

## Appendix D

# Health & Wellbeing Strategy 2020-2024

## Appendix 1

**Table 1: Children and Young People**

What we're doing now	Why we're doing it	Delivery model	Cost
Home Start Grant Funding for new parents	A child's future is determined before they are born. The Home Start programme is targeted to parents with young children under the age of 4 living in the most disadvantaged areas of the District and supports the Countywide priority of giving children the best start in life.	Funding provided for Home Start via the Service Support Grants.	£4000 over 3 years
Holiday Sports Camps	To provide opportunities for children from all backgrounds to participate in sport activity to build confidence, improve educational attainment (direct link between children who play sport and educational attainment), social and community cohesion. These events are supported by volunteers from the young leader programme via School Sports Partnership.	Sport camps Disability school athletic sport.	Self funded £335 pa
Mini Olympics for year 4 pupils	Promoting sport in schools. 44 schools across South Cambridgeshire attending with 1600 pupils introduced to a wide range of sports and involving 128 volunteers from the 8 secondary schools. Children who engage in sports early adopt healthy lifestyle habits which are more likely to continue into adulthood. There is a strong correlation between sporting activity and educational attainment	South Cambs Schools Sports partnership (Total event cost £4300)	£1000
Working with vulnerable families	Through our housing officers, identifying families who may be struggling and working across agencies to provide wrap around support.	Housing Support Officers and Complex Case Officer	£Officer time
Advice Services	To provide debt counselling and advice services such as CAB and Disability Cambridgeshire to families in need of additional support	Funding provided for voluntary sector organisations via the Service Support Grants.	£85,000/pa CAB £ 5,000/pa DC £ 3,000/pa DISH £ 4,110/pa Reach
Health Impact Assessments (HIA)	Using the Health Impact Assessment tool to work with developers and planners to ensure new settlements promote health and wellbeing through good quality housing, equitable access to local amenities, open green space and play areas.	Sustainable Communities Officers	£Officer time

Future Plans	Why we're doing it	Delivery model	Cost
Training for front line staff to recognise the early signs of alcohol and drug addiction	To provide early intervention, sign posting and support and prevent the escalation of symptoms and to improve the wellbeing of the individual, their immediate family, (often young children) and their neighbours.	Delivered by the Change Grow Live team.	£Officer time training
Encourage greater participation in volunteering and intergenerational work for young people	Utilising existing schemes such as time banks and linking with schools and groups to create more volunteering opportunities for young people.	Community development officers	£Officer time

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**Table 2: Healthy Behaviours and Lifestyles**

What we're doing now	Why we're doing it	Delivery model	Cost
Creating an Active Travel Toolkit	To guide planners, developers and officers in creating truly active environments in new communities to encourage residents to adopt more active healthier lifestyle behaviours as soon as they move in. Encouraging more people to travel by cycle or on foot will not only create safe more sustainable environments in which children can play, it will improve population-based activity levels, increase community cohesion and improve air quality. To be included in the next Local Plan and create an Active Travel SPD.	Planning, policy, S106	£Officer time
Creating healthy new communities through the planning system	Working closely with developers and planners to create new communities which design-in active lifestyle, promote physical activity, health and wellbeing via high quality housing, easy access to green space, amenities and healthcare, learning from what works well at Northstowe.	Planning, policy, S106	£Officer time
Active and Healthy 4 Life (Exercise on referral)	Exercise Referral scheme for adults with a medical condition. Delivered at sports centres across the district. Continue to work with PCNs to improve and increase referral rates across the District.	Local Sports Centres Sports co-ordinator contractor	£22,000
Let's Get Moving Activities for Adults	A County funded programme aimed at those most in need to encourage participation in physical activity. Participating in physical activity improves physical health, e.g. can help reduce obesity, reduce risk of developing diabetes, heart disease and other chronic illnesses and positively impacts mental wellbeing.	Funded by Public Health and hosted by SCDC promoted by Project Officer post.	Funded in full by CCC
Active New Communities	HNT programme/Sport England funded programme to support physical activities in new communities including Northstowe and Hauxton.	HNT and Sport England	Funded by NHS HNT & Sport England
Promoting greater activity in the workplace via national initiatives i.e. cycle to work day; lunch time walks, various activities in the recreation room; health and wellbeing learn at lunch sessions. Mental Health First Aiders, coffee morning initiative.	To improve employee morale, encourage more inter-departmental cohesion, create an enjoyable working environment, improve physical activity levels and support mental wellbeing for employees.	Officer support and Everyone Health (funded by CCC).	£Officer time
Mental health crisis support	A local 'Crisis Care Concordat implementation plan aimed to prevent mental health crisis in community settings and reduce the use of section 136 of the Mental Health Act signed by this Council.	CCC/SCDC	£Officer time
Early intervention and prevention to support debt and prevent homelessness	To help residents to maintain tenancies, reduce stress and maintain good mental health, to the benefit of the individual and their families.	CAB, Reach (Via service support grants), housing support	£Officer time
Investment in community-based art-therapy groups.	Offering residents suffering with poor mental health alternative therapies to managing mood	Part-funded by service support grants.	£2500/pa
Community Safety initiatives across the age groups	Domestic Abuse training for front line staff; communications on a range of issues such as Hate Crime, Scams, Domestic Abuse and Sexual Violence and Hoarding. The development of a range of toolkits to build community resilience in the face of vulnerability to crime	CSP	£Officer time

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Future Plans	Why we're doing it	Delivery model	Cost
State clear health and wellbeing objectives in the Local Plan	To make clear to those seeking to develop and build that only developments which address our criteria will meet planning approval.	Planning policy	£Officer time
Apply the 10 principles from the Healthy New Town Network and the best innovations from our work at Northstowe Healthy New Town and apply the learning to new planning applications.	To ensure every new site is a healthy new town to address inequalities between new sites and create consistency on what new residents can expect when moving into a new settlement.	Planning policy	£Officer time
The Health Impact Assessment SPD will be revised and updated.	To reflect new policy and evidence in which to work with developers and planners to create new developments which produce a net gain in health	Planning policy	£Officer time
Secure from major developers S106 funding for the phasing arrangements for early delivery of community spaces such as parks, greens spaces, orchards and allotments in new communities.	To ensure that new developments promote health and wellbeing from the outset giving opportunities for the early residents to have access to quality open green space, parks to promote mental and physical wellbeing.	Planning policy	£Officer time
Creation of a "Top Ten Tips to future proof your home" – sharing best practice for private homeowners wishing to extend or build new homes.	Sharing our learning, expertise and best practice in creating quality lifetime homes for residents wishing to build their own home and extend their existing home to promote good health and independent living for as long as possible.	Planning policy	£Officer time
Create a Sustainable Design and Construction SPD	To be part of the next Local Plan policies, a new supplementary planning document to capture our learning and understanding of what works well and turn into policy.	Planning, policy	£Officer time
Continue to invest in mental health first aiders in the workplace	To create a more supportive working environment, signposting employees to various voluntary sector support to prevent escalation of symptoms leading to crisis, improve productivity and reduce absenteeism.	Training provided by Everyone Health (free) and delivered by Officers	£Officer time
Working with PCNs within an integrated neighbourhood delivery model to wrap support around the individual.	To create more seamless access to services for our residents, prevent escalation of symptoms leading to crisis and support independent living and delayed transfer of care into hospital or social care. This will be a multi-agency approach working with health and social care partners and the voluntary sector.	Officers	£Officer time
To set up a Council partnership with an external agency that can deliver low carbon, energy efficiency and fuel poverty services to all residents.	Helping to meet the Council's Business Plan to be 'Green to our Core' and working towards a carbon neutral future.  Helping to tackle fuel poverty which has an adverse impact on health and wellbeing due to cold and damp homes.	Housing and Environmental Health	£Officer time
Agree an Air Quality Strategy and review the air quality monitoring network.	To ensure that we maintain or improve the good level of air quality our residents currently enjoy and review the ongoing monitoring network so that it takes full account of future air quality changes resulting from the high growth across the District.	Environmental Health	£Officer time
Set emissions standards for Private Hire and Taxi vehicles	Set emissions standards (Euro 5 and 6) for Private Hire and Taxi vehicles to reduce CO2 and NOX	Licencing, policy	£Officer time

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**Table 3: Mental Health**

<b>What we're doing now</b>	<b>Why we're doing it</b>	<b>Delivery model</b>	<b>Cost</b>
Mental Health Officer	Developing a business case using the reallocation of resources to enable the appointment of a mental health worker to work with families struggling with anxiety, depression, drug and alcohol addictions to improve the wellbeing of the individual, their immediate family, (often young children) and their neighbours.	Housing, Neighbourhood Services.	£30,000 (funded 80% from HRA and 20% EH)
New community development. Learning from the issues relating to mental health in the early development of Cambourne and applying this learning to all new developments	To ensure all new communities offer early residents the opportunities to meet and connect with each other; employing community development workers to bring people together and ensuring that early infrastructure is provided through S106 funding.	Officers	£Officer time
Early intervention and prevention via our housing officers to support debt and sustain housing for those in need.	To help prevent individuals and families from falling into debt/or helping them to manage debt and to help sustain tenancies.	Officers	£Officer time
Investment via service support grants to provide community-based art-therapy groups	Arts play an important role within mental health care supporting the positive mental health of individuals.	Grant Funding	£ 2,500 pa
Work with our economic development team to ensure secure jobs which match the skill base of the residents across the patch.	Having a secure job with regular income is the most single important influence on good mental health and wellbeing.	Officers	£Officer time
Providing temporary homes during the most severe weather for rough sleepers	To offer temporary respite to rough sleepers during the harshest of weather conditions	Housing	£

<b>Future Plans</b>	<b>Why we're doing it</b>	<b>Delivery model</b>	<b>Cost</b>
Creation of a Mental Health Officer post. Developing a business case using the reallocation of resources to enable the appointment of a mental health worker to work with families struggling with anxiety, depression, drug and alcohol addictions to improve the wellbeing of the individual, their immediate family, (often young children) and their neighbours.	Housing officers currently spending an inordinate amount of time on a small number of tenants who present with quite complex mental health needs, but which don't meet the thresholds for NHS intervention. Freeing up time for housing officers to work a broader caseload and prevent escalation of symptoms of resident leading to crisis and possible loss of tenancy	Housing, Neighbourhood Services.	£Included above
Training for all front-line staff in early identification of drug and alcohol addiction.	To identify residents and families at risk or early on and signpost to services to avoid escalation of symptoms	Change, Grow, Live external provider (free training).	£Officer time training
Continued investment in mental health first aiders within the workplace	To provide peer to peer support and an alternative outlet for colleagues who want to talk/need support to help prevent the escalation of symptoms of poor mental health.	External provider	£Public Health

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**Table 4: Ageing Well**

What we're doing now	Why we're doing it	Delivery model	Cost
Invest in the Mobile Warden Schemes to enable older people to continue to live independently in their own homes if they choose	To enable older people to continue to live independently in their own homes if they choose	Parish Councils, Age UK, Grant Funding	£27,000 pa
Invest in Care Network independent living schemes	To enable vulnerable people to continue to live independently in their own homes if they choose.	Grant Funding	£ 7,700 pa
Offer the Housing Options for Older People service across tenure for those wishing to consider alternatives. This is tenure neutral	To enable people to remain living and ageing well in age-appropriate housing, avoiding early hospital or care admission	Housing officers and promotion of service through social media and magazine	£Officer time
Create flexible homes to support independent ageing through the joint housing strategy.	To enable people to remain living and ageing well in age-appropriate housing, avoiding early hospital or care admission	Planning, housing	£Officer time
Planning and building the right number of homes to meet demand for older peoples housing needs using the HOPSR <sup>(3)</sup> and ECDA tools <sup>(4)</sup> and developed under the HNT programme	To provide the right supply of homes which give people greater choice by building attractive homes in places where people want to live eg good accessibility, close to amenities etc	Planning, housing	£Officer time
Investment in the Home Improvement Agency (HIA).	To enable residents to apply for adaption to homes to enable them to remain living independently for as long as possible avoiding earlier hospital or care admission	Housing.	£Officer time Funded entirely by the Better Care Fund
Investment in the Age UK Handyperson scheme	Tenure neutral scheme enabling residents to apply for minor work/jobs to keep their homes functioning, enabling them to live comfortably and longer in their own homes for as long as possible avoiding earlier hospital or care admission	Grant funding	£20,000 pa
Promote the Community Lifeline scheme to residents.	To offer remote support to vulnerable residents at risk of falling etc	Housing	£175,000 (generates a profit of £50,000)
Work with the Falls Prevention teams	To identify and refer those at risk to the falls teams at CPFT and promote strength and balance classes and community based activities	Housing officers	£Officer time
Invest in digital care within our new communities	Tech-enabled care together with services such as the Lifeline enable residents to be monitored to detect early signs of deterioration in health plus more immediate connectivity to carers, families and health professionals should something go wrong.	Housing, new communities	£Officer time
Promote the Parish toolkit to address isolation and loneliness in our rural communities.	To encourage more parishes and groups to engage in activities which create community and social cohesion to help prevent isolation and loneliness	Development Officers	£Officer time

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Provide support Parishes and Community Groups to develop local initiatives which benefit the wider community	Helping groups and parishes set up locally driven initiatives which support local people.	Care Network	£ 3,800 pa
Invest in community transport schemes such as the Royston and District Community Transport Scheme and Care Network Community car schemes. Continue to produce the transport directory.	Lack of community transport negatively effects the most vulnerable people in our society including the elderly, and those on low incomes. Continued investment will enable independence and social connection to those that would otherwise not have the means to travel beyond their village and access healthcare and other necessary amenities	Funding via the service support grants.	£7000 pa RDCT £3000 pa Voluntary Network
Support the publication of COPE, the newsletter aimed at keeping local older people connected and in touch with the outside world.	To keep older people connected. Many older house-bound people who do not have or want access to the internet rely on this form of newsletter as a source of information on what's going on locally.	COPE	£ 2,000 pa
Promote the Community Rail Partnership	To encourage modal shift to more active travel by promoting cycling and walking routes and public transport options to and from stations, and promoting rail use as a key part of sustainable and healthy journeys	Project officer	£Officer time
Specialist advice for voluntary sector	To provide specialist advice for the voluntary sector in terms of access to various sources of grant funding, training and general support	CCVS	£10,000 pa
Providing support to help families and individuals maintain their tenancies	To help vulnerable families maintain tenancies to help avoid homelessness	Cambridge Cyrenians Cambridge Re-Use Cambridge Womens Aid	£ 4,000 pa
Support the Military Veterans Covenant	To help support retired military service personnel who re-settle in the District on a range of issues such as benefits, housing and welfare.	Project Officer	£ Officer time

Future Plans	Why we're doing it	Delivery model	Cost
District wide cover of the Mobile Warden Scheme	To enable greater access for older/vulnerable people access to a supportive scheme which enables them to continue to live independently in their own homes, avoiding earlier admission into care or hospital.	Parish Councils / Age UK Grant funding	£200,000 pa estimate
Work with our Parishes to create recognised Dementia Friendly communities across the District	To enable those living with dementia and their families and carers to remain living safely in their local communities and to feel supported and understood. This will help avoid early admission into care or hospital.	Parishes, planning, housing	£Officer time
Provide safeguarding and dementia friendly training to frontline staff and licenced taxis	To ensure those living with dementia feel well supported. To enhance knowledge of taxi drivers to support people living with dementia and who may be lonely or living in isolation.	Cross council and licencing officers	£ Officer time
Develop a Council owned exemplar scheme of age-exclusive apartments at Northstowe.	To ensure that the Council is at the forefront of developing the next generation of affordable rented homes specifically targeted at older people, that promotes an active lifestyle and supporting residents to live safely and independently for as long as possible.	Council newbuild programme	£ TBC
Organise a Parish toolkit roadshow across the District to show case community-based solutions to tackle social isolation	To inspire local communities and provide practical advice and support, peer to peer, to Parishes and community groups interested in learning more about how to tackle social isolation.	Project officer	£ Officer time

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