

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

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SUMMARY

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

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

- 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
- 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

- 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 2016/17 – Early Impact of the Place Shaping Agenda

Take Away Nutrition Project and Supplementary Planning Document

In 2013, 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 worked with Public Health England on identifying the legal barriers to controlling the proliferation of unhealthy food outlets.
- Our Environmental Health Food Team are currently working with Take-Away businesses, in order to improve the nutritional profile of the food that is offered. This includes supporting businesses to re-formulate food and lower the fat, salt and sugar content. Food business owners have been encouraged to incorporate a healthy options section the menu, with reduced portion sizes along with a calorie count to encourage customers to make a healthier choice.
- As part of the Better Health at Work Award, participating business and organisations in Gateshead are required to make healthy food choices available (if there is a canteen, restaurant or vending machine available). Otherwise a mechanism will be in place to ensure employees are aware of dietary issues and healthy food choices.
- 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 4 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.
- The document was submitted for the Local Government Chronicle Awards 2017 in the Public Health category. In our presentation to the judging panel in January 2017, we were asked to give 3 reasons that we should win.
- As a reflection of the origins of this being in place shaping, we gave our three reasons as: Passion – Pragmatism – Innovation
- A copy of the presenters' notes is attached at Appendix 1 to expand on this reasoning.
- We won the award, which was presented by Sir Trevor MacDonald at a ceremony on 8th March 2017.
- The judges reasons for awarding this to Gateshead were: "This council deserved to win because it used a strategic, holistic approach with strong political buy-in to tackle a major public health issue, making best use of local authority mechanisms."

Cycling Strategy and Promotion – Summer of Cycling

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.

- We continue to develop a safe and comprehensive cycle route network, covering the whole Borough and linking with neighbouring networks; providing easy access to employment, leisure, health and education.
- The cycle route through Gateshead town centre along High West Street forms part of the National Cycle Network and is numbered NCN725. In 2016 a high quality and innovative improvement scheme costing around £1.25m was substantively completed. It was financed using government funds set aside solely for cycle improvements although there were a number of associated benefits associated with highway maintenance and pedestrian amenity. The route which will be further developed this year is proving very popular with cyclists of all ages.
- Following on from Gateshead year of walking initiative in 2015 a similar approach was adopted in relation to Cycling Promotion in 2016. An inaugural 'Summer of Cycling' initiative was developed to promote cycling during the busiest (cycling) period of the year.
- The initiative was viewed as a success with almost 100 events being held under its banner. These have included events for children and new starters as well as experienced cyclists. It is proposed to build on this promising start by continuing the good work by hosting a summer of cycling in 2017 and in future years thereafter.
- Cycling promotion in schools within the borough is being provided under the banner of Schools Go Smarter Active Travel. Finance has been secured to extend this initiative until at least 2020.

Financial Inclusion

The Gateshead Financial Inclusion Partnership has continued to take a multi-agency approach to addressing financial exclusion. Welfare Reform changes and in particular the roll out of Universal Credit Full Service and further reduction to the Benefit Cap are of significant concern, and are closely monitored by the partnership to identify any potential support at all stages.

Key actions of the partnership have been to:

- Monitor the government's welfare to work agenda, readying both Council and external organisations services for the October/November roll out of Universal Credit Full Service.
- Highlighted to the partnership the impact of the reduced Benefit Cap and identified methods of support and engagement for affected households.
- 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.
- 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.
- Support the work of the illegal money lending team to promote loan shark awareness.

- 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:

- Secured £14,600 of DWP funding from their Flexible Support Fund to allow the service to deliver Benefit Cap engagement to every 'capped' household in Gateshead. This has included income maximisation and employment support.
- Facilitated a financial education pilot to 4 local primary schools in partnership with Barclays resulting in year six children across the 4 schools starting an in school savings club.
- Worked with Public Health and Communications to deliver a 'Quit Smoking, Start Saving' campaign. Aimed at residents, it promotes saving the money saved from quitting in a savings accounts with their local credit union. This has been circulated to all GP surgeries and pharmacies across Gateshead as well as the Council's social media channels.
- Worked in partnership with colleagues in Revenue & Benefits to carry out a Digital mapping exercise to highlight to residents where they can access a computer, the internet or Wi-Fi for free. This is especially important given Universal Credit claims must now be made online.
- Worked with NEFirst Credit Union to produce a marketing and promotion strategy to enable them to attract more Gateshead residents to open accounts and utilise affordable and ethical financial services instead of high cost and/or illegal lenders.
- Continues to play an active role in the Regional Financial Inclusion Group with the 6 neighbouring local authorities.
- Ongoing work within the Council to promote and grow the employee 'saving via salary deduction' facility available to all employees via NEFirst Credit Union. This scheme now has in excess of 250 employees saving almost £250,000 per year.
- Started work on a new Financial Inclusion & Anti-Poverty Strategy.

Employment & Health

The close correlation between 'good work' and a healthy standard of living is clinically proven and accepted but is an area where Gateshead and the North East generally historically under performs against National indicators.

To address this the Economic & Housing Growth Service are carrying out scoping work with Public Health colleagues aligned to significant national and regional drivers as well as currently implementing strong local interventions with wider partners so that support systems can be better integrated to improve employment and health outcomes for residents.

- Currently working with governments influential Work & Health Unit to educate them on local issues and illustrating how Gateshead and the wider North East LEP area has given the DWP ESF Opt-In, national funding opportunity a strong health and employment focus. We are one of the only regions nationally to do this and the Unit is extremely interested in learning from this approach.
- The DWP Mental Health Trailblazer Pilot is now running in Gateshead and across the North East NECA geography with employment support coaches embedded in all IAPT teams integrating clinical and employment support to help clients move closer to or into work. The main outcomes anticipated from the trailblazer are: Supporting people to compete in the open-labour market, Better job entry and sustainability rates, Improved clinical recovery rates, Benefit off-flows and Improved service integration.
- Big Lottery BBO Multiple Barriers to Employment and Big Lottery BBO Health Barriers to Employment projects have both now commenced operations in Gateshead and across the

Tyne & Wear area. These 3 year projects will assist over 3,600 residents from the most disadvantaged groups with significant health and employment related barriers.

- Working alongside and influencing the potential providers of the new national Work & Health Programme due to commence in late 2017 to ensure both the best strategic and delivery fit's for the Gateshead area. This programme will provide specialised support to those with health conditions and disabilities who are seeking employment along with other long term unemployed participants and is one of the main tools to close the disability employment gap.

Recommendations

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 2018.

Local Government Awards Presentation - Briefing note for presenters

Key messages

This is the first SPD of its kind in the Country – trailblazing

- It is being implemented successfully
- Successfully defended against appeals
- Finalist in Planning Awards 2016
- Used as a case study by PHE, lots of interest from other councils, supported by Cambridge University and Town and Country Planning Association

Effective joint working between planning, environmental health and public health - 3 council departments with common goals

- National interest and praise of the document and how it was created from planners and academics
- Positive impact of the vitality of shopping centres - immediate positive impact
- Demonstration of place-shaping solution to a public health issue

Positive impact on health

- Monitoring: numbers of HFTs now static and numbers of applications down
- Further monitoring through Gateshead Health and Lifestyle Survey gathering data on patterns of consumption of food from HFTs and nature of use (ie. collection or delivery)
- Part of overall council-wide effort to reduce excess weight
- Influence other Councils to do the same – positive impact will spread

Introduction

- Health is a planning consideration, but often lacking evidence base and innovation to do anything proactive
- First SPD of its kind
- Currently no new HFT will be permitted in Gateshead (although provision exists to permit HFTs determined to sell healthy foodstuffs)

Passion

- Planning and health challenge – we (residents and councillors) want Gateshead to have one of the healthiest communities in the Country
- Excess weight and obesity are big problems:

- For 2012/13 – 2014/15:
 - 23% of Reception year children had excess weight
 - 34% of Year 6 children had excess weight
 - 69.4% of adults have excess weight (2013-15) cf. 64.8% England ave.
- Inequalities angle
 - Ward level obesity in Year 6 children at ward level ranges from 16.4% to 30.0%.
 - Increasing incidence of obesity follows increasing incidence of deprivation.

Pragmatism

- Public health and environmental health worked together to examine the evidence for impact of HFTs on health
- Demonstrated that food sold from HFTs is overwhelmingly unhealthy (ie. calorie dense, high in fat, high in salt)
- Joint working between Env Health, Public Health and Planning resulted in an effective tool (SPD) being written and implemented

Innovation

- Gateshead is the first Council to take a health based approach using nutritional information on HFT and detailed local obesity rates. Other SPD's normally look at more traditional planning criteria such as amenity.
- Planning and health coming together – cross departmental working
- Producing a robust evidence base
- Working together on drafting local plan documents and supporting the wellbeing and health policy
- Working together to support the evidence needed for planning appeal
- Two successful planning appeals that the Planning Inspectorate supported
- Beacon for other authorities
- Other authorities have sought our advice and adopted our health based planning approach to HFT SPDs
- Academic interest in the SPD and the joint working that occurred to write it

Public Health evidence briefing

- People in the UK are spending more than ever on takeaway food – up 29% in last 10 years
- Levels of takeaway food consumption are higher in disadvantaged groups
- Disadvantaged neighbourhoods tend to have greater numbers of takeaway outlets
- People with the greatest exposure to takeaway outlets consume a third more unhealthy takeaway food per day if they were the least educated than if they were highest educated (NB. Education being used here as a marker of individual advantage/disadvantage)

- People with least exposure to takeaway outlets consumed a fifth more takeaway food if they were least educated
- Those least educated and most exposed to takeaways are three times more likely to be obese than the most educated and least exposed
- This shows a double burden arising from neighbourhood and individual level disadvantage
- Healthier food choices can be better supported by modifying and shaping the geography of food access across our neighbourhoods
- Practical implementation of “place shaping” – making full use of council powers to promote wellbeing
- This approach is endorsed by NICE, Public Health England, the Greater London Authority and the Academy of Medical Royal Colleges

NCMP data briefing for Gateshead

- Rates of excess weight and obesity in reception year children in Gateshead are roughly the same as the national average and are broadly unchanged since monitoring started in 2007
- Rates of excess weight and obesity in Year 6 children in Gateshead are significantly higher than the national average and have fallen a little since monitoring started in 2007
- Obesity and excess weight in reception year children in Lamesley and Birtley has changed little over time.
- Excess weight (ie. overweight and obesity) has fallen in Year 6 children in Lamesley and Birtley over time.