

East Devon District Council: Public Health Implementation Plan - Priority Actions 2020-21

Introduction

Data from Public Health England, the NHS, and Devon County Council provides a mechanism for evidencing, prioritising and monitoring health and wellbeing issues and reducing health inequalities across our district.

We use this evidence-based data to guide and plan our public health work within the council and with our partners. Our public health activities align with national, regional and local indicators and priorities.

East Devon's [Public Health Strategic Plan 2019-23](#) identifies three overarching aims which highlight differences in life expectancy and healthy life expectancy between communities:

1. To help more people to be healthy and stay healthy
2. To enhance self-care and support community resilience
3. To integrate and improve support for people in their homes.

The full [Strategic Plan along with a one-page summary & slightly longer executive summary](#) are available.

Teams across the council work together to fulfil the activities summarised in this Implementation Plan. Each part of the council can play a part in a joined-up approach to service delivery supporting these three health and wellbeing priorities. Our Implementation Plan for 2020-21 is based upon [activities stated in Service Plans](#). **Note:** EDDC's [Service Recovery Action Plan](#) dated 07.08.20 records the anticipated impact of the coronavirus pandemic from March-July and onwards. Variations to actions previously identified in Service Plans will be reviewed accordingly.

Alongside these activities, we will continue to articulate the links between public health and climate: many activities good for an individual's health are also good for the planet, for example active travel and diet-considerations. Our [Climate Change Strategy](#) is available.

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
Countryside and Arts	<p>Purpose of Service: To help provide a healthier, more beautiful natural environment and deliver experiences that inspire, educate and involve all those who live and visit East Devon’s outstanding environment. Working in close partnership with Leisure East Devon [LED].</p> <p>Summary of Service Objectives that underpin health and wellbeing: The whole Service to contribute to the East Devon’s Public Health Plan and improved health and wellbeing through:</p> <ul style="list-style-type: none"> • Established projects delivering health benefits such as Honiton Valley Parks project, Wild Exmouth, Countryside volunteers and outreach programmes, delivery of EDDC Green Space Plan 2016-2026, THG outreach programme (funded by Arts Council) and Sport England’s Connecting Actively to Nature • Sport England’s Local Delivery Pilot that seeks to achieve healthy outcomes with families in Cranbrook • Deliver our corporate health and safety training to all staff and ensure we keep our staff safe at work promoting a safety first culture. <p>Note: subject to change in line with: EDDC’s Service Recovery Action Plan .</p>	Charlie Plowden Tim Dafforn Ruth Gooding	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience
Environmental Health and Car Parks; includes Community Safety	<p>Purpose of Service: To work across a range of areas to influence decisions and to control a range of behaviours and environmental factors that can affect the health and wellbeing of people in East Devon.</p> <p>Summary of Service Objectives that underpin health and wellbeing:</p> <ul style="list-style-type: none"> • To liaise with other teams to collate, write and publish East Devon’s Public Health Annual Review 2019/20 • To liaise with Services to help identify suitable activities for service plans; from completed service plans, to write and publish East Devon’s Public Health Implementation Plan 2021/22 • We will continue to increase access to and understanding of reliable health information, via social media, our web presence, and working with Comms and external partners 	Helen Wharam Andrew Ennis	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience

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	<ul style="list-style-type: none"> • To identify, research and evaluate public health initiatives and programmes suitable for our population and support accordingly • To evaluate appropriate local health and wellbeing issues as they arise and support accordingly • To support WEB Board and community health forums as required. <p>Note: subject to change in line with: EDDC's Service Recovery Action Plan</p> <p>Variations from February plan include:</p> <ul style="list-style-type: none"> • Helping to coordinate coronavirus voluntary group responses • Support for shielded and other vulnerable residents • Business advice supporting covid secure re-opening • Increasing ASB cases • Emergency planning and business continuity work. <p>Recovery is likely to focus on social isolation, poverty, unemployment, revised health messaging, and social prescribing.</p>		3. To integrate and improve support for people in their homes.
Finance , includes Revenues and Benefits	<p>Purpose of Benefits Service: To provide means-tested financial support in respect of housing and council tax costs in accordance with prescribed legislation and a local determined scheme. We give approximately £30m in Housing Benefits and have 5,212 claimants. We provide Council Tax Support of £7.2m to 7,204 CTR cases.</p> <p><i>Health and wellbeing activities not stated, but implicit -</i></p> <p>Summary of Service Objectives that underpin health and wellbeing: To implement measures (subject to Council approval) identified within the Poverty report:</p> <ul style="list-style-type: none"> • Review Corporate Debt Policy • Review funding & delivery arrangements for money advice • Set up a series of local events across the district with key stakeholders that focus on Universal Credit, money/debt advice, budgeting fuel poverty, etc. • Creating a Poverty Strategy. 	Libby Jarrett	1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support

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	Note: subject to change in line with: EDDC's Service Recovery Action Plan		for people in their homes.
Governance and Licensing	<p>Purpose of Licensing Service:</p> <ul style="list-style-type: none"> • Assist our clients to run their businesses effectively • Contribute to the welfare of residents and visitors • Promote a vibrant and sustainable future. <p><i>Health and wellbeing activities not stated, but implicit - With responsibility for regulating temporary events, licensed premises, the sale of alcohol and overseeing the licensing of taxis and private hire vehicles, decisions have a marked influence on public health.</i></p> <p>Summary of Service Objectives that influence health and wellbeing:</p> <ul style="list-style-type: none"> • Continue to secure affordable housing (and other planning benefit) through planning and property transactions • Support the Strategic Planning Committee in ensuring appropriate strategic policy direction and delivery of CIL regime • Continue to support the Development Management function in securing the right development in the right place, and taking effective enforcement action against unauthorised and harmful development. <p>Note: subject to change in line with: EDDC's Service Recovery Action Plan</p>	Stephen Saunders	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support for people in their homes.
Growth, Development and Prosperity	<p>Purpose of Service:</p> <p>A newly formed team combining expertise across a range of disciplines including habitat mitigation, infrastructure delivery and economic development. To ensure that sustainable growth is accommodated within our outstanding natural environment, helping to realise positive economic, social and environmental benefits.</p>	Andy Wood	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy

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	<p><i>Health and wellbeing activities not stated, but implicit – with responsibility for sustainable growth, comes potential to have a marked influence on population health:</i></p> <ul style="list-style-type: none"> • To support local businesses to be more productive and sustainable, attract higher skills and pay better wages • To promote good growth across East Devon and to ensure that growth is both clean and inclusive – helping to realise the Council’s objectives in terms of reducing poverty and carbon emissions • To work across East Devon to ensure our market and coastal towns and our more rural areas can thrive • To work closely with a wide range of groups from volunteers through to the business community. <p>Note: subject to change in line with: EDDC’s Service Recovery Action Plan</p>		<p>2. To enhance self-care and support community resilience</p> <p>3. To integrate and improve support for people in their homes.</p>
<p>Housing</p>	<p>Purpose of Service: To deliver a decent home for all residents of East Devon, the Housing Strategy sets out four key objectives:</p> <ol style="list-style-type: none"> 1. To provide a housing options service for all who are homeless or threatened with homelessness; 2. To provide, maintain and manage our own council housing stock; 3. To work with housing developers and housing associations to deliver more affordable housing; 4. To regulate and improve other social rented, private rented and owner occupied housing. <p>The Service aims to be consistent with the Public Health Strategic Plan. Summary of Service Objectives that underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Phased replacement of heating systems and improved energy efficient homes for tenants • Invest in improvement of communal areas on housing estates • To produce a new Housing Strategy • To meet the increased demand from homeless households, supporting households who present with physical and mental health needs, poverty and other issues 	<p>Amy Gilbert-Jeans, John Golding</p>	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience 3. To integrate and improve support

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	<ul style="list-style-type: none"> • Feasibility study to explore a re-use and recycling furniture programme to assist residents • Develop existing tenancy support and sustainability service • Refresh and define our offer of sheltered accommodation • Develop and consult tenants on an EDDC Home Standard • Review and monitor outcomes from the Homelessness Strategy • Complete and publicise Phase 2 of “Your Home - Your Wellbeing” Project • Develop Axminster Fairshare project • Deliver recommendations from the poverty report • Develop a property agents/landlords rating scheme • Deliver an increased range of home improvements and adaptations using resources through the Better Care Fund • Develop and introduce mobile/floating support service to assist vulnerable tenants, particularly those with mental health issues, sustain their tenancies. <p>Note i): subject to change in line with: EDDC’s Service Recovery Action Plan</p> <p>Note ii): Private Sector Housing moved from Housing into Environmental Health in May 2020</p>		for people in their homes.
Organisational Development and Transformation; includes Equalities	<p>Purpose of Service: Activities in relation to the development of the council plan and key corporate strategy, corporate performance management, engagement and funding, internal and external communications and marketing/campaigns, human resources, learning and development, staff engagement and payroll services.</p> <p><i>Activities and schemes supporting staff health and wellbeing – not outlined in Service Plan, but implicit in responsibility for a healthy workforce</i></p> <p>Summary of objectives aimed at ensuring equalities across the district:</p> <ul style="list-style-type: none"> • To develop Community Engagement Policy which will incorporate a corporate summary of existing formal channels of engagement and recommendations for developing this 	Sarah Vincent Karen Simpkin	<p>1. To help more people to be healthy and stay healthy</p> <p>2. To enhance self-care and support community resilience</p>

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	<ul style="list-style-type: none"> To refresh equality policy and equality objectives. <p>Note: subject to change in line with: EDDC's Service Recovery Action Plan</p>		
Planning and Planning Policy	<p>Purpose of Service: To deliver good growth, thriving communities and environmental care, with a broader role than just a narrow regulatory function:</p> <ul style="list-style-type: none"> Delivering outcomes and stimulating growth in a cared for environment Creating places where people want to live, work, invest and visit Shaping places and stimulate markets Having significant positive impacts on the physical and mental health and wellbeing of the community. <p>Many Service Objectives underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> To progress the production of a District Design Guide to improve the quality of new buildings and places to enable the development of places that work for their users and encourage good health and wellbeing outcomes To continue to enforce against unauthorised and harmful developments quickly and effectively To complete a review of the playing pitch strategy to ensure that it remains up to date and can be relied upon to inform decision making on investment in sports facilities in the district Ensure that all new homes inspected by our building control service are built to appropriate standards ensuring that high quality homes are provided Ensure that new developments are required to deliver appropriate levels of open space and promote walking and cycling to deliver better health and wellbeing outcomes Enable the delivery of affordable housing, gypsy and traveller pitches, homes for life, self-build plots etc. to enable our diverse range of housing needs to be met To engage fully with communities on planning applications and policies through neighbourhood planning 	Ed Freeman	<ol style="list-style-type: none"> To help more people to be healthy and stay healthy To enhance self-care and support community resilience To integrate and improve support for people in their homes.

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	<ul style="list-style-type: none"> Continue to work with our communities to deliver high quality new and improved play areas, open spaces and sports pitches funded from development proposals To work with the Cranbrook consortium of developers to promote and enable the development of Cranbrook Town Centre in a way that secures a sustainable economy within the town and meets the communities' needs. <p>Note: subject to change in line with: EDDC's Service Recovery Action Plan</p>		
Place, assets and commercialisation	<p>Purpose of newly formed Service: To deliver prosperity for our communities; delivering investment and development in priority locations in East Devon to enhance our places and their communities.</p> <p>Summary of Service Objectives that underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> Seaton Wetlands Link project to create a new circular walk/cycle route for visitors to and residents of Seaton, in an attractive natural setting To deliver a programme of events at Queen's Drive Space for summer 2020, creating leisure opportunities in a social space Place-making and our towns projects to understand and respond to local communities' needs. <p>Note: subject to change in line with: EDDC's Service Recovery Action Plan Variations include not being able to do any events this summer at Queens Drive space due to covid-19 restrictions.</p>	Tim Child Alison Hayward	<ol style="list-style-type: none"> To help more people to be healthy and stay healthy To enhance self-care and support community resilience To integrate and improve support for people in their homes.
Streetscene	<p>Purpose: This Service affects every resident and visitor, providing opportunities for health and wellbeing in our outstanding environment as well as contributing to public health through provision of sanitation services such as street cleansing, public toilets and recycling & waste collection.</p> <p>Summary of Service Objectives that underpin health and wellbeing:</p>	Andrew Hancock	<ol style="list-style-type: none"> To help more people to be healthy and stay healthy

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	<ul style="list-style-type: none"> • To ensure all major parks have an event or engagement activity during the year which offers opportunities for health and wellbeing • Continue to improve opportunities for social prescribing in our green spaces • Phase 2 of the Honiton Valley Parks project to include new volunteering opportunities/group and links to Honiton’s GP referral social prescribing programme • To complete the Beach Amenity Development plan • Play Strategy [linked to Green Space Plan] to improve outdated sites, ensure appropriate provision and introduce play space and ‘play along the way’ micro parks • Various Play Area replacements • To investigate feasibility and funding for installing a network of water refill points in key town or park/beach areas. <p>Note: subject to change in line with: EDDC’s Service Recovery Action Plan</p>		<p>2. To enhance self-care and support community resilience</p> <p>3. To integrate and improve support for people in their homes.</p>

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