

**TITLE OF REPORT:**           **Impact of the Early Work on Place Shaping for Health and Wellbeing**

**REPORT OF:**               **Paul Dowling, Strategic Director, Communities & Environment**

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## **SUMMARY**

To update members on the Impact of the Early Work on Place Shaping for Health and Wellbeing

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## **Background**

1. In November 2011 Strategy Group approved the establishment of a group to take forward work on Place Shaping for Wellbeing, to support the work of the Health and Wellbeing Board.
2. In the 2007 report of from his independent Inquiry into the future role, function and funding of local government, Sir Michael Lyons defined place shaping as “**The creative use of powers and influence to promote the wellbeing of a community and its citizens**”. It is crucial to understand that this means that place shaping extends far beyond any definition of ‘place’ that is restricted to consideration of only the physical or built environment.
3. Gateshead’s ambitions and aspirations for local communities requires a forward looking approach over a long time period to achieve many of the improvements outlined in Vision 2030. In particular, the goals for improving health and life expectancy require a transformational approach over a period of 20 years, and attempting to meet these goals by a succession of short term plans will not be successful.
4. At the time of establishing the Shadow Health and Wellbeing Board it was agreed that it would be supported by 3 strands of work:
  - **Action for health (1-5 years time frame)**
  - **Integrated Commissioning (3-5 years timeframe)**
  - **Place Shaping for Health and Wellbeing (3-20 years timeframe)**

## **Agreed Scope of the Work**

5. The Shadow Health and Wellbeing Board considered the scope of the work at its meeting on 24 February 2012, and agreed that it should cover the first 5 policy objectives of the Marmott Review of Health Inequalities:
  - Give every child the best start in life

- Enable all children young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure healthy standard of living for all
- Create and develop healthy and sustainable places and communities

6. The Board also considered the following short, medium and long term goals for their Place Shaping for Health and Wellbeing work strand

#### **Short Term**

- The Local Development Framework will be a transformational document, and Gateshead's Health Impact Assessment tools will be the best in the country
- We will know our position on the 'league table' of several conditions, know what current trajectories look like and know how big a gap there is to close
- We will have some new targets for the Strategic Needs Assessment
- We will have established the basis for the broadest possible strategies for creating health and wellbeing

#### **Medium Term**

- The Strategic Needs Assessment will define wellbeing needs as the gap to be closed, and the timeframe to close it
- The Health and Wellbeing Strategy will be broadly transformational
- Staff will be motivated by challenging targets and the challenge to improve things in Gateshead faster than anywhere else
- Communities will start to want to be better, and will start to carry out many of the improvements themselves
- Many health indicators will start to improve faster than our neighbours

#### **Long Term**

- Gateshead residents will have the longest and healthiest lives in England
- All residents have a positive attitude to physical activity and incorporate it into their daily lives
- People have the opportunities to make positive lifestyle choices to improve their physical and mental health

7. As it is a piece of transformational activity, the work is guided by the original World Health Organisation definition of 'health':

**“Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity”**

In this context, the Place Shaping Strand is about creating the conditions necessary for good physical, mental and social well-being, rather than attempting to cure conditions or provide services to sufferers, which falls to the other work strands.

## Progress in 2015/16 – Early Impact of the Place Shaping Agenda

### Take Away Nutrition Project

8. A joint initiative between the Public Health Team and the Environmental Health service took samples of common take away meals from local independent hot food take aways and submitted the samples for detailed nutritional testing.

The survey found a large variation in portion sizes and composition of the same meals, and wide variations in price. It also identified high densities of take away shops in certain parts of Gateshead.

- We have worked with Public Health England on identifying the legal barriers to controlling the proliferation of unhealthy food outlets.
- The Core Strategy and Urban Core Plan for Gateshead and Newcastle contains a Policy controlling the location of, and access to, unhealthy eating outlets.
- Gateshead became the first area in the North East to introduce tighter controls on the basis of health on where and how many fast food outlets can be opened. Our Supplementary Planning Document (SPD) was adopted in March 2015. It allows 12 issues to be considered when planning applications are submitted for take-aways. They include health impact, litter, and disposal of waste, odours and noise abatement, anti-social behaviour as well as proliferation or clustering of take-aways above the national average. The SPD will also allows planners to refuse permission for a new take-away if it is within 400m of schools, parks, leisure centres or other places likely to be visited by large numbers of children and young people.
- Since the adoption of the SPD, planners have refused 3 applications for hot food take aways, take away applications have dropped and Gateshead was featured in the BBC's Inside Out programme over our work in this field.

### Active Travel

9. The importance of creating the right conditions for people to travel in a manner that adds to their level of physical activity has been recognized in a variety of ways:

- Further implementation and development of the Government funded 'Schools Go Smarter' and 'Go Smarter To Work' projects. Funding for these projects runs out at the end of 2015/16. Work is underway on developing 'legacy projects' to take forward elements of this work, and also to work through the Combined Authority on ideas for future bids to promote active travel through the Government's new 'access fund';
- Additional external funding was secured through the Local Sustainable Transport Fund and Cycle City Challenge to enable additional investment in improvements to cycle routes in Gateshead town centre. Continued investment in cycle and pedestrian networks using Local Transport Plan and other funding. Information from the 2011 Census has shown an increase in levels of cycling and walking to work in Gateshead since 2001.

## Financial Inclusion

10. The Gateshead Financial Inclusion Partnership has continued to take a multi-agency approach to addressing financial exclusion. Welfare Reform changes and in particular the introduction of Universal Credit are of significant concern, and are closely monitored by the partnership to identify any potential support at an early stage.

Key actions of the partnership have been to:

- Monitor developments of the government's welfare to work agenda, including the timeline for all phases of Universal Credit roll out and the Benefit Cap.
- Identify appropriate support mechanisms for residents affected by welfare reform, in particular the Personal Budgeting Support (PBS) available from Revenue & Benefits, and the utilisation of Alternative Payment Arrangements (APA) to safeguard the tenancies of vulnerable residents.
- Digital mapping has been completed to show where residents can get free online access in order to make an online claim to Universal Credit. This is now available on the Council website.
- Worked with Credit Unions to address debt and credit by promoting a savings culture, and by highlighting quick and easy access to fair and affordable credit.
- Share information across all partners ensuring front line advisory staff are aware of the resources and support available to improve the financial wellbeing of Gateshead people.

In addition to the work of the FI Partnership Economic & Housing Growth has also:

- Delivered two internal Credit Union events for employees to offer savings via salary deduction. This has resulted in 24 employees opening new Credit Union accounts and an additional savings income to NEFirst Credit Union in excess of £1,300 per month (£15,600 per year).
- In partnership with Barclays and Northumbria Police delivered the first of a series of Fraud & Scams Awareness Workshops aimed at Gateshead's most vulnerable residents.
- In partnership with Jobcentre Plus and Citizens Advice Bureau brought into Gateshead 'Sanction Prevention Workshops', the first of which was delivered 3rd February 2016 with further workshops scheduled to run bi-monthly.
- Been the driving force behind the creation of the newly formed 'Regional Financial Inclusion Partnership', with representation from all seven local authorities coming together to discuss and address regional priorities to address financial exclusion.
- Work is also ongoing with Tyne & Wear Fire & Rescue which will see a Financial Inclusion support leaflet distributed to vulnerable residents during Fire Officers regular visits to vulnerable households. Tyne & Wear Fire & Rescue currently visit in the region of 10,000 vulnerable people each year, making the potential to get financial inclusion support messages into vulnerable households huge.

## **Recommendations**

11. It is recommended that the Committee:

- notes the progress made on the Place Shaping strand of work;
- agrees to continue with the activity, and to receive a further progress report in April 2017.

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**EXTENSION:** 3910