

**Worcester City Health and Wellbeing Activity Plan**  
**2017-2019**

Logos: Worcester City Council, Worcestershire County Council

## Foreword

It gives me great pleasure to introduce Worcester City Council's Health Improvement Plan for 2017-19. This plan is a combined commitment from a wide range of people and organisations to take steps to improve the health and well-being of local residents.

District Councils do not have a statutory responsibility for health services. However, we are responsible for (amongst other things) approving new housing developments, deciding when shops and pubs can sell alcohol, looking after parks and green spaces, measuring air pollution levels and providing swimming and sports facilities. These decisions all have a significant impact on the quality of people's lives. We want to have a **positive** impact on health and well-being, to make it easier for people to make healthy choices and to enjoy being active and well in Worcester.

The new cross party Worcester City Plan 2016-21 has 'a healthy active city' as a key aspiration for the first time. This Health Improvement Plan provides more detail of the actions that will help deliver this. It is a collaborative effort from Worcester City Council officers, Public Health staff, partners across the city, the voluntary sector and local enthusiasts.

I want to thank everyone for their contributions to this plan and for their commitment to making a difference. Together, we **can** build a healthy active city where everyone has the opportunity to be as fit and healthy as they can be.

*Lynn*

Lynn Denham

Cabinet Member Sustainable Communities

Councillor Cathedral Ward

Worcester City Council

Cllr Lynn Denham

I am delighted to support this plan. Our County Health and Well-being Strategy sets a strategic vision of residents being healthier, living longer, and having a better quality of life. The City Council has a key part in making this a reality, and this plan sets out what will happen in Worcester City. I am particularly pleased to see how many different colleagues across the system are planning to work together to achieve a healthier Worcester, and how much progress has been made in recent years. Although people here are generally in good health, we must be able to target efforts where there are pockets of ill-health, and take a broad approach to tackling unhealthy lifestyles which are rapidly becoming the norm. This plan takes a comprehensive approach to improving health and I am sure that it will have impact.

Dr Frances Howie

Director of Public Health  
Worcestershire County Council

(pictures and signature)

## **Executive summary**

Worcester is a University and Cathedral City at the heart of the County of Worcestershire. It has about 100,400 residents and overall their health is good, either better than or similar to the English average. For example, rates of teenage pregnancy and numbers of pregnant women who smoke are below the national average. Life expectancy (79 years for men and 83 years for women) is as good as the national average.

However, health inequalities exist in Worcester City and the difference in some health outcomes between the most and least deprived sections of the city may be widening. For example, life expectancy is 11 years less for men in the most deprived parts of the city than it is in the least deprived areas, and the gap for women is 6 years. There are well known links between social deprivation and poor health, and the health of children living in poverty needs to have a focus. Although the rates of poverty are not high in comparison to other places, there are 3,200 children in the City who live in low income households. The percentage of low birth weight births and children achieving a good level of development by age 5 is worse in the city compared to the national average. These are known to be linked to social deprivation and underlines the need to focus on the 3,200 children who are living in low income households.

As elsewhere, illness associated with unhealthy lifestyles is significant. Being physically inactive, smoking, drinking too much, and eating too much food which is high in salt, fat and sugar is as common in Worcester as it is elsewhere in the county. Indeed, some of these behaviours are more prevalent in Worcester City than they are elsewhere. Unless these issues are tackled, the burden of avoidable disease will continue to rise, and services will become increasingly pressured.

The city of Worcester is served by both Worcestershire County Council and Worcester City Council. Both Councils are committed to improving the health of local residents, and have strategies and plans to achieve this. The County Council sets a broad strategic framework through its Five Year Health and Well-being Strategy and the City Council has produced a Five Year Strategic Plan setting the direction for Worcester to develop as a healthy and active city.

The Worcestershire Health and Wellbeing Board has recently adopted a five year Joint Health and Wellbeing Strategy which outlines 3 main health priorities for the county. These three overarching priorities are to:

- improve mental health and wellbeing,
- increase physical activity,
- reduce harm from drinking too much alcohol.

These priorities were chosen on the basis of published data about local health, and following public consultation. Meeting the targets within this plan would mean there would be a significant and lasting improvement to health in the City. The Health and Well-being Strategy also has a strong focus on prevention and action in these three areas can prevent ill-health from developing, as well as preventing pre existing health needs from getting worse.

Mental health is inextricably linked with physical health. Although evidence from the National Wellbeing Survey suggests that a greater proportion of people in Worcester are generally satisfied with life, there are some areas that Worcester can improve on. The prevalence of common mental disorders such as depression and anxiety is increasing in Worcester City and many cases go undiagnosed. Many people do not seek treatment; either due to difficulty in recognising anxiety disorder or due to the stigma attached to mental illness. Campaign work to prevent mental ill health and build resilience is key, and some campaigns focussing on the '5 ways to well-being' and tackling stigma are proven to have impact.

Increasing physical activity will prevent a significant amount of disease. However, the estimated percentage of physically active adults in Worcester City has fallen since 2014 and we now have the lowest proportion of 35 to 54 year olds participating in sport or activity in the County. The number of physically inactive adults in Worcester City has increased. It is estimated that 70 deaths in Worcester City could be prevented per year if people undertake the UK Chief Medical Officers recommended levels of physical activity. Effective utilisation of the wide range of facilities in the city, outdoor spaces and green spaces for exercise and health would improve the health of Worcester residents.

Drinking too much alcohol is a contributing factor to hospital admissions and early deaths from a range of conditions. Although the rate of hospital admission for alcohol related conditions in Worcester has decreased in 2014/2015 compared to 2008/2009 levels, it is still higher than for the other districts across the county. These rates can be reduced by evidence based, prevention activities at a local and city wide level.

Worcester City Council has adopted a cross party, strategic plan for the next five years 'Building a successful future on 2,000 years of history(2016-2021) '. The City Plan has five interconnected themes, one of which is to become a “healthy and active” city. In order to enable residents in the city to be healthier, additional local priorities have been identified by the City Council.

Planning a healthy City also requires us to consider emerging themes, where problems may develop, or where we need a greater understanding. There are three of these, drawn from city wide data:

- Outcomes and access to services for the Black And Minority Ethnic (BAME) population. Worcester has seen a near doubling in the proportion of the BAME population from 2001 to 2011, we know that a higher than average proportion of BAME population in Worcestershire has a long-term limiting condition. This issue requires further in-depth exploration;
- Statutory homelessness in Worcester city remains an area of concern and one where trends have not significantly improved in recent years. The links between good housing and health are well known and we need to carry out more work to understand how best to make a difference;
- Air pollution. This is a clear and avoidable cause of disease, death and disability, and there are two air quality management areas in the City. It will be important to ensure that these are given priority, thereby benefitting the health of local residents.

The visions set out by the joint Health and Wellbeing Strategy and Worcester City Plan can only be achieved by bringing together organisations from the public, private, voluntary and community sectors and enabling them to work in partnership. The Health and Wellbeing Partnership in Worcester City provides the forum for organisations working together to improve the health and wellbeing needs of the people of Worcester City.

Although the County Strategy is a five year one, the Worcester City Action Plan will be a two year plan (2017-2019) which will be refreshed in 2019. The Partnership is responsible for the plan, and all members of the Partnership will contribute to its effective delivery and oversight.

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## **Introduction**

Health and well-being is influenced by a range of factors over the course of people's lives. These factors are related to people's surroundings and communities as well as their own behaviours. Collectively they have a much greater impact on health and well-being than health and social care services. To improve health and wellbeing, these factors need to be positively influenced.

Consequently, all partner organisations servicing the health and wellbeing needs of the people of Worcester need to work together and drive joined up action in order to bring about positive change and thereby an improvement in the health of the people of Worcester .

The Worcester City Health Improvement plan shows the collective response of all partner agencies to the identified priorities of the Joint Health and Wellbeing Strategy (2016-2021) and details how local services are working to deliver on these priorities whilst continually monitoring and responding to local needs and demands.

## **Worcestershire Joint Health and Wellbeing Strategy**

Worcestershire 's Joint Health and Wellbeing strategy is a statement of the health and wellbeing board's vision and priorities for 2016-2021 based on the Joint Strategic Needs Assessment and public consultation.

The vision of the Board is that:

Worcestershire residents are healthier, live longer and have a better quality of life  
Especially those communities and groups with the poorest identified health outcomes.

The six key principles that underpin this strategy include

- working in partnership
- empowering individuals and families
- taking local action
- using evidence in decision-making
- involving people and
- being open and accountable.



The board will ensure that actions to implement this strategy align with our five approaches to prevention:

- Creating a health promoting environment by developing and enforcing healthy public policy and taking health impact into account systematically in decision-making.
- Encouraging and enabling people to take responsibility for themselves, their families, and their communities by promoting resilience, peer support and the development of community assets.
- Providing clear information and advice across the age range, so that people make choices that favour good health and independence.
- Commissioning prevention services for all ages based on evidence of effectiveness and within the funding available.
- Gate-keeping services in a professional, systematic and evidenced way, so that services are targeted to the people who would benefit most, regardless of their personal characteristic or circumstances.

The Worcestershire Health and Well-being Board have identified three key health and well-being priorities for 2016-21.

**Mental health and well-being throughout life** - The focus will be on building resilience to improve mental well-being, and dementia. There will be four focus groups;

- Under fives and their parents,
- Young people,
- Older people and
- Populations with poorer health outcomes.

*Key documents that support this priority:*

- Worcestershire Mental Health & Suicide Prevention Plan 2016-21
- South Worcestershire Clinical Commissioning Strategy 2013-18
- Worcestershire Children and Young People's Plan 2014-17

**Being active at every age** - The focus will be on increasing everyday physical activity. There will be three focus groups;

- Under fives and their parents,
- Older people and
- Populations with poorer health outcomes.

*Key documents that support this priority:*

- Worcestershire Physical Activity Plan 2016-2021
- Sport Partnership Herefordshire & Worcestershire Business Plan 2016

**Reducing harm from drinking too much alcohol** – The focus will be on reducing consumption of alcohol and risky behaviour.

There will be three focus groups;

- Middle aged,
- Older people and
- Populations with poorer health outcomes.

*Key documents that support this priority:*

- Worcestershire Alcohol Plan 2016-2021
- South Worcestershire Community Safety Partnership Strategic Assessment 2016-17

In addition to the county priorities it is recognised that there are local areas of need, which are highlighted in the Worcester City Health Profile (Annex 1). The health and wellbeing partnership will continuously monitor and respond to these identified needs

### **Worcester City Council-**

Worcester City's strategic plan for the next five years is detailed in a cross party "**City Plan: Building a successful future on 2,000 years of history**". This plan is the councils shared vision for a future Worcester not just about its activities but about how the council hope residents and stakeholders can pull together to create a successful, vibrant and sustainable Worcester.

There are five overlapping and interconnected themes that include

1. Stronger and connected communities
2. A prosperous city
3. A healthy and active city

4. A heritage city for the 21<sup>st</sup> century
5. Strengthening and sustaining our assets

### The **strategic vision for Worcester City as a healthy and active city** is

We want our city's residents to have a good start in life, enjoying healthy and fulfilling lives, through to a dignified end. We want people to have the opportunity to be as fit and healthy as they can be by using all of Worcester's assets, from the excellent new swimming pool at Perdiswell to our green spaces, to improve their wellbeing. Worcester will become an inspirational sporting city, hosting regular national and international competitions and boosting grassroots participation for people of all abilities.

### For **residents this would mean**

People, families and communities will be able to make the best choices they can in relation to their own health. Health services being provided at home or as close to home as possible. Technology is utilised to maintain independent living for as long as possible and people are actively engaged within their neighbourhood. Worcester's many successful sports clubs will provide inspiration to people to use state of the art fitness and leisure facilities to be active and healthy.

Worcester City council provides strategic leadership to the Health and Wellbeing Partnership and has overview of this action plan.

### **Looking Back –the Healthy Worcester Action Plan 2013-2016**

The Healthy Worcester Partnership has met regularly during the last year and has supported delivery against the Action plan. Key achievements have included

### **Older people and management of long-term conditions**

#### Worcester community transport

11,199 single journeys were undertaken – of these, 10,080 journeys for people physically unable to use the bus and 1748 journeys for people able to use the bus but no appropriate bus available

Extend sessions (strength and balance classes) in community centres

96 Extend sessions have been delivered in Ronkswood , Tolly and Dines green community centres.

Home to hospital

402 clients have been supported by the home to hospital scheme

Foot care for older people

222 foot care clinics were organised providing foot care to 1162 people.

**Mental health and wellbeing**

Volunteering projects

A large number of volunteers have been recruited, trained and supported by partner organisations on a range of projects including health, social activities and projects working with children and young people.

Counselling services

85 people benefitted from free counselling sessions offered by Early Help services

Crush and charm programmes

26 Young people have undertaken the CRUSH programme in partnership with Women's Aid. 10 young boys aged 13-14 years have undertaken CHARM training in respectful masculinity.

Strengthening healthier communities –time to talk project

Times to talk services were successfully delivered from 2 GP practices in the areas of deprivation in Worcester city.

### Worcestershire Works Well (Employee health accreditation scheme)

In Worcester City, currently there are 23 businesses working towards achieving WWW. To date, this includes: 15 businesses that have achieved level One accreditation  
6 businesses that have achieved level Two accreditation  
1 business has achieved level Three accreditation

### **Obesity**

#### Cooking courses by HOW college Worcester

6 course run

A total of 35 people benefitted

3 Eating well on a budget courses were run in Worcester city with 36 frontline staff participating.

#### Breastfeeding support

A total of 52% of parents accessing children centre services have received breastfeeding support –this equates to 730 parents in 2015.

### **Alcohol**

#### Swanswell:

There are specialised alcohol recovery clinics in Worcester run by experienced medics and supported by substance misuse workers. Swanswell carry out targeted work with individuals with a completion rate of 5.7% in 2016 across the county.

#### Bromyard Road project

2 residents receiving support for alcohol addiction and residing at the property on Bromyard road have taken up volunteering opportunities and actually secured employment and moved on to their own tenancy.

### Health Chats

4 health chats sessions in the previous year with 59 people trained

## **Worcester City health profile**

### **Worcester City demographics**

Worcester City contains one of the largest urban areas in Worcestershire, so has very different health and social parameters to the rural parts of the county.

- The population totalled 100,400 people at the 2014 census and 17% of the county's population live in Worcester
- In general Worcester has a younger population than Worcestershire as a whole, but it should be noted that Worcestershire has an older age profile than is seen across the whole of England. 60% of the Worcester population is under the age of 45, compared to 52.2% of the total population in Worcestershire, however it is more comparable with that of the England average of 57.5%. In contrast, the 65+ age group accounts for 15.6% of the total population in Worcester, compared to 20.5% of the population in Worcestershire, and 17.3% in England.
- There is a correspondingly higher proportion of younger people living in the district, particularly in the 0-24 age group, due to the student population. They represent 32% of the total population in the city, compared with a 28% county average.
- Worcester has the lowest average life expectancy of all of the Worcestershire districts for males and second lowest for females, however, neither is significantly lower than the England average.
- Of the six districts of Worcestershire, Worcester has the third largest percentage of its population in the most deprived lowest indexed quintile at 17.1%.

## **Wider determinants of health**

- Employment in Worcester is at 77.8%, above both the regional and national averages based on the ONS 2013 mid-year estimates
- Worcester City has a higher proportion of housing which is privately rented compared to other districts in the county, at just over 15%. This might be expected with the greater proportion of flats in this area, closely correlated with the age profile of the student population (Housing quality and availability is considered to still be a key wider determinant of health according to the World Health Organisation 2011).
- The rate of pupils achieving 5 or more GCSEs in Worcester is currently below the Worcestershire and National average; however it is not significantly different to the regional average.
- In socioeconomic terms, there is a high proportion of 'hard pressed' households in Worcester City, higher than the Worcestershire average. In Worcester 20% of households are identified as 'hard pressed' compared to the county figure of 16%.

Worcester City does have a lower proportion of residents reporting long term limiting illness compared to the rest of the County.

## **The Health of Worcester at a Glance**

### **2016 PHOF Worcester Health Profile**

The Association of Public Health Observatories (APHO) produces annual health profiles for every local authority area. These profiles help to provide a snapshot of the overall health of the local population and highlight potential problems through comparison with other areas and with the national average. In 2016, the Worcester Health Profile identified the following:

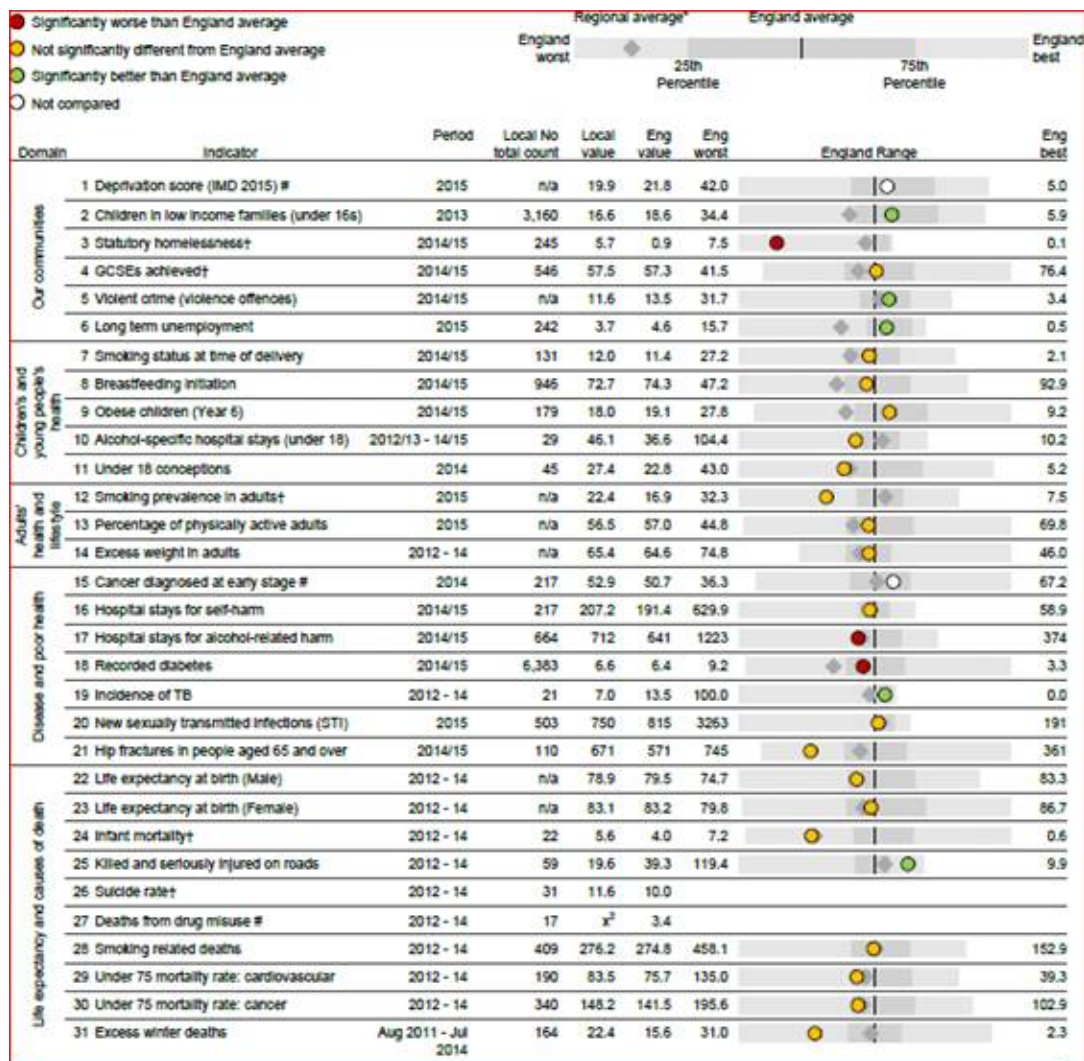
- The health of people in Worcester is generally similar to the England average.
- About 17% (3,200) of children live in low income families.
- Life expectancy is 10.8 years lower for men in the most deprived areas of Worcester than in the least deprived areas.
- In Year 6, 18.0% (179) of children are classified as obese.
- The rate of alcohol-specific hospital stays among those under 18 was 46.1 per 100,000 population. This represents 10 stays per year.

- The rate of alcohol-related harm hospital stays is 712 per 100,00 population , worse than the average for England. This represents 664 stays per year.
- The rate of self-harm hospital stays is 207.2 per 100,000 populations. This represents 217 stays per year.
- The rate of smoking related deaths is 276 per 100,000 populations. This represents 136 deaths per year.
- Rates of people killed and seriously injured on roads are better than the national average
- The rates of TB are lower than the national average
- The rate of statutory homelessness is worse than average.
- Rates of violent crime and long term unemployment are better than average.

A 'spine chart' health summary showing the difference in health between the area and the average for England for 32 indicators can be seen in the table below.

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; and a green circle shows that the area is significantly better than England, however this may still indicate an important public health problem; yellow circles show that the area is not significantly different from the national average.





Worcester spine chart for key health indicators 2016 Source: Association of Public Health Observatories Health Profiles 2016 <http://www.apho.org.uk>.

Health profile 2016 for Worcester City highlighted 3 main areas that the city was worse than the national average

- Hospital stays for alcohol related harm
- Recorded diabetes
- Statutory homelessness

### **APHO – Changes over time**

In general the number of issues highlighted in the APHO for Worcester over the last 8 years has seen a decrease ; levels of violent crime and teenage pregnancy (under 18) which were flagged as being significantly worse than the England average since 2006/07 till 2013/2014 has improved and is now similar to English average .

Alcohol specific hospital stays for under 18 year olds was added as a new indicator in 2012 and was showing as significantly worse than the England average in both 2012 and 2013, however, by 2014 Worcester was not performing significantly worse than the England average for this indicator.

Hospital stays for self-harm was a new indicator in 2011 and Worcester has performed worse than the England average in this indicator since its introduction in the profile. However in 2015/2016, the rates have now become similar to the English average although it is too soon to say whether this will be a sustained improvement..

## Action Plan

	Project title/Objectives	Actions	Performance targets/milestones	Lead officer/organisation
	<b>Priority 1: Mental health and wellbeing throughout life</b>			
1	<b>Five ways to wellbeing</b> Enable Worcester City residents to improve their health and wellbeing promoting the “five ways to wellbeing.”	Plan and deliver a mental health campaign locally.	Deliver a social media campaign to attract 100 followers. Campaign information distributed to all partners.	Remya Rajendren Worcestershire County Council
		Deliver health chats training.	Deliver 2 sessions –train at least 30 people.	
		Host an annual “Wise and Well event for people over the age of 50 years	Provide information on services to 100 people over the age of 50 years.	
		To promote and encourage volunteer activity through monthly gardening groups in public open spaces.	To enable five groups per month across the City with an average attendance of 60 people per month. To promote gardening groups in City Life to encourage wider participation.	Warwick Neale Worcester City Council
		To promote the benefits of having an allotment, both for healthy eating and exercise.	To increase the percentage of allotments rented from 92% to 95%.	
		Provide opportunities for local communities to take the lead in Community garden projects, aimed at developing relationships with others	Run a programme during the spring and summer for engagement in community gardens	Gemma Boulton Fortis Living

		within the community and improving physical and mental wellbeing		
		Provide a range of volunteering opportunities for adults and teenagers, aimed at developing relationships with others within the community and improving physical and mental wellbeing	Ensure that at least 300 tenants are involved in volunteering activities	
<b>2</b>	<b>Dementia Awareness sessions</b> Promote awareness of dementia among Worcester city residents.	Deliver dementia friends session In the community.	Provide at least 4 dementia friends sessions.	Sam Wood Alzheimer's Society
<b>3</b>	<b>Worcester City dementia Action Alliance</b> Make the city more inclusive for residents living with dementia	Bring together partners to form the Worcester city Dementia action alliance.	Launch the alliance  Deliver on an action plan agreed by the partners.	Remya Rajendren Worcestershire County Council
<b>4</b>	Support mental health and emotional wellbeing for residents through the promotion of increased physical activity, improved diet and awareness of mental ill health	Deliver a programme of activity classes  Run lifestyle groups in local areas  Increase awareness of health and wellbeing issues through promotional campaigns  Work with external agencies to identify key local health objectives and how projects	Provide opportunities for 100 participants .	

		can be delivered to improve the overall health and wellbeing of local people		
	<b>Project title/objectives</b>	<b>Actions</b>	<b>Performance targets /milestones</b>	<b>Lead officer/organisation</b>
<b>5</b>	<b>Reconnections</b> Improve mental health and wellbeing of socially isolated over 50s	Provide personalised support to people over 50 to reduce their feelings of loneliness and enhance their wellbeing.	Provide the service to 1200 individuals every year	Sophie Pryce Age UK Herefordshire & Worcestershire
<b>6</b>	<b>Digital inclusion</b> Enable Worcester City residents to become digitally included.	Enable GP surgeries and pharmacies to support people to access online services.	4 GP surgeries 3 Pharmacies	Remya Rajendren Worcestershire County Council
		Support residents to access online services in a social setting.	150 service users	Tim Marsh Fortis Living
		Provide skills and knowledge in a social setting to support older people to safely access the internet and use digital technology	Accommodate 1116 clients every year	Liz Staveley Age UK Herefordshire & Worcestershire
<b>7</b>	<b>Parenting groups and parenting courses</b> Provide parenting support to families	Deliver parenting courses  1:1 family support to parents, children and young people	300 parents  350 individual packages	Vanessa Cole Parenting and family support-South Worcestershire - Action For Children
<b>8</b>	<b>Home from Hospital</b> Enable older people to live independently	Provide tailored services and support for up to 6 weeks to support older people returning home from hospital	<ul style="list-style-type: none"> <li>Provide the service to 1000 individuals pa</li> </ul>	Annette Cummings Age UK Herefordshire & Worcestershire

9	<b>Aids &amp; Adaptations</b> Enable older people to live independently	Provide minor aids and adaptations such as grab rails to support people to remain independent in their own homes	<ul style="list-style-type: none"> <li>Complete all adaptations within 10 days of referral</li> </ul>	Sharon Dore Age UK Herefordshire & Worcestershire
10	<b>Handyperson</b> Enable older people to live independently	Provide a professional DIY service to maintain people's homes and keep them safe and secure	<ul style="list-style-type: none"> <li>Provide the service to 840 clients pa</li> </ul>	Sharon Dore Age UK Herefordshire & Worcestershire
11	<b>Emergency heating</b> Helping to alleviate the issues caused by lack of warmth in the home	Loan out heaters in the event heating fails or that it is not sufficient enough to heat up the home.	<ul style="list-style-type: none"> <li>Provide heaters to people over the age of 50 years living within Worcester district</li> </ul>	Age UK Worcester and district
11	<b>Foot care</b> Promote foot health of older people in the city	Provide toe nail cutting and podiatry services to older people who are unable to manage their own foot health.	<ul style="list-style-type: none"> <li>Provide 2400 appointments per year</li> </ul>	Jo Lobodzic Age UK Herefordshire & Worcestershire
12	<b>Homeless Healthcare Centre</b>	To provide a range of health care services for homeless people in Worcester	<ul style="list-style-type: none"> <li>To monitor the amount of sessions put per quarter and levels of access</li> </ul>	Mel Kirk Maggs Day Centre
13	<b>One Worcester Partnership</b>	Develop an Action Plan to meet the needs of residents across the city. One focus will be Well Being and Development	<ul style="list-style-type: none"> <li>To be determined in January 2017</li> </ul>	Ben Bradley Worcester City Council
14	<b>Bereavement Support -South Worcestershire</b> Support recently bereaved residents	Provide free service to those who are recently bereaved by sudden or unexpected death and may need support to help with feeling or practical issues and are	Provide service to service users?	Alice Spearing St Richard's Hospice

		registered with a South Worcestershire GP.		
<b>15</b>	<b>Living Well Days:</b> Equip people with ways to information to increase their wellbeing.	A 6month pilot project to provide flexible courses for people life-limiting illnesses to help them feel good, boost confidence and increase.	Provide service to 50% of current service users	Alice Spearing St Richard's Hospice
<b>16</b>	<b>Over 55 Activities</b> Provide a programme of activities for over 55's – Loving Later Life helping to target social isolation	Deliver a programme of lunches at older peoples schemes across Fortis stock  Arrange trips that tenants can attend independently  Provide a varied programme of college courses	Deliver at least 100 lunches  Deliver at least 30 trips a year  Deliver at least 4 courses each term	Gemma Boulton Fortis Living
<b>17</b>	<b>Befriending</b> The scheme aims to ameliorate loneliness and to provide companionship for isolated older people	Befriending is available for older people who live alone and who feel isolated and lack social contact.		Age UK Worcester and district
<b>18</b>	<b>Supported Access to information and advice</b> The service will focus on early intervention and prevention ensuring in particular that vulnerable adults have their advice and information needs met	Helping people understand how care and support services work locally ,the care and funding options available and how they can access care and support services	To assist 9000 people over 2 years	Pippa Norfolk Worcestershire Advice Network

<b>19</b>	<b>St Richards Palliative Care advisor</b>	Helping carers patients and families living with terminal or life threatening illness	To provide advice to at least 50 individuals	Sue Sheppard Worcester CAB &WHABAC
<b>20</b>	<b>Worcestershire McMillan Citizens advice</b>	Helping people affected by cancer as a patient, family member or carer	Provide advice to maximise income in order to assist health and wellbeing during treatment and recovery	Geraint Thomas Worcester CAB&WHABAC
	<b>Priority 2:Increasing physical activity</b>			
<b>21</b>	<b>Multi skill sports community programme</b> To increase participation in a range of sports, enabling people to try new and sustain participation in sports and sporting activities	Enable more people to access holiday and out-of-school community and leisure sport provision to improve quality of life.	<b>April – March 2017</b> 8,000  <b>April – March 2018</b> 8,000	Mathew Rogers Freedom Leisure
<b>22</b>	<b>School sport and physical activity</b> To increase physical activity levels across Children and Young People in schools through the Worcester PE & School Support Network in improving their PE and Sport Offer.	Developing sustainable sporting opportunities, linking schools to community sports clubs. Supporting schools to allocate their Sports Premium funding and Implement outcomes required through Sports Partnership funding.	<b>April – March 2017</b> 8,000  <b>April – March 2018</b> 8,000	Mathew Rogers Freedom Leisure
<b>23</b>	Provide a programme of Fortis Living on Tour activities to run in school holidays which encourage getting active and promoting wellbeing	Plan and deliver local events in Fortis communities during the school holidays	Hold at least 50 community events each year	Gemma Bolton Fortis Living



24	<p><b>Sportivate</b> Enable lifelong participation for 11-25 year olds to take part in physical activity</p>	<p>Developing an innovative offer for 16-25 year olds to increase physical activity.</p> <p>Supporting partners to make their own applications and submitting 2 x 6 monthly applications to the Sports Partnership to secure Sportivate funding.</p>	<p><b>April – March 2017</b> 225 participants</p> <p><b>April – March 2017</b> 1,200</p>	Mathew Rogers Freedom Leisure
25	<p><b>Community and Club programmes</b> Enable participation in sports at community level.</p>	Developing specific sporting pathways from a community level through coach and satellite clubs development	<p><b>April – March 2017</b> 200</p> <p><b>April – March 2018</b> 200</p>	Mathew Rogers Freedom Leisure
26	<p><b>Living Well Service</b> Promote healthy lifestyle and self-care for people most in need.</p>	<p>Work with people supporting them to adopt a healthier lifestyle.</p> <p>Build community capacity through development of peer support and volunteer activity</p>	Achieve 10% increase in referrals	Jayne McCullough Worcestershire Living Well Service
27	<p><b>Strength and balance classes</b> To enable older people to live independently and reduce their risk of falling</p>	Increase uptake of the Ready, Steady, Go Exercise Programme	Participation: 250 referrals	Emma Gardner Sports Partnership Herefordshire and Worcestershire
28	<p><b>Loving Later Life</b> Provide a programme of activities for over 55's helping to target social isolation and promote being active at every age</p>	Working in partnership with colleagues from Supported Housing and Extra Care Services to provide activities	Hold a programme of scheme based activities	Gemma Bolton Fortis Living

		to keep tenants fit and active, we will source external funding to provide these activities		
<b>29</b>	<b>Planning for Health Supplementary Planning Document</b> Encourage built of health promoting environments	To produce a Supplementary Planning Document that provides further guidance on health related policies in the South Worcestershire Development Plan.	Six week public consultation on the draft SPD in November.  Adopted SPD early 2017.	Martha Dziudzi Worcestershire County Council Planning team Worcester City Council
<b>30</b>	<b>Walking for health</b> Encourage walking as a form of physical activity	To increase the number of people taking up health walks and training as health walk volunteers	An increase of 10% in the number of walkers from previous years	Lynn Yendell Worcestershire County Council
<b>31</b>	<b>Walking programmes</b>	To increase the number of people who participate in the walks programme and in the social events	An increase of 10% in the number of active walkers from the previous	Clifford Dimond Worcester Ramblers
<b>32</b>	<b>Disability sports Worcester:</b> Improving and enabling people with disabilities to access opportunities to increase physical activity	Deliver wide range of sport activities for people with disabilities in a number of venues across the city	No of groups: 15 No of people to engage with: 130	Andy Wheeler
<b>33</b>	<b>Healthier food choices</b> To increase access to healthier food choices	To encourage businesses to sign up to the healthier food choices scheme	To have at least 10 businesses sign up in Worcester city	Worcestershire Regulatory Services
<b>34</b>	<b>Worcester Community Trust – Community Connectors</b> Drop in support sessions for the socially isolated of any age	Provide drop in sessions for the socially isolated to improve mental health and wellbeing and peer group support	100 sessions a year in areas of highest need  2 projects pa	Worcester Community trust – Helen Scarrett

		Provide health education projects with trainee GPS		
35	<b>Worcester Community Trust – healthy cooking</b>	Cooking courses at DG Den for those with learning disabilities, with young families, through the DAWN project (domestic abuse)	8 courses pa	Worcester Community Trust – Cheryl Fereday
36	<b>Worcester Community Trust snack and chat</b>	Lunch clubs for the over 50s in areas of highest need providing healthy food and social contact	100 lunch clubs a year serving 2000 lunches	Worcester Community Trust – Sharon Amos
37	<b>Worcester Community Trust youth work</b>	Youth clubs promoting healthy cooking, sexual health, confidence and self esteem and social contact	1000 sessions a year (20000 contacts with young people)	Worcester Community trust – Cheryl Fereday
38	<b>Active Ageing</b> Promote physical activity for the 50-60 year olds	Design and deliver a physical activity programme to encourage the 50-60 year olds to increase physical activity based on behaviour insights.	To support 50 inactive over 50s to take up physical activity.	Worcester City Council and Freedom Leisure
<b>Priority 3 : Reducing harm from alcohol</b>				
39	<b>Alcohol awareness Campaign</b> Increase awareness of the harm of drinking too much alcohol	Plan deliver and evaluate a campaign to reduce harm from alcohol in Worcester city over the festive period	Hold one awareness raising session for frontline workers on harm from alcohol Deliver campaign material to at least 40 businesses.	Department of Public health Worcestershire County Council
40	<b>Worcestershire works well</b> Enable employers to promote health and wellbeing of employees	Encourage local businesses to sign up to WWW	At least 4 new businesses to sign up to the scheme every year 50% to reach level1	Worcestershire County Council

<b>41</b>	<b>Alcohol education sessions</b> To increase awareness of young people on risks of drinking too much alcohol	Plan, deliver education on alcohol awareness, harms, prevention to students in College, University, Schools and Youth Venues	Approximately 800 Students/Young people	Ann Nicholls Detached Youth Team CSP – Worcester City Council
<b>42</b>	<b>Best Bar None</b> Promote responsible operation and management of premises serving alcohol	Encourage premises to sign up to best bar none scheme	At least 10 bars to achieve BBN status	Night Safe Worcester city.
	<b>Local Health Needs</b>			
<b>43</b>	<b>Air Quality</b> To help to improve air quality and reduce effects of poor air quality on health	Work with partners to plan ways to reduce ill effects of poor air quality on health	Pilot projects to reduce ill effects of poor air quality on health in a selected air quality management zone in the city	Chris Poole Worcestershire Regulatory Services Remya Rajendren Worcestershire County Council
<b>44</b>	<b>Health outcomes for BAME groups</b>	Identify, understand and address differences in health outcomes in BAME groups in Worcester city	Understand and address the reasons that contribute to differences in health outcomes in the city's BAME population groups.	Helen Perry Smith South Worcestershire CCG Remya Rajendren Worcestershire County Council
	<b>Preventing Homelessness</b>			
<b>45</b>	<b>Smart move</b>	To help single homeless people including childless couple who are homeless or at risk of homelessness to secure and maintain accommodation, advice, assistance and financial help such as deposit guarantee bond.	Provide rented sector access schemes aimed at the prevention of homelessness	Dave George Worcester CAB&WHABAC
<b>46</b>	<b>Smart lets</b>	Letting agency offering a range of services to landlords	Increasing the availability of private rented	Dave George Worcester CAB&WHABAC

		including fully leasing properties, rent collection and repair services and matching tenants to landlords	accommodation to people on low income	
<b>47</b>	<b>Money Management and budgeting</b>	Helping people to budget save money reduce expenditure and maximise income .providing advice on energy and practical assistance to find best deals	To provide people with necessary skills around money management and reduce fuel bills	Steve Hemming Worcester CAB&WHABAC

## **Performance management**

The governance of the Healthy Worcester partnership plan is the responsibility of the Healthy Worcester Partnership. It comprises of key partners with a responsibility for health and well-being. The plan requires partners' contribution to delivery, and demonstrates a commitment to joint working to tackle complex issues of health and well-being. It is an expectation that all partners contributing to this plan have effective safeguarding policies and procedures in place.

The plan will be monitored on a quarterly basis at the Healthy Worcester partnership meetings and reviewed on an annual basis. Annual progress reports will be produced to show progress against the plan. This will be reported to the Joint Worcestershire Health and Well-being Board, via the Health Improvement Group. In May 2017, Worcester City Council will be moving to a Committee Structure and the work of the Health Improvement Group will be reported and monitored via the proposed Community Committee.-. The plan will be refreshed after two years.

## Acknowledgements

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Richard Dilworth	University of Worcester
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Ann Nicholls	Worcester City council
Andy Cross	Nightsafe Worcester
Mark Cox	Worcestershire Regulatory Services

Comments about the plan

Worcester City Health and Well-being Activity Plan 2017 – 2019

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The Worcester City Health and Well-being plan will be located on the health page of the Worcester City Council website:  
[www.worcester.gov.uk](http://www.worcester.gov.uk)