

East Devon District Council: Public Health Implementation Plan- Priority Actions 2024-25

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Introduction to Public Health Implementation Plan - Priority Actions 2024-25

Our vision: to make a positive difference to residents' lives and our environment in East Devon.

Public health is the science and art of preventing disease, prolonging life and promoting health through the organised efforts of society. The district council is uniquely positioned to influence health in ways not available to other agencies. We use the term 'public health' to cover the physical, mental and social wellbeing of everyone in our district. We respect equality and diversity and would like everyone in East Devon to have an equal chance to lead a long, happy and healthy life.

After emerging from the Covid-19 pandemic and entering a cost of living crisis, it was the right time for us to review and update our Public Health Strategy. East Devon's new Public Health Strategy 2024-27 identifies three overarching aims:

1. **Healthy People:** focuses on health outcomes such as life expectancy, physical health conditions like dementia, cancer and kidney disease, disability, personal wellbeing and mental health.
2. **Healthy Lives:** focuses on health-related behaviours and personal circumstances including obesity, hypertension, drug misuse, smoking and cancer screening.
3. **Healthy Places:** focuses on the wider social, economic and environmental drivers of health such as crime, unemployment, child poverty, pollution, noise and road traffic.

Teams across the council are working together to fulfil the activities summarised in this Implementation Plan. Each part of the council can play a part in a joined-up approach to service delivery supporting these three health and wellbeing aims. This Implementation Plan is based upon activities stated in each of our [Service Plans](#) for 2024-25. Going forward we will work together with Assistant Directors to further articulate SMART objectives that underpin health and wellbeing in Service Plans.

Alongside these stated activities, we will continue to respond to emergencies such as a pandemic if and as these arise. Whenever possible we will continue to articulate the links between health, poverty and climate: many activities good for an individual's health are also good for the planet, for example active travel and diet-considerations: our current [Climate Change Strategy 2020-25](#) and our [Poverty Reduction Strategy](#) are available.

Service by Service - health and wellbeing priority actions for 2024-25

<u>Communications, Digital Services & Engagement</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: The team focuses on communications, engagement with residents, businesses and housing tenants, corporate digital and data services, corporate project and performance management and delivering a wraparound support service for refugees through the resettlement team.</p> <p>Summary of Service activities for 2024/25 that support health and wellbeing:</p> <ul style="list-style-type: none"> • Disseminate relevant information to residents, tenants and visitors. This to include wellbeing support available for councillors. • Deal with press enquiries, press releases, publication of internal and external e-newsletters, providing content for and the management of the corporate social media channels and image library. • Coordinate and lead the council’s engagement with residents, voluntary and community groups, staff, councillors, town and parish councils and others. • Manage the East Devon VCSE (voluntary, community and social enterprise) service operated by Devon Communities Together who provide support for not-for-profit groups. • Operate several council funding streams that are available to the voluntary, community and social enterprise sectors. • Deliver a comprehensive wraparound support package for refugees on formal resettlement schemes and those with newly granted refugee status. • Reflect diversity and reaching communities across East Devon, including digitally excluded groups. • Meet increasing housing demand from all resettlement cohorts (H4U, ARAP (Afghan Relocations and Assistance Policy) and new refugees) and secure suitable temporary and permanent accommodation. • Secure external services to support mental health and wellbeing of refugees including access to counselling sessions and wellbeing workshops. 	<p>Corporate Lead – Communications, Digital Services & Engagement; Community Engagement & Funding Officer; Resettlement Manager</p>	<p>1. Healthy People. 2. Healthy Lives. 3. Healthy Places.</p>

Countryside and Leisure Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: To provide a beautiful natural environment that conserves and protects East Devon’s outstanding wildlife, habitats and landscapes; to help make East Devon a more vibrant cultural ecosystem. The service engages with East Devon’s communities and residents through work on planning applications, tree preservation orders, annual events and activity programmes.</p> <p>The work delivers health and wellbeing benefits through all the Service’s programmes. The team works in partnership in helping to deliver EDDC’s Public Health Strategy - and to improve health and wellbeing:</p> <ul style="list-style-type: none"> • Establish projects delivering health benefits such as Wild Honiton. • THG outreach programme – Creative Cabin, THG Out & About. • Actively support volunteers on our sites and help provide mental and physical benefits through their participation in activities. <p>Objectives for 24/25 include:</p> <ul style="list-style-type: none"> • Deliver new visitor infrastructure to Seaton Wetlands including to work with DCC to ensure smooth delivery of cycle route extension. • Work with Forestry England and Offwell Woodlands Trust to take on tenancy of the Offwell Woods site as a Countryside Team managed woodland to declare a new Local Nature Reserve for East Devon, and embed existing volunteers into the wider countryside volunteering framework. • Engage local stakeholders / landowners for large-scale planting including identification of appropriate street tree planting locations throughout East Devon. • Creative Enterprise and Skills: Build inspiring talent development pathways for the current and next generation of East Devon creatives through setting up an ACED mentoring scheme. • Deliver year 2 of the UK SPF cultural programme & Rural England Prosperity Fund culture and leisure programme 2022-2025. • THG to deliver a new programme (outside of core work programme) that will be submitted to the Arts Council for funding in July 2024 to create a new programme for 2024/25 ‘Process and Place’. • EDDC’s Leisure & Built Facilities Strategy 2022-31 and delivery plan to achieve new work areas in 2024/25. 	Assistant Director Countryside & Leisure; THG Manager; Countryside Team Manager	<ol style="list-style-type: none"> 1. Healthy People. 2. Healthy Lives. 3. Healthy Places.

<u>Environmental Health</u> includes Private Sector Housing, Climate Change and Public Health: Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: The work all aims to protect and improve the health, safety and wellbeing of individuals and communities and protect and improve the environment. We have a role in contributing to public health and wellbeing of our local communities in ways not available to other agencies such as NHS bodies. Our work is evidence based, to ensure that East Devon is a place where people want to live, work, visit and enjoy life, focusing on where there is the greatest need.</p> <p>To achieve this, we work with our communities and local partners to reduce health inequalities across East Devon. We recognise and place value on the very strong links that exist between behaviours that are: a) good for our personal health and wellbeing b) good for our environment and c) lifestyle choices that contribute to improving health and reducing poverty in our communities.</p> <p>Summary of some of our Service Objectives for 24/25 that underpin health and wellbeing:</p> <ul style="list-style-type: none"> • To liaise with others including Devon County Council, other districts, local NHS organisations and/or community groups e.g. health forums, community health & wellbeing boards, to support good physical and mental health of residents and reduce health inequalities e.g. partnership working with Devon Smokefree Alliance. • Work with council services to ensure that activities all support our communities' health and wellbeing. • To research and create a regular stream of evidence-based and relevant health messages for staff, residents, members, &/or tenants, to share via appropriate media. • Find ways of increasing access to and understanding of reliable health information, helping individuals to make healthy lifestyle choices e.g., diet, smoking. • Take opportunities to show how activities good for an individual's health are often good for the planet e.g. diet, active travel. • Maintain an evidence-based strategy identifying priority activities. • Support other key council strategies such as poverty reduction and climate emergency. 	Assistant Director EH; Public Health Project Officer; and all specialist leads	1. Healthy People. 2. Healthy Lives. 3. Healthy Places.

<u>Environmental Health</u> includes Private Sector Housing, Climate Change and Public Health: Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<ul style="list-style-type: none"> • Empty Homes Strategy and Action Plan. • Work with Devon County Council to establish a suitable budget for the Better Care Fund to deliver the Private Sector Housing Financial Assistance policy. • Review and update data on Private Water Supplies in single domestic supplies; complete risk assessments and sampling as needed. • Undertake investigations, visits and enforcement regarding housing conditions targeting damp and mould and excess cold in the private rented sectors. • To review the Council’s Contaminated Land Strategy. • To produce an East Devon Air Quality Strategy. • To monitor sewage spills to land, sea and rivers and work with South West Water and the Environment Agency to reduce numbers and amount. • Improved food hygiene compliance and reduced food safety risks by focusing activity where non-compliance is identified and by undertaking appropriate follow-up and enforcement action. • Review of Anti-Social Behaviour Strategies, Policies, Procedures and Training. • Service wide Emergency Planning Business Impact Analysis. • Develop Quality Assurance process for Safeguarding submissions. 		

Finance, includes Revenues and Benefits Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose: Benefits team provide means tested financial support in respect of housing and council tax costs in accordance with prescribed legislation and a local determined scheme. We pay approximately £18m in Housing Benefits and have 3,411 claimants. We provide Council Tax Support of circa £9m to 7983 households. The service includes four Financial Resilience Officers to support the Council's Poverty Strategy, working with residents on low incomes to build financial resilience and reduce indebtedness. The Financial Resilience team administer the government's Household Support Fund, with support from the Benefits team and the Customer Service Centre.</p> <p>Health and wellbeing activities not stated, but implicit - summary of Service Objectives for 24/25 that underpin health and wellbeing are associated with addressing poverty:</p> <ul style="list-style-type: none"> • Continue to develop the Poverty Dashboard to drive the Council's response to help residents living in low-income households. • Continue to develop new and existing relationships with VCSE and other external and internal partners to fully support residents. • Council Tax Reduction Scheme – a revised, more generous scheme with a 100% reduction. • Administration of discretionary funds – including the Household Support Fund, EDDC's Cost of Living Hardship fund, Discretionary Housing Payment and Exceptional Hardship for Council Tax. 	<p>Assistant Director of Revenues, Benefits, Corporate Customer Services</p>	<p>1. Healthy People. 3. Healthy Places.</p>

Governance and Licensing Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Licensing Service:</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>Health and wellbeing not stated, but implicit in decisions which could have a marked influence on public health. Summary of Service Objectives for 24/25 that could influence health and wellbeing:</p> <ul style="list-style-type: none"> • Continue to secure affordable housing (and other planning benefit) through planning and property transactions. • Continue to support the Development Management function in enforcement action against unauthorised and harmful development. • Review existing Licensing fees and implement new fees in a legal and transparent manner. • Review and implementation of the Statement of Gambling Policy. • Introduction and implementation of street trading consent fees. • Completion of a revised Taxi & Private Hire Vehicle Policy. 	Licensing Manager	2. Healthy Lives. 3. Healthy Places.

Growth, Development and Prosperity Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: The team combines expertise across a range of disciplines including habitat mitigation, infrastructure delivery and economic development. The focus is on achieving integrated social, economic and environmental outcomes and the delivery of sustainable development.</p> <p>Health and wellbeing activities not stated, but implicit – with responsibility for sustainable growth, comes potential to have a marked influence on population health by ensuring that growth is both clean and inclusive, in this way helping to realise the Council’s objectives in terms of reducing poverty and carbon emissions. Some of these actions for 24/25 include:</p> <ul style="list-style-type: none"> • Provide intelligence and input to the development of the new Local Plan. • Support the work of the Cranbrook Strategic Delivery Board, ensuring that a range of services and infrastructure are delivered in step with new homes. • Lead the deployment of the UK Shared Prosperity Fund and Rural England Prosperity Fund programmes. • Prepare and adopt an Economic Development Strategy for the District. • Support the Axminster Gate to Plate event in May helping to ensure successful delivery, maximising local benefit and encouraging local adoption as an annual event. • Work with at least 3 other East Devon towns to encourage inaugural Gate to Plate events in more locations, supporting quality local food and drink producers and town centre trade. • Support local business growth and inward investment by strengthening EDDC’s active promotion of vacant/available employment units district wide. • Deliver the Clyst Meadows SANGS including engaging with key stakeholders and the community; include 10 hectares of new publicly accessible greenspace close to Cranbrook. • Engage with landowners and other partners to implement the Clyst Valley Trail proposals. • Delivery of Cranbrook town centre. 	Assistant Director; Delivery Manager; Economic Development Manager	3. Healthy Places.

Housing Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: The Housing Service covers the regulatory services with responsibility for all our properties and tenants, and statutory services with responsibility for homelessness, allocations, strategies and housing delivery.</p> <p>Although the contribution to health is not specified, many Service Objectives for 24/25 underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Implementing the new strategy and delivering against the actions from the 2024-2028 Preventing Homelessness and Rough Sleeper Strategy. • Effectively utilise additional funding streams including the Rough Sleeper Initiative. • Ensure a strategic approach for providing homes for large families and take a strategic approach to provision of specially adapted homes for families requiring them. • Review the eligibility of sheltered housing services reflecting sustainable communities. • Assisting vulnerable households with tenancy sustainment and referring into supported accommodation services where appropriate. • Deliver an externally funded digital inclusion programme for tenants to improve digital skills. • Develop and create a Strategic Housing Asset Management Strategy aligned with a review of the Housing Revenue Account Business Plan, to ensure we are delivering decent homes. • Deliver projects via government funding opportunities e.g. social housing decarbonisation fund, taking opportunities to improve energy efficiency measures in our properties. • Develop a Housing Delivery Plan to increase affordable housing stock across the district. • Ensure that appropriate accommodation continues to be available for care leavers. • Ensure that appropriate supported accommodation continues to be available. • Ensure that appropriate migration support is provided. • Lead on community engagement, cohesion, and participation, enabling tenants to engage with EDDC, ensure that their views are heard, and that they can have lasting impact on our housing services. Equip our communities with skills across our tenant-base with training, workshops, and information. • Set out plans for the full utilisation of community centres, including social enterprise opportunities and community ownership. • Ensure that staff are equipped to offer wellbeing support to tenants. 	Assistant Directors and teams of Managers	1. Healthy People. 2. Healthy Lives. 3. Healthy Places.

HR Service Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: The purpose of the HR Service (which includes payroll, HR and learning and development) is to develop skills, policies and practices so that people are <i>Happy Healthy Here</i> in an organisation that is both supportive and legal. Equality, diversity and inclusion is also covered.</p> <p>Many of the Council’s employees are residents of the district. Actions to support workforce health and wellbeing contribute to public health, as well as supporting productivity and resilience and ensuring the Council’s meets its statutory duties as an employer. Priorities for 2024/25 include:</p> <ul style="list-style-type: none"> • Review the Council’s policy and approach to equality, diversity and inclusion. • Staff Wellbeing Champions and staff networks implementation. • Occupational health provision review and subsequent implementation of any changes. • Explore implementation of further staff benefits – electric vehicle salary sacrifice, potential increase in Cycle to Work Scheme maximum allowance and AVC salary sacrifice scheme. New staff green travel page, promoting cycle, walking and public transport routes and HHH time to support active travel. This to include continuing to raise awareness of wellbeing support available to staff through the Happy Healthy Here programme. • Continuing Grow Our Own [staff] project. 	<p>Corporate Lead, Human Resources</p>	<ol style="list-style-type: none"> 1. Healthy People. 2. Healthy Lives. 3. Healthy Places.

<u>Place, assets and commercialisation</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: To deliver place-making projects across the Council’s own portfolio as well as through working with others, and to deliver the efficient and effective management of the Council’s assets to maximise financial and non-financial performance. Projects are for the whole community: we work closely with a wide range of groups from volunteers, Parish and Town Councils through to the business community.</p> <p>Summary of Service themes for 24/25 that underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Continue supporting economic recovery against the backdrop of global and national economic challenges, harnessing funding sources that might not otherwise be available and ensuring a catalytic effect with any investment. • Continue to support existing tenants through response and recovery from the impact of cost-of-living crisis on their businesses. • Continue to follow the process for bringing forward the delivery of Placemaking in Exmouth Town and Seafront using the Placemaking Plan to be agreed by Members. • Exploring opportunities afforded by existing assets to invest in smaller locally based projects where there is the opportunity to have a catalytic place making effect on the locality; e.g. open or green spaces, public realm, transport links etc. Includes encouraging community asset transfer where appropriate for both parties. • Developing and delivering place-making strategy and associated development projects, improving and strengthening a sense of place and prosperity in the defining places of East Devon: its towns and town centres, commercial centres and other key locations. • Support delivery of Leisure Strategy. 	Assistant Director Place, Assets & Commercialisation; Project Managers Place & Prosperity	1. Healthy People. 3. Healthy Places.

<u>Planning</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: To deliver good clean growth, thriving communities and environmental care, with a broader than regulatory function:</p> <ul style="list-style-type: none"> • Delivering outcomes and stimulating growth in a cared for environment. • Creating places where people want to live, work, invest and visit. • Shaping places and stimulating markets. • Having significant positive impacts on the physical and mental health and wellbeing of the community. • Leading transition to zero carbon development. <p>Many Service Objectives for 2024/25 underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Progress the Local Plan as set out within the local development scheme and in accordance with members' aspirations including zero carbon development, promoting walking and cycling, bio-diversity net gain, affordable housing, promoting a green and resilient economy and the diversification of town centres. • Develop planning policies that will deliver new housing to meet the needs of the community in type and tenure; to deliver where possible homes that are affordable to local residents and provide a mix of specialist and adaptable homes as well as opportunities e.g. for community led housing schemes. • Complete an updated Gypsy and Traveller needs assessment and strategy for delivering suitable pitches. • Develop policies that enable our town centres and high streets to adapt to the changing economic climate and provide a range of homes, business, community and leisure spaces to remain viable and meet the needs of our communities. • Adopt a new Playing Pitch Strategy clearly identifying the needs for enhanced provision in the district. • Support production of neighbourhood plans across the district, including community- led developments. • Develop planning policies that encourage sustainable travel - making walking and cycling the preferred means of travel by ensuring that homes, jobs and facilities are close together linked with clear and accessible routes facilitating easy travel, and that public transport is readily available for longer journeys. • Develop planning policies to ensure that new developments are not susceptible to the impacts of coastal change or flooding and are resilient to climate change. • Produce and consult on a revised Community Infrastructure Levy (CIL) charging schedule and Infrastructure Delivery Plan. 	<p>Assistant Director Planning; Planning Policy Manager</p>	<p>1. Healthy People. 2. Healthy Lives. 3. Healthy Places.</p>

<u>Streetscene</u> Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic aims
<p>Purpose of Service: Maintaining all outdoor Council assets and spaces; cleaning most of East Devon’s public realm, 14sq km of streets and over 4 million square meters of green space. Looking after East Devon’s five town beaches and associated cliffs, promenades and accesses.</p> <p>Many Service objectives for 2024/25 underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • maintain our beautiful green spaces, beaches and public realm areas, keeping them clean and green; an area with a wealth of free to use, high quality public spaces, linked to health and wellbeing; • Management and maintenance of award-winning Beaches. • Over 218 Parks, Gardens and open spaces, with 3 award winning Green Flags at Connaught Gardens Sidmouth, Manor Gardens Exmouth and Seafield Gardens Seaton. • Play area inspection and maintenance across EDDC owned sites, including 23 Play area replacements, new and existing capital programme works including Brixington park improvements, Exmouth skatepark lighting and various medium and large play sites across the district. • Promote EDDC’s public realm open spaces as event spaces. • Developing, and delivering an events programme which maximises community opportunities for cultural events as well as promoting Health & Wellbeing. • We run directly or enable Health & Wellbeing events such as Love Parks Week and manage fitness licences for our land so people can run yoga, exercise classes and other activities from our spaces. 	Assistant Director, Streetscene	1. Healthy People. 3. Healthy Places.

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21.03.24, amended 24.04.24, final v 30.07.24