



PEOPLE
Active and Healthy Lifestyles
Priority Delivery Plan
2014/15

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 affect the quality of life of its residents and have a significant impact on the overall prosperity of the District. It is widely recognised that 'the social and economic inequalities in our society are reflected in, and help to determine, our health outcomes'.¹ The considerable levels of Incapacity Benefit claims in the District indicate the relationship between economic prosperity and health and wellbeing.

Ageing Population

The proportion of people aged 65 and older is forecast to almost double between 2010 and 2050, with particular growth in the population aged 80 and over.² The 85 and over age group has seen a 38% rise in Staffordshire between 2001 and 2011 with almost a fifth of the population aged 65 or above.³ The trend of ageing population is evident in Cannock Chase which has seen increases in the proportion of the population aged 45 and over between 2001 and 2011, particularly in the age group 60-74. The District had the highest increase in residents aged 85+ of all the Staffordshire Districts (36%) over the ten year time frame.⁴ An ageing population has the potential to place greater demands on health services as well as affecting housing projections and increasing pressure on the wider economy.

Life Expectancy

Life expectancy at birth for both males and females in Cannock Chase showed an increase during 2009-2011, closing the gap between the District and England average. However, life expectancy in the District remained lower than the England average in 2009-2011 at 78.5 years for males compared to a National average of 78.9. Similarly, female life expectancy

¹ Royal College of Nursing, *Health Inequalities and the Social Determinants of Health* (January 2012), p. 1.

² World Health Organisation, *Policies and Priority Interventions for Healthy Ageing* (2012), p. 1.

³ Staffordshire Observatory, *Stories from the Census 2011: The Ageing Population*
<http://www.staffordshireobservatory.org.uk/documents/Population/CensusReport/ShortStories/CensusShortStories-Olderpeople.pdf>

⁴ Staffordshire Observatory, The First Statistical Release of the Census 2011,
[http://www.staffordshireobservatory.org.uk/documents/Population/CensusReport/Census2011-FirstReleaseBriefingNote\(populationandhouseholds\)11.pdf](http://www.staffordshireobservatory.org.uk/documents/Population/CensusReport/Census2011-FirstReleaseBriefingNote(populationandhouseholds)11.pdf)

was 82.7 years in Cannock Chase compared to an average of 82.9 years for England.⁵

Life-Limiting Conditions

It is estimated that around 850 residents of Cannock Chase die each year, with circulatory diseases, cancer and respiratory disease being the three most prevalent causes of death in the District.⁶ Despite the downward trend for cardiovascular disease mortality in the District since 2006, statistics for 2011/2012 indicate a rise in the recorded prevalence of Hypertension (high blood pressure) since 2009/2010.⁷

Lifestyle

Cannock Chase had a smoking prevalence rate of 20% during 2011/2012 which indicates that around 15,000 residents aged 18 and over are smokers. However, trend data for smoking prevalence shows that rates were 4.8% lower in March 2012 than in March 2010.⁸

The 2012 Local Alcohol Profile shows that Cannock Chase had a significantly worse rate than the West Midlands and England for alcohol-specific hospital admission among under 18s. The rate for alcohol attributable hospital admission among females in the District was also higher than the Regional and National average with estimates indicating that there are around 4,400 higher risk drinkers across Cannock Chase.⁹

Data from the National Child Measurement Programme shows that 11.7% of Reception age children (age four to five) in the District were obese in 2011/2012, which was higher than the England average (9.5%). The proportion of obese children in Year 6 has increased by 3.5% since 2010/2011

⁵ Office for National Statistics, Life Expectancy at Birth and at Age 65 by Local Areas in England and Wales, 2009-2011, July 2013 <http://www.ons.gov.uk/ons/rel/subnational-health4/life-expectancy-at-birth-and-at-age-65-by-local-areas-in-england-and-wales/2009-11/index.html>

⁶ Staffordshire County Council, *Cannock Chase District Profile* 2013. (Staffordshire Observatory, April 2013), p. 8.

⁷ Cannock Chase District Commissioning Public Health Services Report on Commissioned Services, p. 37, courtesy of Staffordshire Public Health, July 2013.

⁸ *Ibid.*, p. 2.

⁹ *Ibid.*, p. 9; Local Alcohol Profiles for England (LAPE): Cannock Chase <http://www.lape.org.uk/LAProfile.aspx?reg=f;> Higher risk drinkers are defined as males consuming more than 50 units per week, females consuming over 35 units.

to 22.9% and was above the England average for 2011/2012 (19.2%). Research has identified the benefits of physical activity in terms of reducing the risk of life-limiting illness, reducing obesity and improving 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) – a fall of more than 5% from 2010/2011.¹⁰

Health and Care in the 2011 Census

The 2011 Census asked people to describe their general health and to report the extent to which illness or disability limited their daily activities. Cannock Chase reported the highest percentage proportion of residents who described their health as 'bad' and 'very bad' out of all the Staffordshire Districts, at 5.3% and 1.5% respectively. In addition, more than a fifth of residents (20.7%) reported that limiting illness or disability impinged on their daily lives.

Residents who self-reported a negative assessment of their health were not evenly spread across the District with some Wards reporting considerably higher proportions of residents with 'very bad' health than others, ranging from 0.8% to 2.1%. Similarly, some Wards reported a higher proportion of residents who identified that their day-to-day activities were limited 'a lot' by illness or disability, with percentage proportions ranging from 4.8% to 13.3%.

Census data indicates that a relatively high proportion of Cannock Chase residents were involved in providing unpaid care in 2011. The District had the highest proportion of persons providing unpaid care of more than twenty hours per week across the eight Staffordshire Districts in 2011, with 3.2% residents providing 50 or more hours of unpaid care per week. This is significant with reference to analysis which has found that residents providing higher levels of care were more likely to self-report experiencing poorer health. The proportion of residents providing unpaid care was unevenly distributed across the District's Wards, with fewer than 2% of residents

¹⁰ Active People Survey 6 2011-2012, http://www.sportengland.org/research/active_people_survey/active_people_survey_6.aspx

providing 50 or more hours of unpaid care per week in some Wards, compared to almost 4% in others.¹¹

Incapacity Benefits

Statistics from May 2013 indicate that 4,070 (6.4%) Cannock Chase residents were claiming Employment and Support Allowance (ESA)/Incapacity Benefits which continues to be the most prevalent form of benefit claim in the District. Whilst the proportion of claimants has fallen since November 2011, it remains above County, Regional and National proportions.

Claimant rates for ESA vary across the District's Wards, from 2.5% to 10.5%, which highlights the level of health inequalities. Almost 5% of Cannock Chase residents aged 16-74 (4.7%) identified that they were economically inactive due to long-term sickness or disability at the time of the 2011 Census which was higher than the West Midlands (4.4%) and England (4.0%) levels.

¹¹ 2011 Census Table KS301EW: Health and Provision of Unpaid Care, Area: Cannock Chase, Neighbourhood Statistics, Office for National Statistics.

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

- Liaise with various bodies and agencies to tackle health inequalities across the District
- Manage the Public Mortuary and Coroners Court facilities on behalf of the County Council
- Review Social Alarms provision
- Enforce food hygiene / health and safety legislation using a risk based approach.
- Advise and support new and existing businesses in complying with legislation.
- Respond to requests for service, requests including food complaints, incidents of food poisoning, workplace accidents and complaints about working conditions
- Administer contract funerals where the deceased has no next of kin.
- Update the Chase Community Partnership Alcohol Strategy.

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

Service Area: Environmental Health

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

How	When				Who	Indicator
	Q1	Q2	Q3	Q4		
Deliver the Cannock Chase DC actions contained in the Public Health District Delivery Plan in order to tackle health inequalities in the District.	✓	✓	✓	✓	Head of Environmental Health/ District Public Health Development Officer	Progress with projects will be reported quarterly.

Service Area: Environmental Health

Service Aim: Manage the Public Mortuary and Coroners Court facilities on behalf of the County Council.

How	When				Who	Indicator
	Q1	Q2	Q3	Q4		
Public mortuary and Coroners Court facilities to be managed in accordance with the SLA. Performance	✓	✓	✓	✓	Food & Safety Manager	Compliance with the terms of the SLA.

assessed at monthly governance meetings.						
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Service Area: Social Alarms

Service Aim: Review Social Alarms provision.

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

Service Area: Environmental Health

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

Performance Measures				
Indicator reference code	Definition	Baseline 2013/14	Targets 2014/15	Frequency of Reporting
People, Health & Wellbeing 1	Number of premises broadly compliant with food hygiene legislation.	TBC after 31/3/2014. Projected 96%.	96%	Annual Target
People, Health & Wellbeing 2	Number of health & safety interventions undertaken in accordance with national priorities and local intelligence.	TBC after 31/3/2014.	TBC	Quarterly

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

Performance Measures				
Indicator reference code	Definition	Baseline 2013/14	Targets 2014/15	Frequency of Reporting
People, Health & Wellbeing 3	Number of businesses provided with business support advice.	TBC after 31/3/2014.	TBC	Annual Target

Service Aim: Respond to requests for service, requests including food complaints, incidents of food poisoning, workplace accidents and complaints about working conditions.

Performance Measures				
Indicator reference code	Definition	Baseline 2013/14	Targets 2014/15	Frequency of Reporting
People, Health & Wellbeing 4	Requests for Service responded to within the required response time – 24 hours, 3 days or 5 days.	TBC after 31/3/2014.	95%	Annual Target

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

Performance Measures				
Indicator reference code	Definition	Baseline 2013/14	Targets 2014/15	Frequency of Reporting
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.	TBC after 31/3/2014.	100%	Annual Target

Service Aim: Update the Chase Community Partnership Alcohol Strategy.

Performance Measures				
Indicator reference code	Definition	Baseline 2013/14	Targets 2014/15	Frequency of Reporting
People, Health & Wellbeing 6	Alcohol Strategy action plan to be reviewed quarterly and updated at end of year.	N/A	Quarterly review with update at end of year.	Quarterly.

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

- To maximise opportunities for participation in culture and leisure
- To provide accessible culture and leisure services and facilities
- To encourage investment in our sporting and cultural facilities
- To develop provision of burial space within the district
- To maintain quality of managed parks provision

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

Service Area : Commissioning

Service Aim: To maximise opportunities for participation in culture and leisure

How	When				Who	Indicator
	Q1	Q2	Q3	Q4		
To manage and monitor the delivery of the culture and leisure services contract: a) Hold monthly minuted contract meetings b) Produce performance reports	✓	✓	✓	✓	Head of Commissioning/ WLCT	Performance reported throughout the year
Provide activities targeted at: (a) Those with health needs (b) Older People (c) Young People	✓	✓	✓	✓	Head of Commissioning/ WLCT	Culture 3, 4 and 5

Performance Measures				
Indicator reference code	Definition	Baseline 2013/14	Targets 2014/15	Frequency of Reporting
Culture 1	Number of Default Notices Issued	TBC	TBC	Quarterly
Culture 2	Level of WLCT investment in facilities and services	TBC	TBC	Quarterly
Culture 3	Number of attendances at targeted activities	TBC	TBC	Quarterly
Culture 4	Number of attendances at targeted activities for the over 60's	TBC	TBC	Quarterly
Culture 5	Number of attendances at targeted activities under 18's	TBC	TBC	Quarterly
Culture 6	% increase in annual attendances at all culture and leisure facilities and services	TBC	1% increase	Quarterly

Service Aim: To provide accessible culture and leisure services and facilities

Performance Measures				
Indicator reference code	Definition	Baseline 2013/14	Targets 2014/15	Frequency of Reporting
Culture 7	2013-14 concessionary members plus 1%	TBC	TBC	Annual

Service Aim: To encourage investment in our sporting and cultural facilities

How	When				Who	Indicator
	Q1	Q2	Q3	Q4		
<p>To develop a community sport and recreation hub at the former Stadium Site:</p> <p>a) To explore and establish funding resource to support the capital development</p> <p>b)To finalise design and submit planning application</p>	✓	✓	✓	✓	Head of Commissioning	
<p>To develop proposals for 2nd full size ATP in the district (Hednesford)</p> <p>a) To explore and establish funding sources to support capital development</p> <p>b)To identify suitable site</p> <p>c) to prepare and submit planning application</p>	✓	✓	✓	✓	Head of Commissioning	

d) To secure site			✓			
e) To finalise specification, invite tenders and select contractor				✓		
To continue to develop Hednesford Park - HLF Project		✓		✓	Head of Commissioning/ Parks & Open Spaces Manager	Progress updates to be reported 6 monthly
To develop new mining gallery at the museum: To complete development and open to the public	✓	✓			Head of Commissioning/ WLCT	

Service Aim: To develop provision of burial space within the district

How	When				Who	Indicator
	Q1	Q2	Q3	Q4		
To develop Stile Cop Cemetery (Phase 2): a) To commence development b) To complete development	✓				Head of Commissioning/ Parks & Open Spaces Manager	
To progress the provision of additional burial space south of AONB a) To identify a suitable site b) To submit planning application c) To secure suitable site	✓	✓	✓		Head of Commissioning/ Parks & Open Spaces Manager	

Service Aim: To maintain quality of managed parks provision

How	When				Who	Indicator
	Q1	Q2	Q3	Q4		
To maintain Green Flag accreditation for 4 parks within the District: a) Implement Parks Management Plans b) Undergo independent inspections and assessment	✓	✓	✓	✓	Parks & Open Spaces Manager	