

North West Leicestershire: Health and Wellbeing Strategy 2018 – 2028

Overview

Good health and wellbeing helps people to live active and fulfilled lives and play a full role in their communities.

In North West Leicestershire we believe that all residents have an equal right to enjoy good health and wellbeing.

Our vision is:

'To measurably improve the health and wellbeing of everyone in North West Leicestershire.'

Our ambitions

North West Leicestershire District Council (NWLDC) works with many organisations across the district to achieve our ambitions for local people:

- ▶ People will live longer and have healthier lives.
- ▶ Every child will have the best possible start in life.
- ▶ People will 'age well' and have a healthy older life.

Our aim is that everyone in North West Leicestershire will benefit from coordinated processes, structures and systems designed to enhance people's quality of life at home, at school and in the workplace.

People in our district will live in better homes, be 'better connected' and be encouraged and supported to enjoy and the benefits of an active lifestyle.

This brings economic benefits and will enable people as they get older to stay independent for longer.

Our district has a good community spirit. We'll build on this to promote a 'good neighbour' culture where people look out for and look after each other.

This is underpinned by the principle of 'making every contact count' – making sure health and wellbeing is promoted at every opportunity by all organisations.

How we will promote health and wellbeing

The overall aims and outcomes of this strategy will be achieved by organisations from the public sector, business community and voluntary sector working closely together, including:

- ▶ Leicestershire County Council (LCC)
- ▶ Leicester-shire & Rutland Sport (LRS)
- ▶ Leicestershire Public Health (LPH)
- ▶ North West Leicestershire Chamber of Commerce (NWLCC)
- ▶ Schools
- ▶ Community and interest groups (CIGs)

The work aligns to relevant national, regional and local plans and strategies. Key local strategies that support this strategy include:

- ▶ **Public Health England: Everybody Active, Everyday**
- ▶ **Public Health England Strategic Plan (2016)**
- ▶ **Sporting Future: A New Strategy for an Active Nation**
- ▶ **Sport England: Towards an Active Nation**
- ▶ **Leicestershire Health and Wellbeing Strategy**

Success depends on resources remaining in place and the ongoing commitment and support of partner organisations.

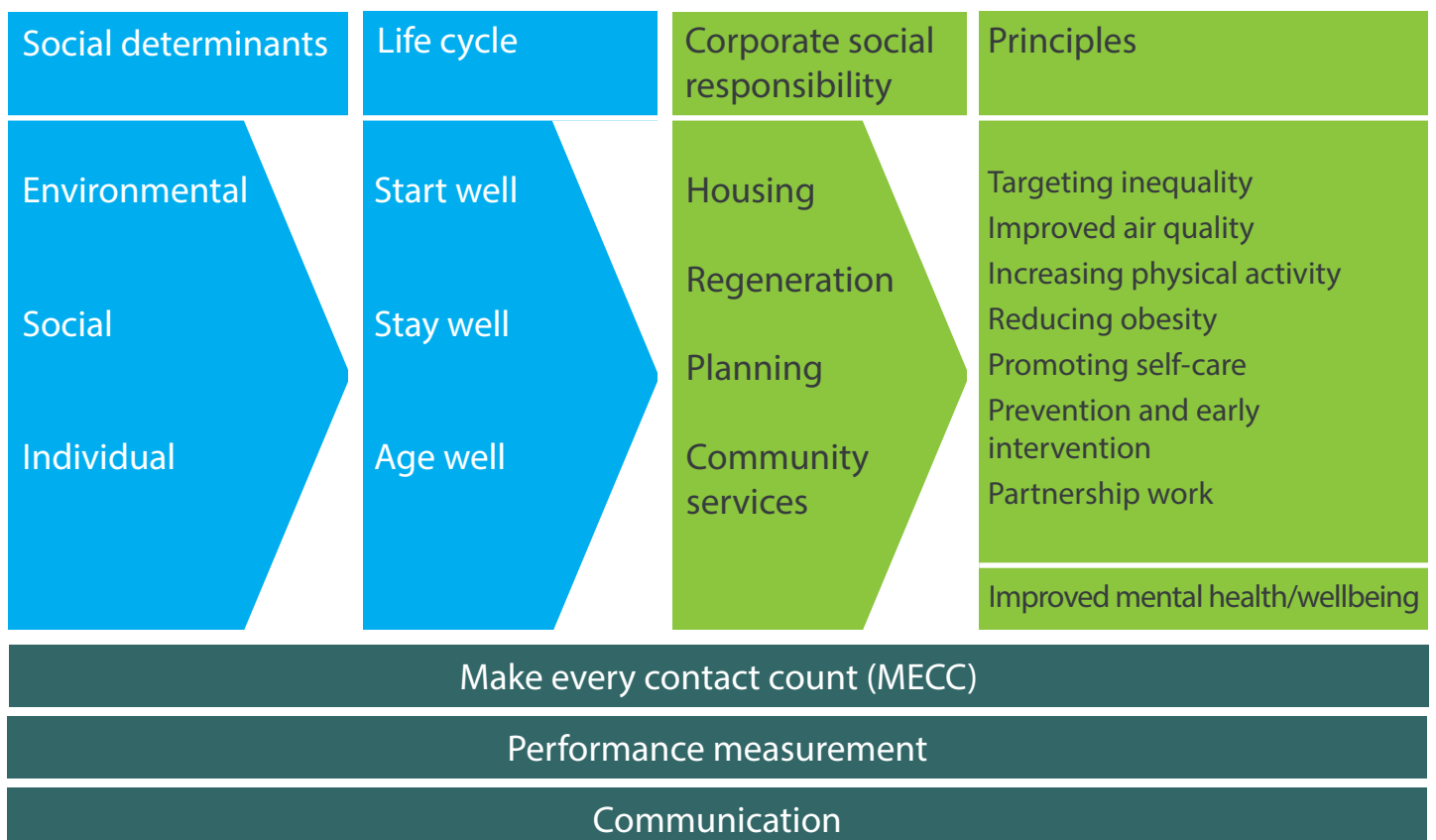
We have robust local multi-agency working arrangements which allows us to share information, intelligence and resources and to provide targeted support, signposting and referrals.

Overarching principles

Our Health and Wellbeing Strategy reflects the current position in North West Leicestershire, based on a number of key and clear principles:

- ▶ **Prevention and early intervention**
Preventing and tackling the wider causes of ill health and poor lifestyle choices and health conditions.
- ▶ **Promoting self-care**
Educating and empowering people to take more responsibility for changing their own behaviour (all ages).
- ▶ **Targeting inequalities**
Key services are provided for all residents and resources and interventions target those most in need.
- ▶ **Improving mental health and wellbeing**
Mental health will be taken into account in all of our work.
- ▶ **Partnership work and cooperation**
Statutory bodies work effectively together whilst helping voluntary and community organisations to play their part in improving health and wellbeing in their communities and across the district.
- ▶ **Interventions need to be where they can have the most impact**

How our Health and Wellbeing Strategy links together



Action plan

What we will all do to achieve this To ensure that **health and wellbeing** ambitions are championed and led by NWLDC, we will:

- Confirm NWLDC as the lead strategic and primary coordinating agency to drive the actions in the strategy.
- Inform and organise NWLDC departments, structures and processes so that its work reflects these commitments and agreements.
- Confirm the role of interest-based and contractual partners, grant-based and other support statutory and community bodies - and clarify how they will deliver against itemised objectives

Via **economic development** work the partnership will:

- Drive strategic health and wellbeing outcomes (including, for example, workplace health and wellbeing initiatives and action plans).
- Create / sustain resilient businesses ensuring good, fulfilling and long-term employment opportunities.
- Help people to develop skills that aid employability, career progression and life chances, thereby enhancing health and wellbeing and reducing inequalities.

To ensure that **regeneration and planning** policy:

- Embeds health and wellbeing (and health infrastructure) in local and neighbourhood plans and takes them into account in all planning decision-making.
- Considers our Health and Wellbeing Strategy objectives when considering all proposed local development.
- Produces an open-spaces needs assessment and strategy ensuring that knowledge about the quality and value of open space, green infrastructure and play facilities in the district is detailed and up to date - to ensure that its potential to contribute to health and wellbeing is fully realised.
- Drives actions to actively promote active travel – specifically encouraging people to walk/cycle more; to school, to work, to shop etc.
- Shall influence and actively promote positive environmental health outcomes at work in schools and in the home.

Through our partnership work on **housing and property** we will:

- Provide good quality housing with high energy efficiency / standards supporting affordable warmth, good health and reduced living costs.
- Provide local people with access to suitable, good quality homes and neighbourhoods; offering secure places for families to thrive, promoting good health, wellbeing and independent living.
- Provide quality residential neighbourhoods that improve quality of life and attract people and businesses to locate to North West Leicestershire.
- To link people in council-owned housing more effectively into sport and physical activity opportunities.

Via **coordinated facilities, opportunities, partnerships and proactive development work** we will:

- Continue to support and promote health and wellbeing through all partnership organisations' policies and actions.
- Increase levels of participation in sport/physical activity via engagement with communities, strengthening social networks and proactive delivery of partner-driven community-centred approaches to health and wellbeing.
- Improve communication between all partners about responsibilities and opportunities available in and to the community.
- Improve the quality, accessibility and levels of community access to indoor and built sports facilities.
- Work across all partner organisations in the public, private, health and third sector to increase levels of participation in sport, physical activity and culture with a specific focus on reducing obesity and enhancing the lives of people from harder to reach groups.

To, **learn from strategy implementation** we will:

- Invest in performance measurement to improve cost effectiveness and demonstrate the return to the district (and partners) get from investing in sport and active recreation.
 - Establish a benchmark for current provision and participation levels.
 - Install a system to collect data and generate intelligence enabling all partners to measure individual and collective impact based upon agreed outcomes.
 - Require partner organisations to supply the requisite performance information in specified, agreed formats.
 - Develop more sophisticated performance mechanisms to gauge the economic, participation and social return on investment gained from events.
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