

East Devon District Council: Public Health Implementation Plan - Priority Actions 2019-20

Introduction

Data from Public Health England, the NHS, and Devon County Council provides a mechanism for evidencing, prioritising and monitoring health and wellbeing issues and reducing health inequalities across our district.

We use this evidence-based data to guide and plan our public health work within the council and with our partners. Our public health activities align with national, regional and local indicators and priorities.

East Devon's [Public Health Strategic Plan 2019-23](#) identifies three overarching aims which highlight differences in life expectancy and healthy life expectancy between communities:

1. To help more people to be healthy and stay healthy
2. To enhance self-care and support community resilience
3. To integrate and improve support for people in their homes.

The full [Public Health Strategic Plan](#) along with a one-page summary & slightly longer executive summary are all available.

Each part of the council can play a part in a joined-up approach to service delivery supporting these three health and wellbeing priorities. Our Implementation Plan for 2019-20 is based upon activities stated in our [Service Plans](#) .

Teams across the council are working together to fulfil the activities summarised in this Implementation Plan.

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
<p>Countryside and Arts; includes Leisure East Devon [LED]</p>	<p>To help provide a healthier, more beautiful natural environment and deliver experiences that inspire, educate and involve all those who live and visit East Devon’s outstanding environment.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Managing 13 Local Nature Reserves for people and wildlife and enhances East Devon’s green spaces through Nature Recovery Networks ; • Provide an annual programme of public events that raises understanding and awareness of the district’s outstanding natural environment; • Deliver health and wellbeing benefits through all the Service’s work programmes; • Deliver a district-wide outdoor learning experience on our LNRs; • Manage and run a district-wide volunteer programme on our LNRs; • Manage the Thelma Hulbert Gallery (THG) which provides outstanding contemporary art exhibitions, delivers a district wide outreach programme, delivers a strong art based learning programme linked to exhibitions for community groups & individuals including schools, young & older people; THG supports & promotes regional artists and supports a network of volunteers; • Provide funding to support Led to manage the district’s leisure centre facilities enabling community sport and physical activities, also deliver an outreach programme for local clubs and communities within East Devon; <p>Plans for 19/20 include [just a selection]:</p> <p>Deliver new core Outdoor Learning package. Under new Countryside stewardship scheme deliver 25 school visits to Seaton Wetlands.</p> <p>Year 2 of the Sport England Connecting Actively to Nature fund - second stage of pilot project - Wild Swimming club for Over 55s in Sidmouth; aim to work with 15 people, 5 of which will be inactive.</p> <p>Start the active management of the newly created Minerva Country Park - Community engagement and set up volunteer group; Improve the site’s habitat and wildlife; Run 2 public events on site.</p> <p>Wild Exmouth Heritage Lottery Fund year 1 activities</p>	<p>Charlie Plowden, Tim Dafforn, Ruth Gooding</p>	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
	<p>The delivery of the THG’s outreach learning programme with funding from ACE - e.g.</p> <ul style="list-style-type: none"> • Learning Programme with schools and community • A community consultation to create cross-sector social engagement • Develop visual impairment accessibility • Combine art, environment and social prescribing. <p>Support and facilitate Sport England Local Delivery Pilot programme towards Cranbrook achieving its aims e.g. :</p> <p>Work with Move More Cranbrook community group to develop programme of project bids to help support local community sports groups & facilities; Working with Led, Cranbrook GPs & RD&E help set a social prescribing initiative with a Health Coach.</p>			
<p>Economy and Regeneration Services</p>	<p>To further the economic growth and productivity of the district. Our projects deliver regeneration outcomes by optimising the Council’s assets by creating new facilities for people to visit or work in. Our projects transform places, support businesses; create partnerships; attract investment; support new development through the planning process and; help develop a skilled workforce. Our work delivers sustained local economic improvement and an improved return to East Devon District council. Our projects are for the whole community.</p> <p><i>[Health/wellbeing not stated – but integral to these aims]</i> e.g.</p> <p>Continue to identify opportunities that help to promote the council’s environmental, cultural and countryside/coastal commitments by delivering projects such as Exmouth Watersports Centre, Queen’s Drive Space and the renewal of the former Drill Hall site.</p> <p>Support to small and start up business through the proactive management and improvement of East Devon Business Centre. Maintaining positive relations with tenants whilst ensuring operational efficiencies and income generation to EDDC.</p>	<p>Alison Hayward</p>	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
<p>Environmental Health and Car Parks; includes Community Safety</p>	<p>To work across a range of areas to influence decisions and to control and influence a range of behaviours and environmental factors that can affect the health and wellbeing of people in East Devon.</p> <p>We have a range of environmental pollution prevention and control duties and powers. These include the control of smoke, odours, flies and noise, the promotion and enforcement of public health and pest control legislation. We are consulted on the likely impact of new development and on a variety of licensing matters. We help to plan for healthy communities in all developments and we try to ensure that our outstanding environment continues to contribute to health and wellbeing by taking action against those few people whose behaviour is unacceptable.</p> <p>We have a key role in promoting public health and wellbeing and we work with partners to reduce health inequalities across East Devon. We work hard to find ways of increasing access to and understanding of reliable health information across East Devon and we continue to work with colleagues and existing partners to establish new contacts. [selection of actions]:</p> <p style="padding-left: 40px;">We will help more people to be healthy and stay healthy. To do this, we will adopt appropriate activities to share health messages. This work will include: ☑ Embracing technology and tweeting at least one health-related message each week. ☑ Maintaining our public health web site, identifying and creating timely and appropriate material and managing links to put the spotlight on and explain topical issues with at least quarterly reviews.</p> <p style="padding-left: 40px;">We will identify, research and evaluate national and/or regional public health initiatives and programmes suitable for our population. We will work with partners and support a minimum of three campaigns this year. The topics have not as yet been finalised but will be timely and relevant. At this stage it seems likely that they would include one or more of the following: • Sugar Smart • Smokefree Devon Alliance • Devon Healthy Weight Declaration.</p> <p style="padding-left: 40px;">We will support East Devon’s communities in making it a healthier place, by continuing to develop our relationship with businesses by offering them a range of</p>	<p>Helen Wharam, Andrew Ennis</p>	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p> <p>3.To integrate and improve support for people in their homes.</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
	<p>training events designed to support and encourage regulatory compliance. We will offer a minimum of four training events to include: improving your food hygiene rating score; allergens awareness, pest control awareness, basic food hygiene and some basic workplace health and safety modules. This will not only make businesses more resilient but also assists in protecting the health of our communities and the wellbeing of the workforce of that business.</p>			
<p>Finance, includes Revenues and Benefits</p>	<p>Benefits: Providing means tested financial support in respect of housing and council tax costs in accordance with prescribed legislation and a local determined scheme. We give approximately £31m in Housing Benefits each year to 6,761 claimants and £7m to 7,600 claimants.</p> <p><i>[no reference to health / wellbeing – could be developed. E.g. how to help those in crisis]</i></p>	<p>Libby Jarrett</p>	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p> <p>3.To integrate and improve support for people in their homes.</p>	
<p>Governance and Licensing</p>	<p>Licensing team</p> <ul style="list-style-type: none"> • Assist our clients to run their businesses effectively • Contribute to the welfare of residents and visitors • Promote a vibrant and sustainable future <p>Continue to secure affordable housing (and other planning benefit) through planning and property transactions.</p> <p>Support the Strategic Planning Committee in ensuring appropriate strategic policy direction and delivery of CIL regime.</p>	<p>Stephen Saunders</p>	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
	<p><i>[health and wellbeing not stated, but implicit - With responsibility for regulating temporary events, licensed premises, the sale of alcohol and overseeing the licensing of taxis and private hire vehicles, decisions have a marked influence on public health.]</i></p> <p>The Democratic Services team help Members make informed decisions and help Members to develop their skills and knowledge to better serve the community.</p>		<p>community resilience</p> <p>3.To integrate and improve support for people in their homes.</p>	
Growth Point Team	<p>The team works to ensure that growth is accommodated within our outstanding natural environmental and helps to realise positive environmental benefits.</p> <p>Through the work of the Habitat Regulations Executive Committee the first Suitable Alternative Natural Greenspace has been delivered alongside the roll out on-site measures to protect key habitats at the Pebblebed Heaths and Exe Estuary. Projects to progress the Green Infrastructure Strategy include the Clyst Valley Regional Park and accompanying multi use trail. The Great Trees project aims to encourage local people to explore, record and restore the heritage landscape of trees in the Clyst Valley. Also focus on helping to secure a low carbon economy including the progressing energy based projects such as the roll out of district heating networks.</p> <p>We also deliver projects that further the economic growth and productivity of the district. The Exeter and East Devon Enterprise Zone designation went live on the 1st April 2017 and will help to accelerate the delivery of circa 10,000 new jobs across four sites including Cranbrook town centre. Our activities help to realise the dividend from growth including NNDR uplift and New Homes Bonus receipts.</p> <p>Support for Healthy New Towns and Sport England pilot status and delivery of further community infrastructure to support the Cranbrook new community including developing the concept of a Health and Wellbeing Hub; develop a business case for investment in key facilities in Cranbrook to help bring forward a vibrant town centre.</p>	Naomi Harnett	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p> <p>3.To integrate and improve support for people in their homes.</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
Housing	<p>Our over-riding vision is to deliver a decent home for all residents of East Devon. Our Housing Strategy sets out 4 key responsibilities;</p> <ul style="list-style-type: none"> • To provide a housing options service for all who are homeless or threatened with homelessness • To provide, maintain and manage our own council housing stock • To work with housing developers and housing associations to deliver more affordable housing • To regulate and improve other social rented, private rented and owner occupied housing. <p>Planned activities e.g.:</p> <p>We will consider new build development that focuses on providing homes for 1 bedroom households recognising that these make up over 60% of East Devon’s housing need.</p> <p>Subject to all necessary permissions we will explore modular housing opportunities and seek to progress our first scheme.</p> <p>Publish and promote the Homelessness strategy focusing on 4 key priorities;</p> <ul style="list-style-type: none"> • Increasing prevention initiatives • Minimising rough sleeping • Improving health and wellbeing • Increasing accommodation options <p>Complete the second year of <i>your home, your wellbeing</i> project.</p> <p>Deliver a strength based community development project at St Pauls in Honiton.</p> <p>Create a Mental Health Strategy for Housing in order to capture the increasing impact mental health is having on our tenants to ensure our teams have the right toolkits to manage.</p>	Amy Gilbert-Jeans, John Golding	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p> <p>3.To integrate and improve support for people in their homes.</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
	<p>Continue to promote and address social isolation and loneliness amongst our residents ensuring tenants in every area of the district have at least an annual opportunity to participate in a project nearby where they live.</p> <p>And many more.</p>			
<p>Organisational Development & Transformation; includes Equalities</p>	<p><i>Activities and schemes supporting staff health and wellbeing – not outlined in Service Plan</i></p> <p>Responsible for a healthy workforce, and for ensuring due consideration of equalities across the district.</p>	<p>Sarah Vincent</p>	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p>	
<p>Planning and Planning Policy Service</p>	<p>Planning is a means to deliver good growth, thriving communities and environmental care. Recognising that change is a constant that requires active intervention and stewardship. Planning in East Devon has a broader role than just a narrow regulatory function. It delivers outcomes and can stimulate growth in a cared for environment. It helps to create the places where people want to live, work, invest and visit. It can shape places and stimulate markets. It can have significant positive impacts on the physical and mental health and wellbeing of the community.</p> <p>The Service also works for and with our communities including to deliver Neighbourhood Plans and seeks to fully engage the community in planning decisions. Overall the service looks to deliver well-designed and safe buildings that together create successful places that help to promote strong and vibrant communities.</p> <p>Our Local Plan is up-to-date having been adopted in 2016 and we are already working with our partners at Exeter, Teignbridge, Mid-Devon and Devon County on a Greater Exeter Strategic Plan which will supersede much of the strategic elements of the Local Plan. We are</p>	<p>Chris Rose, Matt Dickins</p>	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p> <p>3.To integrate and improve support for people in their homes.</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
	<p>also well on the way with production of a specific development plan document for Cranbrook. We also have 30 Neighbourhood Plans in production with 14 Made plans.</p> <p>Looking forward – many items linked closely to health and wellbeing. E.g. [just a selection]</p> <p>Continue to work with our communities to deliver high quality new and improved play areas, open spaces and sports pitches funded from development proposals.</p> <p>Enable the delivery of affordable housing, gypsy and traveller pitches, homes for life, self build plots etc to enable our diverse range of housing needs to be met.</p> <p>Use planning policy to promote and encourage new high skilled and well paid employment across the district.</p> <p>Complete the Cranbrook plan and adopt it as a DPD to guide the next phases of development at the new community and ensure that it delivers the health and wellbeing outcomes promoted through the healthy new towns programme.</p> <p>To continue to work to identify appropriate sites for the provision of Gypsy and Traveller pitches to meet the needs of this group within the community.</p> <p>Ensure that new developments are required to deliver appropriate levels of open space and promote walking and cycling to deliver better health and wellbeing outcomes.</p>			
Property and Estates Service	<p>Manage the Council’s land and property asset portfolio through an Estate Management Team and Property Services & Facilities Management (FM) Team. Manage the Council’s assets in a way that secures best value, operational efficiency, and longevity of assets and delivers commercial and social value and with key links to the Council’s Transformation Strategy and furthering the economic growth and productivity of the District.</p>	Tim Child	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
	<p>Equalities assessment runs through our work including property management and accessibility. Engagement with community and other organisations creates opportunities to promote equalities considerations externally.</p> <p>Review of basis for lettings to sports and activity clubs ensuring tenure arrangements exist which promote self-sustainability; to conclude in formal adoption of new arrangements. Financial modelling will be by way of Net Present Value and non-financial modelling will consider the contribution towards social, economic or environmental wellbeing of a community.</p>		<p>community resilience</p> <p>3.To integrate and improve support for people in their homes.</p>	
Streetscene	<p>StreetScene is one of the council’s services that affects every resident and visitor through the broad range of service areas it covers; providing opportunities for health and wellbeing in our outstanding environment as well as contributing to public health through provision of sanitation services such as street cleansing, public toilets and recycling& waste collection.</p> <p>An area with a wealth of free to use, high quality public space, directly linked to health and wellbeing by providing space and opportunity to engage in the 5 steps to wellbeing; Connecting with people, Being active, Taking notice, Keep learning, Give.</p> <p>StreetScene services underpin many of our council’s aims and objectives. Either directly by delivering, promoting and protecting our outstanding environment through keeping things clean and green, providing award winning beaches and parks; or by supporting other objectives such as outstanding communities and economies by providing opportunities for communities to be healthy, to connect with nature and each other; great beaches and public spaces that help to support our visitor economy and the ability to support corporate projects such as Queens Drive Space to make them a success.</p> <p>We maintain all outdoor Council assets and spaces as well as cleaning most of East Devon’s public realm, 14sq km of streets and over 4 million square meters of green space. We look after East Devon’s 5 town beaches and associated cliffs, promenades and accesses.</p> <p>Looking forward – items linked closely to health and wellbeing e.g. :</p> <p>1 – increase range of cultural events</p>	Andrew Hancock	<p>1.To help more people to be healthy and stay healthy</p> <p>2.To enhance self-care and support community resilience</p> <p>3.To integrate and improve support for people in their homes.</p>	

Service	Summary of types of role underpinning health and wellbeing	Lead name	Health & wellbeing strategic priorities	Partners
	2 – social prescribing opportunities 14, 17, 18 – green space plan 15, 16 – Honiton Place cultural project 20 – beach amenity development plan 22 – play strategy 33 – Warren View sports ground 35 – play areas and skate parks.			