

Healthy
Worcester



The Healthy Worcester Plan 2019–2021



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1 Foreword



**Councillor
Lynn Denham**

**Vice Chair for Person
Communities Committee
Cathedral Ward
Worcester City Council**

This Healthy Worcester Plan builds on Worcester City Council's previous Health and Well-being Plan. I am pleased that significant progress has been achieved in many areas. For example, we now have a Health Supplementary Planning Document within the South Worcestershire Development Plan, to guide the design of new housing developments. Worcester Dementia Action Alliance has been established and we have achieved Dementia Friendly Community status.

Worcester people have told us that 'a healthy active city' is their top priority in the Worcester City Plan 2016–2021. The Council remains ambitious to work towards improving health and well-being across Worcester communities. Working with public health, other agencies and the voluntary sector we can make a positive difference. The role of volunteers is increasingly important and deserves special mention. Volunteers bring skills and enthusiasm to the benefit of many aspects of a healthy, active city.

There are challenges ahead – local government budgets remain under pressure, long term sustainable funding for partners

remains elusive and changing structures and providers make strategic policy development difficult. There is also evidence that inequalities of income, opportunity and support are adversely affecting health outcomes.

This plan sets out Worcester City Council's aim to work with these challenges, and our partners, to make Worcester a healthy, active city. Thank you to officers and all those who help in implementing the plan.

Best Wishes

Councillor Lynn Denham



Kath Cobain

**Intern Director of Public
Health
Worcestershire County
Council**

I am delighted to support this plan. Our County Health and Well-being Strategy sets a strategic vision of residents being healthier, living longer, and having a better quality of life.

The City Council has a key part in making this a reality, and this plan sets out what will happen in Worcester City.

I am particularly pleased to see how many different colleagues across the system are planning to work together to achieve a healthier Worcester, and how much progress has been made in recent years.

Although people here are generally in good health, we must be able to target efforts where there are pockets of ill-health, and take a broad approach to tackling unhealthy lifestyles which are rapidly becoming the norm.

This plan takes a comprehensive approach to improving health and I am sure that it will have impact.

Best Wishes

Kath Cobain



2 The Healthy Worcester Plan 2019-2021

Worcester City Council work together with our partners in a group called Healthy Worcester to tackle key health issues within the city.

This document outlines our priorities, and gives examples of the activities carried out in 2019-2020 and our area of focus in the next two years.

Working in Partnership

Successful delivery of our action plan can only happen through effective partnership working. Partners include:

- **Local Authorities**
- **Health Bodies**
- **Voluntary and Community Sector**
- **Local service Providers**

City Priorities

- **Statutory homelessness**
- **Poor air quality**
- **Outcomes and access to services for Black and Minority Ethnic population**

New

- **Loneliness and isolation for all ages**
- **Enabling our Community Assets**



Highlights 2017-2019

Venue Accessibility

Worcester City has partnered with a national access provider AccessAble to provide an Accessibility Checker to places in and around Worcester.

Their surveyors have visited and addressed over 400 venues, using a specifically designed set of questions that were developed with hundreds of disability organisations around the UK.

The guides cover things like: ramps, steps and accessible toilets, lighting levels, background noise and music, signage and directions, hearing assistance devices and staff training around disability equality.

Talk to Me Worcester

A city-wide campaign aimed at bringing people together through the power of conversation. The initiative was implemented between January and March 2019 and was run by several key partners – Worcester City Council, Fortis Living, Worcester Community Trust, Father Hudson's Care and the Reconnections team. 38 Events were organised helping to involve over 1,500 residents across the city.

Dementia Action Alliance (DAA)

Worcester City Council provides essential services for over 95,000 residents. The Worcester DAA has been established to work with the local community and to improve the quality of life for everyone. Providing accessible, efficient and best value services are at the heart of everything we do. We are constantly striving to meet the demands and expectations of our citizens and customers. 'Businesses and communities have made changes to achieve 'Dementia Friendly Community Status'.



Activities Planned 2019-2021

- To set up a Councillor/Officer task and finish group to better understand the level and impact of child poverty within the city
- To conduct a bidding process for the Healthy Worcester Grant Funding to address the priorities within The Healthy Worcester Plan 2019-2021
- To work with Healthy Worcester and enable partnership working and making the best out of our assets
- Implement recommendations of air quality task and finish group
- Finalise and implement Community Engagement Strategy
- Explore potential for setting up a Dementia Meeting Centre in Worcester
- Develop Riverside Park – Joint Museums impact on H&WB
- Deliver the City Council community grants funding
- Delivery of the 'Better Care Fund' outcomes by the newly commissioned 'Promoting Independent Living Service'
- Operational delivery of the Tennis Project by Spring 2020
- Deliver a Housing First model to meet the housing need of entrenched rough sleepers in Worcester City
- 116 community engagement events during 2019-2020 will be enabled and attended by Worcester City Council staff
- Active Communities active participation target for 31,500 engagements during 2019-2020
- Young Peoples Education of Drug, Alcohol, Emotional Well-being, Child Sexual Exploitation, County lines, Gangs, Internet Safety, Water Safety, Staying Safe
- Prevention of Homelessness school education programme being delivered

3 Worcester City health facts

Worcester is home to approximately 102,000 residents and over 13% of these are between 20–29 years old.

Overall the health of people in Worcester is varied with Worcester doing either better than or similar to the England average on a number of health-related indicators.

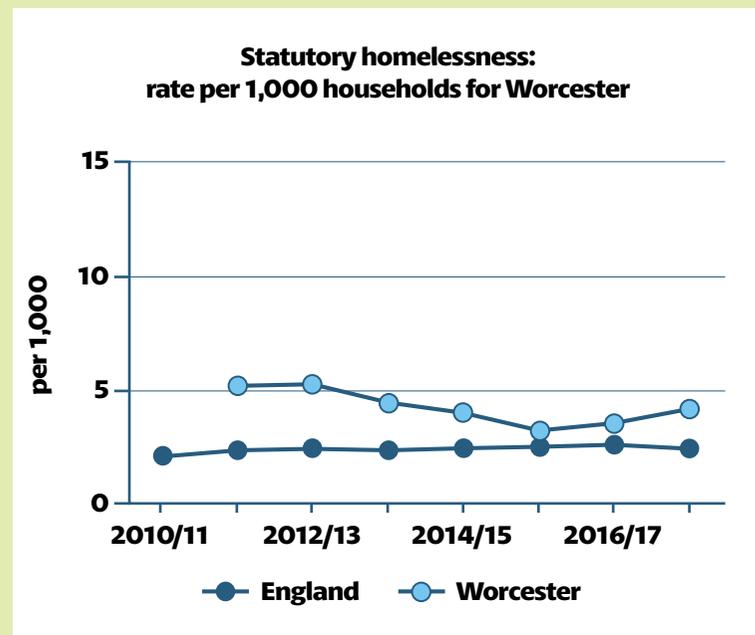
Worcester has seen improvements in:

- Children living in low income families
- Smoking prevalence in adults
- Alcohol related harm hospital stays
- Under 18 conception rates

Worcester needs to improve in:

- life expectancy in males
- rates of statutory homelessness
- dementia diagnosis rates
- percentage of adults classified as obese

Local Priorities



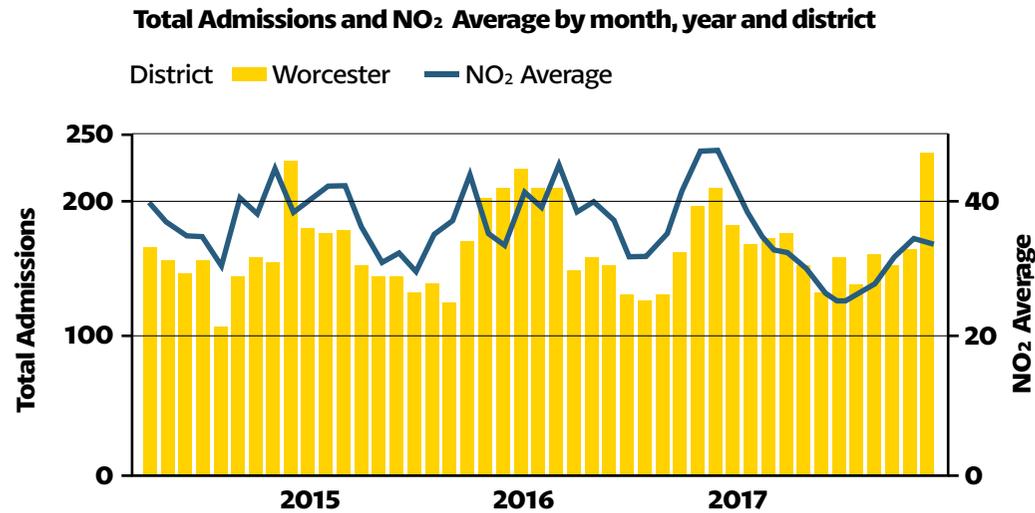
Statutory homelessness

- Rates of Statutory homelessness in Worcester is worse than the England average
- Worcester tends to account for around half of the rough sleepers in the county
- In Worcestershire, Worcester has by far the highest rate of homelessness decisions (3.5 per 1,000)



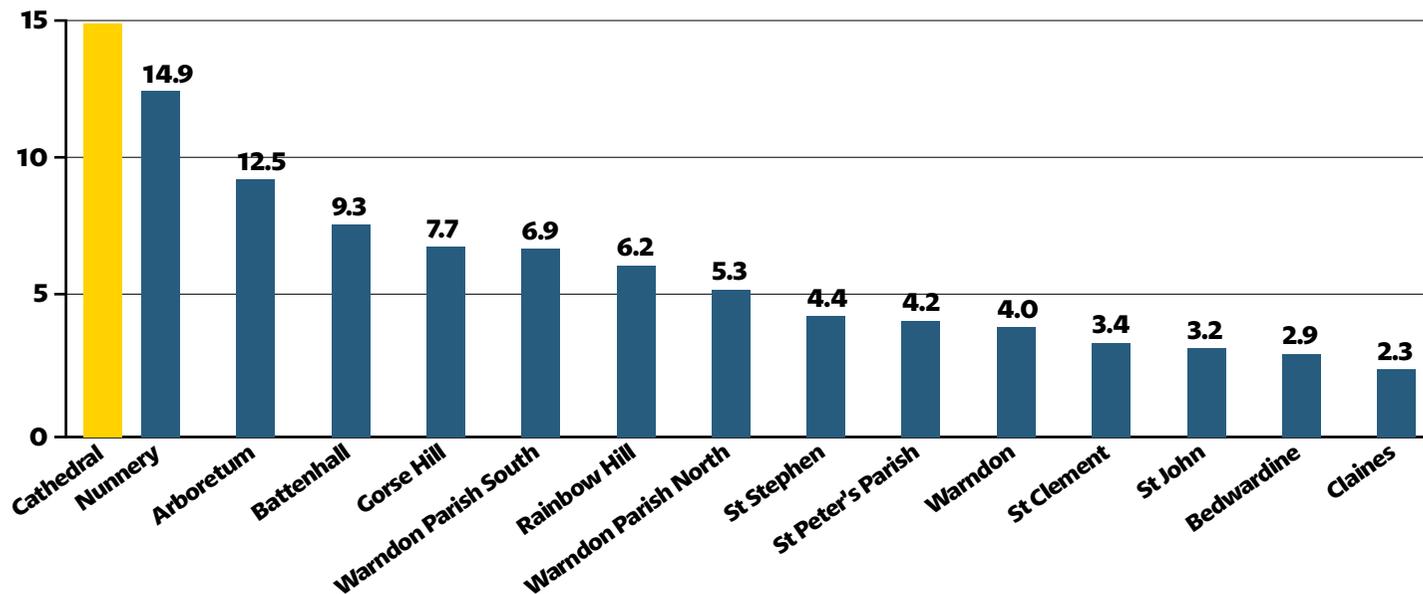
Improving air quality

- 4.6% of annual all-cause adult mortality in Worcester City is attributable to human-made particulate matter
- The graph shows there is correlation between level of NO₂ in the city by month and the number of hospital admissions by causes attributable to air quality



Black and Minority Ethnic (BME) population

Compared to England ■ Lower ■ Similar



Addressing the health needs of Black And Minority Ethnic (BAME) Population groups

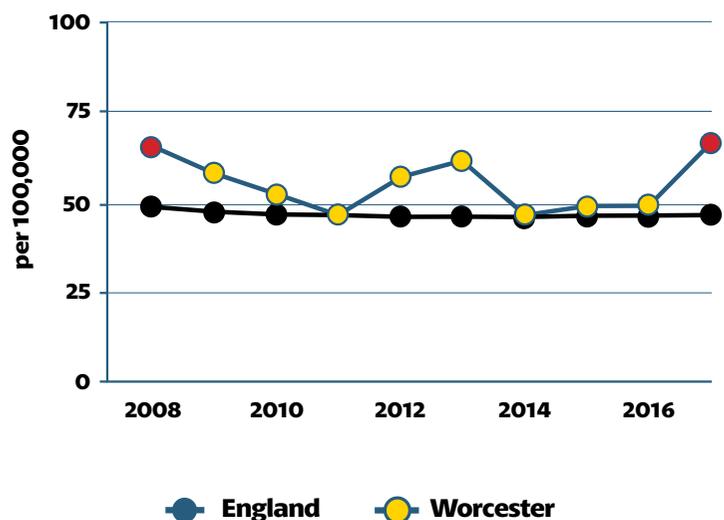
Approximately 5.2% of people living in Worcester City identify as BAME.

BAME groups as a whole are more likely to report ill health, and experience ill health earlier than white British people. Some health variations are linked to poverty and wider social inequalities, although there are a range of inter-linked and overlapping factors.

County-wide Priorities

Reducing harm from alcohol

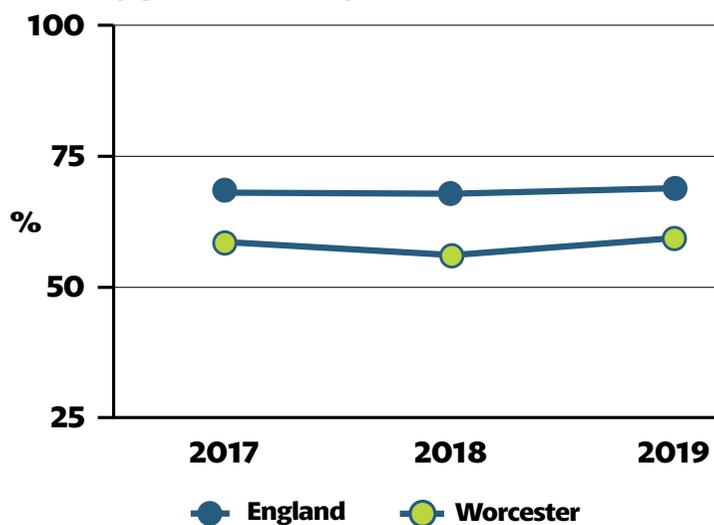
Alcohol-related mortality (persons) for Worcester



- The number of hospital admissions for alcohol related conditions in Worcester City has been increasing.
- The number of deaths for alcohol-related conditions in Worcester City has been increasing and is now higher than the national average.
- In Worcester City, there are 10 premises licensed to sell alcohol per square kilometre, which is higher than the England average.

Good mental health and well-being throughout life

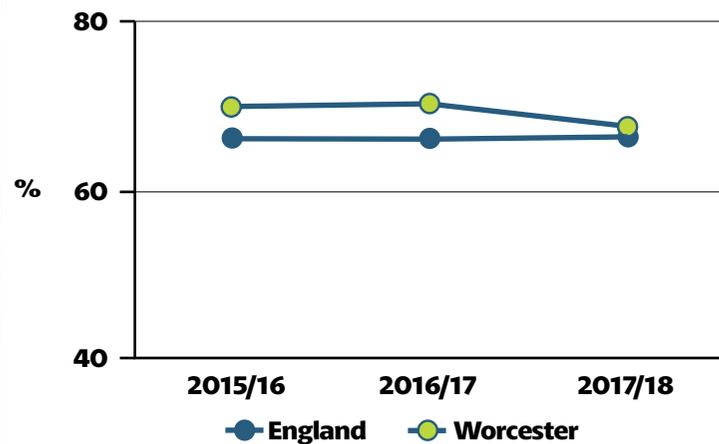
Estimated dementia diagnosis rate (aged 65 and over) for Worcester



- It is estimated that 9.2% of children and young people aged 5-16 years in Worcester City have a common mental disorder
- The estimated diagnosis rate for dementia is 58.9% in 2017 which is lower than the West Midlands average of 66.1% and England average of 68.7%



***Percentage of physically active adults for Worcester**



*Data has been extracted from public health outcomes framework
<https://fingertips.phe.org.uk/>

Being active at every age

- Percentage of adults who do at least 150 minutes of exercise per week is similar to the England average
- Approximately 65% of adults in Worcester City are obese
- Approximately one in five children in year 6 in Worcester City are obese and this rate is increasing

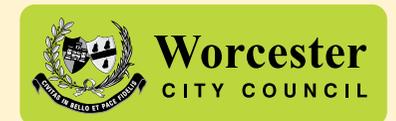


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Worcestershire County Council and Worcester City Council responsibilities/Healthy Worcester

The City of Worcester is served by both Worcestershire County Council and Worcester City Council. Both Councils are committed to improving the health of residents and have strategies and plans to achieve this. The County Council sets a broad strategic framework through its Five-Year Health and Well-being Strategy and the City Council has produced a Five-Year City Plan setting the strategic direction for Worcester with one of the five priorities to develop as a healthy and active city.

As a second tier council we are not formally responsible for public health as detailed in the Health and Social Care Act 2012, but we still have a huge role in it. We are providers of key services which have a direct impact on the social determinants of health, such as housing, planning, leisure, licensing, recreation and environmental health which directly impact on the health of the population. We are also an employer and have a responsibility to each of our employees.



Worcestershire County Council, being the first tier local authority holds the statutory responsibility for improving the health of local population and for public health services including most sexual health services and services aimed at reducing drug and alcohol misuse.



Worcester City Council provide community leadership and bring together a whole range of council services which contribute towards the health and well-being of local communities – from environmental health and sports development to play, art and community development. District council decisions on matters such as planning and housing have an important impact on the community's health and well-being.

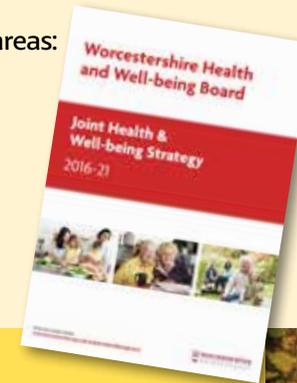
The statutory duties are as described below:

- Helping protect people from the dangers of communicable diseases and environmental threats
- Commissioning a range of sexual health services
- Providing specialist public health advice to primary care services: for example GPs and community health professionals
- Organising and paying for height and weight checks for primary school children
- Organising and paying for regular cardiovascular health checks for people
- Provision of sporting and leisure partnerships, embracing the University of Worcester, Worcester Swimming Club, Freedom Leisure and others
- Meeting housing need and enabling the delivery of affordable housing
- Addressing house conditions and disrepair
- Improving energy efficiency and the heating and insulation in homes
- Enabling independent living through the provision of aids and adaptations
- Addressing homelessness and rough sleeping
- Maintenance and upkeep of parks, open spaces, play and art facilities
- Strengthening social relationships by setting up structures to support existing networks – Community Engagement Officers, Community Centres
- Local plans to be developed integrating healthy living outcomes into policy and ensuring open public space and encourage activity for all.

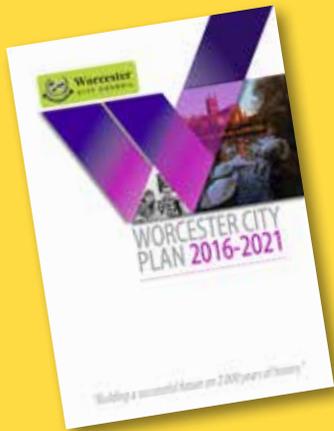
The **Worcestershire Joint Health and Well-being Strategy** has a strong focus on prevention in the three priority areas:

- **mental health and well-being**
- **increase physical activity**
- **reduce harm from drinking too much alcohol**

Action in these can prevent ill-health from developing, as well as preventing pre-existing health needs from getting worse. Addressing the priorities within this plan would mean there would be a significant and lasting improvement to health in the city.

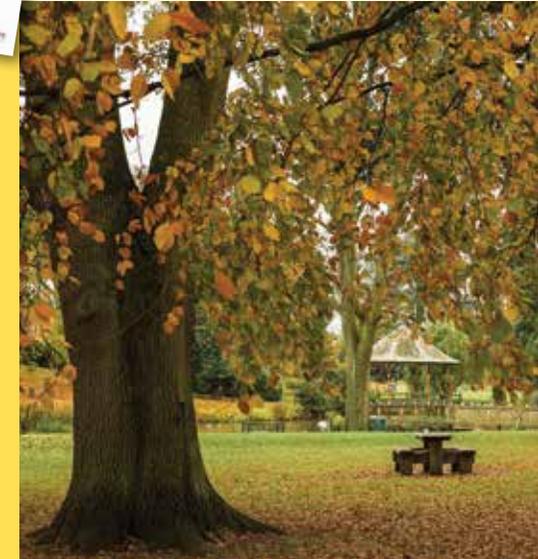


Worcester City Plan 2016-2021



Worcester City Council has developed a strategic plan for the next five years: Building a successful future on 2,000 years of history. The Leaders of the Council's three political parties have come together to formulate a shared vision for the future of Worcester with the aim to create a successful, vibrant and sustainable City. 'By 2021 we want Worcester to be recognised as a growing cosmopolitan Cathedral and University City with unrivalled heritage' The City Plan is split into five strategic themes: **Stronger and Connected Communities, A Prosperous City, A Heritage City for the 21st Century, Sustaining and Improving our Assets** and **A Healthy and Active City**.

We want our city's residents to have a good start in life, enjoying healthy and fulfilling lives, through to a dignified end. We want people to have the opportunity to be as fit and healthy as they can be by using all of Worcester's assets, from the new swimming pool to our green spaces, to improve their well-being. Worcester will become an inspirational sporting city, hosting regular national and international competitions and boosting grassroots participation for people of all abilities.



Healthy Worcester is a partnership of:

- **Local authority services**
- **Health bodies**
- **Voluntary and community sector organisations**
- **Local service providers**

The successful delivery of our action plan can only happen through effective partnership working.

Healthy Worcester has worked together to deliver the visions of the Joint Health and Well-being Strategy and the City Plan and have overseen the delivery of two previous action plans - **The Worcester City Health and Well-being Plan 2014-2016** and **The Worcester City Health and Well-being Activity Plan 2017-2019**.

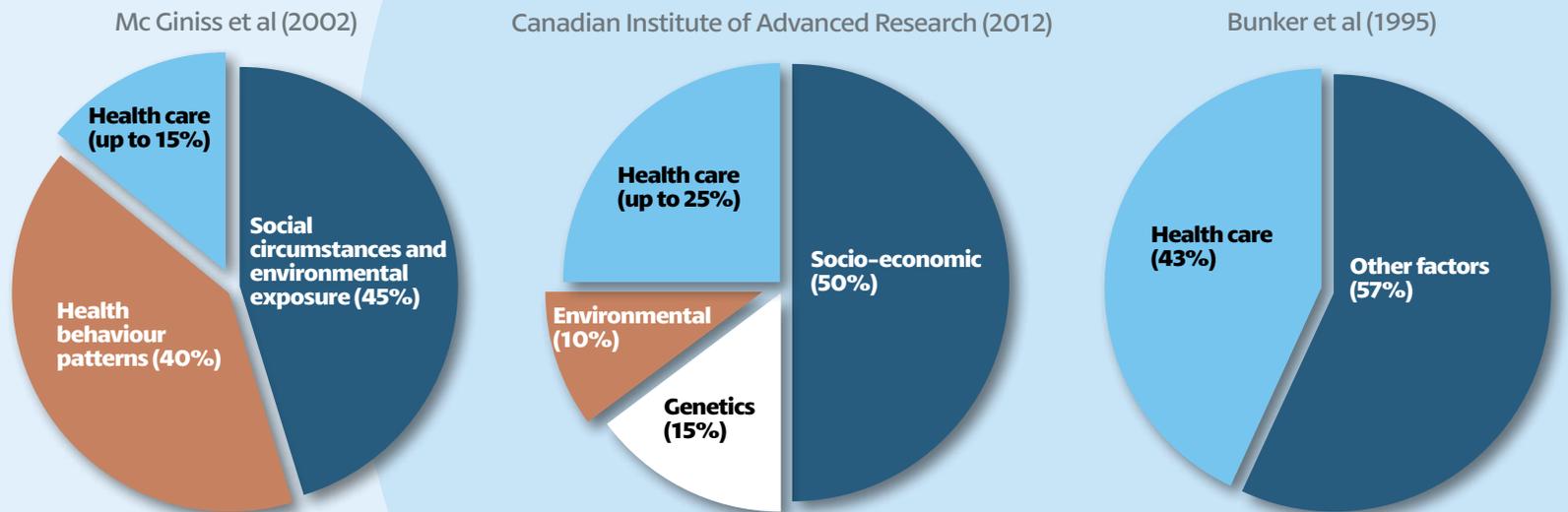
The group works together to tackle key health issues in the city.

Worcester City Council is committed to creating a city that supports the health and well-being of residents and visitors. **The Healthy Worcester Plan 2019-2021** sets out our priorities and guides how the council will achieve this; working alongside partners and community members.



5 What determines our health?

Our health is determined by a complex interaction between individual characteristics, lifestyle, and the physical, social and economic environment. Although there is always debate, most experts agree that these wider determinants of health and our health behaviours are more important than health care in ensuring a healthy population (Figure 1).



Source: The King's Fund 2013

Figure 1

The risk factors are potentially adaptable and explain around 40% of total ill-health in England. The leading overall risk continues to be diet, with smoking running a close second. The remaining 60% is a combination of factors, some unknown, some genetic, but many socio-economic and environmental – this makes economic growth and prosperity a legitimate public health matter as health and wealth are inseparable and is about everyone benefitting from that economic prosperity.

Clearly then, the City Council has a role to play in supporting people to adopt and maintain behaviours that are good for health, and in shaping the wider determinants of health, including deprivation and the environment.

This is also supported by the residents of Worcester who have told us that 'a healthy active city' is their top priority in **The Worcester City Plan 2016-2021**.

6 How Worcester City Council impacts the social determinants of health and well-being

People

Housing/Homelessness advice, debt advice, benefits advice, community safety and community engagement .

Impact

Well-connected communities are good for health. Those with strong relationships have a 50% higher survival rate than those with poor social relationships – The City Council is close to the community and actively support volunteering, local voluntary groups and support the sustainability of community centres and hubs.

Social and Community Environment

Social cohesion, community activation and hubs, support for voluntary groups, neighbourhood wardens, social prescribing services, community safety, environmental health, food safety, pest control, noise control, health and safety, licensing pubs and clubs, leisure centres, physical activity.

Physical inactivity causes up to one in five premature deaths and costs the UK economy over £7 billion a year – the City Council provides leisure services and access to high-quality green spaces. These are important to mental as well as physical health and have been shown to reduce the impact of income inequalities on mental health and well-being.

Local economy

Regeneration, economic development, local employers, local government jobs, commissioning services, grants, business grants, tourism, marketing, inclusive growth.

A strong local economy is associated with a range of better physical and mental health outcomes, primarily through good-quality, stable employment. Unemployment can double the risk of premature death and one in seven men develop clinical depression within six months of losing their job – the City Council has an important role in sustainable and equitable economic development through their role in local enterprise partnerships, economic growth teams and other functions.



Built environment

Housing, strategic housing, home adaptations, handyman services, planning, building control, creating green spaces, parks and playing fields, play spaces, healthy infrastructure, cycle routes, car parking, CCTV.

Well-being/Natural environment

Sustainable development, home insulation, planning and development control, biodiversity, climate change strategies, air quality monitoring, waste and recycling collections, conservation areas, conservations officers, arboriculture, allotments, cemeteries.

Good or bad health is not only a consequence of behaviour, genetics, and health care. Social, economic and environmental factors are significant determinants of health and healthy places can promote good health, making sure that everyone has a good chance of good health and well-being.

Impact

Economic development, housing and other council activities require active planning to maximise their health impacts – the City Council planners are key players in encouraging active commuting, adequate design and provision of green spaces, affordable housing and equitable economic development.

The effects of poor housing cost the NHS over £2 billion every year. Improving homes delivers a return on investment quickly – the City Council has a direct role in homelessness prevention, housing adaptations and enforcement powers to improve the condition of private rented housing.

Through its impacts on health, the cost of air pollution could be as high as £20 billion a year. For noise pollution the figure is around £3 billion. Food-borne disease causes around 20,000 hospital episodes a year – the City Council is part of a shared service who provide a range of environmental health services including tackling pollution, food safety inspections and pest control. Emergency planning response is also co-ordinated via Worcester City Council Officers.

“
Worcester City Council's three main sports and leisure facilities—St Johns Sports Centre, Nunnery Wood Sports Centre and Perdiswell Leisure Centre are well used and held in high regard by the communities they serve.”

“
Worcester City Council working in partnership with the Worcester Allotment Forum provide opportunities for allotment gardening which is a great way of getting in the fresh air, a good source of exercise, an opportunity to make new friends and good for the environment.”

“
The Sports Development team working in partnership with social housing providers and the NHS deliver a range of free activities over the holidays for children and young people aged 4-16 years.”

“
Worcester has a wealth of parks and green spaces, offering many and varied opportunities for people of all ages and abilities to improve their mental and physical well-being. Residents can enjoy nature and local wildlife, play in safe environments and take part in a wide variety of sporting activities in the parks, open spaces and play areas.”

“
Gheluvelt Park, Cripplegate Park and Fort Royal Park boast coveted Green Flag awards, and in 2015, Gheluvelt Park was named one of England's top three parks in a public vote carried out by Fields In Trust.”

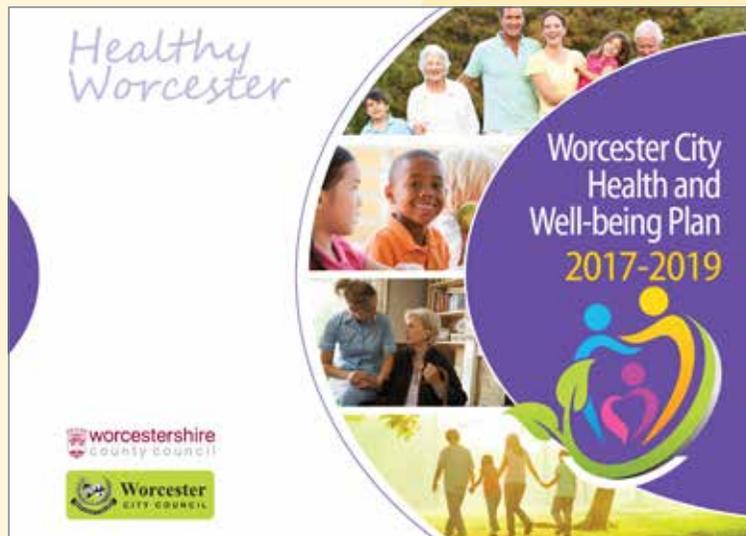
“
The Strategic Housing team strive to deliver affordable, safe and secure homes throughout the city, which improves health, enables social inclusion, a vehicle for regeneration, addressing homelessness and at the heart of healthy neighbourhoods.”

“
Worcester City Council has also partnered with 'accessAble' to provide accessibility information on 400 venues in and around Worcester.”

“
The County Museum at Hartlebury Castle, Worcester City Art Gallery and Museum and the Commandery are all part of the services which can have a very positive impact on health and well-being for residents of Worcester City.”

“
On behalf of Worcester City Council, the Regulatory Services ensure that the risks to the community from the environment such as food poisoning, noise and air pollution, pest control and rubbish accumulation is minimised.”

7 Worcester City Health and Well-being Activity Plan 2017-2019



A number of projects were delivered to address the priorities contained in the previous **Worcester City Health and Well-being Activity Plan 2017-2019**.

Please find attached at Appendix 1.



8 Challenges and opportunities

Challenge – To ensure that the role Worcester City Council plays in supporting the health and well-being of residents is truly recognized.

Worcester City Council along with all councils makes a major, but often under-recognised, contribution to the health of their citizens and communities.

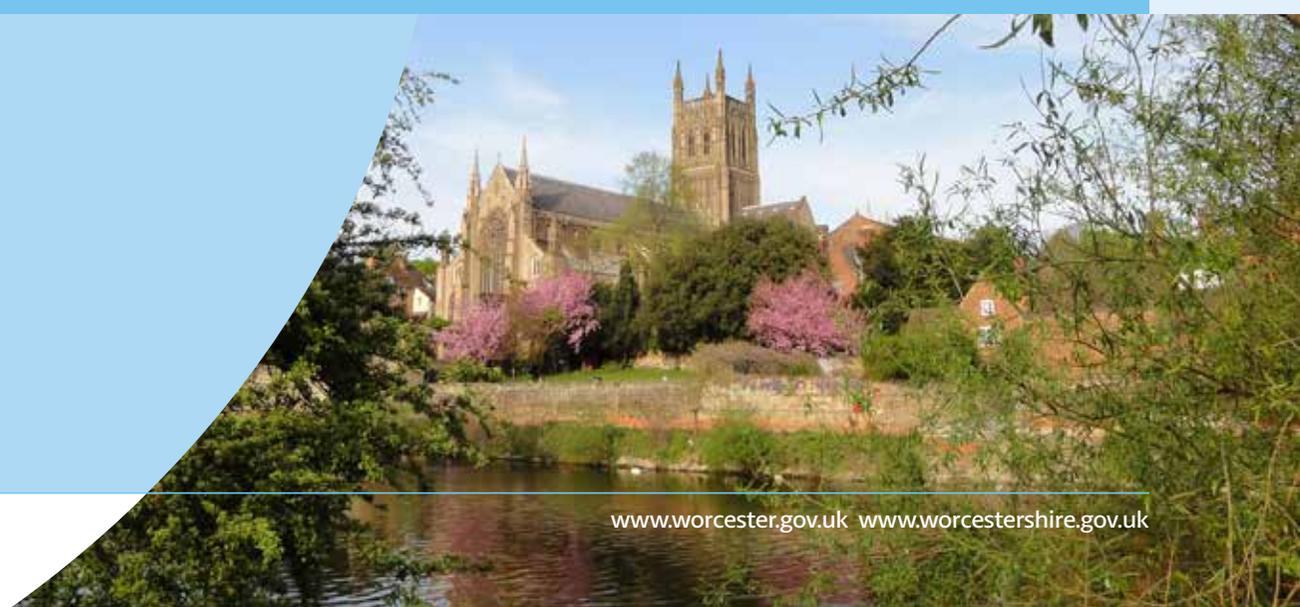
The way services are delivered at local level is changing, driven by the 2014 Care Act, Sustainable Transformation Planning for health and social care, the NHS Long Term Plan and local authority restructuring and devolution. Good practice is evolving as transformation and service integration takes place. There are opportunities to join-up formerly separate services and provide more holistic solutions with an outcome to develop population health systems. The challenge for Worcester City Council is how we interact with these shifting structure.

The City Council's inclusion at the range of health and social care groups responsible for improving community health needs and developing prevention services should be reviewed and the important role we play in this agenda recognised. There are existing strategic and operational opportunities at the Health and Well-being Board, the Neighbourhood Teams and also in the move towards integrated place-based public services. Worcester City will be a critical partner for the NHS.

Challenge

To show innovation in service design and delivery

Unsurprisingly the biggest challenge is the reduction in public health funding and the need to focus on statutory requirements despite a range of transformation work and efficiency savings being achieved. The Healthy Worcester Plan is reliant on Worcester City Council and voluntary sector resources. Many of which are short term and not sustainable. To lead innovation in services and their delivery given the significant cuts in funding, and changes in the nature of the funding model, the City Council need to show innovation in service design and delivery.



Challenge
To strengthen our enabling role in the health of Worcester communities

At their heart, district councils exist to support the health and well-being of their communities, whether that be through direct service delivery, economic development and planning, or wider support for their citizens. There is increasing evidence that strong social support networks, reducing isolation, community asset-building and volunteering are all important in enabling citizen and communities to be healthy and resilient.

Challenge
The impact of welfare reform and the introduction of universal credit

Many of the people needing to claim welfare are in work on very low incomes, are unable to work, or have very young children, are sick, are disabled or are caring for a relative. Universal Credit has become an additional and new challenge for the NHS but also for the most vulnerable due to both the process involved in claiming and also the debt it often creates causing even further difficulties in being able to cope financially.

The Centre for Translational Research in Public Health, Newcastle University and Teesside University looked at the health impact of Universal Credit in a report commissioned by Gateshead Council. The findings published in November 2018 found 'managing the UC claims process and increased conditionality, combined with the threat of sanctions, exacerbated long term health conditions and impacted so negatively on participant's mental health that some had considered suicide'.

Often the people with the hardest lives are on the new benefit or having problems with it. We also know that the income of less well-off families has been hit by severe real-terms cuts in benefits and by higher housing costs. Work alone does not guarantee a route out of poverty, with two thirds of child poverty occurring in working families.

Welfare Reform Impact Assessments have been completed in a number of the large cities e.g. Sheffield and Liverpool. They have shown that the groups most adversely affected in their communities are the long-term sick and disabled, families with children, women, young adults and the 40-59 age groups who live in social housing. The impact of Universal Credit needs to be more fully understood in Worcester and should be an area of focus for the Healthy Worcester Plan.



Worcester Observer article published 15 May 2019



Worcester Observer

NEWS SPORT LIFESTYLE WHAT'S ON EDITIONS PODCASTS CONTACT

Child poverty figures spark call for action

The research claims 812 youngsters or 49 per cent of children in the area are trapped in poverty with 1,056 youngsters in Warndon facing life below the breadline.

Worcester has the third highest rate of child poverty in Worcestershire according to the findings with only Redditch (33 per cent) and Wyre Forest (34 per cent) ahead of the city.

Campaigners want to see the link restored between benefits, including housing support, and inflation, and the loss in children's benefits as a result of the four-year freeze and previous sub-inflation increases in benefit rates to be made up.

An end to the two-child limit on child allowances in tax credits and universal credit and reforming Universal Credit and a reversal of the cuts and investing in children's services such as mental health, education, childcare and social care have also been called for by charity chiefs.

Anna Feuchtwang, chair of the End Child Poverty coalition, said: "Growing up in poverty means growing up trapped. It restricts a child's chances of doing well at school, of living a healthy and happy life, and of finding well paid work as adults.

"We urgently need Government to set a course of action that will free our children from the grip of poverty.

"We know what causes child poverty and we know how to end it. We know that the income of less well-off families has been hit by severe real-terms cuts in benefits and by higher housing costs.

"And we know that work alone does not guarantee a route out of poverty, with two thirds of child poverty occurring in working families," she added.

Labour's prospective parliamentary candidate for Worcester, Coun Lynn Denham told the Observer: "People should be shocked that there are so many children growing up in poverty in our city. No child deserves this.

"The majority live in working families with parents doing their best but trapped in low paid, insecure work. That leaves them constantly struggling to keep up with the rising cost of rent, food, heating and other household bills.

CAMPAIGNERS have urged the Government to tackle child poverty after new figures revealed almost a third of all children growing up in Worcester were doing so below the breadline.

Research by End Child Poverty, the UK's leading child poverty coalition, revealed an estimated 7,177 youngsters were growing up in poverty after housing costs such as rent and mortgage were paid out.

According to the figures, conducted by Professor Donald Hirsch and Dr Juliet Stone at the Centre for Research in Social Policy at Loughborough University, Gorse Hill fares the worst in the city.

Opportunities

We have a close working relationship with the University of Worcester and there is a range of academic research base studies for our activities. There are also student and volunteer resources and a range of community projects.

The Officer team has a good record of innovation and successful bidding for project funds. Bidding for external resources will continue when available.

The residents of Worcester City supported 'healthy active city' as a priority in the City Plan.



9 The Healthy Worcester Plan 2019-2021

The Healthy Worcester Plan 2019-2021 has been drafted in line with a number of existing plans, key evidence and research, as well as with extensive consultation. The City and its partners will continue to provide support to the delivery of the three priorities in the Joint Health and Well-being Strategy. We will also continue to address the existing priorities and two newly identified priorities.

Joint Health and Well-being Strategy

- **Mental health and well-being**
- **Increase physical activity**
- **Reduce harm from drinking too much alcohol**

Existing

- **Statutory homelessness**
- **Poor air quality**
- **Outcomes and access to services for the Black and Minority Ethnic (BAME) population**

Two newly identified priorities

- **Loneliness and isolation for all ages**
- **To improve how we work with our partners to make the best use of our community assets**



The priorities in more detail

Poor Air Quality

- Modelled estimates showed that in 2018, 31% of the population in Worcester City live in areas of high levels of fine particulate matter (PM2.5) and 33% of population live in areas with high levels of NO₂. Particulate matter and nitrogen dioxide are air pollutants which affect human health.
- Crude estimates from modelled data suggest that if all residents living in Worcester City move to an area of lower exposure to PM2.5 and NO₂ by 2037 we could prevent 118 cases of asthma, 357 cases of diabetes, three cases of lung cancer, 487 cases of coronary heart disease, 223 cases of chronic obstructive pulmonary disease and 125 cases of stroke.
- The health impacts of poor air quality are significant and well recognised such as increases in hospital admissions and deaths from cardiovascular diseases, respiratory diseases and lung cancer. A growing body of evidence also suggests that there are links between poor air quality, diabetes and neurological diseases.

Therefore it is important that the City Council and Healthy Worcester use their collective influence to enable organisations to work together to prevent or reduce exposure to poor air quality.

Statutory homelessness

- Homeless people are at increased risk of a wide range of health problems related to physical health, mental health and substance misuse (usage of illegal and prescribed drugs, and of tobacco and alcohol).
- Homelessness is caused by an interplay of interlinked individual and structural factors and as such requires a multi-agency approach.
- Worcester City has the an increasing number of single homeless people seeking housing assistance and high rates of homeless acceptance (around 1.8 per 1,000).

To tackle this Healthy Worcester will use the Alert system to refer customers who are homeless or threatened with homelessness at the earliest opportunity.



Outcomes for people from Black and Minority Ethnic Communities (BAME)

- Around 5.4% of the population in Worcester City are from BAME backgrounds.
- Along with Redditch, Worcester City has highest proportion of BAME population groups when compared to whole of the county.
- BAME groups as a whole are more likely to report ill health, and experience ill health earlier than white British people. Some health variations are linked to poverty and wider social inequalities, although there are a range of inter-linked and overlapping factors
- Among the BAME groups, people classifying themselves as 'white other' has increased significantly in Worcestershire to 3.4% of the population. About a quarter of these groups live in areas of deprivation.

As a partnership we need to understand the health and well-being needs of the 'white-other' population groups and the barriers to accessing services.

Mental health of children and young people

- It is estimated that 9.2% of children and young people aged 5–16 years living in Worcester have a mental health problem.
- 50% of those with a lifetime mental illness will experience symptoms by age 14 and 75% of those with a lifetime mental illness will experience symptoms by age of 24 years.
- Good mental health allows children and young people to develop the resilience to cope with whatever life throws at them and grow into well-rounded, healthy adults.

Worcester has a high proportion of young people and it is vital that opportunities to improve positive mental health among children and young people are provided.

Using our assets

The visions of the Healthy Worcester Plan and the Joint Health and Well-being Strategy *'To improve the health and well-being of the people of Worcester'* can only be delivered if all statutory, community and voluntary sector partners work together. In Worcester City, Healthy Worcester provides a forum for the partners to work together.



There is now widespread recognition that communities have a vital role in improving health and well-being. There are a number of (overlapping) reasons for this, including the following.

- The communities where we are born, live, work and socialise in have a significant influence on how healthy we are. The extent of this influence varies but these factors have a much greater influence on our health than health care.
- For example, we know that for some communities social isolation is as bad for health as some common health behaviours, such as smoking. Strong communities are therefore good for health.
- There are many 'assets' within communities, such as skills and knowledge, which can be used to promote health and well-being.
- From a health care perspective, communities have great insight and intelligence on what is needed from health services, and on what works in improving health. Linked to this, directly engaging people from the most marginalised groups and those most likely to be affected by health inequalities is important in addressing these inequalities both through formal health services and other means.

What are community health assets?

All communities have health assets that can contribute to positive health and wellbeing

The skills, knowledge and commitment of individual community members

The resources and facilities within the public, private and third sector

Assets include:

Friendships, good neighbours, local groups and community and voluntary associations

Physical, environmental and economic resources that enhance wellbeing

A number of statutory voluntary and community sector organisations work in Worcester City providing a range of services that directly engage with the community and support the improvement of health and the life for the residents of the city. One of the priority areas will be to improve how we work together and make the best use of the resources and facilities provided by the public, private and third sector partners of Healthy Worcester.



10 What actions are we going to take?

The City Council proposes to take forward the following actions to address the priorities and improve the health and well-being of Worcester residents.

The Healthy Worcester Plan Actions 2019-2021		Service area responsible
Mental Health and Well-being		
✓ Planning for Healthy Developments and Living Environments	✓ Review of South Worcestershire Health Supplementary Development Document	✓ Planning Policy
✓ To continue delivery of the Dementia Dwelling Grant and achieve outcomes against the Better Care Fund Plan	✓ To commission the new promoting independent living service	✓ Strategic Housing
✓ Develop a community space for men	✓ To find a venue and establish Men in Sheds working with AGE UK	✓ Community Services
✓ To develop a low cost community based way of supporting people living with dementia and their families	✓ Explore potential for setting up a Dementia Meeting Centre in Worcester	✓ Dementia Action Alliance
✓ Co-ordinate energy efficiency services and activity	✓ To procure a new provider	✓ Strategic Housing



The Healthy Worcester Plan Actions 2019–2021

Service area responsible

Increase physical activity

✓ Improve the park facilities	✓ Improve riverside park	✓ Community Services
✓ Improve tennis facilities	✓ Operational delivery of the Tennis Project by Spring 2020	✓ Community Services
✓ Leisure centres and sports activities	✓ Active participation by 31,500 people during 2019–2020	✓ Freedom Leisure

Reduce harm from drinking too much alcohol

✓ Work to be delivered by Youth Detached Team Worker	✓ Young Peoples Education of Drugs, Alcohol, Emotional Well-being, Child Sexual Exploitation, County Lines, Gangs, Internet Safety, Water Safety and Staying Safe	✓ Community Safety
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Homelessness and Financial Inclusion

✓ Funding made available to address Health Inequalities in the homeless population in the city	<ul style="list-style-type: none"> ✓ Delivery of Housing First Model to meet the housing needs of entrenched rough sleepers ✓ Commission research into the health and well-being impacts of hidden homelessness, in particular temporary accommodation 	✓ Strategic Housing
✓ To deliver Homelessness Prevention Hub	✓ Proposed re-location of the Housing Advice Service	✓ Strategic Housing
✓ To promote the role housing plays in prevention and addressing health needs	✓ To produce a countywide housing offer to health	✓ Strategic Housing

The Healthy Worcester Plan Actions 2019–2021		Service area responsible
<ul style="list-style-type: none"> ✓ Addressing the financial impacts of Universal Credit 	<ul style="list-style-type: none"> ✓ To deliver the Universal Credit Hardship Fund 	<ul style="list-style-type: none"> ✓ Strategic Housing
<ul style="list-style-type: none"> ✓ Continued delivery of the Discretionary Welfare Assistance Scheme 	<ul style="list-style-type: none"> ✓ The scheme provides two forms of support: Crisis Living Support to assist with an immediate short term need for assistance with emergency food, gas and electricity, baby consumables and white goods. Support is available for vulnerable households who are experiencing a disaster, crisis or exceptional financial pressure and the health of a member of the household will significantly deteriorate as a direct result. Re-settlement Support to assist with white goods to help with re-establishment in the community after a period of unsettled or supported accommodation. 	<ul style="list-style-type: none"> ✓ Strategic Housing
Poor air quality		
<ul style="list-style-type: none"> ✓ Implement recommendations of Air Quality Task and Finish Group 	<ul style="list-style-type: none"> ✓ Insert 	<ul style="list-style-type: none"> ✓ Air Quality Task and Finish Group
Outcomes and access to services for the Black and Minority Ethnic (BAME) population		
<ul style="list-style-type: none"> ✓ Migration Project – initiatives aimed at bringing members of both local and incoming communities together 	<ul style="list-style-type: none"> ✓ To use Controlling Migration Fund allocation of £500.00 to enable a community event ✓ Event to discuss future sustainability of the Talk to Me Worcester initiative <ul style="list-style-type: none"> • Authorisation granted for the provision of EU Re-settlement Advice to be provided by Community Cohesion Officer for the period of 15 May 2019 – 14 May 2021. 	<ul style="list-style-type: none"> ✓ Strategic Housing

The Healthy Worcester Plan Actions 2019–2021

Service area responsible

Loneliness and isolation for all ages

✓ To support and enable events to encourage community engagement

✓ Number of community events supported from April 2019 to March 2020 is 430 of which 116 attended by Worcester City staff

✓ Community Safety

✓ Events held by the Museums Service

✓ Insert

✓ Museums

To improve how we work with our partners to make the best use of our community assets

✓ To work with Healthy Worcester and enable partnership working and making the best out of our assets

✓ To hold a special meeting and consider how to improve collaboration and prevent duplication

✓ Healthy Worcester

✓ To build and nurture Worcester City Council's customers

✓ Finalise and implement Community Engagement Strategy

✓ Community Services

✓ Develop an online directory of sporting events

✓ Promotion and expansion of FindItDoIT Directory

✓ Community Services

✓ The One Worcester Community Grants is open to community groups and voluntary sector organisations working across the City of Worcester.

✓ To allocate the grants programme with a focus on:

- Connecting more people to opportunities in the areas of learning skills, training and employment
- Empowering individuals, groups and organisations with capacity and skills to enable them to better identify their needs and play a fuller part in contributing to their own well-being and development

✓ Community Services

The Healthy Worcester Plan Actions 2019–2021		Service area responsible
<ul style="list-style-type: none"> ✓ Remaining Healthy Worcester funding to be allocated 	<ul style="list-style-type: none"> ✓ To conduct a bidding process for the Healthy Worcester Grant Funding to address the priorities within the Healthy Worcester Plan 2019–2021 	<ul style="list-style-type: none"> ✓ Strategic Housing
<ul style="list-style-type: none"> ✓ To understand the impacts of child poverty 	<ul style="list-style-type: none"> ✓ Set up a Task and Finish Group to investigate ways in which the City Council in collaboration with its partners can reduce child poverty in the city 	<ul style="list-style-type: none"> ✓ To be defined
<ul style="list-style-type: none"> ✓ To improve customer service delivery 	<ul style="list-style-type: none"> ✓ Customer Services Project Phase 4 – all staff training on dealing with customers – deaf and dementia, LD 	<ul style="list-style-type: none"> ✓ People Services



11 Delivery of the plan

Worcester City Council will continue to enable the Healthy Worcester partners to meet on a quarterly basis, share information and encourage service development that addresses the priorities identified in the agreed Healthy Worcester Plan.

The governance of The Healthy Worcester Plan 2019–2021 is the responsibility of the Healthy Worcester group, which comprises key partners across a range of sectors that have a responsibility for health and well-being in Worcester City.

The plan is wider than just the City Council actions and all of the Healthy Worcester partners will be delivering their own set of health and well-being actions and plans to address the agreed priorities. It is an expectation that all partners contributing to this plan have effective safeguarding policies and procedures in place.

The plan will be monitored on a quarterly basis at the Healthy Worcester meetings. It will be reviewed on an annual basis by Worcester City Council's Communities Committee and the Worcestershire Health Improvement Group. At the current time alignment across both of these is achieved by both officer and member representation.

12 Performance Monitoring

The overall impact of the projects being delivered takes a number of years to show quantifiable results in terms of health improvement.

The monitoring of the plan is therefore based on specific projects being delivered. A small proportion of the actions do have quantifiable information that can be monitored. The other actions will establish clear milestones over the lifespan of the project and these will be used to monitor delivery.

The partnership actions will be monitored by each of the agencies delivering them.

13 Appendix 1

Worcester City Health and Well-being Activity Plan 2017-2019 What have Worcester City Council and our partners achieved?

Worcester City Council	Partners
Mental Health and Well-being	
	<ul style="list-style-type: none"> ● 367 parents attended parenting courses in Worcester City. 272 individual packages of support were offered ● 185 lunch clubs have been delivered with 3,157 hot and healthy dinners served to people living in areas of highest need/isolation/with restricted mobility ● 1,056 Youth sessions delivered – 10,449 attended over 2,500 hours of youth work delivered ● 197 Community Connect Sessions were delivered, supporting 196 individuals who have enrolled onto the Connectors project ● 64 sessions delivered for victims of domestic abuse delivered. 4 x 8 weekly sessions for women engaged in DAWN and JOY and 4 x 8 weekly sessions for young people who have engaged in the youth programs/mini-youth from areas of highest need (Dines Green) ● 18,261 clients had their advice and information needs met in Worcester City across the two year period April 17 – March 19 ● Worcester has achieved the working 'towards a dementia friendly community' status
<ul style="list-style-type: none"> ● Worcester City Council became a Dementia Friendly organization and then achieved recognition as a Dementia Action Alliance ● Leaflet for partners produced on supporting people with dementia ● Promotion of Dementia Action Week ● Developed the first Dementia Dwelling Grant ● Talk to Me Worcester – a city-wide campaign aimed at bringing people together through the power of conversation ● Men in Sheds being developed ● Eight businesses have signed up to the healthy Eating scheme run by Worcestershire Regulatory Services ● Supplementary Planning Document which requires a health impact assessment to be completed on all planning applications ● Suitcase Stories – Museums Worcestershire ● Domestic Abuse Policy for staff agreed ● Worcester City Council achieved Level 2 Worcestershire Works Well 	

Physical Activity

- Worcester City Council partnered with national access provider AccessAble to provide an accessibility checker to places in and around Worcester
 - Promoting healthy walks and park runs
 - Community Engagement Events
 - 2,994 children participated in multi-skill community sports sessions
 - 14,328 children actively participated in school sports sessions
 - 3,168 sportive sessions have been delivered
 - 2,004 older people took part in an active aging program of physical activities.
 - 261 people took part in strength and balance classes to reduce risk of falls.
 - FinditDolt directory created
- A large fun day was held in Warndon, with 361 people enjoying free activities and finding out about local services. School fetes were supported at Dines Green, Hollymount (Tolladine) and Perry Wood (Ronkswood)
 - Smaller estate-based events and seasonal activities were organised, while we also supported 100 events organised by partners including Worcester Community Trust, Freedom Leisure and Action for Children
 - 23 activities were held at older people's schemes in Worcester, including: mutli-sports, seated dance and brunch, Christmas parties, pantomime, afternoon tea and coffee and chat. Trips took place with collections from Worcester, free courses were put on by Heart of Worcestershire College and we put on a free services showcase event to promote services from Fortis and more than 20 partners to older residents in St Johns



Reduce harm from drinking too much alcohol

- Officers actively involved in the Blue Light Project (Multi-Agency Response to Change Resistant Drinkers)
- Introduced a Public Space Protection Order banning the drinking of alcohol in defined zones August 2018
- Worcester Business District introduced 'Best Bar None' an accreditation scheme promoting responsible management and operation of alcohol licensed premises
- 'Game changers' video regarding under age drinking launched
- Alcohol education sessions delivered to 800 young people

Digital Access

- 1729 digital support sessions were delivered in Worcester with 30 Fortis Living Digital Champions volunteering for 708 hours
- The Computer Café runs at The Hive the first Tuesday of every month - it was set up by The Hive and Age UK H&W

Homelessness and Financial Inclusion

- Worcester City Council provided funding to support male victims of domestic abuse to Rooftop Housing
- Worcester City Council funded the Worcester Community Trust to deliver the Dawn Project
- Developed a Pre-Eviction Protocol to prevent homelessness
- Successful bid for MHCLG funding of £850,000 to address the needs of rough sleepers across Worcestershire
- Delivered personal budgeting support for claimants of Universal Credit 17 October 2019 – 31 March 2020
- Continued delivery of the Worcester City Discretionary Welfare Assistance Scheme 2017-2019 - 984 awards delivered
- Universal Credit Hardship Fund has been agreed
- Over 1,350 clients across the county received help during this two year period, with advice focused primarily on welfare benefits. Of this number, 150 clients were Worcester City based. Average financial gains per client across the county were in the region of £3,500

Worcester City Council

Partners

Poor air quality



- A committee task and finish group to explore options around improving air quality in the City Council has concluded with recommendations.
- National clean air day has been promoted in the City with 1,232 people in the City accessing the information online
- Worcester City has introduced a new electric car to its fleet replacing a petrol vehicle and is another contribution to reduce its CO₂ emissions.
- Over 800 new trees and saplings have been planted in Worcester this winter, in a bid to reduce air pollution and enhance the City's appearance.



Outcomes and access to services for the Black and Minority Ethnic (BAME) population

- Steering Group established to look at BAME health needs Welcome to Worcester Project

- Promotion of Public Health messages through the mosque social media
- Support for Syrian Refugees – healthy cooking courses
- Support for increasing uptake of financial and money management courses in BAME population groups

14 Appendix 2

The Healthy Worcester Plan 2019–2021 Partner Activity

Priority 1: Mental Health and Well-being throughout life

	Actions	Lead Officer
Five ways to well-being Enable Worcester City residents to improve their health and well-being promoting the 'five ways to well-being'.	Deliver Making Every Contact Count training	Public Health Practitioner Worcestershire County Council
	Support delivery of national health and well-being campaigns locally	Public Health Practitioner Worcestershire County Council
	Support businesses to achieve Worcestershire Works Well status	Public Health Practitioner Worcestershire County Council
	To promote the benefits of having an allotment, both for healthy eating and exercise	Fortis Living
	Provide opportunities for local communities to take the lead on Community Garden projects, aimed at developing relationships with others within the community and improving physical and mental well-being	Fortis Living
	Provide a range of volunteering opportunities for adults and teenagers, aimed at developing relationships with others within the community and improving the physical and mental well-being	Fortis Living
	To promote and encourage volunteer activity through monthly gardening groups in public open spaces	Worcester City Council

Priority 1: Mental Health and Well-being throughout life

	Actions	Lead Officer
Make the City more inclusive for residents living with Dementia	Bring together partners to form the Worcester City Dementia Action Alliance	Worcestershire County Council
Promote awareness of Dementia among Worcester City residents	Deliver Dementia Friends sessions in the community	Alzheimer's Society
Dementia Advice Service	Provide advice and information for people living with Dementia, their friends and family	Age UK Herefordshire and Worcestershire
Enable Worcester City residents to become digitally included	Enable GP Surgeries and pharmacies to support people to access online services	Worcestershire County Council
	Support residents to access online services in a social setting	Fortis Living
	Provide skills and knowledge in a social setting to support older people to safely access the internet and use digital technology	Age UK Herefordshire and Worcestershire
Improve mental health and well-being of socially isolated and lonely over 50s	Provide personalised support to people over 50 years to reduce their feelings of loneliness and enhance their well-being	Age UK Herefordshire and Worcestershire
Home from hospital Enable older people to live independently	Provide tailored services and support for up to six weeks to support older people returning home from hospital	Provide the service to 1,000 individuals every year
Aids and adaptations Enable older people to live independently	Provide minor aids and adaptations such as grab rails to support people to remain independent in their own homes	Age UK Herefordshire and Worcestershire

Priority 1: Mental Health and Well-being throughout life

	Actions	Lead Officer
Handyperson Enable older people to live independently	Provide a professional DIY service to maintain people's homes and keep them safe and secure	Age UK Herefordshire and Worcestershire
Emergency Heating Helping to alleviate the issues caused by lack of warmth in the home	Loan out heaters in the event of heating fails or that it is not sufficient enough to heat up the home	Age UK Worcester and District
Footcare Promote foot care of older people in the city	Provide toenail cutting and podiatry services to older people who are unable to manage their own foot health	Age UK Herefordshire and Worcestershire
Parenting Groups and Parenting Courses Provide parenting support to families	Deliver parenting courses. 1:1 family support to parents, children and young people	Parenting and Family Support – South Worcestershire – Action for Children
Homeless Healthcare Centre	To provide a range of healthcare services for homeless people in Worcester – Hairdressing GP, Nurse, Podiatrist, Dentist, Massage, Hand Reflexology, Reiki and Therapy Dog	Maggs Day Centre
Bereavement Support South Worcestershire Support recently bereaved residents	Provide a free service to those who are recently bereaved by sudden or unexpected death and may need support to help with feelings or practical issues and are registered with a South Worcestershire GP	St Richard's Hospice

Priority 1: Mental Health and Well-being throughout life

	Actions	Lead Officer
Living Well Days Equip people with information to increase their well-being	A six month pilot project to provide flexible courses for people with life-limiting illnesses to help them feel good and boost their confidence	St Richard's Hospice
Worcester Community Trust Snack and Chat	Lunch clubs for the over 50s in areas of highest need providing health food and social contact	Worcester Community Trust
Worcester Community Trust Youth Work	Youth clubs promoting healthy cooking, sexual health, confidence and self esteem and social contact	Worcester Community Trust
Worcester Community Trust - Community Connectors (dependent on funding) Drop-in support sessions for the socially isolated of any age	Provide drop-in sessions for the socially isolated to improve mental health and well-being and peer group support. Provide health education projects with trainee GPs	Worcester Community Trust
Worcester Community Trust Health Cooking	Cooking courses at D G Den for those with learning disabilities, with young families, through the DAWN project (domestic abuse)	Worcester Community Trust
Support Access to Information and Advice The service will focus on early intervention and prevention ensuring in particular that vulnerable adults have their advice and information needs met	Helping people understand how care and support services work locally, the care and funding options available and how they can access care and support services	Worcestershire Advice Network
Worcestershire Macmillan Citizens Advice	Helping people affected by cancer as a patient, family member or carer	Worcester CAB/WHABAC

The Healthy
Worcester Plan
2019-2021



*Healthy
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