

East Devon District Council: Public Health Implementation Plan- Priority Actions 2022-2023

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Introduction to Public Health Implementation Plan - Priority Actions 2022-2023

Our vision: to make a positive difference to residents' lives and our environment in East Devon.

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. They cover both physical health and mental wellbeing, throughout our reports.

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 and 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 2022-23 is based upon [activities stated in our Service Plans](#). We will further 'SMARTen' some of the services' objectives for monitoring purposes; we will work together with Service Leads going forward – via our Public Health Steering Group and at other senior management team -level opportunities.

Alongside these stated activities, we will continue to respond to any Covid-19 requirements if and as these arise. Whenever possible we will also continue to articulate the links between health, poverty 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](#) and our [Poverty Reduction Strategy](#) are available.

Service by Service - health and wellbeing priority actions for 2022-2023

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
Communications, Digital Services & Engagement	<p>Purpose of Service: A newly formed service which strives to disseminate relevant information to its residents, tenants and visitors. To provide a corporate overview of performance management of council services, to carry out meaningful consultation with the community whilst ensuring the council complies with its equality obligations; to engage with children and young people, the public, voluntary and community groups, staff, councillors, town and parish councils and others; to manage and run funding streams that are available to the voluntary, community and social enterprise sector; to support not-for-profit groups.</p> <p>Summary of Service objectives that support health and wellbeing:</p> <ul style="list-style-type: none"> • Keep Coronavirus community support information on the website hub up-to-date and relevant. • Support the voluntary sector who provide Covid-19 support to residents and community. • Support public engagement on how any S106 is spent and help enable easy access to funds. • Distribute grants to town and parish councils and the voluntary, community and social enterprise sector and provide support enabling them to provide community services and facilities. • Organise and run the Working Together for the Future of East Devon event for voluntary and community groups and social enterprises. 	Andrew Hopkins, Jamie Buckley	<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

Service by Service - health and wellbeing priority actions for 2022-2023

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>The whole Service contributes to the East Devon’s Public Health Plan and improved health and wellbeing through established projects delivering health benefits such as Wild Honiton & Wild Exmouth projects, Thelma Hulbert Gallery [THG] outreach programme (funded by Arts Council) 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; developing engagement activities including art and activity trails. • Countryside team to deliver Wild Honiton/Wild Exmouth [legacy] as part of engaging local community groups. • Develop and progress recommendations from the Leisure & Built Facilities Strategy. • Support the work of the LED Monitoring Committee, ensuring that the Service teams help collaborate and support LED’s Outreach programme to enable delivery of EDDC’s Public Health action plan targets 2022/23. • Thelma Hulbert Gallery delivers district-wide outreach, a learning programme for community groups & individuals including schools, young & older people; THG supports & promotes regional artists and supports a network of volunteers. 	Charlie Plowden, James Chubb, 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

Service by Service - health and wellbeing priority actions for 2022-2023

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
Environmental Health, Private Sector Housing and Car Parks [includes Community Safety]	<p>Purpose of Service: We 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. Our work recognises and values the links between behaviours that are:</p> <ul style="list-style-type: none"> • Good for our personal health and wellbeing • Good for our environment and • Often inexpensive lifestyle choices that contribute to reducing poverty in our communities. <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.</p> <p>Summary of some of our Service Objectives that underpin health and wellbeing:</p> <ul style="list-style-type: none"> • Maintain our flexible and dynamic response to the pandemic prioritising actions, continue involvement with Devon County Council & Team Devon colleagues in ongoing COVID-19 recovery response and preparedness as needed. • Liaise, write and publish public health annual reviews looking back at council actions, and our implementation plan looking forward to the coming year. • Identify, research and evaluate national public health initiative/s and programme/s suitable for our population and support accordingly. • Evaluate appropriate local health and wellbeing issue/s and support accordingly. 	Helen Wharam, Andrew Ennis, Catherine Causley, Jody Harding	<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 by Service - health and wellbeing priority actions for 2022-2023

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
	<ul style="list-style-type: none"> • Continue to increase access to and understanding of reliable health information, via social media, our web presence, and working with Comms and external partners. Review and revise as needed the health and wellbeing information published on our website. • Member Champion for Mental Health and Mental Health Challenge Coordinator work to deliver the Council's commitment to the Local Authority Mental Health Challenge. • Create opportunities to explain the links between health and climate: many activities good for an individual are also good for the planet e.g. active travel and diet-choices. • Media campaign to encourage residents / staff to reduce meat and dairy in their diets. • Increase cycling infrastructure across the major towns in East Devon. • Host EDDC Green Day event in June involving communities and community groups. • Continue to assess the likely impact on new planning and licensing applications on local communities. • Continue local air quality monitoring / data collection. • Continue to reduce fuel poverty via energy efficiency in owner occupied and rented homes e.g. by collaborating with Financial Resilience and Benefits Team and via Lendology loans. • Provide Healthy Homes Grants for hoarding and filthy and verminous cases, improving the condition of their homes. • Deliver home improvements and adaptations using the Better Care Fund. • Increase the use of enforcement powers in the private rented sector to improve housing conditions and tenant safety. • Continue working with the Gypsy Liaison Officer to develop better communications with Travelling communities. 		

Service by Service - health and wellbeing priority actions for 2022-2023

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
<p>Finance, includes Revenues and Benefits</p>	<p>Purpose:</p> <ul style="list-style-type: none"> • Benefits 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 £21m in Housing Benefits and have 4,162 claimants. We provide Council Tax Support of £9.2m to nearly 8,328 households. • Customer Service Centre [CSC] team are the main first point of contact to the council, and also run the Community Hub helping residents who need assistance during the pandemic, supported by other officers across the council. • Administer Covid financial support schemes. <p>Health and wellbeing activities not stated, but implicit - summary of Service Objectives that underpin health and wellbeing are associated with addressing poverty:</p> <ul style="list-style-type: none"> • To support the HRA and other possible options to deliver more affordable homes in the District in particular with debt advice. • Proposed dashboard will help inform future interventions, policy and strategy for supporting low income households. • Implement financial support measures due to impact of Covid-19. 	<p>Libby Jarrett</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 by Service - health and wellbeing priority actions for 2022-2023

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>Health and wellbeing activities not stated, but implicit in decisions which could have a marked influence on public health. 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.

<p>Growth, Development and Prosperity</p>	<p>Purpose of Service: 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. Some of these actions include:</p> <ul style="list-style-type: none"> • Bring forward investment proposals for Cranbrook town centre to provide the community with a revenue generating asset. • Deliver Clyst Valley Regional Park proposals including engaging with key stakeholders and the community. • Engage with landowners and other partners to implement the Clyst Valley Trail proposals. • Work with landowners and developers to deliver habitat mitigation on-site with new developments or to provide mitigation close to the development site. • Sourcing and securing available funds to promote the district’s economy including the Shared Prosperity Fund and the Levelling UP agenda. • Employment & Skills project delivery. • Develop initiatives and provide support to secure economic investment in the District and to generate employment opportunities. • Support the deployment of projects funded through the Community Renewal Fund ensuring that the benefit to local people and organisations is maximised. • Promote prosperity and reduce hardship within the District through supporting the delivery of the Poverty Reduction Strategy. 	<p>Andy Wood</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.
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Housing	<p>Purpose of Service: To deliver a decent home for all residents of East Devon, the Housing Strategy 2020-24 sets out four key objectives:</p> <ul style="list-style-type: none"> • Providing Homes • Improving Homes • Improving Communities • Improving Services <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"> • Refresh the Housing Revenue Account Business Plan, to review our approach to delivering affordable housing and the aspiration of building more Council housing. • Support the newly established Housing Task Force in order to increase our housing stock. • Meet the increased demand from homeless households and secure suitable temporary and permanent accommodation, supporting households who present with physical and mental health needs, poverty and other issues, to ensure they are able to sustain their tenancies. • Continue to review and monitor outcomes from the Homelessness Strategy in order to reduce homelessness. • Develop and grow the re-use and recycling furniture programme to assist residents with setting up their home. • Develop existing tenancy support and sustainability service to support tenants to maintain tenancies. • Meet the requirements of the Homes Fitness for Human Habitation Act. • Refresh and define our offer of sheltered accommodation. • Accelerate decarbonisation and energy saving measures in our housing stock, targeting the least energy efficient properties first. • Invest in the improvement of communal areas on housing estates, including tree planting and encouraging a greater diversity of wildlife. 	<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.
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Service by Service - health and wellbeing priority actions for 2022-2023

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
	<ul style="list-style-type: none"> • Develop the Fairshare project working with supermarkets in the district and Nourish to collect, cook, freeze and distribute food to people with an identified need. Aim to do more for rural areas and link with other work e.g. new applicants for Universal Credit. • Promote the green agenda with our residents, recognising our key role as a landlord and the influence we can have over positive lifestyle changes that will contribute towards a reduction in households' carbon footprint. • Deliver priorities from the poverty strategy and action plan. • Provide and enable budgeting advice for tenants. • Monitor pandemic progress to ensure the safety of staff, residents and the balance of services that we are able to offer. 		

Service by Service - health and wellbeing priority actions for 2022-2023

Service	Summary of Service Objectives that underpin health and wellbeing	Lead	Health & wellbeing strategic priorities
HR and Payroll	<p>Purpose of Service: The purpose of the HR Service (which includes payroll, HR and learning and development) is to develop skills, policies and practices so that people are Happy Healthy Here in an organisation that is both supportive and legal.</p> <p>c76% of the Council's employees are residents of the district. Actions to support workforce health and wellbeing contribute to public health, as well as supporting productivity and resilience and ensuring the Council's meets its statutory duties as an employer. Priorities for 2022/23 include:</p> <ul style="list-style-type: none"> • Continuing to promote Happy Healthy Here initiatives and support. • Reviewing Happy Healthy Here in light of new ways of working identified through the Worksmart Review. • Determining how Happy Healthy Here can be further used as part of the Council's employer brand to attract prospective employees (through the brand development work). • Using the findings of staff surveys (including the HSE Staff Survey and liP reaccreditation) to further refine our offer. 	Jo Fellows, Sarah Vincent	<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

Service by Service - health and wellbeing priority actions for 2022-2023

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 place-making projects across the Council’s own portfolio as well as through working with others, and to deliver the efficient and effective management of the Council’s assets to maximise financial and non-financial performance. Projects are for the whole community, working closely with a wide range of groups from volunteers, Parish and Town Councils through to the business community.</p> <p>Summary of Service Objectives that underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Contribute to and support delivery of recommendations of the strategic leisure review and future strategy. • Implement current Covid measures to ensure staff and visitors are safe when using Council buildings. • Ensure that council assets are used effectively in terms of their development potential to support regeneration, create employment opportunities and create economic growth. • Work with a private sector partner to deliver new public realm and a food and beverage offer (or similar) on the Moridunum site in Seaton. • Consider how regeneration of the Queen’s Drive site along with other place-making opportunities across Exmouth can support economic recovery and prosperity. • Direct the Council’s Events Team to ensure another successful season in 2022 of temporary activities / events at Queen’s Drive Space. • Refurbish / replace equipment in leisure facilities - specialist floor finishes; swimming pool plant; ventilation equipment; swimming pool boiler. 	<p>Tim Child, Alison Hayward, Rob Harrison</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.

<p>Planning</p>	<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 stimulating 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 draft a robust set of policies to deliver better quality homes that meet the needs of the community and deliver more affordable housing particularly social housing. • Ensure that all new homes inspected by our building control service are built to appropriate standards ensure 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. • Complete and adopt a new Playing Pitch Strategy. • Continue to work with our communities to deliver high quality new and improved play areas, open spaces and sports pitches funded from development proposals. • Continue to engage and support communities in Neighbourhood Planning activities. • Continue to promote good development through the planning application process and deliver new homes and affordable housing to meet the needs of our communities. • Through the new local plan promote and enable walking and cycling as part of all new developments. • Develop planning policy to encourage new high skilled and well paid employment e.g. through skills plans, apprenticeships and other training through planning obligations. • To determine planning applications for Cranbrook town centre and secure the range of uses needed to create the vibrant town envisaged by policy. • To work with the Cranbrook consortium of developers and other partners to promote and enable the development of Cranbrook Town Centre in a way that secures a sustainable economy within the town and meets the community's needs. 	<p>Ed Freeman</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.
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Streetscene	<p>Purpose of Service: 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 health through the provision of sanitation services such as street cleansing, public toilets and recycling & waste collection.</p> <p>Many Service objectives underpin health and wellbeing, including:</p> <ul style="list-style-type: none"> • Continue to build our events programme. Ensure all major parks/public realm areas have an event or engagement activity offering opportunities for health and wellbeing. Set up a 'Friends of' group for Manor Gardens and Connaught Gardens to gain greater community input and offer opportunities for volunteering, learning and activity. • Progress disability access trial at Seaton, subject to funding. • Complete the draft Amenity Plan, incorporating health and wellbeing opportunities. • Review the draft Play Strategy to improve outdated sites, ensure appropriate provision, introduce play space and 'play along the way' micro parks. • Capital replacement of play areas (existing and new bids) which have reached the end of their service life at well-used sites on EDDC land and continue provision of high quality, free to use play which encourages health and wellbeing in our communities. New bids at Lime Kiln in Budleigh; Whitebridges and Willow Walk at Honiton. • Continue to assist Exmouth Town Council with the design, procurement and project management of the Bapton Valley cycle route. • Skate parks: following the successful extension of Exmouth's skate park, to increase its usable safe hours should match funding be found for lighting; construct concrete skate park in Axminster to replace former timber and metal park. 	<p>Andrew Hancock</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.
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Helen Wharam 10.02.22, final version 15.03.22