



Healthy Stevenage Strategy 2018 – 2022



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Foreword by Cllr Jeannette Thomas

Portfolio holder for Housing, Health and Older People



Stevenage is a healthy place in which to live, work and enjoy life. The town benefits from a unique infrastructure that supports vibrant communities that are home to a rich mix of community assets including community centres, award winning parks, excellent community groups and local amenities that provide convenience as well as local employment. Stevenage residents also enjoy our extensive network of traffic free cycle ways, an excellent feature that no other town in Hertfordshire has.

For such an urban environment the town benefits from a large amount of green open space that is accessible for all to enjoy. This is seen daily by people using our network of parks for recreation as well as relaxation.

We also have a vibrant leisure and cultural heritage offer including Stevenage Museum and Stevenage Arts and Leisure Centre, Stevenage Community Arts Centre, local sport facilities and an extensive range of community groups and clubs that all help to contribute towards the health and wellbeing of the town.

There are many teams within the council that help make Stevenage a great place to live, like looking after our environmental, licensed premises, and planning so that the town is fit for the future and importantly, are regenerating our town centre for future generations to enjoy. These are a few of many and there is more we can do collectively to ensure Stevenage flourishes.

We are proud to take a local leadership role to improve health and wellbeing, but we recognise that we cannot do it alone. We have close links with Hertfordshire Public Health team and many local partners via the Healthy Stevenage Partnership and it is through this we aim to make a difference to the lives of residents who are in need of support to live well.

This is the first Health and Wellbeing Strategy for Stevenage which provides a platform and impetus to achieve our mission; “To help all residents live well and be happy and healthy for as long as possible by providing high quality services in partnership that are accessible to all”

Endorsement from Prof. Jim McManus

Director of Public Health Hertfordshire

The Healthy Stevenage Strategy is a strong example of a district council taking its public health role seriously. The strategic vision covers not just the vital core public health roles of the Council such as housing and environmental health, but the opportunities across everything the council does to keep people as physically and mentally healthy as possible.

The strategy aligns well with the countywide Public Health Strategy, and creates the opportunity for district and the county councils to work alongside the NHS, local communities, third sector and business to create a complementary and comprehensive approach to public health.



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1.Introduction

Nationally healthcare and the NHS are changing. Following the publication of the NHS 5 Year Forward View it has been recognised that as a society we are living longer, with more complex health issues, sometimes due to poor lifestyle choices and behaviours. For example, one in five adults still smoke nationally, a third of adults drink too much alcohol, a third of men and half of women don't get enough exercise and just under two thirds of the UK population are overweight or obese. In response to these challenges among many others the NHS 5 Year Forward View now recognises the importance, role and necessity of preventing ill health to help reduce demand on NHS services in the long term.

Health systems are complex with many different organisations leading on different parts of care. At a local level, district councils, although they have no statutory duty to provide primary or secondary care, nor public health are well placed to identify, understand and respond to the health and wellbeing needs of their local community.

It is within this view that Stevenage Borough Council along local with partners that make up the Healthy Stevenage Partnership recognise the opportunity to take on a leadership role and drive forward strategic priorities to bring about positive change and deliver positive outcomes for local people.



2. Purpose of the strategy

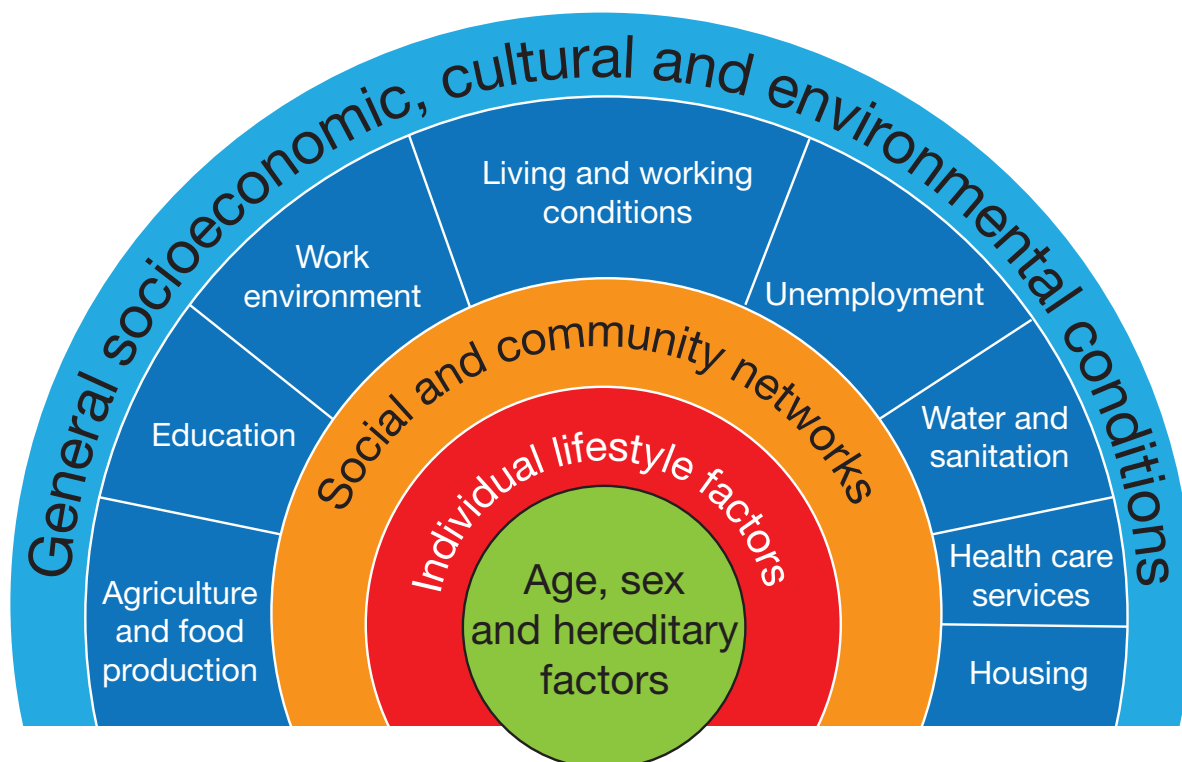
The purpose of this strategy is to set out the vision for health and wellbeing in Stevenage that has been agreed by Stevenage Borough Council and organisations that make up the Healthy Stevenage Partnership. The key priorities identified in the later part of this document pose an array of significant challenges for the town and its residents. Collaborating with others to jointly tackle these challenges is recognised as the most effective means to impact on the health of our population.

However, in doing so we recognise the complexity and diverse range of services provided across the health care system. As a result, it is necessary to clarify the scope of the strategy and to simplify

it. This strategy does not list everything that all organisations will be undertaking to improve health and wellbeing in Stevenage. Instead, it focuses on setting out our vision and priorities for integrated working over the next four years to 2022 in the areas we feel can make the biggest difference.

In summary, it is to be viewed as a Public Health Strategy for Stevenage that demonstrates the cross over and linkages with other national and local strategies that have been considered as part of the strategy development process. Moreover, what we want to achieve and how we intend to do it.

Figure 1: Determinants of Health



The Determinants of Health (1992) Dahlgren and Whitehead

3. Determinants of health

According to the World Health Organisation, health can be defined as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” With this in mind, we know that health and wellbeing outcomes are determined by a broad range of factors. Dahlgren and Whitehead (1992) introduced the determinants of health model that portrays the complexity of factors that influence and affect an individual’s level of health and quality of life.

It is important to be clear on the approach taken when trying to affect population health. It is our belief that the most impactful and sustainable ways to improve health is to focus on individual lifestyle factors. This is a key area of public health improvement. This includes helping people to change their health behaviours, to make healthier decisions and create opportunities that lead to health improvement. In tandem with this approach it is

important to consider the wider determinants of health and what is being done to address these for Stevenage. Often the triggers and underlying reasons affecting people’s health could include things such as housing and living environment, employment status, educational attainment and access to health care services to name a few. It is important that in the planning, design and delivery of services due consideration is given so health challenges are not looked upon in isolation, out of context in people’s lives.

Many of the wider determinants of health are already addressed through Stevenage Borough Council’s statutory service provision including housing, environmental health, licencing, refuse collection and recycling to name a few. The Council’s contributions are provided in section 11.

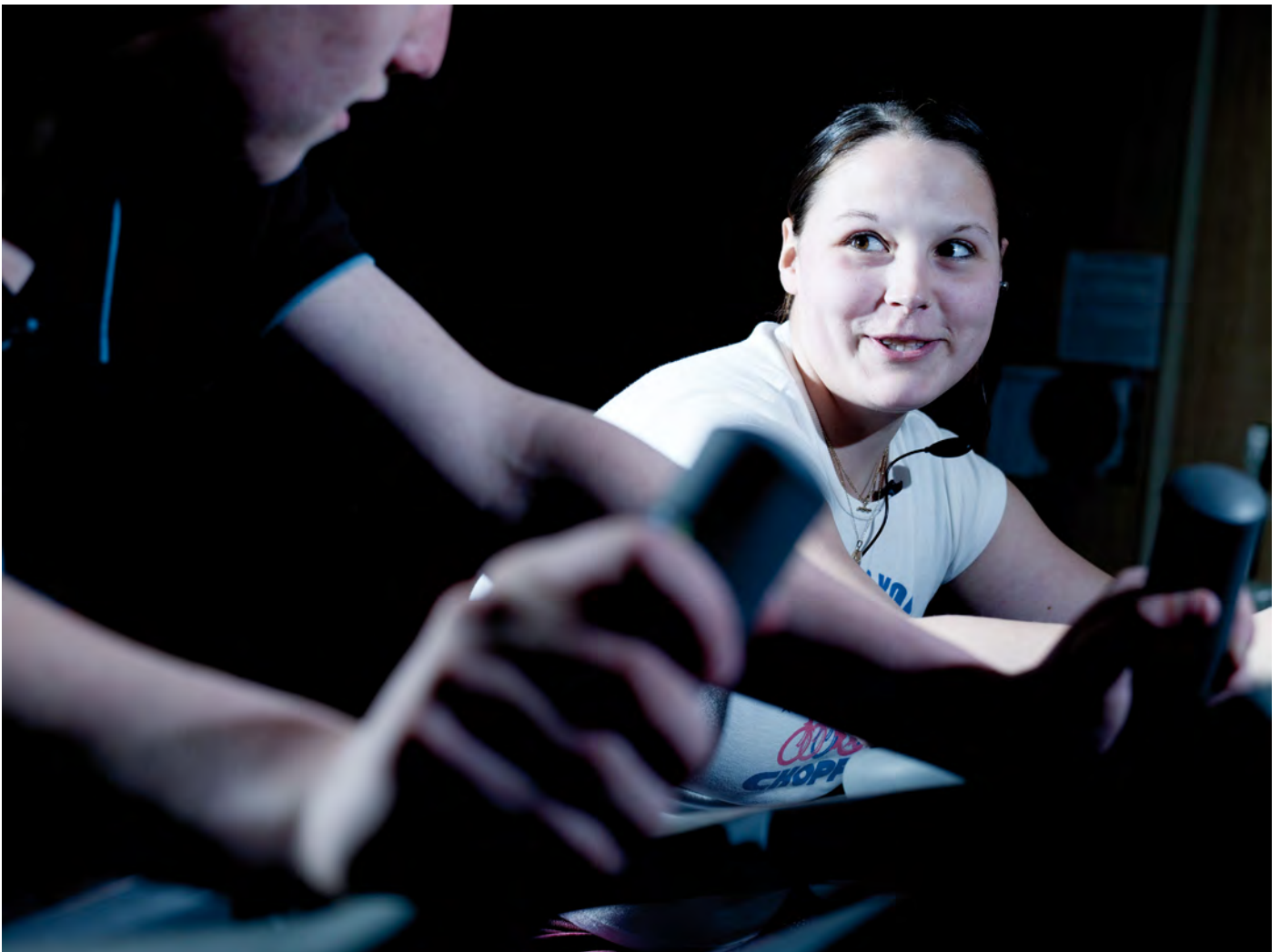
4. Our public health approach

Public health focusses on three key areas:

- help people to stay healthy
- promote wellbeing
- protect people from harm.

Public health is about supporting people in the environment they live in to follow a healthy lifestyle. In this way the preventative and protective factors derived from living a healthier lifestyle will build up health resilience and a life that is less affected by ill health. Addressing the factors that contribute to health inequalities is a vital part of public health prevention.

This approach is at the core of the strategy. We are working to understand the needs of the local population and to deliver projects and services that are relevant, affordable, accessible and measurable.



5. How healthy is Stevenage?

Understanding the make-up of our neighbourhoods and communities and the resources people have access to is vital in determining how best to improve health outcomes for them. With a greater understanding of these variables and the influence they have, a more informed public health approach can be taken to help people and the places they live in to be healthier. As a starting point to inform this strategy, data and evidence

has been used from a variety of sources to help identify the major public concerns. Public Health England produces Public Health Profiles for every Local Authority area in the country. This profile for Stevenage along with indicators in the Public Health Outcomes Framework and Joint Strategic Needs Assessment for Hertfordshire have helped to identify the current challenges facing the town.

Health Inequalities

The health of people in Stevenage varies. About 19% (3,400) of children live in low income families. Life expectancy for women is lower than the England average. There are some stubborn, health inequalities that are widespread across the town. Some wards experience better health than others underpinned by a variety of factors. For example, life expectancy is 4.8 years lower for men in the most deprived areas of Stevenage than in the least deprived areas.

The intention of this strategy is to focus on the areas of greatest need to narrow the gap so that all residents have access to services and are supported to make healthier choices wherever possible.

Deprivation

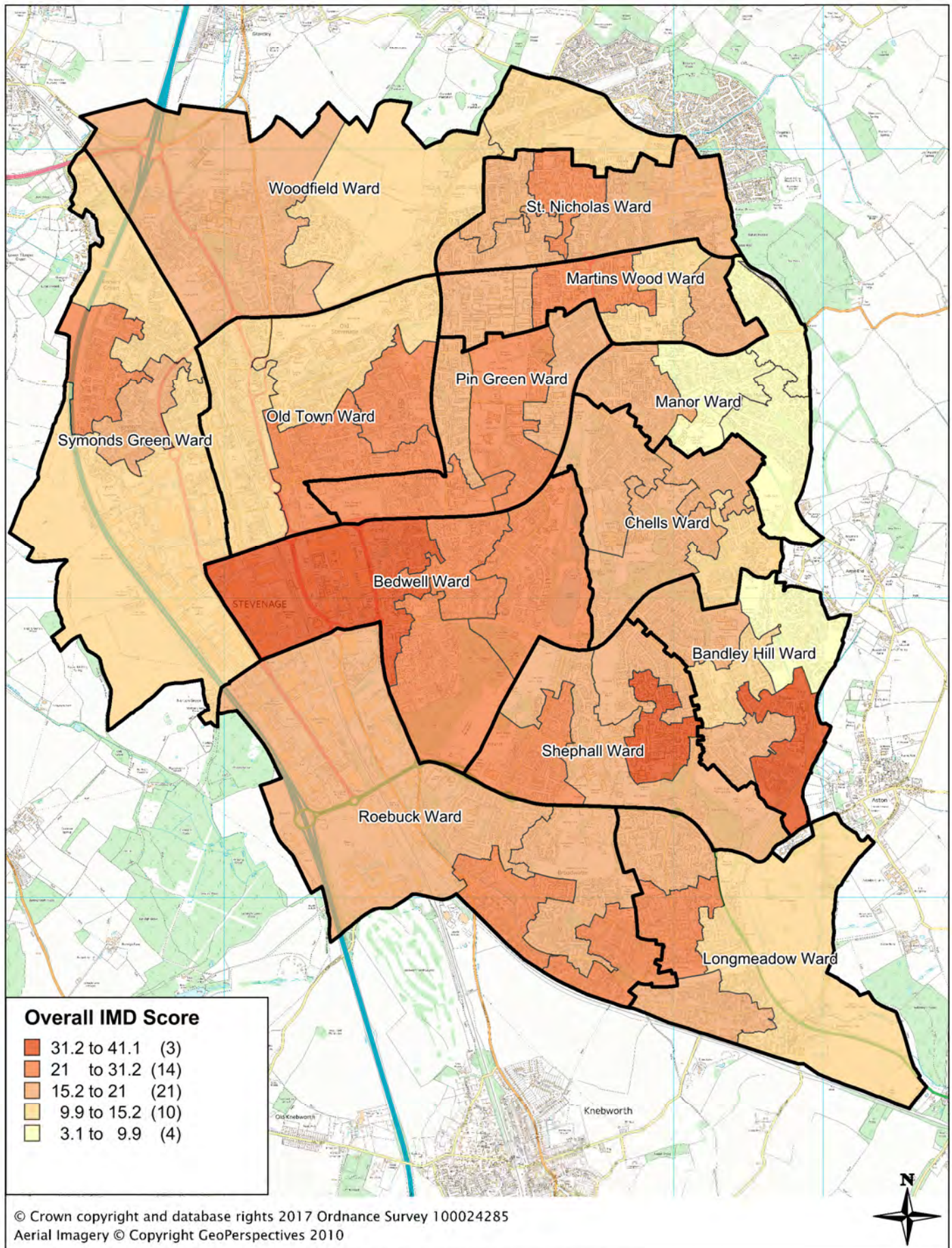
The Index of Multiple Deprivation (IMD) is a national database that compares indicators across the following themes for every neighbourhood in England:

- income
- employment
- health deprivation and disability
- education, skills and training
- barriers to housing and services
- crime and living environment

Each neighbourhood is made up of smaller areas known as Lower Super Output Area (LSOA). These LSOAs are mapped across the country and each area is compared against each other and given a rank, using quintiles (or 5ths).

The following map shows differences in deprivation across Stevenage. The darkest coloured areas are some of the most deprived neighbourhoods in England and rank within the lowest two fifths.

Map 1: Deprivation in Stevenage (2015)



Demographics

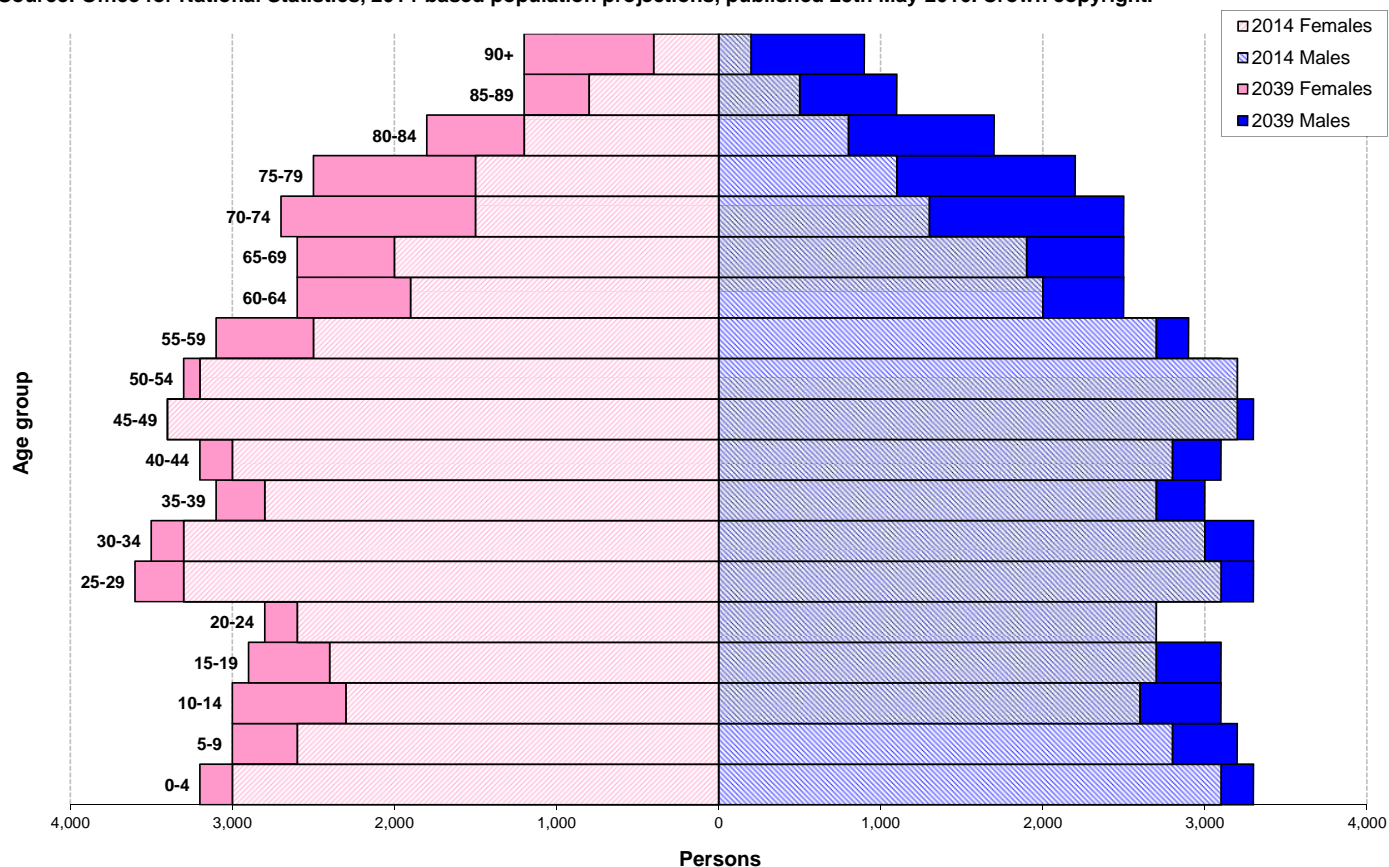
According to the Office for National Statistics the population of Stevenage is currently 86,000. Population projections from 2014-2039 indicate that 17,500 more residents will live in the town over the next 22 years (as of 2017). This represents a 20.35% increase in the population up to 2039. Based on these projections, most growth will be experienced among the population aged 60-90+ years.

This means that over the next 22 years the health and social care demands of Stevenage's aging population will pose a significant challenge to both Stevenage Borough Council and the demand for its services, but also to the NHS and other strategic bodies.

Figure 2: Stevenage population projections 2014-2039

Age pyramid 2014 and 2039 - Stevenage

Source: Office for National Statistics, 2014-based population projections, published 25th May 2016. Crown copyright.



Public Health Profile

According to the Stevenage Public Health Profile 2017 and Public Health Outcomes Framework the following priorities have been identified where Stevenage is significantly worse than the national and local average. Topics have been grouped across the life course and by wider determinants of health.

Children and Young People

- Number of children that are overweight or obese in reception and Year 6.
- Number of children that are physically active of primary and secondary school age.
- Mental health and wellbeing and emotional resilience

Adults

- Adults that are overweight and obese
- Healthy eating and consumption of the recommended 5 fruits and vegetables per day
- Number of physically active and inactive adults
- Number of binge drinking adults
- Overall smoking prevalence in adults and attributable mortality
- Number of expectant mothers smoking status at time of delivery
- Smoking prevalence in adults in routine and manual occupations
- Mental health and wellbeing and emotional resilience
- Prevalence of diabetes

Older Adults

- Adults providing 50 hours or more unpaid care per week
- Pensioners living alone
- Injuries due to falls in people aged 65 and over
- Under 75 mortality rate due to cancer and cardiovascular disease

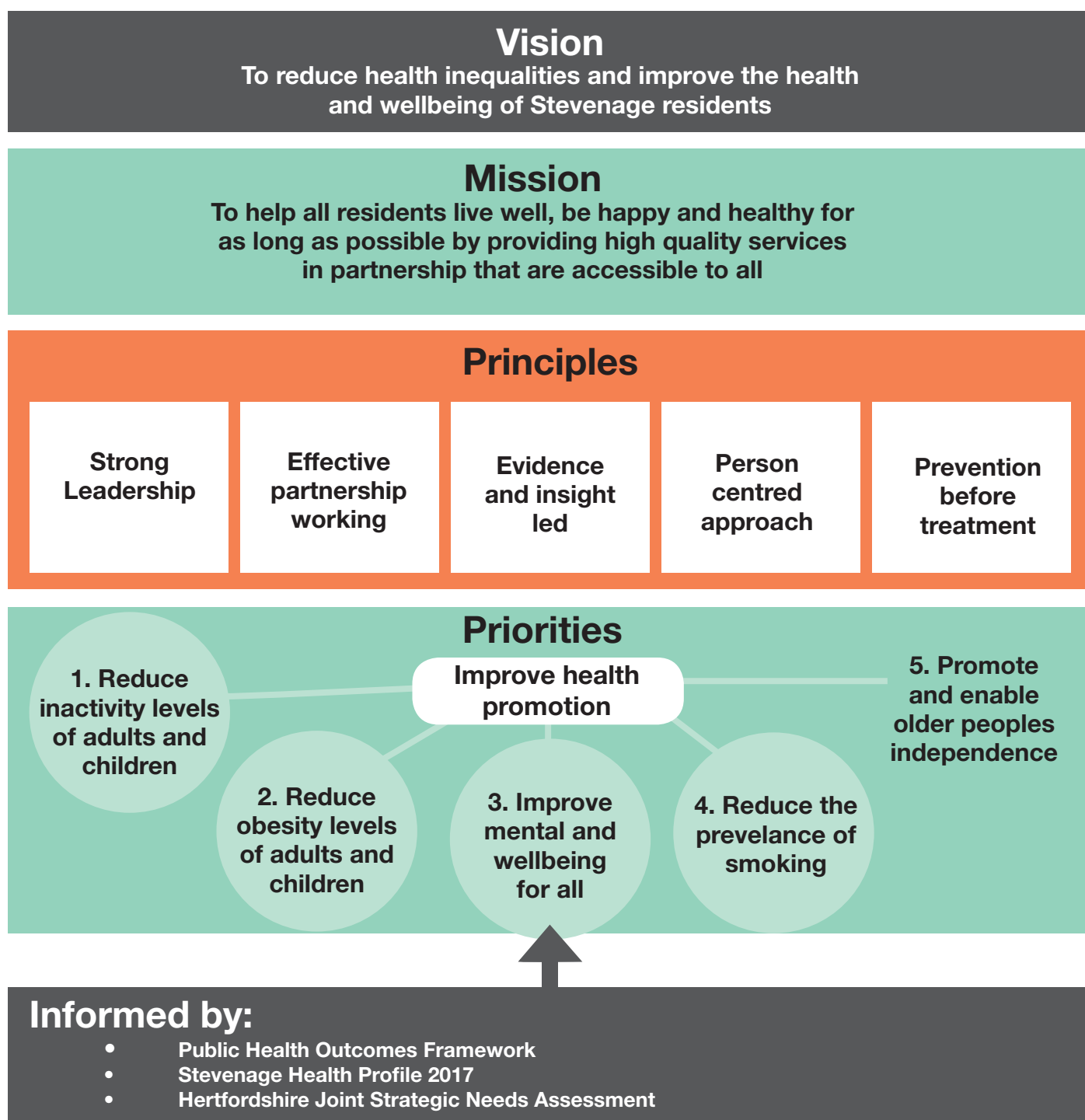
Wider determinants of health

- Number of children living in poverty (under 16s)
- Number of children u15 and aged 16-24 providing unpaid care
- Number of young people providing unpaid care
- Number of adults in long term unemployment
- Number of adults living with a limiting long term illness or disability
- Number of households that have lone parents with dependent children
- Number of adults whose current marital status is separated or divorced
- Overall infant mortality
- Violent crime (violence offences)
- Claimants of benefits due to alcoholism
- Educational attainment based on GCSEs achieved (5 A*-C Inc. English and maths)

6. Strategy at a glance

Based on the challenges facing Stevenage there is a need to identify the different components that will make the Healthy Stevenage Strategy possible. Figure 2 provides an 'overview' of the strategy and how its different elements come together.

Figure 3: Healthy Stevenage Strategy Framework



7. Vision and mission

In 2010, Professor Michael Marmot published 'Fair Society, Healthy Lives'. The review looked into health inequalities in England and it offers an evidence base to address the social determinants of health. It suggests most people in England aren't living as long as the best off in society and spend longer in ill-health. Premature illness and death affects everyone below the top.

Key to Marmot's approach to addressing health inequalities is to create the conditions for people to take control of their own lives. This requires action across the social determinants of health and beyond the reach of the NHS alone. This places renewed emphasis on the role of local government who along with partner organisations have a key role to play.

The principles of Fair Society, Healthy Lives are central to the vision and mission of the Healthy Stevenage Strategy: -

Our vision:

"To reduce health inequalities and improve the health and wellbeing of Stevenage residents"

Our mission:

"To help all residents live well, be happy and healthy for as long as possible by providing high quality services in partnership that are accessible to all"

8. Strategic priorities

The following strategic priorities will guide the work of the Healthy Stevenage Partnership in order to steer the contributions and efforts of Stevenage Borough Council and partner organisations in the same direction. Priorities are as follows: -

Health Improvement

1. Reduce obesity rates among children and adults
2. Increase physical activity rates among children and adults by targeting the most inactive
3. Reduce the number of children and adults that smoke, particularly expectant mothers and routine manual workers
4. Support adults and children to achieve good mental health and wellbeing
5. Support older people to remain independent for as long as possible in their homes

Health Protection

6. Provide and maintain a clean, safe and vibrant environment with access to parks and open spaces

Health Promotion

7. Communicate better with local residents and professionals to raise awareness of local projects and services
8. Support national health campaigns to reinforce key public health messages locally

Health Inequalities

9. Provide new high quality housing in line with demand and population growth considering health and wellbeing through design
10. Regenerate Stevenage Town Centre creating more employment opportunities, providing an enhanced leisure and cultural offer and public spaces that facilitate health and wellbeing

9. Key Principles

The following principles will underpin the work needed to deliver this strategy. These are of equal importance themselves to other considerations within the strategy in order to ensure our approach to health and wellbeing is founded on equitable grounds.

The five principles of the Healthy Stevenage Partnership are:

- **Strong leadership** – We recognise the importance of being a champion for our town and where we can we will raise the profile of local health needs.
- **Effective partnership working** - The importance of working together is widely recognised and this strategy has been driven by the Healthy Stevenage Partnership to ensure there is commitment to all work towards the strategic priorities.
- **Evidence and insight led** – In our planning and service delivery use evidence and insight to rationalise our decision making processes to make sure we are targeting the right things in the right way.
- **Working co-operatively with communities** – Ensure that our approach to health and wellbeing is fully integrated with our community development and co-operative neighbourhood management initiatives.
- **Person centred approach** – treat everyone as an individual and where possible take a holistic view of an individual's circumstances to better understand their needs and the services that can help.
- **Prevention before treatment** – invest in and deliver services that are preventative and halt the demand for more expensive services in primary and secondary care.



10. Key drivers and strategic fit

The responsibility for health and wellbeing does not fall under the statutory remit of district councils; however we have a responsibility to cooperate with other statutory bodies. As the profile of health and wellbeing within Hertfordshire is of growing importance, Stevenage Borough Council and its partners recognise that their collaborative role and contributions that can make a difference.

The responsibility to provide frontline primary and secondary care services within Stevenage lies with East and North Herts Clinical Commissioning Group (ENHCCG), East and North Herts NHS Trust (EHHT), Hertfordshire NHS Community Trust (HCT) and

Hertfordshire Partnership Foundation Trust (HPFT). Hertfordshire County Council via its public health function leads on four key domains including health improvement, protection, promotion and direct service provision.

Understanding the strategic landscape of healthcare and health improvement is vital to ensure that the fit of a local place based strategy reflects the needs of the population, but also there are clear strategic links that demonstrate how different areas of work overlap and integrate. Being mindful of this, consideration has been given as to how the Healthy Stevenage Strategy links with other key drivers for change in Hertfordshire.





A Healthier Future: Sustainable Transformation Plan (STP) for Herts and West Essex (2016-2021)

Health, social care, public and voluntary organisations have been tasked by NHS England to develop an STP in response to commitments set in out in the NHS five year forward view. Across the STP footprint of Herts and West Essex, £3.1billion a year is spent on health and social care. There is a forecasted funding gap that could reach more than £550m a year by 2022 if services are not delivered differently and where possible, more efficiently. Following this mandate, 'A Healthier Future' was published and sets out four key priorities that will be addressed across the Herts and West Essex STP footprint over the next 5 years.

They are as follows: -

- Living well and preventing ill-health
- Transforming primary and community services
- Improving urgent and hospital services
- Providing health and care more efficiently and effectively

Of the four priorities, the Healthy Stevenage Strategy will be able to closely align with priority one (living well and preventing ill-health) by delivering health and wellbeing projects that will benefit local residents.

Hertfordshire Health and Wellbeing Strategy (2016-2020)

Hertfordshire Health and Wellbeing Board brings together Local Government, including public health, adult social care and children's services, including elected members, the NHS including commissioners and providers, the Office of the Police and Crime Commissioner, and Hertfordshire Healthwatch to plan how best to meet the needs of Hertfordshire's population and tackle local inequalities.

The joint Hertfordshire Health and Wellbeing strategy sets out the high level priorities based on a life course approach looking at the four key life stages namely starting well, developing well, living well and ageing well. Many of the priorities that are recognised in this strategy are undoubtedly the same given the disparity of health inequalities in Stevenage when compared to the rest of Hertfordshire.

Hertfordshire Public Health Strategy (2017-2021)

As a key partner on the Health and Wellbeing Board, Hertfordshire Public Health's new strategy closely aligns with many of the same priorities identified previously. Both Public Health and the Hertfordshire Health and Wellbeing Board use the Public Health Outcome Framework (PHOF) to monitor the progress against health indicators they aim to impact upon. There is a clear line of sight between the strategic direction set by public health and how this impacts the approach taken in Stevenage.



11. Role of Stevenage Borough Council

In part, this strategy is recognition that Stevenage Borough Council understands the importance of this agenda in the wider context of their place-based ambitions and business objectives. Future Town, Future Council is the council's corporate plan that sets out our 9 key goals. This includes different strands of work including internal transformation plans, housing development, regeneration plans including the town centre and how we work co-operatively with local groups and communities.

Through the implementation of this strategy we will ensure that we are:

- Performing at our peak:** by fully understanding what our local challenges are and how we can address these.
- A partner of choice:** by ensuring that we create the right conditions for partnership working, that we engage our key stakeholders in our work and ensure there is joint commitment to delivering shared priorities.
- Connected to our customers:** by providing projects and services that reach out to hard to reach groups and individuals ensuring equality of access to health and wellbeing opportunities.
- Delivering co-operative neighbourhood management:** by better engaging our residents in what matters to them in their local area and how this can be integrated with our health and wellbeing ambitions.



Figure 4: Stevenage Borough Council, Corporate Plan: Future Town, Future Council

The council's role and contribution goes beyond these transformational plans and includes many of the existing services that are already provided across the town, many of which will not always be viewed as directly being linked to health improvement. The following is a brief outline of services that in a practical way impact upon on public health and contribute to the quality of life of our communities.

Leisure Services

Leisure Services have the responsibly for ensuring that the leisure, sporting and cultural offer across the town is vibrant, appealing and accessible to all. They are responsible for working with providers and partners such as Stevenage Leisure Limited who manage key facilities across the town including Stevenage Arts and Leisure Centre, Stevenage Swim Centre, Fairland's Valley Park and Stevenage Golf and Conference Centre on behalf of the Council.

Implicit to this strategy is the council's work on cultural development and commissioning. Currently we provide Stevenage Museum, sporting events, sports development programmes and health and wellbeing services but we have a newly produced Cultural Strategy that will look to enhance the current offer within the town and prompt more opportunities to improve wellbeing among our communities.

We also have a long established and very successful play development team that offer open access, free play centres and holidays schemes for our children and young people. These create opportunities for physical activity, health eating, creative play, and parental engagement that all support healthy child development.



Environmental Health

The Environmental Health service is an essential ingredient in maintaining and improving public health for residents and for those visiting or working in the town. This is provided through advice and, where necessary, through regulation and enforcement. We can influence, protect and improve health in many different ways, for example by:

- Ensuring that good food hygiene standards are maintained in commercial premises
- Protecting employees' health and safety in offices, shops, warehouses and leisure premises
- Improving air quality for everyone in the district
- Taking action to deal with poor housing, for example by improving conditions in private rented accommodation and houses in multiple occupation
- Dealing with nuisance issues such as noisy neighbours which can have a serious effect on mental well-being
- Adapting a property to aid those living with disabilities

Environmental Health services are also responsible for the implementation of licensing regimes relating to alcohol, entertainment, gambling and taxis. The principle objectives of these include the prevention of crime and disorder, ensuring public safety, prevention of public nuisance and protection of children from harm. In pursuing these objectives Environmental Health makes a valuable contribution to the safety of the night-time economy as well as the prevention of ill-health related to gambling and alcohol consumption.

Planning Policy

Stevenage was designed to incorporate open green spaces between neighbourhoods to provide amenity space and natural environments within the urban setting of the town. These areas are important and are identified and protected in the Stevenage Borough Local Plan (Chapter 14, The natural and historic environments). The areas identified contribute to the environmental health of the town, and, consequently, the physical and mental health and wellbeing of the town's residents.

The Stevenage Mobility Strategy is to support a mode shift over time from car driver to more space efficient, socially inclusive and less polluting forms of mobility, and not simply to supply extra road capacity for the benefit of car borne commuters in peak periods. It recognises that cyclists and pedestrians are an indicator of a successful town. This approach will improve residents health by increasing active travel (cycling and walking) using the extensive cycleway network in the town. This will also contribute to improved air quality by reducing reliance on cars and their emissions.

Stevenage Borough Local Plan recognises the role retail centres play in the health of residents. Policy TC10 recognises the impact of hot food takeaways (Use Class A5) on the health of residents and the proliferation of such establishments in the Old Town High Street Shopping Area. The Local Plan will include a policy restricting the further proliferation of hot food takeaways in the High Street in order to limit the health impact of such establishments on the residents of the area and schools within walking distance of the High Street.

The Stevenage Borough Local Plan ensures that additional open spaces and recreational facilities are provided for the increasing population of the town. Development sites allocated in the north, west and south of Stevenage all require sports and recreational facilities for the new communities.



Environmental Services and Amenities

Stevenage Borough Council is committed to creating and maintaining the outdoor environment to a high standard. Cleansing operations in our streets and parks ensure that getting out and about is a pleasant experience. Environmental Services maintain the town's excellent parks and open spaces, including play areas, working to improve facilities to give residents more opportunities for keeping active and healthy.

In addition, the council's amenities team provides services such as street cleansing and graffiti removal, refuse collection, recycling, the reduction of waste, parks and open spaces maintenance and conservation, pest control intervention, minimising environmental crime and protecting trees and hedgerows, as well as grass cutting, maintaining flower beds and shrubbery.

Community Safety

Community Safety plays a major role in the health and wellbeing of the community through dealing with illegal tobacco, causes of domestic violence, offender mental health, and drug and alcohol safety. The Stevenage Community Safety Partnership brings together key local partners to address shared priorities.

The link between the Healthy Stevenage Strategy and the re-freshed Community Safety Strategy 2018-2021 will be vital in improving community wellbeing.



Co-operative Neighbourhoods and Community Development

The Neighbourhood and Community Development teams work in partnership with residents, to make improvements to the local areas in a more cohesive, joined up way to improve wellbeing. This is being achieved by bringing organisations, community representatives and voluntary groups together to create neighbourhood groups that will play a key part in considering the assets, needs, opportunities and best use of investment to renew a sense of local identity which in turn creates social change.

Through a series of consultations, and community engagement events, local people are raising issues that concern them the most and making decisions on how to improve their local area. These include tackling issues that may prevent residents from engaging and enjoying their local environment such as; anti-social behaviour, fly tipping and littering, night time safety and general disrepair of public realm features.

The challenge is to break down barriers between different agencies and use these opportunities to bring people together and develop solutions to solving challenges locally. The vision is to create a community that has a sense of pride in its local resources, feels safe to access amenities and feels valued by organisations such as the council.

Regeneration

The regeneration of the town centre will play a vital role in how health and wellbeing can be improved and starting to create new ways and opportunities that will help improve the health of everyone who lives and works in the town centre.

Our 15 year regeneration plan looks at delivering phased improvements throughout the town which will include large storey buildings and reducing down the number of surface car parks by building upon these. Stevenage Borough Council hopes to encourage more green travel by improving its transport links with the likes of a new rail station, improving our current cycle routes, providing a new and efficient bus service which will be part of a centralised transport hub which will help mitigate fumes and emissions from the centre of the town. With this there are public realm projects underway including the addition of trees and planting into the town centre as well as more seating, lighting to help service our night time economy and help combat anti-social behaviour. Other public realm works will introduce modern play equipment which will stimulate and activate learning for children as well as provide fitness and activity.

There is a requirement for all developments to have standards that will help improve and reduce our CO2 levels by making sure buildings are to a high BREAAAM standard, promote and use green technology where possible.

Through our major regeneration plans, there will be job opportunities in local construction and finished developments where we anticipate new retail and leisure businesses will be established to help reduce unemployment in the local area.

12. Making it happen

This Strategy will be owned and implemented by the Healthy Stevenage Partnership which includes the following organisations; Stevenage Borough Council, Hertfordshire County Council, Public Health, East and North Herts Clinical Commissioning Group, East and North Herts NHS Trust, Mind in Mid Herts, Health Watch, Stevenage Football Club Foundation, Citizens Advice Stevenage, Children Centres, Stevenage Leisure Limited among many others.

Together we have developed an annual action plan that we will deliver our priorities. It is important to note that the strategy and action plan will be a live document as the health and wellbeing agenda evolves which in turn will reflect local need based on evidence and take account of changing aspirations.

Healthy Stevenage Partnership has the following functions:

- Alignment of partners and their efforts to address shared priorities for Stevenage
- Work together to maximise resources, skills, knowledge and evidence
- Deliver or commission local projects based on evidence and needs
- Share opportunities to improve wellbeing with residents and other organisations
- Champion health and wellbeing and promote positive health-related behaviours
- Secure additional resources and secure investment for health and wellbeing in Stevenage

It is through these functions collectively that we believe we can bring the strategy to life and make the biggest difference to the lives of local people and the communities in which they live.





13. Contact details

If you would like to feedback on aspects of the Healthy Stevenage Strategy or discuss opportunities for partnership working through the Healthy Stevenage Partnership please contact:

- Stevenage Borough Council – Communities and Neighbourhoods Unit
- Email: leisure@stevenage.gov.uk
- Tel: 01438 242 248 (Leisure Services)
- Address: Stevenage Borough Council, Daneshill House, Danestrete, Stevenage, SG1 1HN.