

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No. 7

meeting date: THURSDAY, 23 MARCH 2017
 title: STRATEGIC HEALTH UPDATE
 submitted by: MARSHAL SCOTT – CHIEF EXECUTIVE
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1 PURPOSE

1.1 To update Members on current and emerging strategic health work including the Health Champions pilot initiative and the 'Health Audit' paper.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives } It is a key Council objective to promote and support
- Corporate Priorities } the health and wellbeing of residents and visitors to
- Other Considerations } Ribble Valley.

2 BACKGROUND

2.1 Ribble Valley Borough Council has a wide-ranging role in promoting public health and wellbeing. It is a key responsibility, reflected in the Council's Corporate Strategy to ensure it delivers services that promote a healthy borough.

2.2 In a time where budgets are reducing and pressure to deliver more for less is increasing, it is recognised that we need to work more efficiently and with greater integration and communication in order to achieve this.

2.3 It is also recognised that there are moves within the NHS towards more community based models of care, which rely on greater integration to achieve success. As part of this the Council has been working closely with East Lancashire Clinical Commissioning Group and specifically the Ribblesdale Locality to ensure this integrated working is achieved, through the Ribblesdale Partnership. Councillors were briefed on the Ribblesdale Partnership at Health & Housing Committee, 19 January 2017 (Minute 488).

3 ISSUES

3.1 Ribble Valley Borough Council has a responsibility to promote the health and wellbeing of its residents and visitors.

3.2 In order to maximise our positive impact on the health and wellbeing of all our residents and visitors, it is important to be fully aware of how our services already impact on health and wellbeing and how we can build on this.

3.3 The 'Health Audit' paper –attached at Appendix 1 - is an initial assessment of all Council services that directly impact on the health and wellbeing of Ribble Valley Residents and visitors. This includes all partnership working with other organisations. The Health Audit is currently a live document in draft form. Officers are working

closely with relevant Council departments and partners to ensure it is a comprehensive document.

- 3.4 The Health Audit will ultimately inform a Strategic Health Delivery Plan which will dovetail with work being completed within the Pennine Lancashire NHS Local Development Plan 'Together: A Healthier Future', part of the wider Healthier Lancashire and South Cumbria Sustainability and Transformation Plan (STP). This Delivery Plan will cover in greater detail how we can work much more closely in partnership with other organisations including health and voluntary sector organisations. This will include a greater focus on early intervention work to ensure people's health and wellbeing is maximised in a pre-primary/secondary care environment, reducing pressure on statutory services and ultimately saving money for all organisations further down the line. It will also focus on improving integration, ensuring there is no duplication in the provision of health related services and utilising joint intervention to maximise sustainable outcomes and avoid a cycle of people returning to a health or care setting repeatedly.
- 3.5 The Health Audit is being developed alongside the emerging 'Ribblesdale Partnership' to help us fully understand our role and potential to support the work of the Partnership. The subsequent Strategic Health Delivery Plan, which will be developed following on from the Health Audit, will formalise our role going forward, dovetailing with the work of the Ribblesdale Partnership.
- 3.6 The Council is also intending to undertake a pilot initiative – known as 'Health Champions – to complement and support the delivery of outcomes as part of our wider strategic health work.
- 3.7 In essence the Health Champions Initiative will identify willing, serving borough Councillors to support the delivery of key health messages to residents. Initially the pilot will focus on specific wards within the Borough. A proposed role profile is attached at Appendix 2, which outlines the responsibilities and aims of the role.
- 3.8 The Council is currently in discussions with Lancashire County Council, who are looking at supporting a similar initiative, to see if there is any benefit in delivering the Ribble Valley Health Champions initiative as a pilot on behalf of Lancashire County Council.

4 RISK ASSESSMENT

- 4.1 The approval of this report may have the following implications:
 - Resources – Officer time is required to develop the Health Audit Paper and Health Champions initiative as well as to maintain strategic health work on an ongoing basis. Ultimately, however, this work will identify and develop more efficient ways of working, both internally and with partners, which will reduce pressure on resources.
 - Technical, Environmental and Legal – None identified
 - Political – None identified
 - Reputation – Integrated/partnership working which will come out of strategic Health projects will enhance the Council's reputation.

- Equality & Diversity – All work on strategic health project is completed to benefit the health and wellbeing of Ribble Valley residents and visitors and with consider diversity and ensure equality throughout. The Health Audit considers how Council services impact on the health and wellbeing of all communities in Ribble Valley. A priority of the Health Champions initiative is to assist equality of access to health services and information.

5 RECOMMENDED THAT COMMITTEE

- 5.1 Note the current direction and progress of Ribble Valley Borough Council Strategic Health Projects.
- 5.2 Note the purpose and content of the Health Audit and agree that work progress towards the delivery of a Strategic Health Delivery Plan.
- 5.3 Agree to the delivery of the Health Champions Pilot initiative in Ribble Valley.

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BACKGROUND PAPERS

For further information please ask for Joseph Hildred, extension 4551 (part time Monday – Wednesday AM)

Health Audit

Ribble Valley Borough Council

March 2017

Introduction

Ribble Valley Borough Council has a wide-ranging and multifaceted role in contributing to public health. In a time where budgets are reducing and there is pressure to deliver 'more for less', it is recognised that we need to deliver services more efficiently and maximise integration with other health services to deliver a preventative agenda through our key functions and enabling role.

This document details the current contribution Ribble Valley Borough Council makes to public health, the impact it is having and identifies actions we can take to maximise our impact.

The following services - provided directly by the Council or in partnership with other organisations - impact on public health and wellbeing significantly:

- Revenues and benefits
- Economic development
- Healthy lifestyles
- Cultural and leisure
- Community safety
- Environmental Health
- Housing
- Planning
- Building control
- Community engagement
- Community services

This report examines how each of these services contribute to the health and wellbeing of residents and visitors to Ribble Valley.

It is important to recognise there are many aspects to being healthy and therefore this report is split into the following sections which represent the different aspects of being healthy and well.

- Economic wellbeing – how the Council contributes to the financial wellbeing of its residents. Being well in economic terms gives residents more opportunities to live a healthy life.
- Mental wellbeing – how the Council contributes to the mental wellbeing of its residents through developing opportunities for people to maintain a positive and healthy mind.
- Physical wellbeing – how the Council is supporting people in the borough to maintain a healthy diet and exercise routine.
- Personal wellbeing – how the Council supports other aspects of daily living that contribute to a healthy life.
- Community wellbeing – how the Council contributes to the overall health of the whole community.

Background

The latest English Index of Multiple Deprivation (2015) ranks Ribble Valley 290 out of 326 local authorities for deprivation (326th being the least deprived). There are however some pockets of deprivation, particularly in Clitheroe.

The Ribble Valley Health Profile for 2015 states that people's health is generally better than the national average, however there are some areas where improvements could be made:

- Child poverty - around 600 children in Ribble Valley live in poverty.
- Smoking at the time of delivery – this is significantly worse than the national average.
- Obesity - 18.6% of adults and 15.2% of children in year 6 are classed as obese (however, this is better than the national average).
- Alcohol-related related hospital stays – for every 100,000 adults admitted to hospital, 486 were for alcohol related reasons. For every 100,000 under 18's admitted to hospital, 49.9 were for alcohol-related reasons. These are both better than the national average.
- Hospital stays relating to self-harm - 192.7 per 100,000 population.
- Road deaths/injuries – 45 people were killed or seriously injured on Ribble Valley roads during 2015 – significantly worse than the national average, 0.77 road deaths or serious injuries occurred per 1000 population compared to the Lancashire wide rate of 0.56, North West rate of 0.42 and the national average of 0.39.

Ribble Valley Borough Council's Corporate Strategy 2015-2019

The Council's Corporate Strategy sets out the strategic direction of the Council for 2015-2019, providing a focus to ensure the services we deliver meet the needs of our communities. Through consultation with residents, we know the following areas - which contribute directly or indirectly to health and wellbeing - are particularly important and we have considered them in the development of the Corporate Strategy.

- Health services
- Crime levels
- Access to nature
- Clean streets
- Road and pavement repairs
- Education provision
- Affordable, decent housing.

The Corporate Strategy identifies five priorities to address the issues that matter most to our residents.

Priority 1 – To ensure a well-managed Council providing efficient services based on identified customer needs

The residents of Ribble Valley are central to the services we provide. Through all our services we aim to make Ribble Valley healthier, safer and more prosperous.

Priority 2 – To sustain a strong and prosperous Ribble Valley

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The Council works to encourage investment in the borough and to maximise opportunities for its residents to prosper, including education, training and employment opportunities. A borough that is strong economically has more opportunities for residents to lead healthier lifestyles.

Priority 3 – To help make people’s lives safer and healthier

Key actions under this priority include improving the hygiene ratings of food businesses, tackling fuel poverty, keeping crime, anti-social behaviour and fear of crime low, establishing alcohol-free zones, working in partnership with Ribble Valley GP’s and East Lancashire CCG and ensuring isolated communities have access to services.

Priority 4 – To protect and enhance the existing environmental quality of our area

We will ensure the physical environment of the Ribble Valley is clean and safe through a range of actions, including:

- Increasing the use of renewable energy
- Maximising recycling
- Tackling dog fouling, litter, fly tipping and noise pollution

These actions will help to ensure better air quality, minimal noise pollution and an environment that does not encourage diseases to spread.

Priority 5 – To match the supply of homes in our area with the identified housing needs

Healthy lifestyles begin at home and we are committed to ensuring an adequate supply of suitable, warm homes that meet the needs of our residents. This includes supporting people to adapt their homes where required to meet their physical needs.

We will work to offer people a range of affordable options for home ownership and renting, and bring empty properties back into use.

We will also support those in the borough who are homeless or at risk of homelessness by delivering our statutory homelessness function.

Lancashire County Council (LCC) Services

We work closely with Lancashire County Council who provides a number of services which have an impact on public health and wellbeing. Several of these services are strongly linked with the services we provide as a district council. These include:

Highways – LCC are responsible for ensuring public highways (excluding motorways) are safe and maintained. If these services were not carried out, there would be an increased risk of serious injury or death on the roads.

Public transport – Many public transport services across Lancashire are now privatised, however LCC do subsidise some routes. Public transport is vital for many people to access health and wellbeing related services and activities.

Education – LCC are the body responsible for schools across Lancashire. Good education is vitally important in maintaining a healthy body and mind as we are able to make more informed decisions. Good education also increases the likelihood of a higher income in later life, which in turn leads to lower risk of mental ill health and being able to afford healthier food and exercise opportunities.

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Child social services – LCC have a statutory responsibility to support homeless and looked after children. This includes providing adoption and fostering services and children’s homes.

Adult social services – LCC are responsible for administering care and support for eligible adults with care and support needs.

Homelessness services – LCC also currently provide a number of supported accommodation services for homeless people.

Libraries – LCC operate libraries across Lancashire, including Ribble Valley. Although a number of these have been identified for closure, some will remain providing a vital source of information and services, important for wellbeing/good mental health. Many libraries also provide services and activities that support health and wellbeing.

Business support – LCC supports local businesses through several funding initiatives. Supporting economic growth has a positive impact on health and wellbeing in a number of ways including job creation, improving services and improving health and wellbeing opportunities.

Leisure and culture – LCC deliver a range of leisure and culture services which promote good health and wellbeing, including cycle routes, bridleways, country parks and nature reserves, museums, and footpaths/public rights of way.

Waste and recycling – LCC operate several recycling centres across Lancashire, providing residents with the infrastructure needed to recycle, reducing the impact on the environment. LCC also provide services for inert, bulky and hazardous waste. General door-to-door refuse and recycling collections is a district council responsibility.

1. Economic Health and Wellbeing

What should it look like?

A community that is well in economic terms is one which has:

- Households that are free from poverty and low income
- A positive attitude towards ongoing learning
- Opportunities to learn, beyond compulsory education
- Healthy employment opportunities

People who are on low incomes can be more vulnerable to poor physical and mental health as they have less to spend on healthy food, social activities and other health related items.

How do Council services contribute to this?

Revenues and Benefits

The Revenues and Benefits team process housing benefit and Council tax support, which supports people in meeting the cost of everyday living.

This may include:

- Housing benefit
- Disabled banding reductions
- Property exemptions where the owner has moved out to receive care
- Carer disregards, where a person classed as a carer is disregarded for the purposes of calculating Council Tax
- Disregards/exemptions for those who are severely mentally impaired

We are able to signpost individuals to debt advice, credit unions and budgeting help.

Ribble Valley Borough Council also provides funding to Ribble Valley Citizen's Advice Bureau.

We are also committed to supporting the Ribble Valley Job Centre to reach and support more people. The Job Centre is now co-located in Ribble Valley Council offices.

Economic Development

Employment is fundamental to achieving economic wellbeing and the Council has a central role in supporting the development of sustainable employment opportunities.

The Council works with partners to attract investment into regeneration programmes in the borough, which transform local communities and deliver local employment opportunities for residents.

Ribble Valley Borough Council facilitates and enables local conditions for sustainable economic growth through:

- Developing and delivering economic projects, including housing, with relevant partners
- Supporting the growth of existing businesses and attracting new investment
- Stimulating retail, leisure and office development in town centres

The Council is also keen to support smaller businesses based in the Borough through direct advice and signposting to external agencies which can support them to grow sustainably.

What impact is it having?

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The services the Council provides in relation to economic wellbeing support residents in Ribble Valley to:

- Maximise their income and live a healthier life – this includes being able to eat healthily, maintain a safe and warm home, have an active social life and exercise regularly.
- Minimise stress and other mental health related problems, which may be linked to low income.
- Access more services through investment being attracted to the Borough.

2. Mental Health and Wellbeing

What should it look like?

Good mental health means:

- feeling confident and having positive self-esteem
- being able to feel and express a range of emotions
- being able to build and maintain good relationships with others
- being able to feel engaged with the surrounding world
- living and working productively
- being able to cope with the stresses of daily life
- being able to adapt and manage in times of uncertainty

How do Council services contribute to this?

Healthy Lifestyles

The Healthy Lifestyles team deliver a range of healthy activities for residents in the Borough, including the 'Up and Active' initiative in Ribble Valley (Up and Active is an East Lancashire Programme). Many of these have a physical focus (covered later in this report) however the benefits on mental wellbeing are also of great importance, including:

- Weight management programme and physical exercise opportunities – maintaining a healthy body has been proven to support mental wellbeing.
- Healthy eating and nutrition advice – also proven to support positive moods and good mental health. The Healthy Lifestyles team run a number of healthy eating advice sessions at venues such as schools.
- Programmes to support older people to remain in their own homes longer, which has been proven to promote mental health and delay the onset of conditions such as dementia.

Cultural and Leisure Services

The Cultural and Leisure Services team maintain facilities including tourism attractions and parks in the borough, where people can go to keep active and engage with their environment. They also maintain a swimming pool, football pitches, play areas and public open spaces including sections of the River Ribble which are used for fishing and walking. They also promote activities which support youth sports.

These services provide environments where people can relax, have fun, exercise, meditate and interact with others. Grounds maintenance services keep parks and open spaces attractive and well-kept for public use. The team also carries out litter collection to keep the environment clean.

Through arts development, we work with individuals and groups to develop their skills and knowledge and provide opportunities for local artists to develop and exhibit art at Council gallery space and at outdoor venues in partnership with other organisations. This also allows us to encourage the general public to get involved with and view new art.

Working with national bodies, we also support the strategic development of sport and art in the region.

Community Safety

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We contribute directly to community safety in Ribble Valley, working closely with partners including Police and Crime Commissioners, Lancashire County Council, Fire and Rescue, social housing providers and domestic abuse support organisations. We meet regularly with these partners through the Community Safety Partnership (CSP), Anti-Social Behaviour Risk Assessment Conference (ASBRAC) and Community Alcohol Partnerships (CAP).

We regularly discuss a range of issues with these partners such as crime and disorder and anti-social behaviour, in order to ensure a safe environment is maintained in Ribble Valley.

Maintaining a safe community is vital to mental wellbeing as it provides a space for people to safely get outdoors and enjoy life without fear of crime and anti-social behaviour.

Partnership Working

The Council maintains strong links with a number of community partners in order to effectively signpost people to and promote mental wellbeing services, such as the Lancashire Wellbeing service.

The Council also hosts the Ribble Valley Dementia Action Alliance (RVDAA) which brings together a range of community partners to improve delivery and access to dementia support services in the borough.

What impact is it having?

The services the Council provides in relation to mental wellbeing supports residents in Ribble Valley to:

- Rely less on statutory mental health services
- Engage more in their communities
- Reduce their risk of physical harm (self-harm/suicide)

3. Physical Health and Wellbeing

What should it look like?

Physical wellbeing means eating and exercising well to ensure an individual's body operates as effectively as it can do.

How do Council services contribute to this?

Healthy Lifestyles

The Healthy Lifestyles team provide a range of healthy activities for residents in the Ribble Valley. These are a mix of activities that are both open to all residents and targeted to specific groups. They include:

- Weight management programmes – courses and drop in sessions designed to help people lose weight through healthy eating and exercise.
- Targeted physical activity programmes – a range of exercise/activity sessions to help and support inactive people become habitually more active.
- Cardiac Rehabilitation – exercise sessions for anyone who suffers from heart problems, has had a heart attack or heart surgery.
- Falls prevention – a number of schemes delivered by the Council and through partners to keep the elderly active and steady on their feet to help prevent falls.

Cultural and Leisure Services

The Council owns and maintains Ribblesdale pool in Clitheroe, 18 outdoor play areas, football pitches, artificial tennis and football courts as well as a range of parks and open spaces, all of which offer opportunities for residents and visitors to undertake physical exercise.

Sports development provides support for local clubs to get better at offering residents and visitors opportunities to get involved in physical activity.

The Council also offers a range of grant funding programmes to individuals and clubs to improve the physical exercise offer through sport across the borough.

Environmental Health

The Council is responsible for delivering an environmental health service, most aspects of which have a direct impact on physical health. This includes the below areas which can be a direct cause of disease, illness and physical injury.

- Air pollution (can lead to respiratory problems and lung disease)
- Noise pollution (can lead to sleep disturbance, stress, tinnitus, cognitive impairment and hypertension)
- Food safety (can lead to food poisoning and spread of other diseases)
- Enforcing the smoking ban (can lead to respiratory problems and lung disease)
- Pest control (can lead to the spread of disease)
- Fly tipping and generally unsafe environments (can lead to physical injury)
- Enforcing housing health and safety on rented properties – keeping people safe from injury, illness and disease.
- Private water supplies

The Environmental Health team enforce UK laws ensuring public safety.

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Housing

The housing team deliver initiatives that combat fuel poverty - when people cannot afford to heat their homes and therefore suffer from a range of respiratory problems brought on by a cold environment.

National Energy Action states that over 4 million UK households are in fuel poverty and are unable to live in a warm, dry home. We work with partners across Lancashire to offer advice, financial and practical support to help people stay warm and dry in their homes.

This includes funding energy efficiency measures and heating system replacements for the most vulnerable residents, giving advice on ways to heat homes more cost efficiently and providing emergency winter items such as blankets.

Building Control

The Building Control team contribute to the health of the Borough by ensuring buildings are safe and do not pose an injury risk/threat to life. This is done through ensuring developments are completed in line with planning permissions and agreeing and checking any alterations which do not require planning permission but do require building control consent due to the potential to make a building unsafe.

What impact is it having?

The services the Council provides in relation to physical wellbeing support residents in Ribble Valley to:

- Become more resilient to illness/injury, through having stronger and healthier bodies
- Rely less on statutory health services
- Develop better mental health
- Live longer and age better

4. Personal Health and Wellbeing

What should it look like?

Personal wellbeing means an individual has the practical means and knowledge to be able to live a healthy lifestyle – for example safe housing and skills such as self-care, home safety and cooking.

How do Council services contribute to this?

Housing

Poor housing is estimated to cost the NHS £2 billion every year, with additional costs to the wider economy. Hazards in the home include falls, dampness, pests, water supply, sanitation, excess cold and overcrowding. Falls and fractures in the home account for 4 million hospital bed days each year, costing £2 billion.

We are instrumental in controlling, minimising and preventing poor housing by:

- Helping to facilitate access to social housing for residents who need it.
- Delivering the Council's statutory homelessness function by investigating all homelessness enquiries, securing temporary accommodation, seeking re-housing and ensuring an out of hours service is in place.
- Facilitating access to refuge accommodation for women who are fleeing or are at risk of domestic abuse.
- Regulating landlords in the private rented sector, including houses in multiple occupation (HMOs).
- Investigating and taking action, including prosecutions, against landlords for harassment and illegal eviction.
- Allocating Disabled Facilities Grants (DFG's) to enable residents to stay in their own homes for as long as possible and avoid hospital admissions through home adaptations.
- Working with LCC and other partners to improve the condition of the housing stock, including energy efficiency and housing health and safety.

Healthy Lifestyles

The Healthy Lifestyles team provide a key role in supporting people in Ribble Valley to live a healthier lifestyle. They provide a range of services which educate people about healthy food and nutrition as well as getting the right exercise. This is provided to people of all ages, and includes working in schools in Ribble Valley.

Through sports development we are also able to support local groups and clubs to expand their offer to residents and visitors, including supporting them to offer healthy living advice such as on nutrition, where appropriate.

Partnership Working

The Council also works closely with a range of partners to support their work through signposting and joint working where possible, including:

- Health organisations (including the Falls Team)
- The Ribble Valley Dementia Action Alliance, to improve services to those with Dementia

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- Hyndburn and Ribble Valley (HARV) Domestic Violence Team, to ensure those escaping domestic violence are supported and have a safe place to live
- Homewise – to ensure residents can access home care and repair services

What impact is it having?

The services the Council provides in relation to personal wellbeing support residents in Ribble Valley to:

- Maintain safe homes that do not cause ill health or injury
- Recover from ill health or injury better in their own homes
- Stay in their homes longer with age or disability
- Discharge earlier from hospital stays into a safer home environment

5. Community Health and Wellbeing

What should it look like?

A healthy community is one that:

- Is safe from crime and anti-social behaviour
- Has multiple opportunities for communities to integrate through groups, events and other social activities
- Looks after its environment and its neighbours.

How do Council services contribute to this?

Community Safety

Ribble Valley Borough Council works in partnership with a number of organisations through the Community Safety Partnership (CSP) and the Community Alcohol Partnerships (CAP) to ensure local communities are safe to live in and do not adversely affect people's health and wellbeing.

Partners include Lancashire County Council, social housing providers, Lancashire Fire and Rescue, Police and Crime Commissioners and providers of domestic abuse support.

Partnership working ensures co-ordinated action on:

- Anti-social behaviour
- Alcohol-related crime and disorder
- Domestic violence awareness
- Property crime
- Safeguarding children and vulnerable adults

Community Services

The Council provides a range of services which help to support the health and wellbeing of communities in the Borough.

We ensure car parks are well lit and adequate CCTV is installed and operated where needed. This helps to reduce crime and anti-social behaviour and can help to prevent accidents and support fast responses in emergency situations.

We work with local groups to ensure the Borough is clean and litter free.

The Council provides weekly refuse collection services to every household in the Borough, supporting residents to maintain clean homes, gardens and community environment.

Environmental Health

The Environmental Health Team are responsible for a number of areas which keep our communities safe and healthy including:

- Maintaining a clean and safe environment (taking action on fly tipping, hazardous environments).
- Licensing – ensuring establishments which serve alcohol/offer gambling stay within the law, which is designed to protect the health of the general public.
- Pest control

Planning

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The national planning policy framework includes a requirement for local planning authorities to promote healthy communities. It states that the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities. This includes measures aimed at reducing health inequalities, improving access to healthy food and reducing obesity, encouraging physical activity, improving mental health and wellbeing and improving air quality to reduce the incidence of respiratory diseases. The framework requires us to work with public health leads and health organisations to develop a robust evidence base that takes into account future changes and barriers to improving health and wellbeing.

Through the planning system we are able to:

- Establish and protect public open space
- Encourage the development of community facilities which promote health and wellbeing (e.g. leisure, culture)
- Support the development of buildings which provide vital health services (hospitals, health centres)
- Secure funding (such as Section 106 money) which can be spent on services which promote healthy activity (e.g. bus services which connect communities).

Community Engagement

Ribble Valley Borough Council has an important role to play in supporting community activities and organisations which promote health and wellbeing, including:

- Healthy community activities, such as walking groups and park runs. Our Healthy Lifestyles team organise events like this.
- Supporting volunteering opportunities which are beneficial to mental health. The Council provides a number of grants open to individuals and voluntary and community sector groups/clubs which support activities that promote health and wellbeing.
- Working in partnership with community groups and services which promote health and wellbeing (e.g. Lancashire Wellbeing Service, Citizens Advice Bureau).
- Facilitating neighbourhood forums to provide opportunities for local people to input further into the local decision making structures and raise issues of concern on a neighbourhood level.
- Engaging with local groups and clubs to support opportunities that promote health and wellbeing.
- Engaging with local youth groups to provide activities that deter anti-social behaviours which can be caused by boredom

We operate a number of events throughout the year to ensure residents and local groups and clubs are well-engaged in these opportunities, such as:

- Cycling festival
- Healthy eating awareness raising sessions at Clitheroe Food Festival
- Working with local businesses to raise awareness on healthy lifestyles

What impact is it having?

The services the Council provides in relation to community wellbeing support residents in Ribble Valley to:

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- Integrate better into their community, maximising the use of community services
- Develop a stronger neighbourly spirit, taking care of neighbours, particularly those who are more vulnerable.
- Be proud and take care of where they live, leading to better mental and physical health
- Have better mental health and positive moods.
- Be more engaged with statutory and community services, using them in a more appropriate manner
- Maximise the use of community and voluntary services, therefore reducing the pressure on statutory services.

Draft Delivery Plan

The table below identifies actions which will inform a more detailed delivery plan.

Action	Lead	Outcome	Progress
<p>Make every contact count</p> <ul style="list-style-type: none"> - Training/awareness raising to ensure frontline staff are able to offer advice or signpost to advice/support every time they encounter somebody with a health or wellbeing related need 		<p>Ribble Valley residents are successfully directed to a range of support and advice to improve their health and wellbeing.</p> <p>Pressure on statutory services reduced.</p>	
<p>Take an active role in partnership working, including</p> <ul style="list-style-type: none"> - Lancashire Health and Wellbeing Partnership - Ribble Valley Health and Wellbeing Partnership - Ribblesdale Community Partnership - Community Safety Partnership - Community Alcohol Partnership - Lancashire Anti-Social Behaviour Risk Assessment Conference - Ribble Valley Dementia Action Alliance 		<p>Services are more joined up with less duplication.</p> <p>Residents are able to access appropriate care from a single point of access.</p> <p>Resources are more effectively distributed.</p> <p>Services can be improved through a more holistic approach to service delivery.</p>	
<p>Support the role of the third sector in supporting health and wellbeing though joint working, promotion/signposting and awareness raising.</p>		<p>Third sector empowered to support more people.</p> <p>Less pressure on statutory services.</p> <p>Integrated community approach is strengthened third sector support increases capacity.</p> <p>More people supported at home or in the community.</p>	

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		Use of volunteers maximised to support people who need very low level advice or befriending.	
Continue to promote health and wellbeing through all Council functions.		Ribble Valley residents live well in a safe, healthy and prosperous borough.	
Provide signposting to organisations which support people to return to work through job search advice and access to training and education.		Unemployed people in the borough more likely to find employment.	

Ribble Valley Health Champions Pilot

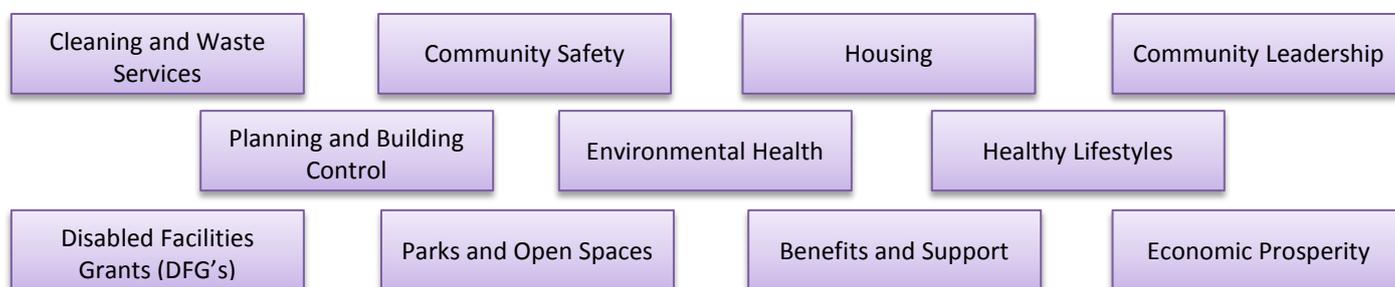
Priorities

Ribble Valley Borough Council priorities are defined in the Corporate Strategy 2015-2019:

1. To ensure a well-managed council providing efficient services based on identified customer needs
2. To sustain a strong and prosperous Ribble Valley
- 3. To help make people’s lives safer and healthier**
4. To protect and enhance the existing environmental quality of our area
5. To match the supply of homes in our area with the identified housing needs

In line with priority 3, we are committed to delivering services that improve the health and wellbeing of residents. Our objectives include “improving the health of people living and working in our area” and “taking a leading role in working with partners on the evolving public health agenda”. We have identified key actions to achieve this include “working with Ribble Valley GP’s and other partners on local health and wellbeing needs” and “ensuring access to services in isolated communities”.

The Council contributes to health and wellbeing through the following services:



Strategic Direction

We recognise the wider strategic direction of health and social care and are committed to delivering services that are complementary to this direction rather than causing barriers. We work closely with our partners in the NHS, taking an active role in local and regional structures and arrangements. The NHS Five Year Forward View and the Lancashire and South Cumbria Sustainability and Transformation Plan (STP) recognise the need to:

- Promote early intervention/prevention and integration of services, including working with local authorities
- Remove barriers and deliver care locally

The Five Year Forward View identifies Multi-Speciality Community Providers as a possible future care model, where the NHS bodies work in a more integrated way with local partners including local authorities. Ribblesdale locality is a test bed and we are actively involved in the development of the emerging Ribblesdale Partnership

Role Rationale

Through speaking to partners, we know local health and wellbeing services could be utilised more fully and appropriately through more effective communication, both between organisations and with the public.

We want to support and develop initiatives that:

- Support early intervention, so people can be treated more effectively and efficiently with sustainable outcomes.
- Promote more appropriate use of existing services, so pressure on more acute services is relieved.
- Help establish more efficient access and referrals into services, through better joint working between services.

To help realise this vision, we are piloting the Health Champions initiative. Serving borough Councillors, who express an interest in becoming a Health Champion, will be appropriately prepared to deliver key health and wellbeing messages in the community. Local Councillors will be aware of the issues within their communities and will therefore be ideally placed to act as a Health Champion.

Ribble Valley

Health Champion

Role Description

Aim

A key priority of the Ribble Valley Borough Council Corporate strategy is to help make people's lives healthier. Ribble Valley Borough Council recognises there is scope for existing health and wellbeing services within the Borough to be utilised to a fuller extent. This pilot initiative will:

- Identify serving Borough Councillors to act as an ambassador for the council, delivering key health and wellbeing messages
- Help raise awareness in the local community on health and wellbeing issues and services
- Target areas where known health inequalities exist, and traditionally 'hard to reach' groups

Key Tasks

As part of their existing duties as a Borough Councillor, Health Champions will:

- Engage with people and groups in the local community to deliver key messages on the Council's health and wellbeing agenda, which will include:
 - Warm homes
 - Healthy lifestyles
 - Trips and falls/handy person/disabled facilities grants
 - Benefits
 - Homelessness
 - Environmental Health
- Raise awareness of local services such as the Community Care Navigator and Lancashire Wellbeing Service

Requirements/Attributes

- An enthusiasm for and interest in health and wellbeing
- Basic understanding of healthy lifestyles and health and wellbeing activity in Ribble Valley, or a willingness to learn (basic training will be provided)

The Health Champion initiative will not create any additional work for serving Councillors, and they are expected to carry out the role as part of their existing commitments.