

East Devon District Council: Public Health Implementation Plan - Priority Actions 2021-2022

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 are working 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 2021-22 is based upon [activities stated in Service Plans](#).

Alongside these stated activities, we will continue to respond to Covid-19 requirements as these arise.

We will also 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 Leisure	<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.</p> <p>Summary of Service objectives that underpin health and wellbeing: the whole Service contributes to our Public Health Strategic Plan and to improved health and wellbeing through established projects delivering health benefits such as Wild Honiton & Wild Exmouth projects, THG outreach programme and Sport England’s Connecting Actively to Nature.</p> <p>Specific examples include:</p> <ul style="list-style-type: none"> • Delivery of Wild Honiton project as a local Nature Recovery Network pilot will include recreational enhancements; new volunteering opportunities; links to Honiton’s GP referral and social prescribing programme; efforts to improve access and circular walks; develop engagement activities. • Wild Exmouth Heritage Lottery Fund year 3. • Countryside volunteer development programme 2021/22. • Year 3 of the Sport England Connecting Actively to Nature fund. • THG delivers Creative Communities 2021 - exhibitions, public programme and events will invite communities to explore issues such as equality and environmental justice, alongside individual wellbeing. • Support the work of the LED Monitoring Committee: to include collaboration and support for LED’s Outreach programme; inform and support the new 5yr SLA between EDDC and LED. 	Charlie Plowden Tim Dafforn Ruth Gooding	1. To help more people to be healthy and stay healthy 2. To enhance self-care and support community resilience
Environmental Health, Private Sector Housing and	<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. In March</p>	Helen Wharam	1. To help more people to be

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Car Parks; includes Community Safety</p>	<p>2020, the Private Sector Housing team transferred back into the Environmental Health service reflecting the health, wellbeing and regulatory focus of the team’s activities.</p> <p>We have a key role in contributing to public health and wellbeing of our local communities in ways not available to other agencies such as NHS bodies. Our work is evidence based, to ensure that East Devon is a place where people want to live, work, visit and enjoy life, focusing on where there is the greatest need. To achieve this we work with our communities and with many local partners to reduce health inequalities across East Devon. We continue to work with colleagues and existing partners to establish new contacts.</p> <p>Summary of some of our Service Objectives that underpin health and wellbeing:</p> <ul style="list-style-type: none"> • Continue to work with the LRF, the Director of Public Health and others in our response to and recovery from the COVID-19 pandemic, to include maintaining our Local Outbreak Management Plan (LOMP) preparedness. • Liaise, write and publish public health annual reviews looking back at council actions, and our implementation plan looking forward to the coming year • Continue to explain the links between public health and climate: many activities good for an individual’s health are also good for the planet, especially active travel and diet-considerations. • Continue to increase access to and understanding of reliable health information, via social media, our web presence, and working with Comms and external partners. • Identify, research and evaluate public health initiatives and programmes suitable for our population and support accordingly. • Evaluate appropriate local health and wellbeing issues as they arise and support accordingly. • Support WEB Community Health and Wellbeing Board and other community health/wellbeing groups as required. • Contribute actions to the council’s new poverty plan. • Fuel poverty and energy efficiency in owner occupied and rented homes. 	<p>Andrew Ennis</p>	<p>healthy and stay healthy</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>

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
	<ul style="list-style-type: none"> Review our local air quality monitoring data and consider any appropriate action in accordance with the statutory local air quality management regime. Continue to assess likely impact of new planning and licensing applications on local communities to ensure due consideration of all relevant information. Work with the Member Champion for Mental Health to consider options around an officer role. 		
<p>Finance, includes Revenues and Benefits</p>	<p>Purpose:</p> <ul style="list-style-type: none"> Benefits Service team provide means tested financial support in respect of housing and council tax costs in accordance with prescribed legislation and a locally determined scheme. We pay approximately £25m in Housing Benefits and have 4,700 claimants. We provide Council Tax Support of £8.5m to nearly 8,200 households. Customer Service Centre [CSC] team answered a total of 154,000 enquiries across all access channels and also now run the Community Hub helping residents who need assistance during the Pandemic, supported by other officers across the Council. <p>Health and wellbeing activities not stated, but implicit - summary of Service Objectives that underpin health and wellbeing are to implement measures associated with addressing poverty in the District:</p> <ul style="list-style-type: none"> Review effectiveness of the Financial Resilience post and determine any further actions to support residents. Review Corporate Debt Policy. Review funding & delivery arrangements for Money Advice. Implement a consistent approach for assessing income and expenditure and remove barriers for residents in accessing support. Develop a poverty dashboard drawing upon data from internal systems that are linked to low income households to help support decision making. Input and implement relevant poverty actions that are agreed by the Poverty panel (subject to resourcing). 	<p>Libby Jarrett</p>	<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.

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
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>Looking forward to 2021/22 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.</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. • Deliver licences and consents in accordance with the Licensing and Gambling Policies and enforce where necessary. 	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>The team combines 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> <p>Health and wellbeing activities not stated, but implicit – with responsibility for sustainable growth, comes potential to have a marked influence on population health by ensuring that growth is both clean and inclusive, in this way helping to realise the Council’s objectives in terms of reducing poverty and carbon emissions.</p>	Andy Wood	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy 2. To enhance self-care and support

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
			<p>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"> • Improve the communal areas on housing estates. • Update our Stock Condition Survey on our Council-owned housing stock and use it to inform a new stock investment programme. • Implement the actions contained in the Climate Change Action Plan relating to housing, specifically to improve energy efficient homes for tenants. • Produce a new Housing Strategy. • Refresh the Housing Revenue Account Business Plan, including our approach to delivering affordable housing. 	<p>Amy Gilbert-Jeans, Jo Garfoot, 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 for people in their homes.

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
	<ul style="list-style-type: none"> • Meet increased demand from homeless households by securing suitable temporary and permanent accommodation, supporting households with physical and mental health needs, poverty and other issues, to ensure they can sustain their tenancies. • Develop the re-use and recycling furniture programme to assist residents set up home. • Develop our tenancy support and sustainability service e.g. budgeting workshops. • Refresh and clearly define our offer of sheltered accommodation. • Develop and consult tenants on our Home Standard that exceeds the Decent Homes Standard and that can be applied to all homes. • Review and monitor outcomes from the Homelessness Strategy. • Complete and publicise the final phase of the <i>Your Home - Your Wellbeing Project</i>. • Develop Axminster <i>Fairshare</i> project working with Tesco in Axminster and Nourish. Aim to do more for rural areas and link with other work e.g. new applicants for Universal Credit. • Deliver the priorities from the emerging poverty strategy and action plan. • Provide and enable budgeting advice for tenants. • Deliver Covid-19 Response & Recovery Plans to maintain housing services for tenants. • Develop and introduce mobile/floating support service to assist vulnerable tenants, particularly those with mental health issues, sustain their tenancies. 		
<p><u>Organisational Development;</u> includes Equalities</p>	<p>Purpose of Service: The Organisational Development, Transformation and Equalities service comprises 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>Activities and schemes supporting staff health and wellbeing – not outlined in Service Plan, but implicit in responsibility for a healthy workforce.</p>	Sarah Vincent	<p>1. To help more people to be healthy and stay healthy</p> <p>2. To enhance self-care and support community resilience</p>

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
Place, assets and commercialisation	<p>Purpose of Service: To deliver prosperity for our communities; delivering investment and development in priority locations to enhance our places and their communities. Develop and deliver place-making strategy and associated development projects. Projects are for the whole community; we work closely with a wide range of groups and all significant projects and expenditure are subject to an equalities assessment. We contribute to specific areas of work such as the Poverty Strategy to ensure that we can help to address existing areas of disadvantage.</p> <p>Summary of Service Objectives that underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Creating a new circular walk/cycle route for visitors to and residents: continue to lead on the Seaton Wetlands Link project bringing together a multi-disciplinary team to deliver infrastructure projects linking Seaton Jurassic/Tramway sites to Seaton Wetlands on foot, cycle and by tram. • Provide background information and relevant property-related support to the Council's Events Team or others to deliver a programme of activities/events at Queen's Drive Space for summer 2021, working within the covid restrictions, following a decision by the Queen's Drive Delivery Group on what they wish to see delivered on this 'meanwhile uses' site. • Support existing tenants through response and recovery from the impact of covid on their businesses. • Deliver the Honiton Pool repair and refurbishment project. 	<p>Alison Hayward, Tim Child, Rob Harrison, Steve Pratten</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 for people in their homes.
Planning	<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 	<p>Ed Freeman</p>	<ol style="list-style-type: none"> 1. To help more people to be healthy and stay healthy

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
	<ul style="list-style-type: none"> • 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 continue to enforce against unauthorised and harmful developments quickly and effectively • Develop planning policies for the new Local Plan that require better quality homes in the district including good design, minimum space standards and greater building efficiency measures. • To progress the playing pitch strategy in partnership with sports governing bodies and local clubs to support future funding bids for pitch provision and enhancements • 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 • 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>2. To enhance self-care and support community resilience</p> <p>3. To integrate and improve support for people in their homes.</p>
Streetscene	<p>Purpose: This Service affects every resident and visitor: providing opportunities for health and wellbeing and environments that help to make a positive impact on our residents and visitors lives, by protecting and improving a Greener East Devon and contributing to public</p>	Andrew Hancock	1. To help more people to be

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
	<p>health through the 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> <ul style="list-style-type: none"> • Ensure all major parks/public realm areas have an event or engagement activity during the year which offers opportunities for health & wellbeing. Set up/compile network of friends of groups in our parks and open spaces within towns. Publicise the list so GPs and others can use it to prescribe social activity in outside spaces with volunteers. • Set out a fitness licence procedure and agree this through a Portfolio Holder report; allowing the proper administration of those operating fitness classes on our land, with a reduced fee to help support this kind of use, but control locations. • Complete the Beach Amenity Development plan. • Capital replacement of play areas (existing and new bids) to continue provision of high quality, free to use play which encourages health & wellbeing in our communities. • Assist Exmouth Town Council with the design, procurement and project management of the Bapton Valley cycle route. 		<p>healthy and stay healthy</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>

HW 09.04.21