



your council working for you

Clean, Green and Healthy Strategy

2014



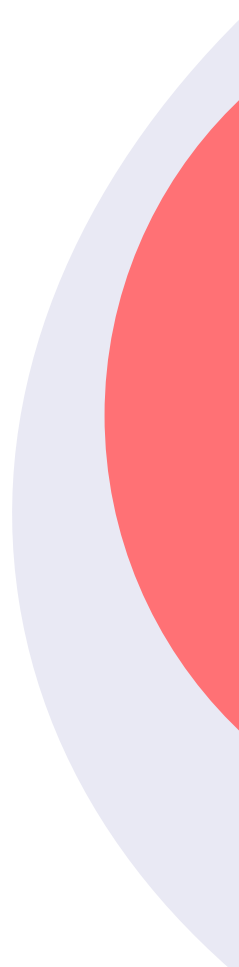
Introduction

Creating the environment to keep SK clean, green and healthy is a priority for us and we recognise the importance and value this has to our residents – refuse collection, street cleaning, recycling, green spaces – so we will continue to invest in them to make sure they are both high quality and low cost. We also know that there is a strong link between people's health and their environment, and that there are a wide range of factors that impact on health outcomes.

In April 2013, public health returned to local authorities requiring them to take steps to improve the health of their population. In Lincolnshire this is the responsibility of Lincolnshire County Council as an upper tier authority.

While South Kesteven District Council has no statutory requirement to provide health services, we retain our existing public health responsibilities and have an overall responsibility to improve the local area for our residents. We are well placed to make a positive impact, focusing on the needs of local communities as well as the concerns of individuals, and are a key stakeholder in improving the wider determinants of health.

We make a contribution to improving the wider public health through a wide range of services and community assets which are fundamental in enabling our residents to live healthy and fulfilling lives and creating a Clean, Green and Healthy environment. We do this by providing key services which support and protect our residents, for example; the provision of leisure and cultural facilities, antisocial behaviour enforcement, improving housing conditions, preventing homelessness, collecting waste, preventing pollution, promoting economic development and inspecting food businesses.



A snapshot of South Kesteven

There is a strong relationship between where people live and their wellbeing. Focusing on unhealthy individuals alone will not eradicate the health inequalities which exist. We recognise that by helping to create sustainable and healthy communities we can offer our residents a better quality of life. The Halifax Quality of Life Survey 2013, listed South Kesteven as 18th in the list of the top 50 places to live in the country.

Location

- › One of 7 districts within the county of Lincolnshire
- › Predominantly rural district covering 365 square miles
- › The district has good transport links with the A1 and mainline rail services to London and the North.
- › There are 4 market towns; Grantham, Stamford, Bourne and Market Deeping and over 80 villages.

Economy

- › The overall unemployment rate for working age people in South Kesteven is 5.7% (June 2013) National average is 8%.
- › The highest occupation groups are public administration, health and education, and hotels and restaurants
- › Over 8,000 business trading in the district
- › Business incubation centre in Market Deeping

Population

- › The current population is estimated to be 133,788
- › There are estimated to be 57,344 households
- › The population increased by 7.2% between 2001 and 2011.
- › 17% of our residents are disabled.
- › By 2021 the population is expected to rise to 151,000.
- › Upward trend in the number of older people who are 65+. This is expected to be around 28% of the population by 2030.
- › The average age stands at 44 years old

Health demographics

The 2013 Health Profile for South Kesteven reveals that the health of the people in South Kesteven is generally better than the England average and life expectancy overall is also higher than the England average.

In South Kesteven it is estimated that 17.3% of adults smoke, 59.9% are physically active and 24.3% are obese. These figures are better than the Lincolnshire average, and are not significantly different from the England average.

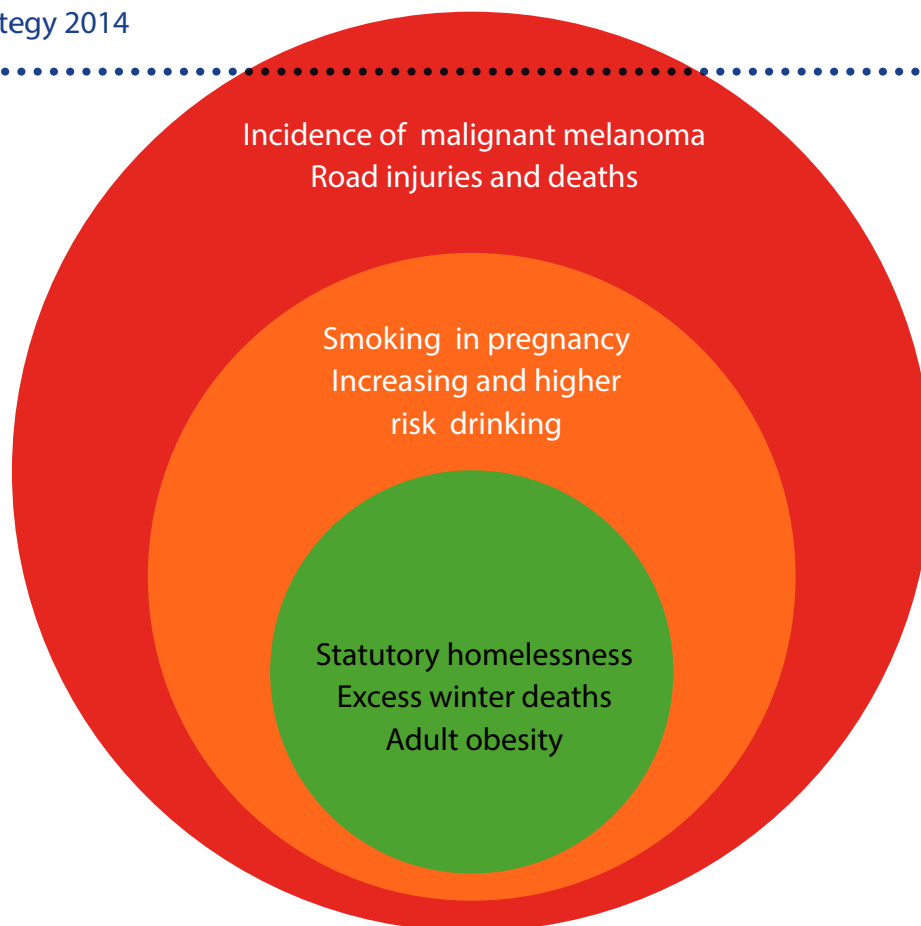
However, the health profile highlights some areas of concern where South Kesteven is significantly worse than the England average:

- Levels of **smoking in pregnancy** have continued to increase from 15.2% in 2010 to 18.4% in 2013, this is in line with the average level for the county.
- **Statutory homelessness** has increased year on year over the last 4 years. Levels in South Kesteven are the highest in Lincolnshire.
- Rates of **road injuries and deaths** have risen by 5% over the last 4 years
- **Excess winter deaths** have risen year on year over the last 4 years.

There are also other areas where South Kesteven is worse than, but not significantly different to the England average:

- **Adult obesity** has remained stable since 2010, with 24.3% of adults classed as obese, this is only just above the England average and is slightly better than the county average.
- **Increasing and higher risk drinking** has decreased since 2011 but remains static at 23.6% for the last 2 years.
- **Incidents of malignant melanoma** have increased slowly since 2010.

While some of these indicators are beyond our control (shown in red on the diagram on page 6), we recognise that by working in partnership we are able to positively influence others (shown in orange) and have a direct impact on several (shown in green).



Deprivation demographics

The district as a whole has low levels of deprivation, the Governments index of Multiple Deprivation ranks the area as 242nd out of 326 (where 1st is the most deprived). However there are pockets of deprivation in areas of the Earlesfield and Harrowby wards, which have high levels of social housing. Life expectancy is 8.6 years lower for men and 5 years lower for women in the most deprived areas compared to the least deprived. This may be related to the housing allocations policy which prioritises people who need accommodation for medical, mental health or welfare reasons.

The determinants of health and health inequalities

An individual's health is determined by a wide variety of factors, some of which they are able to personally control or improve. The social determinants of health are the circumstances in which people are born, grow up, live, work and age. These circumstances are shaped by wider socio-economic forces which influence their opportunities and quality of life.

We recognise that the place you live in is important and that health inequalities occur in some areas not only because of the characteristics, lifestyles and circumstances of those living there, but also because of the characteristics of the neighbourhood. The impact which neighbourhoods have upon life chances and quality of life are wide reaching, by working with partners we can help provide services and opportunities that can have a positive impact on the quality of life and life chances of our residents.

SK services

- › Leisure facilities
- › Parks
- › Good quality housing
- › Preventing environmental hazards
- › Infectious disease control
- › Planning policy
- › Economic development

Other services

- › Education
- › Transport networks
- › Access to health services
- › Employment opportunities
- › Policing

Links to National and Local Strategies

The Marmot Strategic Review of Health and Inequalities in England identified a significant relationship between life expectancy and deprivation, it provided a focus on how well we live, not just how long. The Government supported the findings and the Department of Health stated an aim to “improve and protect the nation’s health, and to improve the health of the poorest fastest”.

To improve health and realise health outcomes Lincolnshire County Council need to produce actions which tackle the social and economic determinants of ill health and bring about lifestyle changes and behaviour. To achieve this, a greater focus on prevention and support to enable people to make healthy choices is needed (Kings Fund, Transforming the delivery of health and social care). This is an area where we can work in partnership to make a positive impact and influence outcomes for our residents. Funding is moving out of the NHS to upper tier councils. The “Better Care Fund” provides upper tier Councils with resources to be spent locally on health and care to drive closer integration and improve outcomes for residents.

The Joint Health and Wellbeing Strategy for Lincolnshire 2013-2018 provides an assessment of the overall health and wellbeing needs for Lincolnshire and identifies five key themes and outcomes:

- › **Promoting healthier lifestyles:** People are supported to lead healthier lives.
- › **Improve the health and wellbeing of older people:** Older people are able to live life to the full and feel part of their community.
- › **Delivering high quality systematic care for major causes of ill health and disability:** People are prevented from developing long term health conditions, have them identified early if they do develop them and are supported effectively to manage them.
- › **Improve health and social outcomes for children and reduce inequalities:** Ensure all children get the best possible start in life and achieve their potential.
- › **Tacking the social determinants of health:** Peoples health and well-being is improved through addressing wider determining factors of health that affect the whole community.

It is logical that this strategy should seek to better align and target resources in line with the county wide health and wellbeing priorities to achieve better outcomes, and focus on achieving improvements in key Public Health Indicators.

Challenges and Opportunities

Reductions in government core funding for services mean that we need to explore all alternative funding opportunities and work in partnership to ensure that we maximise the opportunities to deliver across this cross cutting agenda.

The evidence suggests that some of the health issues which our residents face affect them across their lifetime. For example, 18.4% of year 6 (age 10-11) children are classed as obese, by the time they reach adulthood, this increases to 24.3% of our residents. This indicates that action is needed across the age spectrum.

South Kesteven also has an increasing population; by 2021 the population is expected to rise above 140,000. There is also an upward trend in the number of older people who are 65+. This brings a different set of needs, but may also create wider economic and social opportunities if people can stay healthy for longer.

Our Corporate Priorities

We have a clear vision of where we want to be by 2021. To help us achieve this we engaged with our key partners (i.e. Public Health) and we have talked to our residents who have told us what they want us to focus on. This means that our priorities concentrate on the things that matter most to local people.

It is our vision to create an environment where vibrant communities want to live, work, visit and invest. Our priorities will help us to achieve this, they are:



These priority areas are interlinked and underpin each other. For example, stable employment, good housing standards and a safe environment are prerequisites for good health, while health improvements can be gained through leisure and cultural provision and sports development. Finally, the quality of the environment around us has a major impact on our ability to maintain a good standard of health.

Our priority to “Create the environment to keep SK clean, green and healthy” commits us to;

- › Provide and develop our parks and open spaces
- › Maintain a clean and attractive street scene
- › Sustain high levels of recycling
- › Reduce our carbon footprint whenever and wherever we can
- › Encourage active and healthy lifestyles

For the priority to be achieved it is important that there are key themes underpinning the strategy. A set of four key themes and actions have been identified, these will shape the delivery of the Clean, Green and Healthy Strategy for South Kesteven.

Each theme compliments the outcomes in the Lincolnshire Health and Wellbeing Strategy and where possible link to the areas of concern where we can provide support. The diagrams from page 10 demonstrate the current position for each theme, the service activities needed to produce benefits and high level outcomes for each theme. The measures will form part of a future action plan to deliver against the Keep SK clean, Green and healthy priority.

Active Healthy Lifestyles

- › Promote physical activity
- › Encourage healthy eating
- › Reduce the trend in alcohol and smoking

Clean and Safe Neighbourhoods

- › Reduce antisocial behaviour
- › Reduce environmental crime
- › Increase the attractiveness of places to live, work and visit
- › Improve the air quality in Grantham town centre

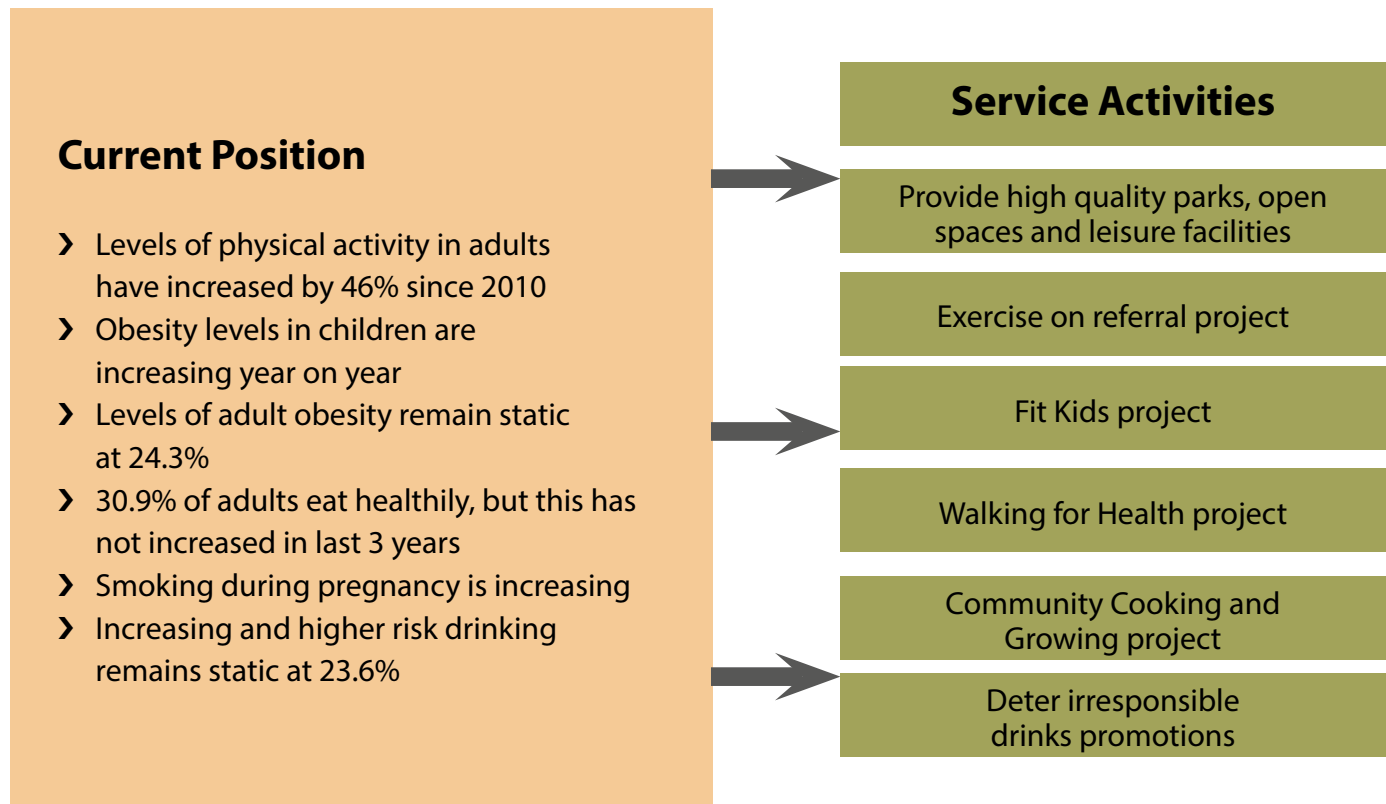
Healthy Homes

- › Reduce the impact of fuel poverty
- › Reduce homelessness
- › Improve private sector housing

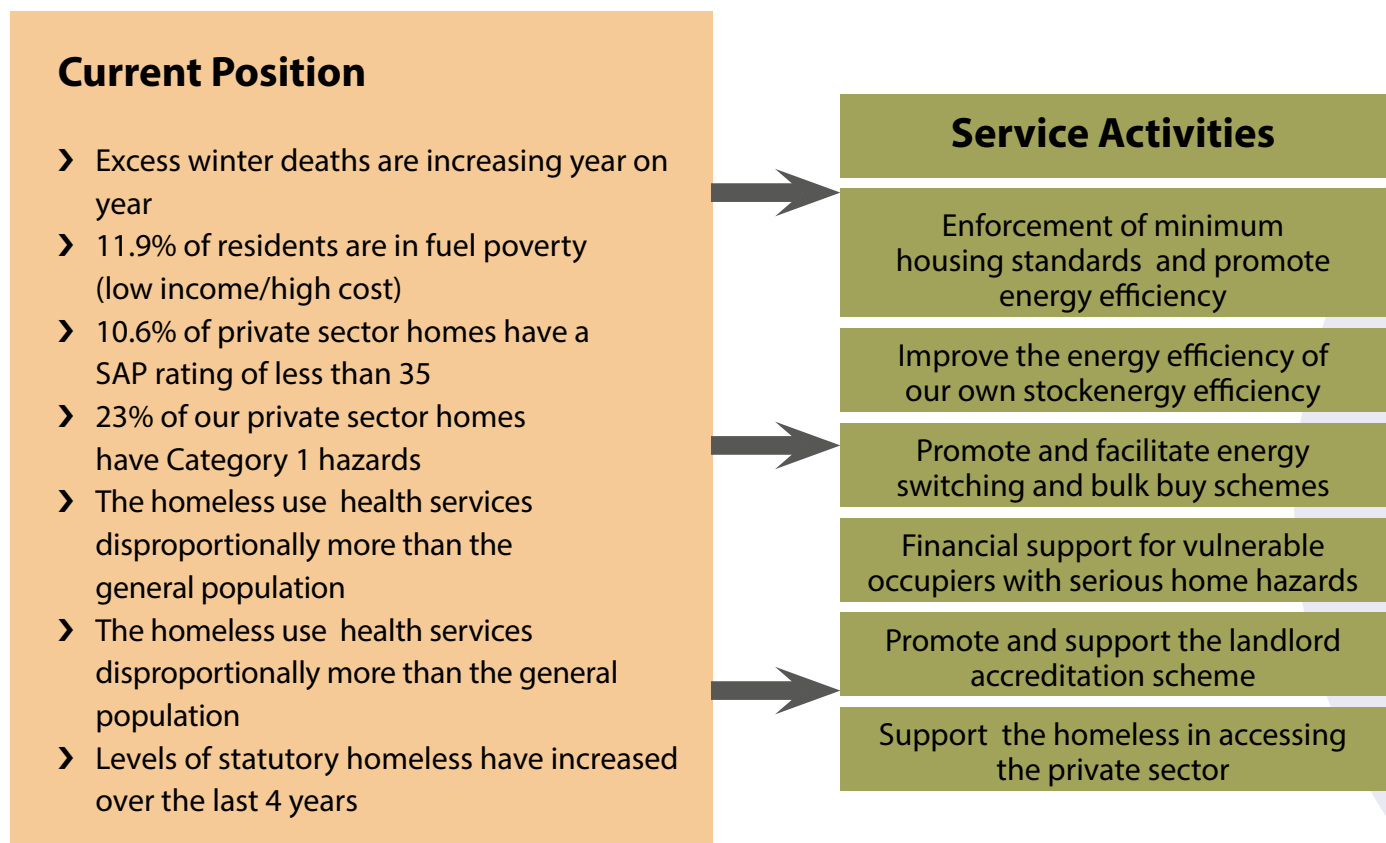
Protecting the Environment for the Future

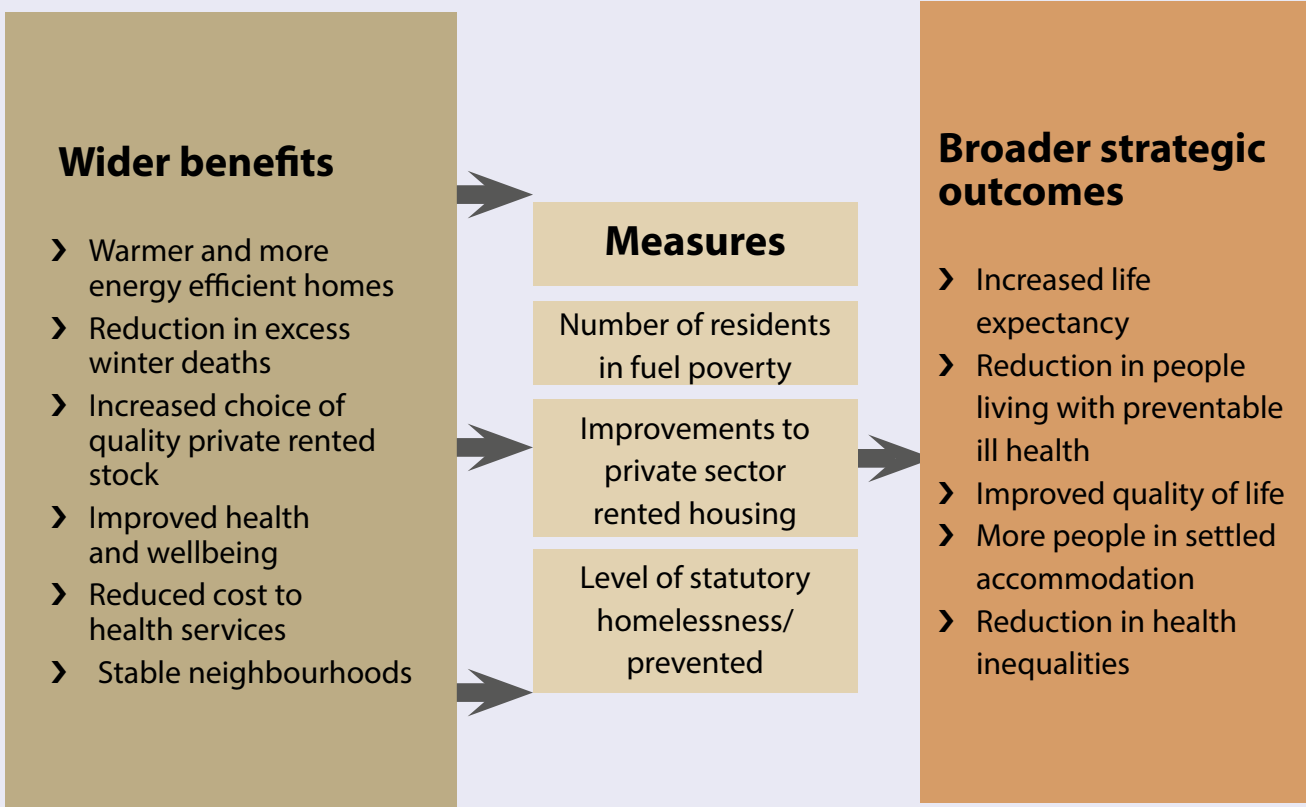
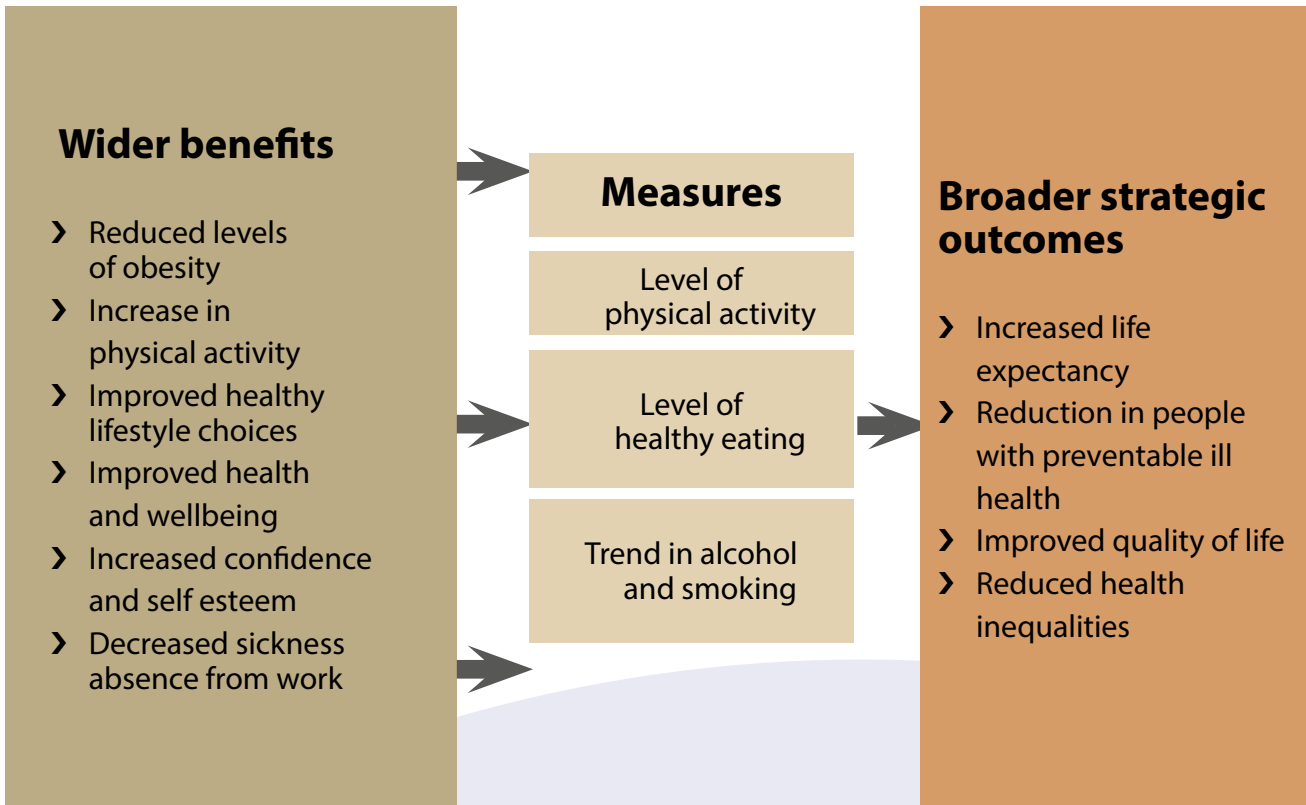
- › Maintain high levels of recycling
- › Reduce our carbon footprint
- › Provide high quality parks and open spaces

Theme 1: Active Healthy Lifestyles

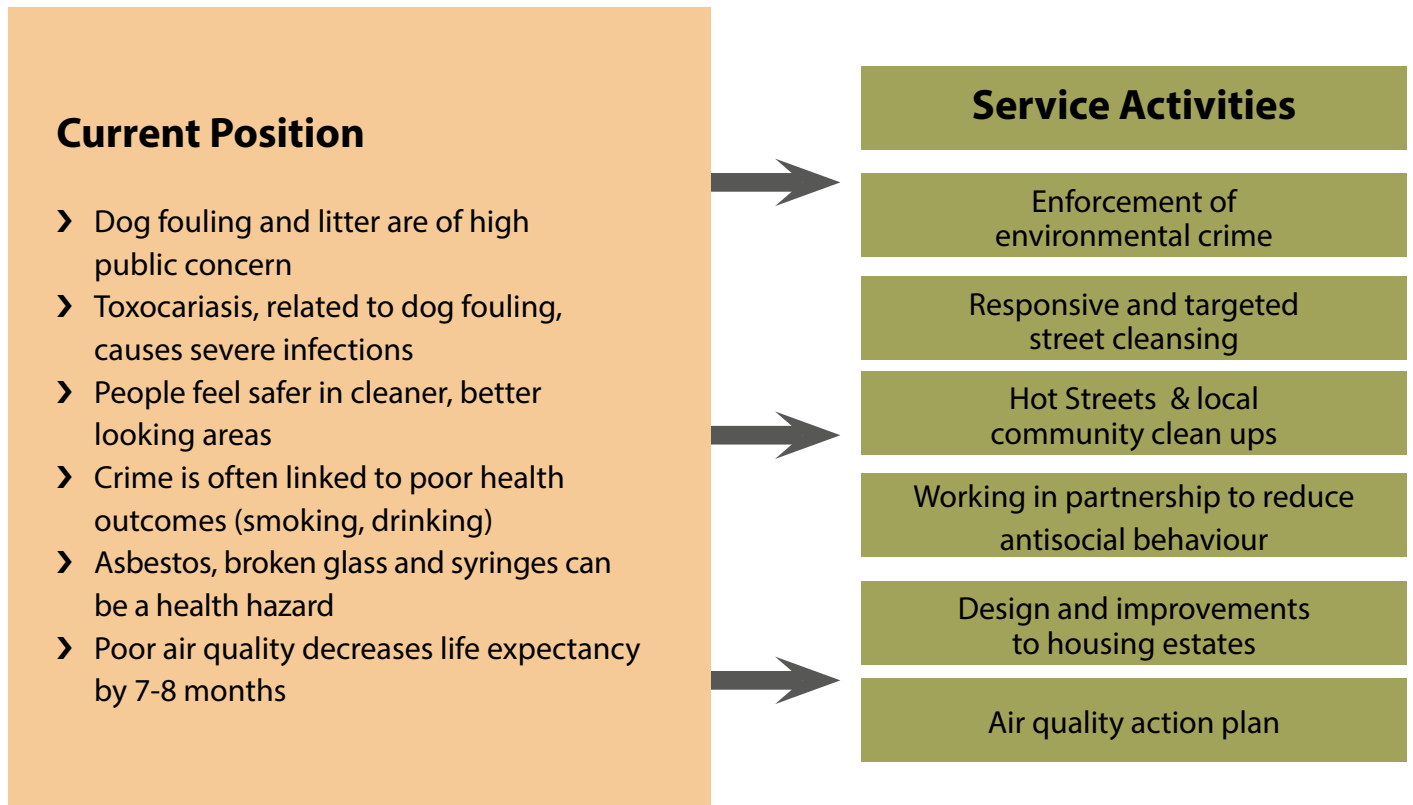


Theme 2: Healthy Homes





Theme3: : Clean and Safe Neighbourhoods



Theme4: : Protecting the Environment for the Future

