

East Hampshire Welfare and Wellbeing Strategy 2020 - 2024

Our Vision:

To improve the Welfare and Wellbeing of residents across East Hampshire. To improve the lives of vulnerable people living in our communities

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1.0 Foreword by Councillor Julie Butler Deputy Leader, Welfare and Community Integration Portfolio Holder:--

I am delighted to introduce the Welfare and Wellbeing Strategy 2020-2024 which outlines what East Hampshire District Council will do to improve the welfare and wellbeing of our residents in the district.

The development of this new Welfare and Wellbeing Strategy comes at a time of great change in welfare, housing and social policy nationally. In today's society there are numerous social and economic pressures for everyone, particular those who are vulnerable in our communities.

As a Council, we want to make a difference to those who may be struggling, and we want to help to improve their welfare and wellbeing.

East Hampshire is a beautiful and great place to live and our communities' health is generally good, however outcomes are not as good for some people as they could be. One of the aims of this 4-year strategy is to start to narrow the gap between those wards with the best and worst welfare and wellbeing. We will do this by working together with our partners and our communities to co-produce services.

I am really proud of this strategy which is evidence based and sets out the issues that are specific to East Hampshire. It considers the challenges and opportunities that will come forward in the next 4 years, and it provides our priorities for future action.

Councillor Julie Butler, Deputy Leader and Cabinet Lead for Welfare and Community Integration

2.0 Our Vision: -

Our vision is to improve the Welfare and Wellbeing of residents across East Hampshire and to improve the lives of vulnerable people living in our community

We are fortunate that many people in East Hampshire do experience an excellent quality of life, good health, and high welfare and wellbeing. However, we are also aware that not everyone experiences this quality of life and we want to enable all residents to reach their full potential.

Our core functions as a Council including Environmental Health, Planning and Housing can all influence residents' welfare and wellbeing, but we also have a wider role to play in supporting communities to enable people to improve their welfare and wellbeing.

Vulnerability: -

Let us start by defining what the Council means by **vulnerability**: -

To be vulnerable means for a person to have less opportunity to reach their full potential. It is about not having the same choices, access to opportunities, or life chances, which can increase an individual's susceptibility to being harmed; either physically, emotionally, or financially. As a council we want to ensure that everyone has access to the same choices, opportunities and life chances to improve their lives and to live well.

Vulnerable residents within East Hampshire can be young or old, working or retired, living alone or in families. Some will only need support for a fixed period of time, others for longer term. Working with our partners we want to offer this support in a targeted, effective and sustainable way.

This strategy sets out the key priorities we will focus on to assist those who are vulnerable, to improve their wellbeing over a four-year period 2020-2024, in line with the Corporate Plan. The Action Plan (Appendix 1) outlines the projects and actions that will take place in the first year of this strategy and the approach we will take to deliver these.

The Council has already made a great start towards delivering on improving our residents' wellbeing within the community. In 2019, £270,967 was awarded through the Supporting Communities Fund to 17 organisations to deliver projects and services across the district focusing on improving people's lives.

We are already reaping the positive impact from these projects across the area and receive regular feedback from the organisations. We want to expand on this excellent work and deliver more relevant projects and services to improve our residents' welfare and wellbeing.

3.0 Our Key Priorities

The key priorities reflect where we consider is the greatest need and potential for the Council to impact residents' welfare and wellbeing are based on evidence (see Appendix 3 Key Evidence Comparisons), they are: -

1. **Delivering physical and mental wellbeing**
2. **Supporting an ageing population**
3. **Improving community connectivity and sense of place**

Our priorities have been guided by: -

- What we know about the welfare and wellbeing of East Hampshire's communities
- Hampshire County Council Health and Wellbeing Strategy 2019-2024 – the key aims of prevention, tackling inequalities, enabling healthier communities and strategic leadership are strongly linked in East Hampshire District Council strategy.
- Related plans and strategies including East Hampshire District Council (EHDC) Corporate Plan, the EHDC Emerging Local Plan, EHDC Homelessness and Rough Sleepers Strategy 2019-2024, EHDC Enhance East Hampshire 2020, NHS Putting Health into Place, Hampshire Emotional Wellbeing and Mental Health Strategy for Children and Young People and other local care and health plans, (see Appendix 2 for the full list of supporting documents).
- Conversations with our services and local organisations and people

Funding

At East Hampshire District Council, we have committed funding to deliver on these priorities. This commitment is £1 million over a 3-year period, which began in 2019 through our Supporting Communities Funds which funded 17 organisations to deliver projects and services across the district to improve our residents' welfare and wellbeing in 2019/20.

We have commissioned an advice service for the district and in 2019 this was awarded to Citizens Advice East Hampshire for the next 3 years. We also fund Community First to work with all our voluntary and community organisations to ensure they are fit for the future and continue to deliver services to improve residents' welfare and wellbeing.

We are proud that as a council we are bucking the national trend to be able to financially support these services and projects, and this strategy sets out how we will continue to do this, as well as monitoring the impact we make to people's lives.

4.0 What impacts people's Welfare and Wellbeing?

There are many factors that contribute towards a person's welfare and wellbeing. When an individual takes responsibility for their own wellbeing and that of their children or family, they also increase their collective prospects for a better quality of life. Where you live, your home, the physical environment as well as the people that are around you, will all influence your welfare and wellbeing.

Put simply, there are several areas that impact a person's welfare and wellbeing as Figure 1 shows below.

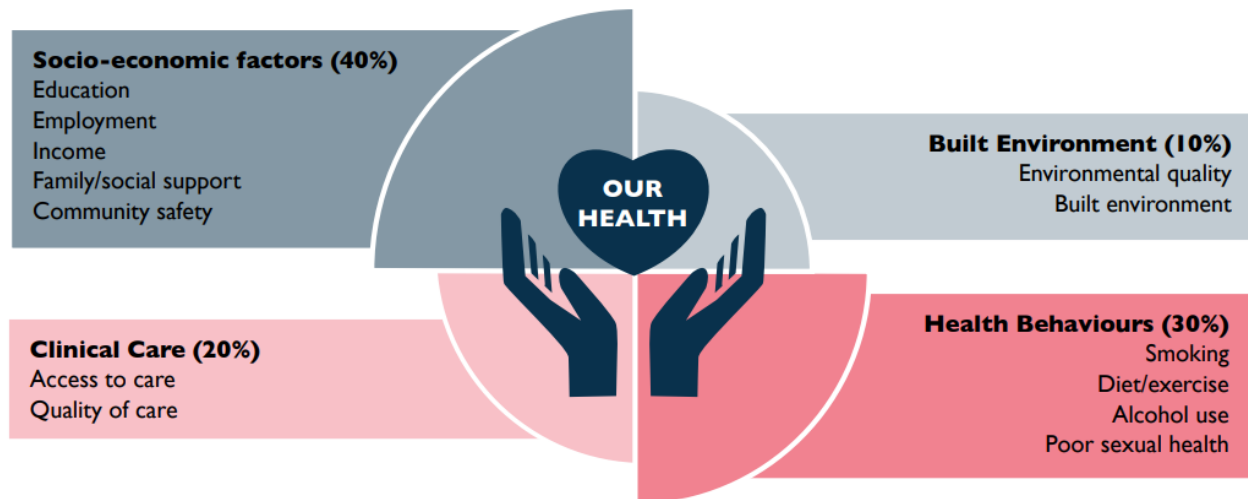


Figure 1 – The range of factors which influence our Welfare and Wellbeing
Source: Director of Public Health's Annual Report 2016-17

How East Hampshire can influence Welfare and Wellbeing

- Commission projects and services to improve residents' welfare and wellbeing
- Award grants to projects and services to improve residents' welfare and wellbeing
- As an enabler of high-quality communities and homes through the Local Plan
- Providing environments where people can be active including our green spaces and leisure centres
- Influence the wider determinants of welfare and wellbeing through our statutory services: planning, housing, environmental health.
- Through partnership and collaboration with key partners: -
 - Hampshire County Council
 - Public Health
 - Primary Care Networks (We have two in our district: the A31 PCN and the East Hampshire PCN)
 - Voluntary and Community Sector

1.0 Delivering Physical and Mental Wellbeing

Physical and mental wellbeing should not be thought of separately. Physical health problems significantly increase the risk of poor mental health and wellbeing, and vice versa. Figure 2 outlines the health benefits of physical activity.

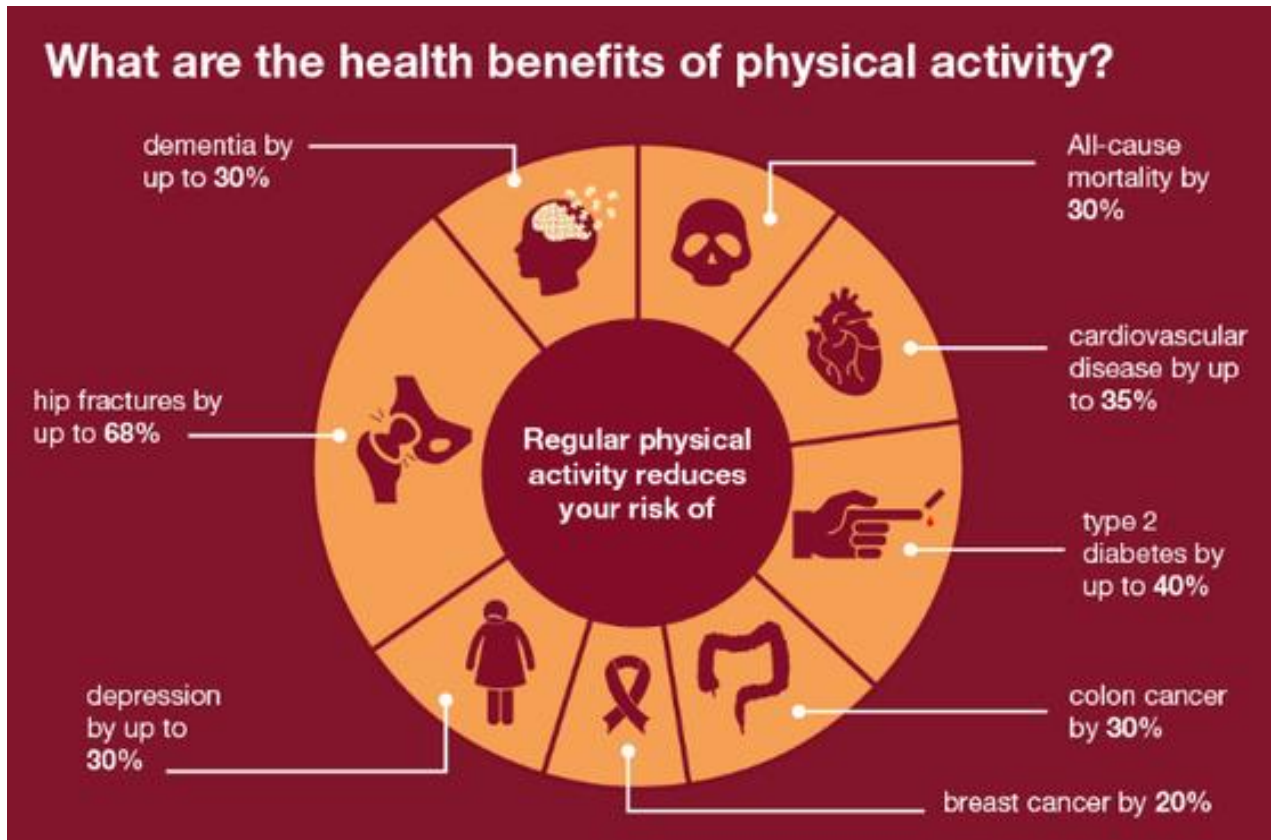


Figure 2, Source: Physical Activity Applying All Our Health (gov.uk)

Enabling and ensuring a high standard of physical and mental wellbeing for East Hampshire residents is a key priority in this strategy. In line with Hampshire's Health and Wellbeing Strategy priorities 'Starting well', 'Living well', 'Ageing well', and 'Dying well', we recognise the importance of **physical and mental health across a lifespan**.

Success measures include raised levels of physical activity and healthy eating, lower rates of obesity, and fewer hospital admissions for self-harm, particularly for **children and young people**.

Why is this a priority in East Hampshire?

- Several wards have higher levels of **physical inactivity** (between 21.6% - 25.9%): Alton Eastbrooke, Alton Wooteys, Whitehill Chase, Whitehill Pinewood, Headley, Lindford, Petersfield Causeway, and Petersfield Heath.
- **65% of adults are overweight or obese** in East Hampshire. In children this is 22% for reception-age rising to 30% in year 6.

- East Hampshire has **111.5 fast food outlets per 100,000 residents**, which is significantly higher than the England average, and is the highest in Hampshire. The area with the highest concentration is Bordon.
- In East Hampshire the rate of emergency hospital admissions for intentional self-harm is **205.6 per 100,000**. This is much higher than the England average, and is particularly high among children and young people aged 10-24.
- People who live in **more deprived areas** – where there is less access to things like services, work, and education – are more at risk of suicide.
- There is a gap in provision for young people with mental health concerns and the pressure on Children and Adolescent Mental Health Service (CAMHS) is increasing.
- Around **27% of East Hampshire's population were economically inactive** in 2011.
- Between 2017 and 2020 East Hampshire District Council dealt with a number of **hoarding cases**. The cost of hoarders to the council in officer time can be up to and above 30 hours, and if clearance occurs the cost can be over **£8,000** for a small property.
- **SME lending debt** per head in East Hampshire is £2,011.90 – 35% higher than the average for England.
- Levels of **personal debt** are 11% higher than the England average.
- **Residential mortgage debt** is 41% higher than the England average.
- There is a significant inequality gap between the activity levels of those with a **limiting long-term illness** and those without (22.9%).

Priorities under Delivering Physical and Mental Wellbeing: -

- a. Improving Mental Wellbeing**
- b. Reducing obesity**
- c. Improving physical activity**

1.a Improving Mental Wellbeing

Across East Hampshire there is a waiting list of at least 18 months for young people with mental health concerns to see Children and Adolescent Mental Health Service (CAMHS). This waiting list is also for those children who have a critical need. With the demand for CAMHS intervention showing no signs of decreasing, there is growing need to offer early prevention services for children and young people, to help them find and access support much earlier on. This will alleviate pressure on and demand for the reactive service provided by CAMHS in the future. We want to fund a Social Prescriber dedicated to supporting and assisting young people across East Hampshire to offer practical and emotional support to individuals and their families, (see Action Plan 1.a.1, 1.a.4). This service, in partnership with the Primary Care Network is just one service of a range of preventative services offered within the district focusing on improving poor, low level mental health.

The Council also want to reduce the stigma that is often associated with mental health and we plan to do this through a suite of projects, including the Sports Ambassador project, a Social Crisis project to support patients with low level mental health issues and the Exercise Referral scheme, (see Action Plan 1.a.6, 1.a.7, 1.a.8).

We know that many factors contribute towards someone's mental wellbeing, one being financial. We commissioned and awarded a support service for the East Hampshire area and the highest number of requests for assistance was around support relating to debt and financial support. We will continue to fund the advice service across the district (see Action Plan 1.a.9).

1.b Reducing obesity

We want to reduce the rate of obesity across all ages, particularly looking at children and young people to ensure the best start in life. We will do this by promoting and facilitating physical activity and healthy eating for all.

The Council currently delivers two healthy eating projects in Bordon, 'Food Academy' and the 'Good Grub Club' both focus on providing support to cook healthier meals for young people and families. The Food Academy has been nominated for a national award highlighting the impact it has made in the area, and excellent partnership working with Radian, a Registered Provider, (see Action Plan 1.b.1)

There is a gap in health outcomes between Whitehill & Bordon and the rest of the East Hampshire, which is why we have developed the Healthy Whitehill & Bordon programme to continue the Healthy New Towns legacy, through funding from NHS England, (see Action Plan 1.b.2). This will consist of a grant of £100,000 to deliver various work programmes over a 2-year period including but not limited to:

- Working with local schools to ensure healthy eating patterns
- An event bringing families and the community together under a healthy, active day
- Implementing projects based on evidence of need to assist secondary school aged children with mental health issues
- Reducing social isolation in working age men
- Stopping the increase in the rate of emergency hospital admissions for intentional self-harm.

We also want to promote a healthy lifestyle, through the provision of the free Hampshire Weight Watchers scheme (see Action Plan 1.b.4).

1.c Improving physical activity

We want to increase the levels of physical activity in the district generally, focusing on the least active areas to reduce health inequality.

The Council will do this with a range of projects such as setting up Satellite Clubs targeting inactive young people, delivering a GP referral scheme across our 3 leisure centres and ensuring the right physical activities are available in the right areas (see Action Plan 1.c.1, 1.c.5).

To ensure that our residents know where and how to get involved in physical activities across the district, we are working with the Primary Care Networks (PCNs) in the area so that GPs can make referrals to people who can support and guide residents in need of assistance. These people are called Social Prescribers. Social Prescribers are the link between the medical staff in GP surgeries, our services here at the Council, and the community. They will work alongside vulnerable residents of all ages to ensure they get the support they need, whether that is physical activities, emotional support or practical financial advice. Social Prescribers feature across all 3 key priorities, (see Action Plan 1.a.1, 1.a.4).

2.0 – Support for an ageing population

Supporting our ageing population is the welfare and wellbeing priority that considers the specific needs and challenges of an increasing ageing population. East Hampshire has an older than average population, with 24% of residents over 65 years old, by 2035 31% of the population will be over 65 years. Of the 31% 13,000 residents will be living alone, which can lead to an increased change of social isolation and loneliness. We also recognise that it is not only an older resident who may feel lonely or isolated and the priority focusing on improving mental health also looks at helping those of all ages around these feelings.

As the ageing population increases, so does the need to take a preventative approach towards promoting resilience and independence. A more resilient and independent ageing population will enjoy a better quality of life, better health, and be less reliant on help from unpaid carers or public services.

Figure 3 below shows that loneliness can lead to health problems, it also shows that often there is untapped potential in our older residents, which once utilised will not only improve their wellbeing, but contribute to their wider community.

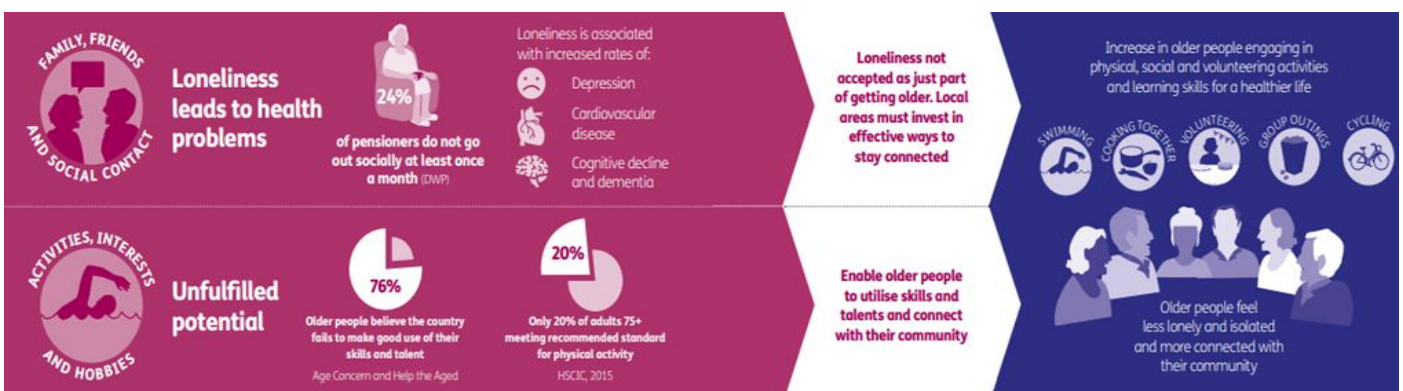


Figure 3 – Loneliness in older people

Source: Agenda for Later Life Report, 2015 (Age UK)

Success measures include fewer hospital admissions for preventable falls and injuries, more older people actively participating in community activities (including but not limited to physical activities), and lower levels of loneliness and social isolation among older people and carers.

Why is this a priority in East Hampshire?

- There are several wards where **over 65-year-olds** have a very high risk of loneliness: Headley, Whitehill Chase, Alton Eastbrooke, Alton Westbrooke, Alton Ashdell, Petersfield St Peters, and Petersfield Bell Hill. Parts of Liss and other Whitehill wards are also at very high risk.
- The number of **over 65s providing unpaid care in** East Hampshire is predicted to rise from 3,923 in 2020 to 5,267 in 2035.
- Life expectancy is 83 years, but **healthy life expectancy is only 69.5** years.
- East Hampshire has the second highest dependency ratio in Hampshire. Carers are vulnerable to poor mental and physical wellbeing.
- **72% of carers say that being a carer has an adverse effect on their mental health.**
- 53% of carers have borrowed money as a result of their caring role.
- **8 in 10 people caring for loved ones said they have felt lonely or socially isolated.**
- **40% of carers** have missed out on financial support as a result of not getting the right information and advice.

Priorities under Supporting an Ageing Population: -

- a. **A dementia-friendly district**
- b. **Encouraging resilience and independence**
- c. **Reduce social isolation**

2.a A dementia-friendly district

We want to ensure that the community infrastructure and social provision in East Hampshire is suited for an ageing population and their specific needs. We will do this by considering these needs in our core functions, and by promoting the roll-out of dementia-friendly schemes.

The Council will do this by developing and continuing to deliver a range of dementia projects across the district, focusing on ensuring sustainable. These include Dementia Walks, promoting and supporting dementia activities, such as a Dementia Choir to hosting an annual Dementia festival to promote information and a Dementia Directory, (see Action Plan 2.a.1, 2.a.2, 2.a.3, 2.a.4, 2.a.5).

2.b Encouraging resilience and independence

We want to enable older residents to remain independent, healthy, and an active part of the community for as long as possible. We want to reduce social isolation in older people and carers, and hospital admissions for preventable falls and injuries.

We will do this by providing community-based activities that promote resilience, as well as a variety of social activities for older people. These include promoting Steady and Strong and Chairbics activities to delivering our very successful Walking for Health scheme, (see Action Plan 2.b.1, 2.b.3)

We want to give older residents the choice to stay in their own homes, where their support network may have been built up over a number of years. We will do this through several projects, from working with the Hampshire Fire and Rescue service to offering and delivering Disabled Facilities Grants, (see Action Plan 2.b.2, 2.b.4).

2.c Reduce social isolation

We want to reduce the risk of social isolation as well as improving the wellbeing of those residents who may already feel socially isolated. We know that being a mostly rural district means that transport plays a huge part in someone's feeling of isolation, so we fund, support and promote community transport across the district, (see Action Plan 2.c.1).

Continue to fund the Supporting Communities Fund every year to organisations that will deliver projects to improve residents wellbeing and welfare, (see Action Plan 3.a.1).

Increase the access and awareness of local information for residents around getting active and healthy, ranging from promoting Connect to Support directory to working with our partners advertising sports and wellbeing activities across the district, (see Action Plan 2.c.2, 2.c.4, 2.c.5).

We will work with Carers and supporting organisations to understand their needs and to agree which projects and services are required to improve their wellbeing, (see Action Plan 2.c.3).

3.0 – Community Connectivity and Sense of Place

Social and community connectivity is the wellbeing priority that is focused on promoting a positive sense of place and community in East Hampshire.

This key priority considers the impact on wellbeing and welfare of **living rurally, the built and natural environment, access to open spaces, access to a decent home, health infrastructure, transport links, and the local economy.**

A more connected community means happier and healthier residents. A recent UK study found that when people feel happier and more connected, they become 12% more productive, which would equate to an £18 billion boost to the UK economy if everyone got involved in community activities.

Success measures include high levels of community participation, a strong local economy, measures in place to assist those facing homelessness and more people accessing high quality community infrastructure and green spaces.

Why is this a priority in East Hampshire?

- 57% of East Hampshire's area is situated within the boundaries of the South Downs National Park (SDNP), making it a beautiful rural place to live. 17% of the district's total area is woodland.
- East Hampshire **has 111.5 fast food outlets per 100,000 residents**, which is significantly higher than the England average, and is the highest in Hampshire. The area with the highest concentration is Bordon.
- In our National Takeover Week survey of six local schools, **only 46% of children** said they walked, cycled, or scooted to school, compared with 81% who said they wanted to. In contrast, 52% travelled by car for all or some of the journey, compared with less than 10% who said they wanted to do so.
- CO2 emissions per resident in **East Hampshire is 5.4 tonnes** – 0.3 tonnes above the England average.
- In the most recent census, there were 4,285 households in East Hampshire with **no access to a car**.
- The **household affordability gap is £132,181**, compared with the England average of £42,272. This figure measures the difference between the average house price and **4.5 times the annual household income**.

Priorities under Community Connectivity and Sense of Place: -

- a. Access to quality Community Infrastructure to include open and green spaces**
- b. Prevent Homelessness across the district and access to a decent home**

3.a Access to quality Community Infrastructure to include quality open and green spaces

The Council declared a climate emergency in July 2019, and we recognise the important links between quality open spaces and health and wellbeing, both physical and mental. We have published and advertised Developer Contributions collected through the delivery of housing, to be spent on Environmental Improvements and Open Space projects across the district to see an improvement in our Co2 emissions (see Action Plan 3.a.1). We also have a project to plant numerous trees across the district to assist in the reduction of Co2 emissions (see Action Plan 3.a.3).

The Local Plan is our corporate document that informs and shapes infrastructure, new developments and any planning across our district, this includes the requirement for quality open and green spaces. As part of the Local Plan, we will complete a Community Facility Audit to provide robust evidence used to provide new infrastructure across the district, (see Action Plan 3.a.2).

We want to create the right community spaces to support health and wellbeing and we will provide Health Impact Assessments for all new major developments as part of the Local Plan, this will reduce fast food outlets and increase health facilities, (see Action Plan 3.a.4).

The Council will deliver the Enhance East Hampshire Strategy which will focus on residents' sense of place and how this can be improved led by all levels of democracy, Hampshire County Council, town and parish councils and East Hampshire.

We will ensure that residents have access to good quality community, leisure and play facilities, and we will deliver the Open Space and Sports Facilities Strategies in line with an evidence base for the Local Plan.

We will develop an environment to support Active Travel by implementing a Walking and Cycling Strategy looking to enhance infrastructure and increasing walking and cycling opportunities.

We want to enable every resident to have access to our beautiful open spaces and to our shopping areas, so we will implement a project to inform people living in the district and visiting the area with disability access information, (see Action Plan 3.a.6).

3.b Prevent Homelessness across the district

All local authorities are required to consider housing needs within their areas, including the needs of homeless households and have statutory duties to ensure that advice and assistance is available to households who are homeless or threatened with homelessness. The Council have a Homelessness and Rough Sleepers Strategy and Action Plan 2019-2024 and has 4 key priorities: -

- To ensure all our customers are provided with appropriate advice, assistance and support to enable them to address their housing needs and to lead independent lives – emphasis to be on early intervention, building on existing services and continually improving service delivery.
- Consider more sustainable housing solutions for those facing homelessness and on the Housing Register
- Prevent and Relieve homelessness by working in partnership with statutory and voluntary sector agencies to identify the threat of homelessness at the earliest opportunity and work together to ensure appropriate support services are accessible.
- To understand the needs and requirements of those rough sleeping and sofa surfing in the district and provide sustainable solutions

The action plan is linked to this Welfare and Wellbeing action, (see Action Plan 3.b.1, 3.b.2).

How we will know if the strategy is successful

To ensure the document remains 'live', the Action Plan will be regularly reviewed as part of a regular performance appraisal monitoring within the Council, this will then be published on our website. We will then agree the Action Plan for year 2.

There are many factors that impact on wellbeing and welfare making it difficult to directly attribute changes to key statistics at population level to the activities of this strategy.

These changes will come about because of the combined impact of a wide range of factors, partners, strategies and plans. Nevertheless, in the accompanying Action Plan, Appendix 1, shows the outcomes that will be used to provide an overall assessment as to whether the wellbeing of the district's residents has improved over the life of the plan. At the end of the year an update will be provided to show what activities has contributed to each outcome.