

Stratford-on-Avon District Council & Warwick District Council
Joint Local Priorities for Health and Wellbeing
(Stratford & Warwick District Joint Health Policy)

This joint Health Policy, whilst reflecting the objectives outlined in national priorities and targets, concentrates on the local needs identified in the Community Plans and the Corporate Strategies.

This document sets out what each Council intends to achieve in terms of the improvement of its residents' health and wellbeing.

Objective: Tackle Social Exclusion and Inequalities

The District Councils will work with partners to ensure that:

- All Council services are accessible to all members of the community, particularly those with disabilities, minority ethnic groups, young people, older people and those on low incomes
- We seek and act upon the views of vulnerable groups within the community, particularly young and older people, those with disabilities, minority ethnic groups, the poor and those living in rural parts of the district
- All residents have access to information which promotes health and wellbeing.
- Arts and leisure activities are available to all sections of the community
- We enable social housing provision within the districts to meet identified housing need including vulnerable groups.
- We provide grant support for initiatives which encourage equality of access
- We actively support community development.
- We contribute towards regeneration and local employment opportunities by working with SRB projects.

Objective: Reduce Death Rate from Coronary Heart Disease & Stroke and Related Diseases (including cancer)

The District Councils will work with partners to ensure that:

- We actively support smoking cessation programmes, including 1000 new smoking cessation attempts per year in each of the partner districts.
- We encourage the establishment of smoke free environments.
- We encourage residents to become more physically active.
- We actively promote the concept of a healthy diet.
- We raise awareness of air quality issues including a reduction in the use of petro-carbon fuels.

Objective: Reduce the Death Rate and Serious Injury Rate from Accidents

The District Councils will work with partners to ensure that:

- We actively promote safe practices amongst older people.
- We actively support safety and health in the workplace
- We support a home safety check scheme for elderly and disabled people

Objective: To reduce the death rate from suicide and undetermined injury

The District Councils will work with partners to ensure that:

- Where appropriate, we actively support people with mental illness and those responsible for them.

This health policy is currently implemented through the individual Health and Well Being Action Plans agreed by each Council.

It is felt that this joint policy is robust enough to accommodate any minor amendments arising from emerging priorities identified through the LSP process. Ultimately, the intention is to develop a Joint Action Plan to ensure consistent delivery of objectives across the Partnership area whilst retaining the flexibility to accommodate local priorities.

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

This Action Plan has been prepared in consultation with key players within WDC and identifies the actions/activities which are either being undertaken by their Service/Department at the present time, or are included in the current Service Plans

The actions/activities contained within this Action Plan actively support national, regional and local, plans, strategies and frameworks in relation to Health Improvement and Well Being.

The shaded areas contained within the Action Plan represent those Health Improvement and Well Being activities which have been identified by Councillor Margaret Begg, Portfolio Holder for Environmental Services, in consultation with the Strategic Director for Environment and the Health Improvement Manager, as particular priorities for action. These priorities reflect those of the Council's Health Policy which is derived from the current community plan and corporate objectives.



**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

Objective: Manage our services effectively and efficiently

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
Improve the access of the Town Centre for disabled.	Introduction of a Shopmobility scheme based in the Royal Priors Shopping Centre. (Ian Coker)	Council for Disabled People, Morley Properties, Warwick District Mobility Limited.	£5,000 support for development worker. £20,000 towards the fitting out of the unit being built in the Priors.	Operate the scheme from new unit in Royal Priors.	Scheme up and running by Autumn 2003 on 4th floor of Royal Priors car park.	Introduce scheme and recruit 100 members in first 6 months.
Contribute to reducing the fear of crime in the town centre via the work undertaken by the CCTV control room.	Undertake the actions included in the Community Safety Best Value Improvement Plan. (Ian Coker)	Warwick District Council, Warwickshire Police, Warwickshire Retail Crime Initiative.	Total budget of £380,000 towards the provision of the service.	Reduce the fear of crime by 3% based upon 2002/03 levels as measured by the results of the Citizen Panel information.	New control room now operating for 12 months. New upgraded equipment in place.	Support the arrest of 800 persons during the year across the CCTV area of coverage and monitor 22,000 incidents.
To produce and update the Housing Revenue Account Business Plan ensuring it meets fit for purpose rating	The Business Plan Group to review Plan on a monthly basis The Business Plan Group to collect up to date information, understand legislation and other policy changes, draft and consult on Business Plan within deadline agreed by Government Office	WDC Housing	Housing Revenue Account	Draft and consult on business plan with deadline agreed by Government Office		

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

Objective: Promote and contribute towards a cleaner and greener community

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
Raise awareness of and support re-cycling initiatives	Events and workshops on the theme of recycling aimed at children and young people. (Kath Cockshaw Events and Exhibitions Officer)	WDC Schools Youth Groups				Develop a series of workshops using recycled/ recyclable materials for the production of artworks
Promote healthy sustainable transport especially walking and cycling	Organise European In Town Without My Car day annually on 22 September 2003. (Jenny Sansom Sustainability Worker – Action 21)	The public, local businesses, WCC, WDC, Action 21, Cycleways, Community Art Workshop	£2550	3 positive media stories,, 25 members of the public coming into work by foot or by bike on ITWMC day	Key agencies and partners engaged	
	Tackling Housing Issues in Leamington Old Town project. To bring vacant premises back into use for affordable housing and to promote take up of Housing Improvement and Energy Efficiency grants. (Chris Elliott Strategic Director)	Regenesis WDC Env. Health Housing	SRB5, S106 funds, Housing Improvement Grants			

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

Objective: To promote and contribute towards a safer and healthier community

OBJECTIVE	ACTION/ACTIVITIES (contact officer)	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
Promoting safety practices of older people (CO 5.3.1.3) (CO 5.5.1.2)	Encouraging older people to participate in an annual safety event (SWOOP) (Nancy Singleton Health Improvement)	WDC/SDC Action on Accidents Alliance partners	WDC/SDC Action on Accidents Alliance Partners Media	We will provide 200 places at the annual safety event in August 2002	2002 event delivered to 120 participants	To reach a wider target audience (max 500) by hosting a joint SDC & WDC event in November 2003
Promote food safety and healthy eating (CO 5.3.1.3)	Promoting and supporting the National Heartbeat Award Scheme (Rob Chapleo Food Safety Team)	WDC NHS Warwickshire Heartbeat Group	WDC Food Safety Team Annual funding through Warwickshire Heartbeat Group Media	Maintenance of existing awards and promotion of new awards	16 premises with awards 14 issued 02/03	Maintenance of existing awards and promotion of a least 2 new awards
Promote food safety & healthy eating (CO 5.3.1.3)	Taking theatre into primary education to raise awareness & promote food safety and healthy eating (Nancy Singleton Health Improvement)	WDC/SDC SUAC NHS businesses	WDC/SDC SUAC Businesses media	By extending initiative to primary schools in the Warwick District through SDC/WDC joint health partnership	25,000 reached across South Warwickshire through 2003 programme	To work with partners to plan towards 2004 initiative
To actively support 1000 new smoking cessation attempts across the Warwick District (CO 5.3.1.3) (CO 5.2.1.3)	Encouraging & promoting smoke free environments. (Nancy Singleton Health Improvement)	WDC/SDC PCT Smoke free Warwickshire Safeway partners	Smoking Cessation Monies SDC WDC Safeway PCT Media	We will support an increase in the number of smoke free environments in line with Smoke free Warwickshire targets	Smoke free Warwickshire guide to pubs produced & distributed.	Work towards supporting a further 2 smoke free establishments in the Warwick District

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

OBJECTIVE	ACTION/ACTIVITIES (contact officer)	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
<p>To actively support 1000 new smoking cessation attempts Smoking cessation</p> <p>(CO 5.3.1.3) (CO 5.2.1.3)</p>	<p>Ensure that there is a local initiative in place in support of National No Smoking Day</p> <p>To actively engage with partner agencies in exploring alternative ways of supporting smoking cessation</p> <p>(Nancy Singleton – Health Improvement)</p>	<p>SDC PCT Smoke free Warwickshire Warwickshire Stop Smoking Service Supermarkets partners</p> <p>Smoke free Warwickshire Warwickshire Stop Smoking Service & partners</p>	<p>Smoking Cessation Monies SDC Supermarkets PCT Media</p> <p>Smoke free Warwickshire Warwickshire Stop Smoking Service & partners</p>	<p>We will instigate & participate in the March 2003 National Campaign</p> <p>Identify programme to build and expand upon current activities</p>	<p>2003 campaign delivered</p> <p>Planning stage</p>	<p>To instigate & participate in the 2004 National Campaign</p> <p>To ensure there is a programme in place to support the targets</p>
<p>To manage the “Building Safer Communities” budget and projects within the Warwick and Stratford District (within the Home Office funding)</p>	<p>Management of 41 South Warwickshire BSC projects.</p> <p>(Tony Archer – Policy Services)</p>	<p>41 project leaders who represent District Councils, County Council, County Drug Action Team, Police, Substance Misuse services, Youth Workers and a variety of voluntary and community support groups</p>	<p>The “Building Safer Communities” funding is a financial resource provided by the Home Office. The funding is allocated if Crime and Disorder Reduction Partnerships can demonstrate their ability to plan and manage projects which take a holistic and structured approach to the use of three funding streams CAD, SCO</p>	<p>BSC funding was announced in April 2003</p>	<p>41 BSC projects have been agreed so far for action in 2003/04</p>	<p>To ensure that all available BSC funding which is available for use in South Warwickshire, is claimed and utilised to tackle crime and drugs-related problems.</p>

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

OBJECTIVE	ACTION/ACTIVITIES (contact officer)	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
			and PDF, in order to reduce crime and tackle drugs – related problems			
Equity of access to sporting activities	Summer Activities: To provide Sports Play and Multi Sports activities for young people, particularly in the more rural isolated areas of the district (Manoj Sonecha – Senior Youth Sports Development Worker)	WDC, Parish Councils, Schools, Youth Groups	Funded through the Youth Sports Development Budget – and possibly through external funding from Positive about Young People (subject to successful funding bid)	To run 11 one week schemes across rural areas of Warwick District	Ran 11 one week schemes across Warwick District	To provide the same number of schemes for summer 2003
Sports Participation	Involvement in the Greater Warwickshire Youth Games on an annual basis. (Manoj Sonecha – Senior Youth Sports Development Worker)	WDC, schools, youth groups, Parish Councils, sport clubs	Funded through the Youth Sports Development Budget	To field representatives teams in the various sports competitions	Successful involvement in the 2002 games	To continue to field representative teams in the various sports competitions
To support the development of cultural provision which promotes social cohesion and inclusion, and builds safe and healthy communities	Visual art/video project (crime/drugs) for young people from the Pupil Re integration Unit. Vanessa Oakes (Arts Dev)	WDC/PRU/ACE & CAW	WDC/PRU/ACE & CAW	To create a series of billboards/video films which challenge and inform young people's attitudes towards drug taking and drug culture	Multi media event/show for the wider community (May 03). Showing at Manifesto Youth Arts Event (June 03).	
To support the development of cultural provision which promotes social cohesion and	Visual Arts workshops for clients and staff of the assertive outreach team Vanessa Oakes (Arts Dev)	WDC/WCC/SW Combined Care NHS Trust	WDC/WCC	To participate in a wide range of visual art techniques. To encourage	Group visit to Art works in mental health national exhibition. Reaching Out to Art Group exhibition at	Initial session for staff from Cedarwood Hosp/Rehabilitation Service. 18 further sessions

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

OBJECTIVE	ACTION/ACTIVITIES (contact officer)	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
inclusion, and builds safe and healthy communities				social interaction in a positive and safe environment.	St.Michael's Hospital (Dec 02). Display of work at Coventry & Warks Health & Social Services Occupational Therapy Conference (Feb 2003).	planned (expand client group). Aim to publish a calendar of work created. World Mental Health Day Oct/calendar launch event.
To support the development of cultural provision which promotes social cohesion and inclusion, and builds safe and healthy communities	an audio and hand held guide to explain the historic architecture and past uses of the RPR for swimming, hydrotherapy, physiotherapy, entertainment, socialising and medical treatments between 1814 and 1997. From primary and secondary sources in the collection, also linking to guidebook research for families;	WDC, WCC	WDC, WCC, Heritage Lottery Fund and funds to be raised.	Secure HLF funding and appoint Heritage Interpretation Officer.	WDC, WCC and HLF funding secured. Heritage Interpretation Officer appointed In June 2003.	Further funds secured, research completed.
To promote and contribute towards a safer and healthier community	Promote the uptake of allotments especially in the Lillington Area at Black Lane. Rotovate plots to make them more attractive for tenants. Build capacity of allotments association especially with regard to site security.	Black Lane Allotments Association, Action 21, Warwick District Council	£1000 / yr	29 new plot holders	Achieved for 2002 – 03	20 new plot holders

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

OBJECTIVE	ACTION/ACTIVITIES (contact officer)	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
To promote and contribute towards a safer and healthier community	Involve volunteers in promoting the cooking, growing and eating of fresh locally produced food, organic where possible.	A21 food group, Bath Place Community Venture	£500 / yr	Organise a high profile event promoting growing and cooking with fresh vegetables including pumpkins	Partners engaged, local producer contracted to grow produce and event on course for late October 2003	Organise 2 similar events
To promote and contribute towards a safer and healthier community	Organise an education event annually to teach primary children about sustainable development issues including healthy eating and healthy transport ie walking and cycling.	Rugby BC, Warwick DC, Action 21, Coventry City Council, North Warks BC	£10,000 / yr	Educate 1350 primary children from Warwickshire and Coventry	Achieved June 2003	Repeat the event and raise external funding towards this.
To promote and contribute towards a safer and healthier community	Develop bid for an officer to run "local food links", a project to promote local growing and encourage the consumption of healthy organic fresh food (Jenny Sansom Sustainability Officer – Action 21)	Action 21	Funding yet to be secured Action 21 Officer time	Secure external funding towards this target	Potential funders identified	Depends on progress in previous year
	Healthy Living Network (including Brunswick Hub in Leamington Old Town). (Chris Elliott – Strategic Director)	Regenesis PCT WDC Bath Place	NOF SRB5 WDC WCC PCT			

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

Objective: To support a mixed economy

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
	Run Farmers' markets in the Districts 3 town centres (Chris Elliott Strategic Director)	WDC				

Objective: Enhance the culture of the area

OBJECTIVE	ACTION/ACTIVITIES (contact officer)	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
Encourage people to be more physically active (CO 5.3.1.3) (CO 5.5.1.2)	Extend the exercise referral scheme to all areas of the District Rose Winship	PACE steering group GP Practices WDC	PACE steering group GP Practices WDC	To recruit new practices and enrol more patients onto the scheme	3 new practices recruited from October 2002. Currently 5 practices referring. Patient referrals still low	To increase referrals from all practices by 10%. Progress: Referrals are slightly up year to date but still need more.
To improve the health of the black and Ethnic population	To encourage members of the BEM groups to participate in swimming activities	WDC Regenesis	WDC Regenesis	To continue the success of the ladies swimming classes To integrate Asian	Classes continue at St Nicholas park LC and links with public swimming Newbold Comyn	To continue classes and maintain the total number of attendees. Progress:

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

OBJECTIVE	ACTION/ACTIVITIES (contact officer)	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
(CO 5.3.1.3) (CO 5.5.1.2)	Rose Winship			ladies into mainstream swimming sessions	Leisure Centre	Figures maintained in first three months.
To improve the health of disadvantaged communities in the district (CO 5.3.1.3) (CO 5.5.1.2)	To encourage and improve take up of members of disadvantaged communities to participate in swimming activities Rose Winship	WDC Regenesis	WDC Regenesis	To increase the number of children from disadvantaged communities attending swimming lessons	Scheme in partnership with Regenesis to offer discounts on swimming lessons to residents of Old Town	To increase the uptake of these discounts from Old Town residents and to consider extending to other disadvantaged areas of the district. Progress: The scheme struggles due to the complex administration systems in place. Needs further work to make it sustainable.
Increase participation in physical activities (CO 5.3.1.3) (CO 5.5.1.2)	To address the decline in swimming attendance by highlighting the benefits of the activity to all sectors of the community Rose Winship	WDC	WDC	To increase swimming attendances at WDC pools	Attendances stable at present. Work being undertaken with target groups to encourage participation	To increase total attendances by 3% by March 2007. The main groups targeted will be juniors and those able to swim at off peak times, i.e. daytime.

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

Objective: Meet the Housing Need

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
Meet the housing need	Promoting affordable warmth through Action 21 Energy group Jenny Sansom Sustainability Officer – Action 21				South Warwickshire event held	
To meet the Decent Homes Standard home sector, 100% by 2010 and a third by 2004	To ensure sound and robust stock condition data is collected and maintained by completing a Stock Condition Survey in/by 2004/2005 To plan programmes of work to ensure standard met by targets set.	WDC Housing WDC Housing	Housing Revenue Account HRA	N/A N/A	N/A N/A	N/A Decent Homes Standard met by 1/3
To increase the number of affordable homes	To examine methods of development without the benefit of subsidy	WDC Housing Planning Legal RSLs	General Fund	100 per year		
	SRB%. Tackling Housing Issues in Leamington Old Town project. To bring vacant premises back into use for affordable housing and to promote take up of Housing Improvement and Energy Efficiency grants Chris Elliott	Regenesis WDC Env. Health Housing	SRB5 S106 funds Housing Improvement Grants			
	Meeting Decent Homes Standard – Improvement to quality of housing through stock repair, investment and	WDC	Housing Investment Programme			

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
	grant aid Chris Elliott Strategic Director					
	Use the Poverty Mapping exercise for Warwick District to identify priority neighbourhoods for action and to increase benefit take up. Chris Elliott Strategic Director	WDC	Existing			
	Implement Community Development schemes in the following areas of deprivation. Percy Estate, Warwick Crown Estate Lillington Sydenham Forbes Estate Warwick Brunswick Chris Elliott Strategic Director	WDC WCC South Warwickshire Together GAP CHAIN Sydni RC Wawrick Regenesi	SRB6 St Mary's Lands NOF Lottery SRB5			
	Rural Area SRB6 scheme. Promoting self help and community group schemes to help people on low incomes. Chris Elliott Strategic Director	CVS South Warwickshire Together	SRB6			

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
	Credit Union SRB6 scheme. Promotion of savings scheme for people, especially on low incomes Chris Elliott Strategic Director	CDA WDC Leamington Credit Union Studley Credit Union	SRB6			
	Sure Start scheme for young families in Brunswick, North Whitnash and Crown areas Chris Elliott Strategic Director	NCH WCC CVS WDC PCT	SRB6			
	SRB5 BME Social Inclusion Project to involve and identify priorities for the local BME community Chris Elliott Strategic Director	REC ACP SCC Regenesis WDC WCC PCT Police	SRB6 WDC			
	Older People's SRB6 scheme Older persons activities and training Chris Elliott Strategic Director	Age Concern	SRB6 WDC			
	Disabled People's SRB6b scheme mentoring and employment for disabled people Chris Elliott Strategic Director	CDP	SRB6 WDC			

**WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION
2002-2004**

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
	Youth involvement SRB6 scheme – Promotion of youth involvement and a grant scheme to support youth projects Chris Elliott Strategic Director	WCC WDC CVS South Warwickshire together	SRB6 WDC			

Objective: Target resources to the areas of greatest need

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TARGET 02/03	PROGRESS	TARGET 03/04
To target resources to the areas of greatest need	a. To deliver benefits advice and encourage take-up via the Benefits Visiting Service b. To work in partnership with WWRS encouraging older people to claim their correct benefit entitlement (Andrew Jones Revenues and Benefits)	WDC WWRS WDC	From existing budgets Funding from WDC	25% of those contacted receive additional benefits averaging approx. £2000 pa per person		
Target resources to the areas of greatest need	Promote local growing to residents of Lillington through the Black Lane allotments. This will give easier access to an attractive and relaxing environment to the community in this area. Jenny Sansom (Sustainability Officer – Action 21)	Black Lane Allotments Association, Action 21, Warwick District Council	£1000 / yr	29 new plot holders	Achieved for 2002 – 2003	20 new plot holders

WARWICK DISTRICT COUNCIL HEALTH & WELL BEING PRIORITIES FOR ACTION 2002-2004

Objective: Tackle Social Exclusion and Inequalities

OBJECTIVE	ACTION/ ACTIVITIES	AGENCIES INVOLVED	RESOURCES	TIMESCALE	MEASURABLE OUTCOME
The better co-ordination of public services, focused on helping older people stay independent	Through the promotion and support of new models of integrated and joint working. Directly consulting with older people and support independent living in the local community Support the monitoring and review process through accessing voluntary organisations, service users and carers	WDPOP and working in partnership with key statutory agencies.	Existing and WCC Social Service and PCT	Ongoing	(To be agreed)
Engaging with older people as far as possible in the social and economic life of the community	Create positive anti-ageing ensuring older people are involved as equal citizens in planning and consultation. Create and develop an interface between housing and transport, and also Local Development Plans, Crime and Disorder Strategy, Leisure and Community Development and Education (life – long learning)	Partnership Working to raise awareness of age discrimination Partnership working and reporting outcomes to LSP	WD POP and in Partnership	March 2003	(To be agreed)

Updated 22nd January 2004/Nancy Singleton