

Health and Wellbeing

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The Evidence

The population of Cannock Chase District is projected to reach 100,000 by 2016 and increase to 108,000 by 2031, a percentage increase of 14.5%. Within this estimated growth, the over 65 population is expected to increase from 14.6% of the current population to 23.8%.

National analysis of Health Deprivation in Cannock Chase indicates that twenty five Super Output Areas are ranked in the 10-30% most deprived in England.

The District's population suffers from deep-rooted health problems. Health analyses for the area produced by the Department of Health and South Staffordshire PCT show several areas of concern. Life expectancy for men and women in the District is significantly below the national average, and premature mortality rates also compare unfavourably. Obesity is an issue in Cannock Chase, linked to below average levels of physical activity. District statistics for "Deaths from Smoking" and "Early Deaths: Heart Disease and Stroke" exceed those of England as a whole. The numbers of working-age residents in the District claiming Incapacity Benefit also surpass national and regional averages.

Other issues within the District include more babies being born with a low birth weight compared with regional and national figures. Health profiling also indicates that the District has problems with Obesity and Healthy Eating amongst adults. These factors are reflected by Citizens' Panel responses in the District.

There is currently a lack of burial space in the south of the District due to all of the burial space at Cannock cemetery now being allocated. A suitable site to create a new cemetery is actively being sought with potential sites being assessed. A report will be presented to Cabinet in March 2011 detailing any suitable sites that have been identified.

The Citizens' Panel ranked "Health services" as the second highest priority in the District and eleventh in terms of need for improvement.

Priority Outcomes:

Priority Outcome 1: Reduce Health Inequalities

We need to work with partners to deliver initiatives to address the serious health inequalities in the District and promote healthy lifestyle choices.

We need to work more closely with South Staffordshire PCT and other partners to co-ordinate our resources in tackling these issues.

Priority Outcome 2: Protect the Health of the Public by Regulating Businesses

The Council has a vital role to play in protecting the health of residents, workers and visitors in the District. We need to ensure that our Environmental Health Service is properly regulating businesses in the District. It also needs to deal with any land or premises the condition of which may be a risk to health.

Priority Outcome 3: Identify additional burial land within Cannock

The north of the District has easy access to Stile Cop cemetery in Rugeley. This cemetery is being extended to secure burial space well into the future. There is currently no publicly owned burial space in the south of the District, with very limited space being available in privately owned burial grounds. A suitable site needs to be identified and a new cemetery developed as a matter of urgency.

Where we are at the moment

Reduce Health Inequalities

The Council and its partners deliver a number of initiatives that help residents to have a healthier lifestyle. The targeting of these activities and the implementation of further specifically targeted initiatives is required. To this end a multi-agency workshop is due to be convened by South Staffordshire PCT to engage a wide range of organisations in understanding the incidence and consequences of health inequalities within the District. An action plan will be developed from this and those actions to be delivered by the Council will be included in this PDP. Examples of this include:

The internationally acclaimed Route to Health is a one mile access friendly outdoor arts trail, whereby the arts are used as a tool to engage those experiencing determinants of poor health. Established in 2002 in partnership with the Forestry Commission West Midlands and SSPCT, this facility now attracts over 76,000 visits per year.

The Good Life is an interactive resource, including a website, which has been created by Arts officers working alongside local community partners. It tackles health inequalities by addressing and reducing barriers to participation in healthy lifestyle activities.

The introduction of 'Health Trainers' to the District will provide assistance to those who are most in need with targeted help and advice on ways to improve their health and wellbeing as well as providing links to other related services.

Services to help people stop smoking will continue to reduce the number of smokers and smoking related illness in the District; in turn reducing demand on the District's health care services.

Protect the Health of the Public by Regulating Businesses

The Environmental Health Division delivers an effective service that regulates a large number of business premises within the District against a wide range of legal requirements.

In particular Air Quality is continuously monitored to ensure that it complies with legal requirements, and that action is taken where it doesn't.

Land and premises are regularly found to be in a condition that may be harmful to health. The Council has both a duty and legal powers to deal with such situations.

The foregoing activities are legal obligations that the Council must comply with. Failure to do so will lead to severe criticism of the Council. In the event of public illness or injury attributable to failure by the Council this could lead to civil or criminal proceedings against the Council.

Identify additional burial land within Cannock

Officers have identified a number of sites that are potentially suitable in terms of their size and location. A number of these sites have been eliminated following examination of records relating to ground conditions and previous land use. An expert in cemetery development has been engaged and the remaining sites will now be considered in more detail. Those that still appear to be suitable will then be subject to on-site investigations to finally determine their suitability. A report detailing the results of all of this work will be presented to Cabinet in March 2011.

What will be different in 2012?

Priority Outcome	Baseline 2009-10	What will be different in 2012
Reduce Health Inequalities	<p>The estimated proportion of adults who are obese is higher than the England average and within Staffordshire, Cannock Chase has one of the highest levels of obesity (Survey data from the Staffordshire Health Profile). The estimated proportion that eats healthily (fruit and vegetables) is also lower.</p> <p>Cannock Chase has a significant problem with health and other problems related to alcohol consumption.</p> <p>Smoking prevalence is a significant issue.</p>	<ul style="list-style-type: none"> • Through working with our partners we will have decreased the proportion of obese adults and increased the proportion that maintain a healthy diet. • Health and other problems related to alcohol consumption will be decreasing. • The number of residents accessing smoking cessation services and quitting smoking will increase, resulting in a decrease in smoking prevalence.
	<p>Life expectancy for males and females is significantly lower than the England average, and the gap is widening. Rates of death from causes related to smoking and from heart disease and stroke are higher than the England average.</p>	<ul style="list-style-type: none"> • Interventions will be primarily focused on the population at risk of cardiovascular disease particularly in wards where rates are currently higher than the national average and where inequalities exist. • A range of interventions will be in place to increase access to

Priority Outcome	Baseline 2009-10	What will be different in 2012
		physical activity, reduce alcohol consumption, reduce smoking, and encourage healthy eating.
Protect the Health of the Public by Regulating Businesses.	Air Quality is continuously monitored to ensure that it complies with legal requirements, and action is taken where it doesn't.	<ul style="list-style-type: none"> • Any areas of concern with regard to Air Quality will be identified. • Where appropriate Air Quality Management Areas will declared, and action plans to address the situation will be prepared.
Identify additional burial land within Cannock	There is presently no publicly owned burial space available in the south of the District and limited capacity in private burial grounds.	<ul style="list-style-type: none"> • A new Council owned cemetery will be provided in the south of the District.

What we will do

Priority Outcome 1: Reduce Health Inequalities

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
<p>Develop Health and Physical Activity Suite at Chase Leisure Centre</p> <p>To provide a dedicated activity area that is accessible and will provide a safe secure and discreet location to enable targeted activities to take place.</p> <p>- Open the Health and Physical Activity Suite at Chase Leisure Centre.</p> <p>- Establish a programme with key partners that will provide opportunities for signposting, referral, rehabilitation and low key intervention.</p> <p>-Implement and monitor programme</p>					Leisure Services Manager		<p>Capital and revenue investment from PCT and C&LP and revenue and employee support from Leisure Services.</p> <p>Staff resources</p> <p>Staff resources</p> <p>Staff resources</p>
	✓						
	✓						
		✓	✓				

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
<p>To raise awareness of healthy living and lifestyle issues by involving 200 young children and their families in developing new pieces of art to be included on the Route to Health – Community Arts and Health Trail</p> <p>To involve 200 children in the design of new art pieces</p> <p>To contribute to increasing the number of walkers using the trail by 1% during 2010-11. (Baseline 75,368 to 76,122)</p> <p>- To secure confirmation of PCT commission for project.</p> <p>– Establish new ways of delivering the trail event with partners.</p> <p>– Deliver 10 projects with schools to raise awareness of healthy living and to create new art pieces for the trail.</p>					Community Wellbeing Team –Arts		<p>Subject to PCT funding being available</p> <p>£6k total – 1) part core CCDC budget, 2) part partnership – Forestry Commission and PCT</p>

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
<p>To raise awareness and promote dance opportunities across the district by continuing to develop the 'Move Up' Dance Project</p> <p>- To establish and secure commission from SSPCT to deliver projects.</p> <p>- Develop Initiatives</p> <p>- Produce DVD</p> <p>- Hold mass participation event</p>	✓	✓	✓	✓	Community Wellbeing Team - Arts		Subject to PCT funding being available
<p>To continue to develop the Good Life project:</p> <p>- Secure commission of healthy relationship projects with primary schools.</p> <p>Q1 – Design 2 projects on preparing food safety with primary school, Hednesford's Children's Centre and Environmental Health.</p>	✓				Community Wellbeing Team -Arts		Part CCDC core budget plus funding via Community Learning Partnership

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
<ul style="list-style-type: none"> - Consult, amend and review 2 projects - Sign off and roll out 2 projects - Develop 10 new elements for website in conjunction with 1st time participant primary schools. - Continue to evaluate Good Life Project to shape future delivery. 	✓						<ul style="list-style-type: none"> Subject to £10k funding from Practice Based Commissioners Staff resources
<p>Positive Youth Arts and Health Promotion Projects:</p> <ul style="list-style-type: none"> - To deliver workshops across 5 High Schools inclusion units to inform the development of the "Respect" Toolkit. - Develop "Respect" and Health Promotion Toolkit and artwork. - To distribute toolkit to teachers and youth professionals 	✓		✓	✓	Leisure Development Manager + Community Development Team - Arts		<ul style="list-style-type: none"> 1) £5k core CCDC budget 2) £5k funding awaited from Practice Based Commissioners 3) £3,500 Community Learning Partnership

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
Develop and implement a District Alcohol Harm Reduction Strategy: <ul style="list-style-type: none"> - First draft - Consult with Partners - Final draft - Commence implementation 	✓				Head of Environmental Health		Staff resources
In Partnership with South Staffordshire PCT implement a Tobacco Control initiative to be delivered to local businesses: <ul style="list-style-type: none"> - Agree scope and detail of initiative and Identify potential participants. - Trial the initiative, evaluate trial and make amendments 	✓				Head of Environmental Health		Staff resources
<ul style="list-style-type: none"> - Commence implementation of initiative 				✓			

What we will do

Priority Outcome 2: Protect the Health of the Public by Regulating Businesses

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
<p>Air Quality Management:</p> <ul style="list-style-type: none"> - Assessment of Air Quality for key pollutants across the District undertaken in accordance with the statutory timescales - If required undertake a detailed assessment of any pollutants of concern 	✓		✓		Environmental Protection manager		Staff Resources
<p>Statutory Nuisances – dealing with any land, premises, accumulations or deposits that are prejudicial to health:</p> <ul style="list-style-type: none"> - Service requests responded to within 5 working days. 	% 90	% 90	% 90	% 90	Environmental Protection manager		Staff Resources

What we will do

Priority Outcome 3: Identify additional burial land within Cannock

How	When				Who	Indicator	Resource
	Q1	Q2	Q3	Q4			
<p>Identification of a site for a new cemetery in the Cannock area:</p> <ul style="list-style-type: none"> - identify potential sites. - engage expert to undertake detailed analysis of potential sites. - report to Cabinet detailing findings of site investigations. 		✓	✓	✓	Parks & Open Spaces Manager		<p>Staff resources</p> <p>ii</p> <p>£50k revenue funding for site investigations.</p> <p>£1.5m capital funding for construction in 2012/13</p>

Resources available

<h2 style="text-align: center;">Health and Wellbeing Priority Delivery Plan</h2>		
Priority Outcome Number	Priority Outcome Name	Resource Available
1	Reduce Health Inequalities	Majority of resources are detailed within Culture and Sport PDP e.g. Community Wellbeing Team -Arts and Chase Leisure Centre and (NI119 & NI137)
2	Protect the Health of the Public by Regulating Businesses.	Food & Safety £269,560 and Environmental Protection £445,350
3	Identify additional burial land within Cannock	Revenue Budget 2010-11 £50,000 and 2012-13 £90,000 Capital Budget 2012-13 £1,500,000

Key Performance Measures

Health and Wellbeing						
Priority Outcome 2: Protect the health of the public by regulating businesses						
					Targets	
Indicator reference code	LAA PI?	NI?	Definition	Baseline 2009/10	2010/11	2011/12
NI 182		NI	Satisfaction of business with local authority regulation services	84%	91%	

Key Risks

Risk is the chance or possibility of loss, damage, injury or failure to achieve objectives caused by an unwanted or uncertain action or event.

Risk is ever present and some amount of risk-taking is inevitable if the Council is to achieve its objectives. Risk management is about making the most of opportunities and about achieving objectives once those decisions are made. By being 'risk aware' the Council is in a better position to avoid threats and take advantage of opportunities.

The risks that we may face in meeting our challenges have been identified, assessed, scored and are detailed in the risk register below. For those red and orange risks which have scored higher than we would like them to be, we have identified actions to reduce the risk and allocated a risk owner to ensure that actions are carried out and the risk monitored.

Priority Outcome	Risk and consequences of it happening	Gross Risk Score	Control measures in Place	Residual Risk Score	Actions Planned	Time-scale	Risk Owner	Target Score
1	Failure to develop a Health & Physical Activity Suite at Chase Leisure Centre.	16	- Funding secured from PCT. - implementation plan in place	12		Ongoing through year	Head of Leisure and Major Projects	12
1	Failure to develop and deliver Healthy Lifestyles, Good Life, and Positive Youth Arts and Health Promotion projects and commissions.	16	- Projects only commissioned within the available resources and capacity	6		Ongoing for each project.	Head of Leisure and Major Projects	6
1	Failure to develop and implement a District Alcohol Harm Reduction Strategy.	12	- Project being overseen by Director and Head of Service. - Partner involvement will be secured by direct engagement and via LSP processes.	6		Ongoing to project completion in Q4.	Head of Environmental Health	6
1	In Partnership with South Staffordshire PCT implement a Tobacco Control initiative to be delivered to local businesses.	12	Collaboration with Stafford BC and South Staffs DC to deliver joint project.	9	Collaboration with Stafford BC and South Staffs DC to appoint a shared post to deliver project.	Ongoing to project completion.	Head of Environmental Health	6

2	Failure to meet statutory timetable for Air Quality Management monitoring	16	<ul style="list-style-type: none"> - staff training - maintain staffing levels - performance management - qualified staff 	6		Monthly and quarterly performance monitoring.	Environmental Protection Manager	6
2	Failure to adequately respond to Statutory Nuisance complaints	16	<ul style="list-style-type: none"> - staff training - workload monitoring - maintain staffing levels - performance management 	6		Monthly and quarterly performance monitoring.	Environmental Protection Manager	6

Implementing and monitoring this Priority Delivery Plan

In addition to the actions specified, the following Cannock Chase Council services are focused on addressing the priority outcomes identified in this plan. They are:

- Environmental Health
- Housing
- Community Safety
- Legal and Democratic Services
- Environmental Services

The priority outcomes, actions and targets set out in the plan will inform the development of Service Delivery Plans for each of these services with the aim of directing services towards the overall delivery of the PDP actions.

The Health and Wellbeing Priority Delivery Plan will be reported on an exception basis using a Red, Amber or Green (RAG) rating. The RAG rating will be provided by the Lead Officer responsible for each specific issue outlined in the plan.

The frequency and content of reporting is as follows:

- **Cabinet**

Cabinet will monitor the delivery of the PDP via the respective Portfolio Holder, through a quarterly progress report against delivery of the actions and performance indicators included within the plan.

- **DMT**

A six weekly report to be provided in relation to progress against delivery of the actions and performance indicators included within the plan

A quarterly progress report to be provided in relation to progress against delivery of the actions and performance indicators included within the plan

- **Scrutiny Committee**

A quarterly report to be provided in relation to progress against delivery of the actions and performance indicators included within the plan

- **Policy Development Committee (PDC)**

The Health and Wellbeing PDC will receive a quarterly report in relation to progress against delivery of the actions and performance indicators included within this PDP.