeing Update**

**August 2017 –**

**Health is Everybody's business**

# Lead Portfolio Holders



**Councillor  
Mike Cornwell**  
Cabinet Member for  
Communities



**Councillor  
Michelle Tanfield**  
Cabinet Member for  
Leisure & Young  
People

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**under review by the County Health & Wellbeing Board and the Public Services Board. It is proposed that the complexity of exiting stakeholder arrangements are simplified to allow for a more streamlined approach to decision making, although the final model for delivery has not yet been determined.**

## Communities:

### **Ensuring residents get the benefits they are entitled to**

**Portfolio Holder:** Cllr Seaton

We ensure that our residents receive the benefits they are entitled to through Housing Benefit [HB] (that helps towards rent payments for social housing and private sector tenants) and Council Tax Support [CTS] (that reduces Council Tax liability). Both benefits are means-tested and share the same application and assessment process, to help make it easier to apply and more efficient to administer.

Currently we help 8100 households through CTS, 6200 households with HB. Of these there are 5300 receiving both CTS and HB from us.

We ensure that we publicise these benefits widely through our website (which also has an on-line benefits calculator and application form; customers can also visit our Shops and Hubs to get help completing this form), information enclosed with Council Tax bills as well as regular liaison with local landlords, especially large social landlords.

We understand that residents rely on HB and CTS to help them remain in their homes as well as put money into Fenland's economy. We have a target to assess all new claims and changes to CTS and HB within 8 days of receiving all relevant information. In 2016-17 we did this in an average of 7.1 days for CTS and just 5.8 days for HB.

### **Supporting residents affected by welfare reform changes**

**Portfolio Holder:** Cllr Seaton

The most significant welfare reform change for generations has started to take effect; Universal Credit (UC). This is a new single benefit that replaces Jobseekers' Allowance, Housing Benefit (HB), Working Tax Credit, Child Credit, Employment Support Allowance and Income Support. It is designed to be simpler to understand, claim and administer and it also brings the principle of a personal benefit account for claimants to manage digitally as part of seeking work and receiving help whilst in work when on low incomes. The service went live for single people in Fenland last year and will do so for all other groups in May 2018. We are working with customers, housing associations and private landlords to increase awareness of UC and this includes making self-service terminals available at our Shops and Hubs that allow customers to apply for UC on-line and maintain their personal UC account.

The other continuing development is the benefit cap. The Government has introduced a limit on the income that households can receive from state administered means-

tested benefits. From November 2016 this was reduced to £20k per annum. Where benefit income exceeds that, the excess is deducted by Councils, from HB. 100 households are currently affected with reductions in weekly housing benefit as high as £134. We have made provision within our Discretionary Housing Payment (DHP) budget to financially support customers affected by the cap for a short period of time to give them time to receive and act on budgeting advice. Customers will have to make an application for DHP support but we have made the process simpler by introducing a one page on-line application form.

DHP is a budget given to Councils to help customers who are receiving Housing Benefit (HB) top-up their income if HB does not fully cover their housing costs. To encourage customers to claim DHP we hold regular weekly surgeries at our Wisbech and March shops. Our benefit officers who specialise in DHP assessments are present to assist customers to make and application of often decisions are made on the day. We also hold a regular Landlord and Stakeholder forums where local housing associations attend. DHP is also promoted in letters we send to customers when telling them about HB awards. In the last year, 278 successful applications to Discretionary Housing Payment were made and £125k DHP awarded, all of which is funded by the Government.

### **Preventing homelessness**

**Portfolio Holder:** Cllr Sutton

The Council uses a range of techniques to prevent homelessness from occurring where ever possible. This is particularly important as being homeless has a significant detrimental effect on the health and wellbeing of our community. Options to prevent homelessness include liaison with social and private sector landlord around issues such as rent arrears and arranging repayment plans, providing deposits for our customers to access the private rented sector and mediation between families.

In 16/17 the council prevented 106 of households from becoming homeless.

### **Improving the condition and management of homes in the private rented sector**

**Portfolio Holder:** Cllr Sutton

Housing that is well managed and in good condition is a key element to supporting the wider determinants of health outcomes.

The Council has a statutory responsibility to support improving the condition of homes in the private rented sector.

At the end of March 2017, The Council had inspected 80 new Houses in Multiple Occupation (HMOs).

The Council had also investigated 125 complaints from tenants occupying privately rented accommodation in the same period. The council's enforcement action removed Category 1 hazards (serious faults) and Category 2 hazards (less serious faults) from properties to make them safe for the residents.

The geographical spread is as follows:

|                | <u>HMOs inspected</u> | <u>Privately Rented Homes investigated</u> |
|----------------|-----------------------|--|
| Wisbech        | 78                    | 74   |
| March          | 2                     | 22   |
| Chatteris      | 0                     | 5  |
| Whittlesey     | 0                     | 12   |
| Other villages | 0                     | 12   |

### **Adapting householders' homes to allow them to stay in their home safe and well**

**Portfolio Holder:** Cllr Sutton

The Council operates a scheme to provide adaptations to vulnerable and disabled households called Disabled Facilities Grant. The grant enables households to benefit from adaptations including level access showers, widening doorways and stair lifts to enable them to continue to live independently within their own home. This is particularly important when considering the mental and physical wellbeing of our residents and reducing the impact on acute services for example accessing Accident and Emergency as a result of a slip, trip or fall. In 2016/17 149 households had adaptations undertaken in their homes.

The Council also contributes to a County-wide handyman scheme provided by Age UK across Cambridgeshire. The scheme enables small enhancements to the home to help residents to live independently. This includes aids such as hand rails, key safes and half steps and also provides a service when householders leave hospital by moving beds and equipment to downstairs to avoid unnecessary risks of trips, slip and falls and enabling householders to return home safely and prevent bed blocking. The service also offers a 'health check' and referral service to other partner organisations to assist the resident. In 2016/17 125 customers benefitted from this service in Fenland.



## Supporting our communities to be more resilient

Portfolio Holder: Cllr Cornwell

### Looking back - Some recent examples of Community initiatives in 2016/17 that help build capacity and resilience within our community:

- Over 220 people packed the Wisbech St Mary community centre for the Pride in Fenland Awards. Run in partnership with the Fenland Citizen, the awards recognise the selfless volunteers that help local people. Over 35 people were nominated, with the judges selecting overall winners of five categories. These included Good Neighbour, Community Volunteer, Young Person of the Year, Group/Club/Organisation and the Judges' special award.
- We worked with 20 groups of volunteers including Street Pride, Friends of groups and In Bloom to make Fenland a cleaner, greener and safer place to live; supporting 212 events. Many groups took part in the Keep Britain Tidy Campaign (Clean for the Queen) by holding litter picks, also supported by a number of schools.
- Working with community groups, the council continued to support popular local events including the Chatteris Mid-Summer Festival, March St George's Fayre, Whittlesey Festival and Wisbech Christmas Market. A record number of stall bookings were received for the Christmas Markets, with 96% of surveyed attendees planning on returning in future years.
- A community event briefing was delivered to community groups to provide information about licensing requirements, council services, road closure applications and to signpost toward the Council's 'Supporting Communities to Celebrate' guide. Groups found the information helpful and requested future similar briefings in order to develop their own resilience.
- The dedication of local volunteers and partners in our parks was again recognised by the Anglia in Bloom completion. Chatteris, Parson Drove, Benwick, Whittlesey, March and Wisbech General Cemeteries all won awards, with Wisbech winning Gold again for the ninth year running.
- The business community will also make a valuable contribution to the Government's Local Alcohol Action Area programme. Wisbech was one of the 33 areas accepted nationally to participate in Phase 2 of the programme which aims to tackle street drinking, reduce inappropriate alcohol sales and prevent alcohol related anti-social behaviour. The business community will play a key part in the project, with advice given on how to manage alcohol-dependent customers. By choosing not to serve alcohol inappropriately, businesses are making the area safer to live in and tackling the perception that Wisbech is a hotspot for street drinkers.

- Our Street Scene team spent 4110 hours on patrol. Working closely with the public, community groups, businesses, town councils and the police, the team tackled a variety of environmental and anti-social behaviour problems, including dog-fouling, littering and illegal parking. Members of the public continue to come forward and provide evidence to support the investigation of environmental crimes. New Public Space Protection Order, supported by public consultation, will allow the Council to continue to tackle dog fouling by issuing Fixed Penalty Notices. Their 'Take the Lead' campaign has also gathered details of residents who wish to provide evidence to support enforcement action against individuals who cause environmental problems.
- During 2016/17 459 people attended 4 Golden Age events. These events were held at Eastrea, Walsoken, Wisbech St Mary and Doddington. See separate update.

### **Information advice and guidance through our Golden Age Fairs**

**Portfolio Holder:** Cllr Cornwell

During 2016/17 459 people attended the 4 events staged. These events were held at Eastrea, Walsoken, Wisbech St Mary and Doddington.

A wide range of partners attended these events, providing information, advice and guidance.

Fenland District Council have provided chair based exercises and other physical activities as taster sessions, the events have also proven to be a great opportunity for New Vision Fitness to engage with potential new members and providing Health MOTs (over 120 people were engaged with).

Other public sector organisations such as Cambridgeshire Police and Cambridgeshire County Council have also attended the events to disseminate information on a wide range of topics such as scam awareness, library services and staying well at home. Cambridgeshire Fire and Rescue Service also provided an electric blanket exchange and advice on smoke alarms and home safety.

It is also the case that a wide range of range of charitable organisations also attended the events as it allows them to reach a wider audience, these organisations have included:

- The Alzheimers Society used the events as an opportunity to build awareness, answer questions of concern and refer into the Dementia Support Service.
- Age UK Cambridgeshire used the events to provide support information and take referrals for their handyman service.
- Breathe Easy Wisbech, used the events to publicise their lung health groups and

sign post to additional support provision.

- Camsight benefitted by reaching out to potential service users and taking follow up appointments and identifying ways of building awareness of issues relating to 'eye health'.

Due to the wide range of partner involvement the Golden Age events cover the entire spectrum of health and wellbeing, not least they provide local community groups an opportunity to showcase what's going on in the various areas, in turn creating social interaction which helps to reduce loneliness which can be a particular challenge for older people.

## **Deliver the Council's Leisure Strategy**

**Portfolio Holder: Cllr Tanfield**

In the past 6 months a revised leisure strategy has been developed, consulted on and adopted by the Council.

Consideration of the priorities has been undertaken against the revised national, regional and local strategy framework. The priorities focus Council efforts on supporting our local communities with some of the key challenges that they face:

- Priority 1: Provide an efficient, sustainable leisure centre service, focused on getting more people, more active, more often
- Priority 2: Support varied community sport opportunities
- Priority 3: Support programmes that target a reduction in health inequalities
- Priority 4: Work more collaboratively with other bodies on health, sport and physical activity initiatives

Whilst this report reflects some work prior to the adoption of the new strategy it is worth framing this work within the revised strategies priority framework.

### **Priority 1 Work - Provide an efficient, sustainable leisure centre service, focused on getting more people, more active, more often**

#### **- Going to the Market for a Leisure Operating Contractor**

As Members are aware, a project to secure an external contractor to manage the leisure centres is underway. A business case has been developed regarding going to the market for a contractor and Full Council has endorsed this approach. Currently work is underway to develop the necessary documentation to put a tender out to the market through an OJEU (Official Journal of the European Union) notice. It is anticipated that the OJEU notice will be issued in July, with bidders have three months to submit their bids and method statements to the Council. It is anticipated that this work will ensure that the service is financially sustainable in the future, in large part given the tax advantages that a large leisure contractor enjoys when compared to

the Council.

- **Leisure Centre Performance**

Last year a revised staffing structure was put into place for the Centres, with on-shift centre managers at each site, managed by a Leisure Business Manager. This model was supported by an external marketing company to drive business. The staffing change has proved successful with the three centre managers working together well with the business manager and adopting a more commercial and business-like approach to the leisure service. Additionally, the team ethic at all sites is improved with an exceptionally passionate and committed team pushing the service forwards. Customer satisfaction levels exceeded target last year and so did the footfall in the centres and subsequently the income levels.

Paying to use a leisure centre is a choice for our customers. The good work that the leisure team is doing with customers is ensuring that they feel valued and revisit the centres regularly.

Our external marketing firm has added a speed to promotions that the service lacked in the past. Another aspect of the success of the service in the past year has been the revised website ([www.newvisionfitness.co.uk](http://www.newvisionfitness.co.uk)) which is attractive, easy to navigate and offers the opportunity to join the New Vision Membership online. In addition to the website, the social media following for New Vision has grown with over 3,600 people now following the service on Facebook. In the past 6 months the team has also launched a mobile phone App; this allows the 2,000+ customers who have downloaded the App the opportunity to receive instant messages from the service as well as book or cancel fitness classes on their phone.

These improvements to the service, linked with our committed team have added up to an improved customer experience, leading to increased income levels.

- **Re:FIT – energy efficiency programme**

Another initiative completed in the past 6 months is the RE:FIT energy efficiency programme for the leisure centres. This project has seen considerable investment in energy efficient equipment being added to the energy hungry leisure centres. This work ensures that energy costs are kept as low as possible, ensuring an efficient service in the future. Current energy costs have reduced on target with expectations, with further data regarding the reduced energy requirements and subsequent cost to the leisure centres being available in autumn 2017 following the link up of the new systems to the internet.

**Priority 2: Support varied community sports opportunities**

- **Continue to manage the Active Fenland project and focus on sustainability project delivery in 2018 and beyond**

Active Fenland is now starting its third and final year of funding from Sport England. This project aims to increase sport and physical activity participation across all four of the market towns in Fenland with a particular focus on decreasing the inactivity levels.

Over the past two years this project has reached over 4,000 individuals and seen over 55,000 attendances at community activity sessions. Active Fenland's focus in the coming year is to continue to provide activity sessions, but to also ensure that sessions are sustainable after 2018 when Sport England's funding ceases.

- **Ensure that the Sports Development Team work as an enabler, not a provider, to support community sports clubs to improve participation, local facilities and coach education**

With support of key partners such as Living Sport (County Sports Partnership) and Sport England our focus is to educate the local community around the Fenland District Council Leisure Strategy, changes within government strategies and funding opportunities available. This is to ensure that the community has the resources in order to support themselves and remain sustainable in the future with less reliance on public sector resources. The Sports Development team is playing an active role in supporting funding applications to ensure they have every chance of being successful, providing guidance, knowledge and skills to those that require it. Currently the team is working on a county-wide bid to Sport England's Families Fund and will be putting in a Fenland specific bid to the Sport England fund that focuses on deprived areas.

### **Priority 3: Support programmes that target a reduction in health inequalities**

- **Increase the number of exercise referral clients joining the exercise referral scheme by 25% annually through more effective partnership work with local referring medical professionals**

In 2016/17 the Council received 151 referrals to the Exercise Referral Scheme, generating 1,008 visits, with a 12-week completion rate of 93%. Of the 140 that completed the scheme, 98% reported an improvement in their self-perceived well-being. In 2017/18 we expect to increase this to around 200 referrals. To ensure that this target is reached the relationship between GP's and health professionals will be strengthened to ensure that referrals are consistent and appropriate.

A key partner to aid with this will be the Everyone Health team, working in GP surgeries referring appropriate clients into the scheme.

### **Priority 4: Work more collaboratively with other bodies on health, sport and physical activity initiatives**

- **Work with the Public Health Team on the Let's Get Moving initiative to provide more opportunities to be more active in Fenland**

The Council has been fortunate to secure funding from the County Council Public Health Team, alongside the other Districts in Cambridgeshire, to provide a Let's Get Moving Programme. The funding will be around £83,000 over 2 years.

The Let's Get Moving project is currently being developed. This is a county-wide programme with all district localities working together to bring about a greater offer of physical activity opportunities. Learning from the best practice of the Active Fenland

project, Let's Get Moving will support and enhance the work already started in order to provide more opportunities, more often for the community to be active. To create as big an impact on public health as possible, the project will focus on areas of deprivation in the first instance.

**Deliver the Health & Wellbeing Strategy**  
**Portfolio Holder: Cllr Cornwell**

The Council's first Health and Wellbeing Strategy was launched in 2014. This strategy was the Council's 'offer' as a health service provider. It set out why Fenland as a District Council had a role to play in the Public Health arena.

The priorities within that strategy were:

- Tackling coronary heart disease and obesity
- Meeting the needs of an aging population
- Ill health associated with alcohol misuse
- Engaging the local population and improving communication on health issues.

In addition an overarching objective of working better together with our partners, was included.

Highlights from 2016-17:

- The Council's Leisure Strategy 2017-20 was launched. Priorities within this strategy include; support GP referrals, community sport and encouraging more people to be more active.
- Adopting the Cambridgeshire wide Healthier Options programme for food businesses. This is a business award for the provision of healthy menu. Currently Princes Foods have signed up to the scheme.
- Support for a Dementia Action Alliance in Fenland. The Alliance is self-sustaining and highly successful with new businesses joining and offering Dementia Friendly Services, such as the Light Cinema in Wisbech. Fenland now has 3649 Dementia Friends. To become a Dementia Friend a short awareness course is undertaken.
- Wisbech 2020 - In 2016 we introduced a health and wellbeing work stream to that project.
- Focused on bringing in financial support to deliver projects such as our partnership with Department of Work and Pensions where we provide coaching support for those who are trying to get back to work.
- Actively pursued available resource to tackle rogue landlords and poor housing conditions.
- Worked to develop our own organisation's understanding and consideration of what health and wellbeing is through workshops and service planning.
- Continued to develop schemes such as GP referral, making use of our leisure

facilities and qualified instructors.

- Gained funding to develop our 'get active' programme through a partnership with Living Sport.
- Worked in partnership to develop a delivery plan for joint working between local authorities in Cambridgeshire.

The refreshed draft strategy for 2017-20 builds on the good work of the first. The actions planned are much broader and take account of the work that all Council services do to address health inequalities.

The Fenland Health and wellbeing partnership is currently reviewing its membership and how to address the challenges it faces with the complex structure of partnerships, commissioning groups and services across Cambridgeshire.

A structure chart can be found here: <http://cambridgeshireinsight.org.uk/health/hwb>

Unfortunately Fenland is a district that still has clear health inequalities when compared to the rest of Cambridgeshire and England. Health issues such as obesity, coronary heart disease and alcohol related issues are worse than the Cambridgeshire average in some of Fenland's wards.

The focus of the second strategy is to work within those areas where opportunities will deliver the greatest results and enhance current partnership workstreams and practices.

One main focus of the strategy is to develop stronger partnerships, particularly with public health colleagues and multi-disciplinary teams in Fenland, to build health and wellbeing into our decision-making processes, for example making better use of the policy within our Local Plan.

In addition to continue and address our evidence-led health priorities:

- Lifestyle factors and impact on coronary heart disease, smoking, physical inactivity, alcohol and obesity
- Mental Health
- Sexual health

### **Support delivery of the community health programmes - Alcohol Partnership**

**Portfolio Holder: Cllr Cornwell & Cllr Oliver**

During 2016/17 the Wisbech Alcohol Partnership (WAP) was able to work towards the following health related outcomes to support the alcohol reduction harm plan.

- Improved engagement, reporting processes and information sharing on street drinkers has been embedded by front line agencies. This has led to 72 profiles

being identified by the project group with 7 being highlighted as high profile for partnership intervention and support programmes.

- Recovery walks (one per month) introduced to Wisbech provided by Inclusion and Sun Network to improve engagement with street drinker community and offering advice and support.
- IBA training delivered to local PubWatch members to increase local business awareness of alcohol harm and support.
- Increased high visibility patrolling in key locations as identified through partner reports and reported community concerns. This allowed for an additional 37 joint patrols to be made by the partnership in key hotspot locations.
- Delivered three campaigns which included multi-agency days of action to highlight the work of the alcohol project group and to promote the key messages as well as supporting both national and local alcohol campaigns including Dry January, The Morning After (Drink Drive) and Alcohol Awareness week. The engagement focus allowed the partnership to engage directly with 800 members of the community during 2016/17 and also deliver education and awareness around alcohol and drug misuse to over 100 students in education settings.
- GP registration cards developed (joint project with Health) to help support increasing persons to register with a GP in Fenland that are accessing health services through A&E. These cards have been circulated within front facing business premises and services within Wisbech.
- A closer collaboration between the Fenland Community Safety Partnership and the Fenland Health and Well Being board members through shared ownership and delivery of the alcohol plan and membership of the project group both at strategic and operational levels.
- CCTV installation completed of a location abused by street drinking and linked to environmental issues. The camera deployment has drastically reduced both the levels of street drinking and alcohol littering.
- Licensing Representation continues on new applications within the CIZ to help manage the number of premises within Wisbech.

The Wisbech Alcohol Partnership (WAP) was successful in its bid to take part in the Home Office Local Alcohol Action Area Phase 2 programme which commenced in early 2017. This will see the WAP continue to work against its alcohol project plan in partnership but with support from the Home Office.

The Wisbech Alcohol Partnership has been working towards the first meeting of the OffWatch scheme which will support both local partners and off licence premises working together to reduce alcohol related incidents and nuisance linked to off sales. A meeting was held in July, but unfortunately the turn out from local premises was low. As such, partnership officers with assistance from supportive businesses will engage again with off licences to help ensure the next planned OffWatch meeting is widely attended. The next meeting will most likely take place in September in which a further progress update on the OffWatch scheme will be provided.

Partnership officers continue to patrol the key hotspot locations within Wisbech and



updates are made on this via Cambridgeshire Constabulary local Facebook page. The monthly Recovery walks which are conducted by Inclusion take place monthly and cover the main street drinking hotspots within Wisbech and any other location that has been raised as a concern either by partners or the local community. The Wisbech Alcohol Partnership has also been successful in its joint bid to Communities and Local Government under the Migrant Impact Fund to secure a multi-lingual outreach recovery worker. This will support the ongoing work of the alcohol partnership plan.

### **Support delivery of the community health programmes – Smoking Cessation**

**Portfolio Holder: Cllr Cornwell**

CLear self-assessment for excellence in tobacco control.

In December 2016 a partnership workshop took place. The workshop aimed to bring together all services and community contacts involved in work surrounding smoking cessation and illicit tobacco control.

The workshop was successful in identifying areas of strength weakness in the areas of joint working between these services and contacts. The information from the workshop was used to complete a self assessment (CLear) tool developed by Action on Smoking and Health (ASH), Cancer Research and others to assist Councils and partners in identifying actions which will help to tackle smoking and illicit tobacco.

The assessment was completed in April 2017 and identifies the following areas of focus:

- A multi-disciplinary approach to smoking cessation through sharing responsibility for getting the health message across and signposting to services
- Focussing projects on the employee population
- Joint targeted campaigns
- More communication and publicity
- Enforcement actions

Next steps include working collaboratively with County wide partners to develop a Cambridgeshire Tobacco Control Strategy and a more local Tobacco Alliance to take the work forward.

## **Support delivery of the community health programmes – Obesity & Coronary Heart Disease**

**Portfolio Holder:** Cllr Cornwell

This priority reflects the work of the leisure team carried out as part of the exercise referral programme. As detailed earlier in this report;

In 2016/17 the Council received 151 referrals to the Exercise Referral Scheme. In 2017/18 we expect to increase this to around 200 referrals. To ensure that this target is reached the relationship between GP's and health professionals will be strengthened to ensure that referrals are consistent and appropriate. It should be noted that 23% of referrals (35 individuals) were referred to the scheme for cardiac issues.

A key client focus for this work are those that are obese and those with diabetes.

The Council continues to run a healthy hearts session in Whittlesey on a weekly basis. A group of 20 people attend throughout the year, giving them specialist advice, monitored exercise sessions as well as the support that a wider group of people can give.

## **Environment:**

### **Deliver a high performing refuse, recycling and street cleansing service**

**Portfolio Holder:** Cllr Murphy

The quality of the streetscape and public open spaces is an important part of how often people will use them. Our cleansing team work hard ensuring that Fenland's key public open spaces are clean and safe places for people to make active use of. Inspections of these area shows that they met the expected cleansing standard 98% of the time.

The refuse team support customers to continue to live in their own home with assisted collections and free clinical waste collections for customers receiving treatment at home, such as dialysis. New assisted collection applicants also receive information about county council support services to ensure they are aware of any additional help on offer.

The Council maintains 4 toilet facilities across Fenland. These town centre facilities are available 7 days a week for those who wish to use them.

The rapid response team are in place to ensure that reported flytipping is removed as soon as possible. The team cover streetscape and public open spaces, including public byways and other areas that customers use to keep active. The speedy removal of waste, some of which is potentially dangerous and frequently unsightly, promotes the use of the public open spaces, footpaths and byways across Fenland safely - important for an active community.

Working with our partners Everyone Health the refuse and cleansing team received individual health assessments and group wellbeing presentations covering healthy eating, smoking cessation and lifestyle, and also resulted in some referrals.

**Prevention, Intervention and Enforcement to tackle flytipping, littering and dog fouling**  
**Portfolio Holder: Cllr Murphy**

Prevention, Intervention and Enforcement campaigns were implemented during 2016-17 to tackle environmental crimes.

**Fly Tipping and waste controls**

Throughout 2016-17 a focussed campaign was introduced to tackle the crime of fly tipping and the blight it causes. The campaign, which at times used court approved powers of covert surveillance to monitor fly tipping hot spot areas, included high levels of media coverage and awareness raising about the issues, new signage in hot spot areas and business visits to ensure regulatory compliance with trade waste requirements.

The campaign was highly successful at engaging the public. It resulted in a positive relationship between council officers, local businesses and members of the public who regularly report fly tipping and have provided statements and photographs regarding such environmental crime. A number of these have resulted in prosecutions.

In July a new fixed penalty notice provision was introduced for the offence of fly tipping. The fine was set in law at £200 with provision to set a local fine level. In January 2017 Cabinet approved a higher level of £400, which better reflects the cost of clear up and disposal.

**Dog Fouling**

During the summer of 2016 a poster competition was run jointly with local schools. The campaign was to raise awareness of dog fouling as a continuing problem in our open spaces. The response from schools was very positive with 8 schools taking part. The winning designs were chosen and made into brightly coloured posters which have been installed in areas which we know to have high levels of reported dog fouling across the district.

Throughout December 2016 a consultation took place for the transfer of dog control order powers to new public space protection orders for Fenland. Feedback was very supportive of the new powers and requested certain areas be reviewed for tighter controls and for more enforcement. This work continues.

### **Littering**

Patrols by Streetscene Officers amounted to 4110 hours for this period. Patrols provide an opportunity for monitoring visits to problem areas and for enforcement in relation to littering, dog fouling and other community concerns. The type of work includes; abandoned vehicles, nuisance vehicles, matters relating to anti-social behaviour in our open spaces, street cleansing and refuse, excess litter, graffiti and domestic bin issues, parking in March Market Place.

During 2016-17 the following number of fixed penalty notices were issued:

|                |    |
|----------------|----|
| Dog Fouling    | 1  |
| Dog Control    | 1  |
| Fly Tipping    | 7  |
| Business Waste | 10 |
| Parking        | 58 |
| Littering      | 21 |
| Total          | 98 |

### **Tidy Fenland Enforcement Service**

Feedback from the public consultation and following the Tidy Fenland campaign of 2011 identified more enforcement as a priority in order to continue to tackle the level of environmental crime.

In May 2017 a new Tidy Fenland campaign commenced aimed at tackling continued littering, dog fouling and environmental crimes. The campaign is supported with additional enforcement by a private provider, Kingdom. Both Peterborough City Council and Fenland have entered a trial period of 12 months. Two Kingdom officers patrol Fenland's hot spot areas providing additional resource to tackle these crimes using the Council's fixed penalty notice provisions.

During June and July 2017 284 fixed penalty notices were served for littering and 1 for dog fouling. This pilot project will continue until May 2018.

### **Delivering attractive public open spaces through grounds maintenance and volunteering**

**Portfolio Holder:** Cllr Murphy

The Council's Street Pride coordinator supports Street Pride, 'In Bloom' and 'Friends'

organisations across the district. There are over 300 volunteers constituting 20 groups throughout Fenland who are supported by the Council.

Activities that the groups partake in range from litter picking to flower planting to painting, for example. The outdoor activities are a great way to exercise and socialise whilst improving the local environment.

A couple of key projects to highlight here are:

In March, many groups took part in the Keep Britain Tidy campaign – Great British Spring Clean. Schools and local businesses worked in partnership with the groups, raising the profile of everyone.

Peckover Primary School launched their own monthly litter picks and Whittlesey Street pride celebrated turning 10 years old by holding a party.

2017 has seen two new street pride groups constituted this year already with Wimblington expressing an interest in wishing to start a group. Doddington became the 13<sup>th</sup> street pride group with Elm village becoming the 14<sup>th</sup>.

## **Keeping people safe in their neighbourhoods through the Community Safety Partnership**

**Portfolio Holder:** Cllr Oliver

In 2016/17 the priorities delivered by the Community Safety Partnership (CSP) were as follows with a description of the work from last year's action plan –  
Priority 1: Supporting children & young people – several projects have been run to improve awareness and prevention of the identified issues facing young people. This is to challenge their risk taking behaviour across a range of subjects.

Priority 2: Domestic Abuse and Healthy relationships– improving the awareness of hidden abuse and the different types of abuse and how to report and get support.

Priority 3: Exploitation - identification and support to harder to reach groups.

Development of awareness and intervention campaigns to highlight labour and sexual exploitation across Fenland.

Priority 4: Empower residents to deliver safer communities – the FCSP working in partnership with volunteers and accessing community groups to aid the delivery of awareness sessions around cybercrime and rogue trading.

Priority 5: Responding to local emerging issues – delivering projects and actions to address local concerns and issues including substance misuse and anti social behaviour.

The links with how this works support the wider determinants of health and well being is very strong.

Under Priority 5 the Community Safety Partnership has continued to deliver the Wisbech Alcohol Project (WAP) which has been developed to tackle alcohol misuse and harm but to also help reduce the levels of street drinking in Wisbech. Please see Alcohol section for further detail. See separate update.

Under Priority 2 the partnership was recommended to improve local community awareness including that through our local businesses on the hidden forms of domestic abuse. The partnership through a targeted campaign promoted general awareness training for Healthy Relationships and through online E-learning packages was able to target frontline staff and businesses highlighted as under reporting. This included businesses such as hairdressers, beauticians, retail premises, banks and building societies. A film also highlighting domestic abuse awareness and how to report was produced and shared within a local cinema to allow this to reach out to a broad spectrum of the local community.

The Community Safety Partnership (CSP) new action plan for 2017/18 has been reviewed and focusses around three main priorities which are victims, offenders and communities and includes a continued focus around substance misuse including reducing levels of street drinking.

The partnership will develop recommendations and projects around these priorities based on Fenland needs and on matters that have been identified for partnership intervention from the evidence based CSP's quarterly strategic assessments and will work closely with Health partners to deliver against shared recommendations and outcomes. The partnership has been able to secure member attendance from the local CCG for 2017/18.

**Encouraging community cohesion through the work of the Diverse Communities Forum**  
**Portfolio Holder: Cllr Cornwell**

The **Fenland Diverse Communities Forum** promotes integration and cohesion across the district.

The Forum includes representatives from a range of local Faith, Voluntary and Community Organisations, Police and local Councils.

The Forum:

- Provide strong leadership and a vision for integration and cohesion as set out in its strategy and action plan.
- Its inclusive, to involve, engage and consult with individuals and organisations to

share their objectives.

- Works collaboratively with voluntary, faith and community groups to celebrate and promote integration and cohesion.
- Listen to the needs and aspirations of groups representing local residents to work towards a more socially-integrated district.
- Use its influence to persuade and encourage other institutions to work towards better community integration and cohesion.
- Provide strategic advice and support through our respective organisations to help to implement their aspirations for a more integrated and cohesive district.
- Keep pace with national policy thinking and benchmark with similar groups to learn and share from each other.
- Implement its Communications approach to disseminate information to the public in a regular and effective way.
- Raise awareness about the diverse communities living in the district, to support a shared vision based on what people have in common, rather than differences.
- Welcome new communities and looks to integrate these with the indigenous populations.
- Monitor local tensions and any potential threats from extremists that may hinder work to achieve greater integration and cohesion.
- Network locally, regionally and nationally to promote the work of the Forum and to share and learn from others practice.
- Develop the capacity of its members to keep pace with latest thinking to integration and cohesion.

To this end the DCF has refreshed its action plan to cover the following themes:

- Better Life Opportunities: Education (Aspiration & Skills);
- People feel a sense of belonging: Improving Access to Services;
- People feel a sense of belonging; Integration & Celebration;
- Positive relationships within & between communities: Reducing Crime & Promoting a Safer Community;
- Diversity is valued: Supporting the most vulnerable People;
- Health & welfare.

To deliver these outcomes partners are funded by a wide range of income streams including grants from various trusts and foundations, these bids are supported by an officer of the council to secure these. Many of these partners are registered charities providing services and support to the whole community in the ethnically diverse market town of Wisbech.

These charities provide a range of services, including giving basic advice and information, and providing drop- in space for other local services to gain access to the migrant community members, helping to reduce social exclusion and poverty, and providing volunteering and work skills training, placements and brokerage with employers and Further Education providers. In addition DCF members work closely together and in partnership to provide a wide range of “whole community” activities and services that encourage community cohesion.

## **Case study**

To progress the findings of the Public Health Migrant Joint Strategic Needs Assessment (JSNA) a joint planning workshop, was held in Fenland, to kick start the action plan and identify how to better “educate” people on how to access information, advice and guidance:

The workshop found ... It is clear from the JSNA findings that the health and wellbeing needs of migrant and indigenous communities in areas of Cambridgeshire and Peterborough are compromised by a lack of understanding or misunderstanding of how various public sector systems and services work (for example, healthcare, education, housing, taxation) or how self-serve Health and Wellbeing questions.

There is also evidence of an information gap around areas affecting people's rights and responsibilities within a community and as a citizen and on how to access or correctly use services such as primary and secondary care.

Some ideas were discussed including better use of web sites and social media, to compliment and support the Fenland New Arrivals Pack, and partners decided and agreed a way forward.

The group applied to the Controlling Migration fund programme and successfully won a bid of £94,200 for a two year project to deliver a suite of information videos to deliver a suite of information videos to be hosted on a self- contained website, with a Facebook page and a YouTube channel by the end of the two year project.

This approach will not only ensure local benefit but wider dissemination for the benefit of other communities and individuals nationally and internationally.

## **Impact**

The impact of the information resources on public sector systems and services will be evaluated in a broad sense by assessing routine and local data – for example:

- Impact on utilisation of General Practices and GP new registrations in the target areas (Wisbech and Peterborough City wards);
- Use of mental health crisis lines;
- Uptake of health care services such as smoking cessation, drug and alcohol, sexual health clinics;
- Immunisation uptake rates;
- Monitoring of revenue collections – council tax, HMRC before and after promotion of video content;
- Homelessness data;
- Monitoring of community concerns/ complaints about anti- social behaviour, refuse, dogs, street drinking in target areas;
- Uptake in dental services/ registrations in the target locations;
- School attendance;
- Data on health and safety incidents and complaints.



This grant is part of the first allocation of funds from the Controlling Migration Fund, which intends to ease pressure on public services resulting from migration.

Other bids have been submitted to help address alcohol misuse, houses of multiple occupation, homelessness/ rough sleeping, supporting vulnerable people, cohesion and integration.

These relate to Prevention, Enforcement and Pastoral support.

This funding will help statutory services, third sector and partners to reduce the pressure and services including doctor's surgeries, police, fire and rescue services and the council for the benefit of all our residents.

All this work contributes to the wider determinants of health and wellbeing and aids cohesion and integration.

## **Economy:**

### **Attract new businesses, jobs and opportunities, whilst supporting our existing businesses**

**Portfolio Holder:** Cllr Butcher

Fenland District Council, through its Economic Development Team, is supporting the Workplace Health Programme - a project which is led by the Public Health team at Cambridgeshire County Council.

The primary aim of the programme, in line with the Government's strategy for public health, is to support employers across Cambridgeshire to improve the health and wellbeing of their employees. The 'Responsibility Deal' is the Government's way of drawing on the potential of employers to help tackle health inequalities through the influence they have over health in the workplace, alcohol, food and physical activity.

The Economic Development Team is raising awareness through its 'Fenland for Business' brand, via social media, website, newsletter and face to face business engagements.

In Fenland the programme offers the following benefits to businesses:

- Helps to develop a health and wellbeing strategy for the business that focuses on the health needs of their staff;
- Helps to train Workplace Health Champions, which increases the capacity for

health and wellbeing activity within the workforce;

- Provides support and a 'one stop' website to signpost businesses to find out about local NHS, council and charity providers who can support the business;
- Access to regular practitioner events to learn about and share good practice around health and wellbeing
- Establishes baseline data of staff needs, which enables progress to be measured.

## **Enable growth, development and regeneration in the district**

**Portfolio Holder: Cllr Butcher and Cllr Sutton**

### **Growth & Regeneration**

Facilitating growth and regeneration has many health-related benefits, these include, at a basic level improving the visual environment of the District to providing good quality housing, employment and leisure opportunities.

The Council has taken a lead role in facilitating the development of Lot 3 of the Nene Waterfront site, providing 70 good quality new homes for both Affordable and Market occupiers.

The Wisbech High Street project aims at improving the visual appearance of Wisbech primary shopping street and bringing back into use a number of redundant or run-down commercial and retail premises. The Council, working in partnership with other public authorities and community groups secured £1.9m of funding from the Heritage Lottery Fund, in a project set to last 4 years and aiming to rejuvenate the High Street area.

From a leisure perspective, the Council has just completed a joint project with Lincolnshire County Council to develop Cross Keys Marina in Sutton Bridge. The marina facilities in the neighbouring authority area will provide recreational and leisure boaters moored at Wisbech Yacht Harbour with a destination and encourage increased participation in river-based activities.

### **Affordable Housing**

The Council has 2,162 households on the housing register looking for an affordable home that meets their needs. The link between good housing and health has a very strong evidence base. The Council has a responsibility to enable delivery of new affordable housing. In 2016/17 the Council enabled 169 homes to be built:

Breakdown of homes delivered:

Affordable rented – 141  
Shared Ownership – 28

12 homes were built to Lifetime homes standard. The Lifetime Homes standard is a set of 16 design criteria that provide a model for building accessible and adaptable homes.

1 home was wheelchair adapted.

## **Wisbech 2020 Vision**

**Portfolio Holder:** Cllr Butcher

The Wisbech 2020 Vision was first launched in 2013 following a commitment by local council leaders and the MP to address the unique challenges faced by the Wisbech community. The Wisbech 2020 Vision programme has grown from strength to strength and has maintained ongoing support from multi-sector partners, delivering a significant number of projects across the town.

The [Wisbech 2020 Vision document](#) is refreshed regularly and now includes a 'Health & Wellbeing' key area within the document. Actions include:

- Catering for an aging population and improving local extra care facilities for older people
- Supporting mental health services for young people
- Helping to build community resilience to support and deliver local projects

The next version of the Wisbech 2020 Vision will be published shortly and will include a section for 'Health, Wellbeing and Cohesion'. Again, the aim will be to address issues such as improving public health and the provision of suitable health facilities. Partners will need to continue to work together to address these complex and ever changing challenges.

## Transport

Portfolio Holder:

Cllr King

Health and wellbeing is a central focus of the transport work programme. Improvements to transport for people who do not have a car is all about improving quality of life and access to opportunities. There are greater opportunities to walk and cycle which will also improve health. Specific examples of this are as follows:

### **Concessionary fares**

This policy enables people who have a concessionary bus pass that are also eligible to be members of FACT, to use the dial a ride (DAR) service free of charge. Use of DAR services enables people who have more difficulties travelling to go out and about. New friendships are also made whilst traveling. In financial year 2016/17 17,755 journeys were made using concessionary fares.

### **Market Town Transport Strategies (MTS)**

The MTS are strategies with action plans to improve transport and transport infrastructure in each market town. Within the last year new cycle ways have been installed across West End and Gaul Road parks in March. Such facilities which are off road encourage greater use of cycling. These projects also provide key cycling network links in areas where there are gaps.

### **Fenland Travel Choices**

In 2015/16 FDC successfully delivered a one year pilot project known as Wisbech Travel Choices. This project focused on encouraging people to use public transport, to walk and to cycle. Information was provided about the transport choices available and pedometers were used to encourage walking. A training course was developed as part of a transport champions programme to upskill local people and customer service staff in the community. During 2016/17 bids have been submitted to the LEP and the Combined Authority to seek 3 years of funding to take this project Fenland wide.

### **Hereward Community Rail Partnership (CRP)**

The Hereward CRP delivers a number of free events each year, such as a Santa Train and a Treasure Hunt and Tea party. These family events are aimed at raising awareness of railway services and encouraging people of all ages to meet together and have fun.

### **Wisbech Bus Service Project**

Following the withdrawal of bus service 67 in 2016, it was agreed that a community approach would be used to try and successfully implement a new bus service. This approach has involved making people feel part of the community and involving them in decision making. Local people have completed questionnaires and attended events, delivered leaflets and sought advice from others to input their views to the project. A review of evidence of the original bus service was completed, and a gap

analysis for bus services in Wisbech was also taken. Over 200 people have completed a questionnaire to give evidence about when and where they need to travel. Proposals for the bus route were developed on the basis of all the evidence gathered. Cambridgeshire County Council has procured the new service on behalf of FDC. The contract has been awarded to FACT and will commence operation on 3 July 2017.

## Quality Organisation:

### **Encouraging health and wellbeing with our staff**

**Portfolio Holder:** Cllr Seaton

We offer a wide range of support to our employees to help promote and encourage their good health and wellbeing, such as:

- A dedicated Occupational Health Advice and guidance support service available for all colleagues;
- A comprehensive programme of health surveillance for groups of employees who work in certain service areas (e.g. refuse drivers, leisure centre staff, port staff, CCTV staff etc.)
- We provide a health care plan for all employees (at nil cost to the Council) to enable financial support to access to access a wide range of health care specialists and interventions (e.g. chiropractic services, dental treatment, acupuncture, reflexology, chiropody etc.)
- A range of Family Friendly People Policies
- We also have a team of qualified Health Champions drawn from across the Council who are promoting quarterly health promotion events.