



PEOPLE
Active and Healthy Lifestyles
Priority Delivery Plan
2013/14

Lead Officer:
Corporate Director

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Why is this a priority outcome?

Cannock Chase continues to face a number of health inequalities which not only affect the quality of life of its residents but also have a significant impact on the overall prosperity of the District and its communities, alongside the effects on employment, mobility, and access to services. The health of the District is closely interrelated with the economic environment, and it is widely recognised that “economic and social inequalities greatly influence the health of the population.”¹ The high levels of Incapacity Benefit claims in the District indicate the relationship between economic prosperity and health and wellbeing.

The District has an ageing population, with the over 65 population predicted to increase from 14,400 in 2008 to 23,700 in 2030. The 2011 Census shows that, when compared to data from 2001, the population of Cannock Chase saw the largest increases in the 60-74 and 45-59 age groups. The District had the highest increase (36%) in residents aged 85+ of all the Staffordshire Districts over the ten year time frame.² An ageing population has the potential to significantly affect the use of health services, with older people being more likely to place greater demands on health services.

Life expectancy at birth in the District is significantly lower than the England average for both males and females. For men living in Cannock Chase, life expectancy at birth was 77.2 years compared with a Regional average of 77.5 and a National average of 78.3 years. Females in Cannock Chase had a life expectancy of 80.9 years compared with a Regional average of 81.9 and a National average of 82.3 years. Alongside these District figures, a number of Wards in Cannock Chase have particularly low life expectancy, illustrating health inequalities within the District.³

Healthy life expectancy is also an issue in Cannock Chase, with males and females both expected to spend significantly more time in ill or poor health compared to Regional and National averages.

The Cannock Chase District Profile 2012 produced by Staffordshire County Council reports that Cannock Chase had the highest rate of adult smokers in Staffordshire at 26% between 2006 and 2008.⁴ Smoking is a major factor in

¹ *A Review of Coalfields Regeneration*, Coalfields Regeneration Trust, September 2010.

² Table PP04 2011 Census: Usual Resident Population by Five Year Age Group, Wards in England and Wales; <http://www.staffordshireobservatory.org.uk/IAS/census2011/reports>

³ Health and Wellbeing Profile for Cannock Chase District Council: May 2012, Staffordshire Public Health, pages 7 and 14.

⁴ Staffordshire County Council: *Cannock Chase District Profile, 2012*.

the development of cancer, premature mortality from which in the District remains above the England average.⁵

The issue of obesity remains significant in the District. The rate of obese adults in Cannock Chase is reported to be significantly worse than the England average of 24.2 with a local value of 29.1.⁶ Amongst Reception year stage children, levels of obesity remain above those at County, Regional and National levels.⁷

Prevalence of Childhood Obesity, Reception Age Children, 2008-2011

	Reception 2008/09	Reception 2009/10	Reception 2010/11
Cannock Chase	9.4%	12.6%	12.5%
Staffordshire	9.9%	9.9%	9.5%
West Midlands	10.1%	10.5%	10.1%
England and Wales	9.6%	9.8%	9.4%

Source: Staffordshire Observatory: Childhood Obesity, Districts.

In contrast to Reception age, overall obesity levels among children in school Year 6 (aged 10-11) across the District have reduced from 23.1% in 2009/10 to 19.4% in 2010/11 whilst obesity for this age group at County, Regional and National levels has risen or remained stable during the same period.⁸

Prevalence of Childhood Obesity, Year 6 Age Children, 2008-2011

	Year 6 2008/09	Year 6 2009/10	Year 6 2010/11
Cannock Chase	21.7%	23.1%	19.4%
Staffordshire	18.6%	17.8%	18.9%
West Midlands	19.8%	20.5%	20.5%
England and Wales	18.3%	18.7%	19.0%

Source: Staffordshire Observatory: Childhood Obesity, Districts.

⁵ Ibid; English Public Health Observatories (Department of Health, NHS), Health Profile 2012: Cannock Chase http://www.apho.org.uk/default.aspx?QN=HP_METADATA&ArealD=50569

⁶ English Public Health Observatories (Department of Health, NHS), Health Profile 2012: Cannock Chase http://www.apho.org.uk/default.aspx?QN=HP_METADATA&ArealD=50569

⁷ Staffordshire Observatory: <http://www.staffordshireobservatory.org.uk/IAS/dataviews/tabular?viewId=359&geold=47&subsetId=>

⁸ Ibid.

Evidence suggests that physical activity reduces the risk of cardiovascular disease and some cancers, helps to reduce obesity, and improves overall health and wellbeing. The Sport England Active People Survey 6 (October 2011-October 2012) shows that, from the adults aged 16 and over interviewed for the survey in Cannock Chase, only 28.4% participated in 30 minutes moderate intensity sport (1 session per week).⁹ Sport England Active People Surveys data also indicates that only 14.8% of those aged 55+ in Cannock Chase participated in sport and active recreation at moderate intensity for at least thirty minutes on three or more days per week. This compared with 32.6% of 16-34 year olds and 24.8% of 35-54 year olds.¹⁰

Guidance published by the NHS suggests that 'older adults who participate in any amount of physical activity gain some health benefits' and recommends that older adults (65+ years) should do at least thirty minutes moderate intensity activity on at least five days a week.¹¹

Public Health and Health Care services are currently undergoing radical change to form new structures. Responsibility for Public Health will transfer from South Staffordshire PCT to Staffordshire County Council. The Director of Public Health is already in place. Primary Care Trusts will cease to exist from 1st April 2013, and in their place newly formed GP lead Clinical Commissioning Groups are being set up.

There is a clear need to work closely with these new bodies to further the priority outcomes and service aims set out in this plan. However, this is not yet possible as the new Public Health structure is not yet in place and the Cannock Chase Clinical Commissioning Group is not yet fully operational.

In the meantime the actions contained in this plan are those that are possible with the current available resources.

⁹ Active People Survey 6 2011-2012,

http://www.sportengland.org/research/active_people_survey/active_people_survey_6.aspx

¹⁰ Sport and Active Recreation by Frequency and Demographics

http://www.sportengland.org/research/active_people_survey/active_people_survey_6/other_sport_results_aps6.aspx

¹¹ NHS Factsheet 5: Physical Activity Guidelines for Older Adults (65+ Years),

<http://www.nhs.uk/Livewell/fitness/Pages/physical-activity-guidelines-for-older-adults.aspx>
[accessed 30th August 2012]

Portfolios

- **Health and Wellbeing**
- **Culture and Sport**

Each of these Portfolios and the contribution they make to the Priority Outcome of People: Active and Healthy Lifestyles is set out in the following Portfolio Delivery Plan sections.

Health and Wellbeing

Portfolio Delivery Plan

The Health and Wellbeing Portfolio enables Council services provision to contribute to Active and Healthy lifestyles

The portfolio responsibilities for Health and Wellbeing include:

- Liaison with various bodies and agencies to tackle health inequalities across the District, including the Primary Care Trust and NHS Trusts.
- Environmental Health Services, including food hygiene and safety, disease control, health and safety, health promotion, and mortuary.
- Management and maintenance of the Council's community alarms and CCTV systems.
- The administration of Housing and Council Tax Benefits.
- All statutory and non-statutory plans and policy documents prepared by the Council relating to the above-mentioned services and facilities including the Food Law Enforcement Service Plan.

The Council provides these services primarily through the Environmental Health, Environmental Services and Finance Departments.

Environmental Health Department

- Liaise with various bodies and agencies to tackle health inequalities across the District.
- Planned inspections of businesses to assess compliance with food hygiene and workplace health and safety legislation;
- Business support – provision of free advice and assistance to businesses to help them comply at minimum cost;
- Investigation of food complaints, food poisonings, workplace accidents and complaints about working conditions;
- Licensing and Registration Inspections (for example, pet shops, skin piercing, dog boarding)
- Departmental lead on smokefree and tobacco control activities;
- Food, Safety and Health initiatives and projects aimed at increasing the awareness of businesses and the public;
- Development of the Chase Community Partnership Alcohol Strategy;
- Public Health (including drainage, odour and refuse complaints associated with commercial premises, contract funerals, exhumations, management of the public mortuary);

Environmental Services Department

- Management, monitoring and maintenance of CCTV systems;
- Management, monitoring and maintenance of the Communal Alarms service;

Service Aims

- Enforce food hygiene / health and safety legislation using a risk based approach;
- Advise and support new and existing businesses in complying with legislation;
- Investigate food complaints, incidents of food poisoning, workplace accidents and complaints about working conditions;
- Enforce smokefree legislation and take the lead on tobacco control activities;
- Administer contract funerals where the deceased has no next of kin;
- Update the Chase Community Partnership Alcohol Strategy;
- Manage the public mortuary and Coroner's Court facilities on behalf of the County Council;
- Manage and develop the administrative support function for Environmental Health;
- Review of Communal Alarms provision

How will we achieve our service aims and the priority outcome?

Service Aim: Liaise with various bodies and agencies to tackle health inequalities across the District.

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Identify joint working initiatives with Cannock Chase CCG, Staffordshire County Council Public Health and other bodies in order to tackle health inequalities in the District.	✓	✓	✓	✓	Head of Environmental Health	N/A	Staff resources

Service Aim: Enforce food hygiene / health and safety legislation using a risk based approach.

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Inspection of food premises to increase compliance.	✓	✓	✓	✓	Food & Safety Manager	People, Health & Wellbeing 1	Staff resources
Undertake Health and safety interventions/ inspections to increase compliance.	✓	✓	✓	✓	Food & Safety Manager	People, Health & Wellbeing 2	Staff resources

Service Aim: Advise and support new and existing businesses in complying with legislation.

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Provision of a Business Support service.	✓	✓	✓	✓	Business Support Officer	People, Health & Wellbeing 3	Business Support Officer

Service Aim: Investigate food complaints, incidents of food poisoning, workplace accidents and complaints about working conditions.

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Respond to requests for service.	✓	✓	✓	✓	Food & Safety Manager	People, Health & Wellbeing 4	Staff resources

Service Aim: Administer contract funerals where the deceased has no next of kin.

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Provide a service for the provision of contract funerals in appropriate cases.	✓	✓	✓	✓	Food & Safety Manager	People, Health & Wellbeing 5	Staff resources

Service Aim: Update the Chase Community Partnership Alcohol Strategy.

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Review and update the Alcohol Strategy and action plan					Head of Environmental Health	People, Health & Wellbeing 6	Staff resources

Service Aim: Manage the public mortuary and Coroners Court facilities on behalf of the County Council.

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Manage the public mortuary and coroners court facilities in accordance with the SLA.	✓	✓	✓	✓	Food & Safety Manager	People, Health & Wellbeing 7	Staff resources

Service Aim: Review Communal Alarms provision

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Evaluate the provision of Communal Alarms in line with potential changes to the Supporting People Grant funding				✓	Central Control Manager	N/A	Within existing employee resources

Key performance measures

Service Aim: Enforce food hygiene / health and safety legislation using a risk based approach.			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Health & Wellbeing 1	Number of premises broadly compliant with food hygiene legislation.	To be confirmed after 31/3/2013. Projected 95%	96%
People, Health & Wellbeing 2	Number of health & safety interventions undertaken in accordance with national priorities and local intelligence.	To be confirmed after 31/3/2013	To be confirmed on receipt of new national guidance. Expected April 2013

Service Aim: Advise and support new and existing businesses in complying with legislation.			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Health & Wellbeing 3	Number of businesses provided with business support advice.	To be confirmed after 31/3/2013	10% increase on 20/2/13 baseline

Service Aim: Respond to requests for service, requests including food complaints, incidents of food poisoning, workplace accidents and complaints about working conditions.			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Health & Wellbeing 4	Requests for Service responded to within the required response time – 24 hours, 3 days or 5 days.	To be confirmed after 31/3/2013	95%

Service Aim: Administer contract funerals where the deceased has no next of kin.

Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Health & Wellbeing 5	In all cases where a person is deceased and there is no next of kin, undertake appropriate enquiries and where required make appropriate funeral arrangements.	To be confirmed after 31.3.2013. Currently 100%	100% of appropriate cases

Service Aim: Update the Chase Community Partnership Alcohol Strategy.

Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Health & Wellbeing 6	Alcohol Strategy action plan to be reviewed quarterly and updated at end of year.	NA	Quarterly review and update at end of year

Service Aim: Manage the public mortuary and Coroners Court facilities on behalf of the County Council.

Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Health & Wellbeing 7	Public mortuary and Coroners Court facilities to be managed in accordance with the SLA. Performance assessed at monthly governance meetings.	To be confirmed after 31/3/2013	Full compliance with terms of SLA

Culture and Sport

Portfolio Delivery Plan

The Culture and Sport Portfolio enables Council services provision to contribute to Active and Healthy lifestyles

The portfolio responsibilities for Culture and Sport include:

- The provision of leisure, sports, cultural, recreation and entertainment services and facilities, entertainment venues, arts, theatres, two leisure centres, golf course and museum within the district.
- Working effectively and engaging with partners to deliver culture and leisure services that meet local need and improve outcomes for residents of the district.
- Parks and open spaces.
- Cemeteries and burial grounds.
- All statutory and non statutory plans and policy documents prepared by the Council relating to the above mentioned services and facilities including the Play Strategy.

The Council provides these services primarily through the Environmental Services Department and under a contract with Wigan Leisure and Culture Trust, managed by the Head of Commissioning.

Environmental Services Department

- Management and maintenance of Parks and Open spaces
- Playground Maintenance and Repair
- Outdoor recreational facilities
- Cemeteries and closed churchyards
- Tree Maintenance and Management
- Bereavement Services

Wigan Leisure and Culture Trust (WLCT)

The commissioning and management of the Council's contract with WLCT includes:

- Overseeing the delivery and operation of the culture and leisure services and facilities
- Ensuring compliance with contract and service specific requirements
- Monitoring and managing performance
- Setting and influencing the strategic direction for culture and leisure services
- Seeking continued investment in facility development and service improvements
- The provision of culture and leisure services and facilities –
 - Chase Leisure Centre
 - Cannock Park Golf Course
 - Rugeley Leisure Centre
 - Prince of Wales Theatre
 - Museum of Cannock Chase
 - Community Wellbeing Teams – Arts, Sport and Play
 - Business Development

Service Aims

- Review Managed Parks provision.
- Deliver additional schemes in line with new development requirements.
- Review Burial Space within the district.
- Manage and monitor the delivery of the culture and leisure services contract.
- To provide accessible leisure and culture facilities.
- To provide a range of health activities and initiatives through our culture and leisure facilities and services.
- Encourage investment in sporting and cultural facilities.
- Contribute to the creation of new volunteering and employment opportunities.

How will we achieve our service aims and the priority outcome?

Service Aim: Review Managed Parks provision

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Update the Park Management Plans for the current 4 Green Flag sites				✓	Parks and Open Spaces Manager	N/A	Within existing resources
Improve Hednesford Park following the receipt of Heritage Lottery Funding				✓	Parks and Open Spaces Manager	N/A	S106 funding/HLF grant

Service Aim: Review Burial Space within the district

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Review Stile Cop Cemetery Burial Capacity				✓	Parks and Open Spaces Manager	N/A	Within existing employee resources
Locate an additional cemetery in Cannock				✓	Parks and Open Spaces Manager	N/A	Within agreed funding provision

Service Aim: Manage and monitor the delivery of the culture and leisure services contract

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Manage and monitor the delivery of the WLCT contract through monthly contract meetings and quarterly performance reports	✓	✓	✓	✓	Head of Commissioning	People, Culture and Sport 1	Within existing resources

Service Aim: To provide accessible leisure and culture facilities

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
To provide a leisure facility concessions scheme for eligible residents and customers	✓	✓	✓	✓	Head of Commissioning WLCT	People, Culture & Sport 2	Within existing resources
To work with WLCT to develop facilities for people with disabilities - To submit a funding bid to develop a sensory room at Chase Leisure Centre	✓				Head of Commissioning WLCT	People, Culture & Sport 2	Within existing resources and additional external funding

Service Aim: Encourage investment in sporting and cultural facilities

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Develop a community sport and recreation hub at former Stadium site - Conduct feasibility studies on former Stadium site - Explore and develop funding strategy	✓	✓			Head of Commissioning		Within existing resources and identified budget resource (TBC)
Deliver investment in culture and leisure facilities as a part of WLCT contract	✓	✓	✓	✓	Head of Commissioning	People, Culture & Sport 4	Within existing resources

Service Aim: Contribute to the creation of new volunteering and employment opportunities

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Work with WLCT to develop volunteering and apprenticeship opportunities within the culture and leisure service	✓	✓	✓	✓	Head of Commissioning WLCT	People, Culture & Sport 5, 6 & 7	Within existing resources

Service Aim: To provide a range of health activities and initiatives through our culture and leisure facilities and services

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
To work with WLCT to target activities of those with health needs (older people, obese adults and children)	✓	✓	✓	✓	Head of Commissioning WLCT	People, Culture & Sport 3	Within existing resources

Key performance measures

Service Aim: Manage and monitor the delivery of the culture and leisure services contract			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Culture & Sport 1	% increase in participation in culture and leisure services and facilities	TBC	TBC

Service Aim: To provide accessible leisure and culture facilities			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Culture & Sport 2	% increase of Chase Lifestyle concession cardholders	TBC	TBC

Service Aim: To provide a range of health activities and initiatives through our culture and leisure facilities and services			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Culture & Sport 3	To provide a number of activities for those with health needs	TBC	TBC

Service Aim: Encourage investment in our sporting and cultural facilities			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Culture & Sport 4	Level (£) of investment in culture and leisure facilities as a part of WLCT contract	TBC	TBC

Service aim: Contribute to the creation of new volunteering and employment opportunities			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People, Culture & Sport 5	Number of volunteering hours	TBC	TBC
People, Culture & Sport 6	Number of people volunteering	TBC	TBC
People, Culture & Sport 7	Number of apprenticeships created	TBC	TBC

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Service aim: To manage and monitor the delivery of the culture and leisure services contract			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People 1	% increase in participation in culture and leisure services and facilities	20%	33%
People 2	% increase of Chase Lifestyle concession cardholders	12%	5%
Service aim: To encourage investment in our sporting and cultural facilities			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People 3	Level (£) of investment in culture and leisure facilities as a part of WLCT contract	£1m	£120k
Service aim: To contribute to creating new volunteering and employment opportunities			
Indicator reference code	Definition	Baseline 2012/13	Targets 2013/14
People 4	Number of volunteering hours	3,842	4,000
People 5	Number of people volunteering	54	65
People 6	Number of apprenticeships created	0	2