



# Public Document Pack

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Committee Manager - Jane Fulton (Ext 37611)

25 September 2019

## CABINET

A meeting of the Cabinet will be held in **The Pink Room, at the Arun Civic Centre, Maltravers Road, Littlehampton, West Sussex BN17 5LF** on **Monday 7 October 2019 at 5.00 pm** and you are requested to attend.

Members: Councillors Dr Walsh (Chairman), Oppler (Vice-Chair), Mrs Gregory, Lury, Purchase, Stanley and Mrs Yeates

## AGENDA

### 1. APOLOGIES FOR ABSENCE

### 2. DECLARATIONS OF INTEREST

Members and officers are invited to make any declarations of pecuniary, personal and/or prejudicial interests that they may have in relation to items on the agenda, and are reminded that they should re-declare their interest before consideration of the item or as soon as the interest becomes apparent.

Members and officers should make their declaration by stating:

- a) the item they have the interest in
- b) whether it is a pecuniary, personal and/or prejudicial interest
- c) the nature of the interest
- d) if it is a pecuniary or prejudicial interest, whether they will be exercising their right to speak under Question Time

3. QUESTION TIME

a) Questions from the public (for a period of up to 15 minutes).

b) Questions from Members with prejudicial interests (for a period of up to 15 minutes).

4. URGENT BUSINESS

The Cabinet may consider items of an urgent nature on functions falling within their responsibilities where special circumstances apply. Where the item relates to a key decision, the agreement of the Chairman of the Overview Select Committee must have been sought on both the subject of the decision and the reasons for the urgency. Such decisions shall not be subject to the call-in procedure as set out in the Scrutiny Procedure Rules at Part 6 of the Council's Constitution.

5. MINUTES

(Pages 1 - 6)

To approve as a correct record the Minutes of the Cabinet meeting held on 2 September 2019 (as attached).

6. BUDGET VARIATION REPORTS

To consider any reports from the Head of Corporate Support.

7. PARTNERSHIP ARRANGEMENT AGREEMENT - PUBLIC HEALTH WELLBEING PROGRAMME

(Pages 7 - 24)

The West Sussex Wellbeing Programme is commissioned by West Sussex County Council, Public Health Department. Since 2011, Arun District Council has delivered a prevention and wellbeing service under this agreement which focuses on addressing local inequalities. This report seeks authority to enter into a new three-year funding and partnership agreement with West Sussex County Council to enable the continuation of the Wellbeing Programme in Arun.

8. INNOVATING OUR HIGH STREETS - TOWN CENTRE REGENERATION APPROACHES

(Pages 25 - 30)

The report provides background to a Local Government Association/District Council Network study tour, plus recent expert views on how to innovate and regenerate our Town Centres.

The report proposes that Cabinet is minded to support budget provision of £60k in the 2020/21 Budget for Town Centre events in partnership with other organisations.

## **ITEMS PUT FORWARD BY THE OVERVIEW SELECT COMMITTEE AND WORKING GROUPS**

There are currently no items to bring forward from the last round of meetings.

### **9. EXEMPT INFORMATION**

The Committee is asked to consider passing the following resolution:-

That under Section 100A(4) of the Local Government Act 1972, the public and accredited representatives of newspapers be excluded from the meeting for the following item of business on the grounds that it may involve the likely disclosure of exempt information as defined in Part 1 and Part 5 of Schedule 12A of the Act by virtue of the paragraph specified against the item.

### **10. DISPOSAL OF FREEHOLD INTEREST IN LAND ON WEST BANK OF THE RIVER ARUN, INCLUDING LITTLEHAMPTON MARINA** (Pages 31 - 78)

Authority is sought from Cabinet for the disposal of freehold land on the West Bank of the River Arun including Littlehampton Marina, for best consideration to deliver the strategic development option for this site as part of an agreed and comprehensive masterplan.

Note : Report is attached for all Members of the Council only and the press (excluding exempt items). Copies of reports can be obtained on request from the Committee Manager).

Note : Members are reminded that if they have any detailed questions would they please inform the Chairman and/or relevant Director in advance of the meeting.

- Filming, Photography and Recording at Council Meetings - The District Council supports the principles of openness and transparency in its decision making and permits filming, recording and the taking of photographs at its meetings that are open to the public. This meeting may therefore be recorded, filmed or broadcast by video or audio, by third parties. Arrangements for these activities should operate in accordance with guidelines agreed by the Council and as available via the following link – Filming Policy [Filming Policy](#)

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## CABINET

2 September 2019 at 5.00 pm

Present: Councillors Dr Walsh (Chairman), Oppler (Vice-Chair), Lury, Purchase, Stanley and Mrs Yeates.

Councillors Bennett, Chapman, Charles, Clayden, Coster, Dixon, Huntly and Roberts were also in attendance at the meeting.

### 171. WELCOME

The Chairman welcomed Members, members of the public and Officers to the meeting.

### 172. APOLOGY FOR ABSENCE

An Apology for Absence had been received from the Cabinet Member for Residential Services, Councillor Mrs Gregory.

### 173. DECLARATIONS OF INTEREST

There were no Declarations of Interest made.

### 174. QUESTION TIME

The Chairman confirmed that no Public Questions had been received.

### 175. MINUTES

The Minutes of the Cabinet meeting held on 29 July 2019 were approved by the Cabinet as a correct record and signed by the Chairman.

### 176. BUDGET VARIATION REPORT

There were no matters discussed.

### 177. REVENUE AND CAPITAL OUTTURN EXPENDITURE - 2018/19

The Deputy Leader of the Council and Cabinet Member for Corporate Support, Councillor Oppler, introduced this item and stated that it had a close link to the Budget Monitoring and Financial Prospects reports to be considered later.

The Outturn report set out the actual performance for the Capital, Housing Revenue Account and General Fund Revenue against budget for 2018/19.

Councillor Oppler then invited the Financial Services Manager to highlight the key sections of her report.

Cabinet - 2.09.19

The Financial Services Manager was pleased to advise that the Audited Accounts for the year ended 31 March 2019 were available on the Council's website. The Statement of Accounts had been approved by the Audit & Governance Committee on 30 July 2019 receiving a clean audit report which was good news considering the complexity of work and the tight statutory deadlines that had to be adhered to.

The following points were particularly highlighted through the Financial Services Manager's verbal presentation: -

- The General Fund summary – some of the variations against individual service budgets were due to technical accounting requirements, for example, the requirement to charge depreciation to service. These entries had to be reversed under statute to prevent the charge being borne by the Council Tax payer
- The variations against original budget had been summarised in Table 2.4. and Members' attention was drawn to the fact that the outturn was made up of a significant number of over and underspends against budget. The outturn was generally favourable allowing contributions to be made to the Funding Resilience Reserve. The items over £100k had been explained within the report. Key adverse variations related to homelessness nightly paid accommodation amounting to £567k. Expenditure on this continued to be a significant issue in the current year and had been reflected within the financial model. Full Council last year had approved a supplementary estimate of £650k which had formed part of the approved budget.
- The favourable variations included:
  - Establishment savings of £177k in addition to the £450k corporate target. The Council had also achieved a favourable outturn on Council Tax Court case recoveries with the interest being invested.
  - The Cabinet were asked to note the additional £845k that had been transferred to the Funding Resilience Reserve which had been achieved due to additional Business Rates income.
  - The General Fund balance now stood at £7.076m
  - The Housing Revenue Account (HRA) position stood at £7.229
  - The total major repairs reserve was £1.165m
  - The HRA balance was expected to reduce over the first few years of the HRA Business Plan as a result of the programme in place for the provision of new dwellings and additional expenditure on sheltered housing
  - On capital and asset management it was highlighted that the Wave Leisure Centre had required no prudential borrowing and had been financed through revenue contributions, capital receipts and a successful grant application from Sport England.

The Chairman thanked the Financial Services Manager for a positive report and asked a question relating to the HRA and the reasons for the positive outturn compared to the original budget deficit of £1.248m. The Financial Services Manager explained that this was mainly due to a reduction in the financing of capital expenditure.

The Cabinet

RESOLVED – That

- (1) The revenue and capital outturn expenditure for 2018/19;
- (2) The level of balances and unused S.106 sums at 31 March 2019 be approved;
- (3) the £250k contribution to the Redundancy Reserve to allow restructures that meet the Council's payback period criteria be noted; and
- (4) the additional £0.845m contribution to the Funding Resilience Reserve be noted

The Cabinet supported the recommendations in the report and then confirmed its decision as per Decision Notice C/014/020919, a copy of which is attached to the signed copy of the Minutes.

178. BUDGET MONITORING REPORT TO 30 JUNE 2019

The Deputy Leader of the Council and Cabinet Member for Corporate Support, Councillor Oppler, introduced this item and stated that financial performance was monitored on a regular basis to ensure that spending was in line with Council policies and that net expenditure was contained within overall budget limits. Performance against approved budget to the end of June 2019 in relation to the General Fund, Housing Revenue Account (HRA) and capital was on track.

The Financial Services Manager presented this report and stated that this was the first formal monitoring report for 2018/19. Further reports would be presented to Cabinet for the period ended September and December 2019 with an outturn report this time next year.

The variation against expected spend at the end of June 2019 was £54k. The Financial Services Manager reiterated the situation in relation to homelessness and the continuing financial pressures from homelessness on nightly paid accommodation. She anticipated that there would be a requirement for a further supplementary estimate later in the year.

In summary, the General Fund and HRA were on track, however, Members were asked to approve the HRA revenue and capital slippage highlighted in Paragraph 7.2 of the report, which linked to the favourable outturn position in the previous item.

Cabinet - 2.09.19

In receiving the report, questions were asked about the homelessness situation in terms of whether this had been foreseen and was a result of West Sussex County Council's (WSCC's) decision to withdraw its homelessness support grant to some charitable organisations and whether this was in line with the expected predictions voiced when that decision had been made.

The Chief Executive responded stating that the Council had not seen a major impact to date, however, he did feel that the situation would worsen over time. Work was underway to try and produce figures so that there would not be the need to seek approval for further Supplementary Estimates in the future. It would be necessary to make sure that the budget for next year would be more realistic to keep within the movement of temporary accommodation and homelessness costs. This was an ongoing and real situation with the Council working alongside its partners across the District including charities, churches and other charitable authorities to try and help people with complex needs and people in general need. Members were reassured that the Council was attacking this issue from every angle including buying additional properties to house people. The Chairman asked how many properties had been purchased. The Director of Services outlined that the Council bought properties but these took a while to come on stream. Cabinet was informed that there was a full-on pipeline of purchases though the precise number could not be provided at this time. Officers were working closely with the Cabinet Member for Residential Services on an ongoing programme.

The Cabinet

RESOLVED – That

- (1) the report in Appendix 1 be noted;
- (2) the significant anticipated overspend in relation to nightly paid accommodation be noted;
- (3) the HRA revenue and capital slippage contained in Appendix 1 (paragraph 7.2) be approved; and
- (4) it be noted that the overall performance against budget is currently on track.

The Cabinet confirmed its decision as per Decision Notice C/015/020919, a copy of which is attached to the signed copy of the Minutes.



179. FINANCIAL PROSPECTS 2019-20 TO 2023/25

The Deputy Leader of the Council and Cabinet Member for Corporate Support, Councillor Oppler, introduced this item and stated that this covered the financial forecast for the Council for the next five years. Of major concern was the significant financial challenges that the Council would be facing as core Government grant funding was being eroded and replaced with more volatile and uncertain funding based around the growth of the District.

The Group Head of Corporate Support then worked through the highlights of the report re-stressing that local government was facing an unprecedented level of financial uncertainty around the funding available to it. The timing of this report had been difficult as it had been announced in August that the three-year spending review had been delayed, the one-year review would be announced on 4 September 2019. It was felt that it would be unlikely that this would provide any detail for individual authorities and that Councils would have to wait until just before Christmas for more detailed information. It therefore had to be recognised that it was not possible to make projections now with any level of certainty.

Despite this, the significant assumption had been made that the business rates reset would not happen now until 2021/22. The Council would therefore not lose its business rate growth until then which was one year later than originally anticipated. Some other general assumptions around the economy had been set out in the report at Paragraph 1.3.

Other general assumptions had been set out in Paragraph 1.3 of the report. Cabinet were advised that allowances had been made within the Strategy for a modest capital programme, however, it was important to stress that this had to cover all infrastructure and estate matters as well as any new initiatives. A further assumption made was around the payments from WSCC in terms of recycling credits. A cut of £186k had been made in this financial year and it was anticipated that the remainder of the £857k would be cut in 2020/21. This would have a significant effect on the Council's financial position and future spending plans.

Members' attention was then drawn to the risk element of the report; these were mainly around local government funding, as highlighted earlier. The Group Head of Corporate Support's only real mitigation was to ensure that the Council held a reasonable level of balances to cushion against any significant reductions in funding. It would also be essential to ensure that a robust business case be undertaken for any significant investments.

It was stressed that the figures identified could only be considered as indicative as explained earlier. Given the fact that information was continually emerging it was important that the Financial Strategy remained dynamic and was regularly updated and where needed significant changes made.

Cabinet - 2.09.19

Following a question relating to the Council's PA system, which was answered at the meeting, the Cabinet

RESOLVED – That

- (1) the core assumptions set out in the Medium-Term Financial Strategy and the current financial position be agreed;
- (2) the significant risks to local government finance that have been clearly outlined in the report be noted and agreed; and
- (3) the Medium-Term Financial Strategy be used to set the Budgetary framework in preparing the 2020/21 budget.

The Cabinet then confirmed its decision as per Decision Notice C/016/020919, a copy of which is attached to the signed copy of the Minutes.

*(During the course of the discussion on this item, Councillors Dr Walsh, Oppler and Purchase all declared their Personal Interests as Members of West Sussex County Council in relation to the update provided on the West Sussex County Council recycling credits.)*

180. ITEMS PUT FORWARD BY THE OVERVIEW SELECT COMMITTEE AND WORKING GROUPS

There were no items to consider.

(The meeting concluded at 17.24 pm)

## ARUN DISTRICT COUNCIL

### REPORT TO AND DECISION OF CABINET ON 7 OCTOBER 2019

#### PART A : REPORT

**SUBJECT:** Partnership Arrangement Agreement - Public Health Wellbeing Programme

**REPORT AUTHOR:** Robin Wickham – Group Head of Community Wellbeing  
**DATE:** August 2019  
**EXTN:** 37931  
**PORTFOLIO AREA:** Community Wellbeing

**EXECUTIVE SUMMARY:** The West Sussex Wellbeing Programme is commissioned by West Sussex County Council, Public Health Department. Since 2011, Arun District Council has delivered a prevention and wellbeing service under this agreement which provides a wellbeing service that focuses addressing local health inequalities. This report seeks authority to enter into a new three-year funding and partnership agreement with West Sussex County Council to enable the continuation of the Wellbeing Programme in Arun.

#### RECOMMENDATIONS:

It is recommended that Cabinet:

- a) Agree to enter into the Partnership Arrangement Agreement Relating to the Public Health Wellbeing Programme for the period 2019 to 2022 with West Sussex County Council; and
- b) Note the financial contribution of £323,360 from West Sussex County Council for the financial year 2019/20 and that subsequent contributions will be subject to the ratification of the budget by West Sussex County Council.

#### 1.0 BACKGROUND:

- 1.1 The West Sussex Wellbeing Programme is commissioned by West Sussex County Council Public Health Department. Each of the District and Borough Council's in West Sussex is contracted to deliver a local Wellbeing Programme under a three-year Partnership Agreement.
- 1.2 The Programme meets the corporate priority of 'Supporting you if you need help'.
- 1.3 Each District and Borough Council's Wellbeing programme is allocated a core sum (Allocated Fund) plus a supplementary or 'wraparound' sum for local priorities (Local Fund). In Arun for the period 1 April 2019 to 31 March 2020 these sums are £110,560 and £212,800 respectively, making a total of £323,360. The County

	<p>Council has stated that it will notify its decision on future years funding once it has ratified its budget (which is normally by the end of February before the start of the new financial year).</p>
1.4	<p>The West Sussex Wellbeing Programme's is developed by Public Health in partnership with the District and Borough Councils. Its stated aim is to provide an 'adult health improvement and prevention programme delivered at scale, focussed on modifiable risk factors and supporting wellbeing for all adults who live and/ or work in West Sussex'. The Programme is integral to the West Sussex Joint Health and Wellbeing Strategy and has flexibility, so each District and Borough Council can focus on local inequalities.</p>
1.5	<p>The West Sussex Wellbeing Programme specification states that each authority will provide:</p>
1.5.1	<p>A source of advice, information and support which can be accessed by the population who need them to meet their health and wellbeing needs;</p>
1.5.2	<p>A wellbeing website offering information on a range of health-related topics/programmes and access to a local wellbeing service through a secure referral pathway; and</p>
1.5.3	<p>Targeted activity to those considered to be in greatest need based on locally available data sources and intelligence, with a focus on deprivation.</p>
1.6	<p>The local priorities are agreed in consultation with Public Health and are derived from a range of sources of which the Annual Local Authority Health Profile is a key document. The latest profile (2018) states that the priorities in Arun include tackling health inequalities, reducing alcohol and smoking related harm and the incidents of hip fractures in older people.</p>
1.6.1	<p>Overall deprivation in the district is lower than the England average, however approximately 13% (3,100) of children live in low-income families;</p>
1.6.2	<p>Life expectancy for men and women approximates to the England average, but it is 9.5 years lower for men and 8.2 years lower for women in the most deprived areas of Arun compared to the least deprived;</p>
1.6.3	<p>In Year 6 (age 10-11), 19.8% (269) children are classified as obese;</p>
1.6.4	<p>The rate of adult stays in hospital related to alcohol harm is over 1,100 per year, and over 30 for those under 18 years of age;</p>
1.6.5	<p>17% (or 21,987) residents are smokers;</p>
1.6.6	<p>The number of adults in Arun who are classified as inactive (i.e. take less than 30 minutes of activity a week) is 33.1% or 51,536 residents (Active lives Survey 2016/17);</p>

<p>1.6.7 Early deaths from cardiovascular diseases are similar to the national average at 72.8 per 100,000 of the population.</p> <p>1.7 The Arun Wellbeing Programme has been agreed with Public Health and is summarised in Appendix 1. The services will focus on:</p> <p>1.7.1 The risk factors for cardiovascular disease (CVD), diabetes type 2 and preventable cancers by supporting residents to change their behaviours to promote healthy lifestyles (e.g. introducing residents to physical activity, providing healthy eating advice, one to one motivational sessions);</p> <p>1.7.2 Delivering information and signposting to promote wellbeing and lifestyle changes (e.g. telephone, email, website and face to face meetings);</p> <p>1.7.3 Work with other departments across Arun District Council to enable targeting of high risk/hard to reach families to promote wellbeing;</p> <p>1.7.4 Developing and managing the delivery of a range of projects and activities to promote wellbeing and lifestyle changes.</p> <p>1.8 The monitoring of the Programme will continue to be subject to significant and ongoing monitoring by the Public Health commissioners. Members of the Environment and Leisure Working Party also continue to receive update reports.</p>		
<p><b>2. PROPOSAL(S):</b></p> <p>It is proposed that Cabinet:</p> <p>a) Agree to enter into the Partnership Arrangement Agreement Relating to the Public Health Wellbeing Programme for the period 2019 to 2022 with West Sussex County Council;</p> <p>b) Note the financial contribution of £323,360 for the financial year 2019/20 and that subsequent contributions will be subject to the ratification of the budget by West Sussex County Council.</p>		
<p><b>3. OPTIONS:</b></p> <p>1) To approve the proposal to enter into the Partnership Arrangement Agreement Relating to the Public Health Wellbeing Programme</p> <p>2) Not to enter into the Partnership Arrangement Agreement Relating to the Public Health Wellbeing Programme</p>		
<p><b>4. CONSULTATION:</b></p>		
Has consultation been undertaken with:	<b>YES</b>	<b>NO</b>
Relevant Town/Parish Council		✓
Relevant District Ward Councillors		✓
Other groups/persons (please specify)		✓

<b>5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)</b>	<b>YES</b>	<b>NO</b>
Financial	✓	
Legal	✓	
Human Rights/Equality Impact Assessment		✓
Community Safety including Section 17 of Crime & Disorder Act		✓
Sustainability	✓	
Asset Management/Property/Land		✓
Technology		✓
Other (please explain)		

**6. IMPLICATIONS:**

- Financial: The Arun Wellbeing Programme is funded by West Sussex County Council, any future reduction in funding would result in a proportionate loss of service delivery unless an alternative source of funding were found. If funding for the service is cut by the County Council in the future, Arun could be liable for potential redundancy costs.
- Legal: Legal services have been consulted in the drafting of the Partnership Arrangement Agreement.
- Sustainability: This programme requires external funding to enable its continuation

**7. REASON FOR THE DECISION:**

To enable the continuation of the Wellbeing programme in Arun and support the delivery of Arun District Council's corporate policy of 'Supporting you if you need help'.

**8. EFFECTIVE DATE OF THE DECISION: 16 October 2019**

**9. BACKGROUND PAPERS:**

Report to Cabinet – 26 November 2012

Report to Cabinet – 14 September 2015

Report to the Environment and Leisure Working Group - 29 August 2017

Report to the Environment and Leisure Working Group – 22 January 2019

[Local Authority Health Profile 2018](#)

## Appendix 1 Arun Wellbeing Programme 2019/20

### 1. Local health and wellbeing picture

#### Health in summary

The health of people in Arun is generally similar to the England average. Life expectancy for both men and women is also similar to the England average but there is a big disparity between Life expectancy in deprived wards compared to the least deprived; 9.5 years lower for men and 8.2 years lower for women. Smoking prevalence in adults is considerably higher in the Arun district compared to most other District and Borough's within West Sussex. 40.2% of adults in routine and manual occupations smoke.

#### Children:

- About 13% (3100) of children live in low income families with around 19.8% (269) of children classified as obese In Year 6, this is better than the England average.
- The rate of alcohol-specific hospital stays among those under 18 is 31. This represents 9 stays per year.
- Levels of teenage pregnancy are better than the England average.

#### Adults:

- Smoking prevalence in adults is higher than the national average, 17% compared to 14.9% and is significantly higher than most of the District and Borough's within West Sussex.
- The rate of alcohol-related harm hospital stays is 660, this is better than the England average. This represents 1,109 stays per year.
- Estimated levels of adult physical activity are similar to the national average but are lower than most District & Borough's in West Sussex.
- Early deaths from cardiovascular diseases are similar to the national average at 72.8 per 100,000 of the population.
- Early deaths from cancer are similar to the national average at 135.9 per 100,000 of the population.

Engagement with Arun Wellbeing, Arun District Council staff & Councillors, Arun Wellbeing project providers, Public Health colleagues, Think Family, Clinical Commissioning Groups, The LCN's (Regis and R.E.A.L) and voluntary sector partners has defined the following priorities for the service:

#### 1. Healthy Weight

- 61.3% of adults in the Arun District are classified as overweight or obese; this is similar to the England average.
- 19.8% of children in year 6 (aged 10-11) in the Arun District are classified as obese; this is similar to the England average.

Healthy Weight interventions form the core service of the Arun Wellbeing programme, through brief and extended interventions carried out by Wellbeing Advisers.

Projects which support this priority area include WISE (Weight Information Sensible Eating), Wellbeing Workplace, Wellbeing Active, Family Wellbeing, Cook and Eat, Wellbeing Coaches, Pre-Diabetes Programme, Drinking Intervention.

#### 2. Diabetes Prevention

- 9,501 people are on GP registers are recorded with a diagnosis of diabetes (*Arun Health Profile 2017, 2018 figure not available*). This is significantly worse than the England average. Many people with diabetes are not immediately diagnosed so the actual number will be considerably higher.
- Patients who are recorded with a raised HBA1C reading in the pre-diabetic range have the opportunity to reduce their likelihood of developing diabetes through lifestyle and behaviour change.

Lifestyle and behaviour change form the core service of the Arun Wellbeing programme, through brief and extended interventions carried out by Wellbeing Advisers.

Although all Arun Wellbeing projects contribute towards this priority area, the principal Arun Wellbeing project which supports this priority area is the Pre-Diabetes Programme (PDP). The Wellbeing PDP complements the National NHS Non-Diabetic Hyperglycaemia programme which rolled out across West Sussex during 2017/18 by offering one-off, local patient workshops which can signpost onto the national programme and/or follow up with one-to-one local support.

3. **Cardiovascular Disease, Respiratory Disease, Stroke and Cancer – prevention of risk factors**

- 74.5 per 100,000 population aged below 75 are recorded for mortality relating to cardiovascular disease
- 138.8 per 100,000 population aged below 75 are recorded for mortality relating to cancer
- Lifestyle and behaviour change interventions support residents to reduce their risk factors for cardiovascular disease, stroke and preventable cancers.

Lifestyle and behaviour change form the core service of the Arun Wellbeing programme, through brief and extended interventions carried out by Wellbeing Advisers. This year staff will be able to deliver Health Checks and smoking intervention further contributing to residents identifying and reducing risk factors.

Projects which support this priority area include Wellbeing Home, WISE (Weight Information Sensible Eating), Wellbeing Workplace, Wellbeing Active, Family Wellbeing, Cook and Eat, Wellbeing Coaches, Pre-Diabetes Programme, Falls Prevention, Smoking Cessation, Drinking Intervention.

4. **Tackling Sedentary and Inactive Behaviours and preventing falls**

- 66.9% of Arun's adult residents are physically active, which is similar to the England average.
- Around 35% of Arun residents aged 65+ may be expected to fall each year, and because of the older population growing throughout Arun and West Sussex, the number of people suffering a fall which leads to hospital admission is expected to rise by 12% in the coming year. (West Sussex Life 2018)

Lifestyle and behaviour change form the core service of the Arun Wellbeing programme, through brief and extended interventions carried out by Wellbeing Advisers.

Projects which support this priority area include Wellbeing Home, WISE (Weight Information Sensible Eating), Wellbeing Workplace, Wellbeing Active, Family Wellbeing, Wellbeing Coaches, Falls Prevention.

5. **Fuel Poverty and health conditions caused by cold/damp homes**

- 8.8% of Arun households are estimated to be fuel poor, compared to a West Sussex average of 8.6% and a national average of 11.0%
- 449 excess winter deaths were recorded (observed winter deaths minus expected deaths based on non-winter deaths)
- 15.4% of children under the age of 16 are recorded as in low income families (ie in families receiving means tested benefits and on low income) (Arun Health Profile 2017).

Health conditions exacerbated by living in cold/damp homes include:

- Cardiovascular disease
- Stroke
- Respiratory (asthma, COPD, bronchitis, pneumonia)
- Mental health (depression, anxiety disorders, maternal depression)

The principal project which supports this priority area is Wellbeing Home.

6. **Wellbeing in Work**

- Nationally, the annual economic costs of sickness absence are estimated at over £100 billion, with £8 billion of this identified as being a direct result of cardiovascular disease. Every year, 140 million working days are lost to sickness absence, and promoting good health at work can see a 25-40% reduction in absenteeism. Physical activity programmes at work have been found to reduce absenteeism by up to 20%. (Dame Carol Black 2011; British Heart Foundation)
- 62.2% of Arun's population aged between 16-64 are employees (56,400 people)



Lifestyle and behaviour change form the core service of the Arun Wellbeing programme, through brief and extended interventions carried out by Wellbeing Advisers.

The principal project supporting this priority area is Wellbeing Workplace, working alongside the Wellbeing Advisers; other projects which support it include WISE (Weight Information Sensible Eating), Wellbeing Active, Pre-Diabetes Programme, Wellbeing Supporters.

**References:**

Public Health Profile for Arun 2018

West Sussex Joint Strategic Needs Assessment 2018

West Sussex County Council Annual Public Health Report 2018

West Sussex Life 2018

Nomis Labour Market Profile 2017-18

## 2. Programmes on offer 2019/20

Arun is a large and diverse district, with three towns, several deprived wards, Think Family areas, extensive rural areas, and has a population of around 157,500. The face-to-face element of the hub function will be split fairly over this area and this is achieved through a programme of outreach work, events and 1 to 1 appointments.

The Wellbeing service has a permanent office base in each of the two main towns (Bognor Regis and Littlehampton) where residents are invited to drop-in or make appointments. Both bases are situated in deprived wards and are easily accessible by both car and public transport and are in easy walking distance from the town centres.

The Arun Wellbeing programme will:

- Deliver information and signposting through brief interactions via telephone, email, website and face-to-face at local and outreach venues, to adults of all ages and including family provision;
- Provide one to one motivational support through brief interventions and extended interventions, via Wellbeing Advisers, to people who are referred or who self-refer, around behaviour change for those who are at risk of developing cardiovascular disease, stroke, preventable cancers or diabetes type 2;
- Deliver internally and commission externally a range of projects and activities to promote wellbeing and lifestyle change and enhance the above provision;
- Work across Arun District Council to enable targeting of high risk/hard to reach families to promote wellbeing of its residents, focusing particularly but not exclusively on deprived wards within the district, Think Family Neighbourhoods and rural areas.
- Work with Arun's leisure provider, Freedom Leisure, to maximise opportunities for delivering Wellbeing Services and achieving positive Public Health outcomes for the community.

Who	What
<p>Adults over the age of 18. Young people aged 16-17 (with parental consent) Families with one or more child(ren) aged 5-16)</p> <p>As a universal service, Arun Wellbeing is open to all the population of Arun, including carers, people who are homeless, have mental health disorders, or learning disabilities, people with substance misuse dependencies, Think Family and Early Help service users.</p> <p>It is anticipated that around 75% of Arun Wellbeing's delivery will reach residents who live in deprived wards, Think Family Neighbourhoods or rural areas.</p> <p>Exclusions: Adults with a BMI of <math>\geq 40</math> or <math>\geq 35</math> with co-morbidities, are referred or signposted direct to Tier 3 weight management services if they have previously taken part unsuccessfully in a Tier 2 service. Adults with an Audit/Don't Bottle It Up score of <math>\geq 20</math> or who display any signs of alcohol dependence/withdrawal are referred or signposted direct to CGL.</p>	<p>Reducing risk factors for CVD, Stroke, Diabetes type 2, Respiratory disease, preventable cancers through motivational interviewing and one to one personalised support to enable:</p> <ul style="list-style-type: none"> <li>○ Lifestyle/behaviour change</li> <li>○ Increasing physical activity</li> <li>○ Improving nutrition</li> <li>○ Weight management</li> <li>○ Tackling fuel poverty</li> <li>○ Improvement in Strength and balance to help prevent falls</li> <li>○ Stop Smoking</li> </ul>

All Wellbeing advisors are trained to carry out/deliver motivational interviewing techniques, brief interventions, NHS Health Checks, and Wellbeing MOTs to identify behaviours and issues that need changing such as smoking cessation, weight management and physical activity.

Our advisors will be offering the above services both via outreach work in the community and from our permanent office bases – The Arun Civic Centre, Littlehampton and Bognor Regis Town Hall. We will be targeting our outreach work (but not limited to) the deprived wards in our district.

We are looking to provide our services from the following locations:

- Libraries
- Health Centres,
- GP's
- Pharmacies
- Children and Family Centres
- Leisure Centres – The Arun Leisure Centre, Felpham & Littlehampton Wave
- Job Centres
- Community halls
- The Civic Centre, Littlehampton and Bognor Regis Town Hall
- Partner organisations – Age UK

Venues will be reviewed on a quarterly basis to determine how appropriate they are, looking at factors such as accessibility for the public, number of clients seen and referrals/uptake of interventions from other service providers such as GP's, pharmacies etc.

### 3. Programme descriptions

<b>Project Name</b>	<b>W.I.S.E</b> (Weight Information & Sensible Eating). Co-ordinated and delivered in house with activity element delivered by Freedom Leisure (As per Wellbeing Active Beginners Fitness). This project is a 12-week weight management course for adults with a BMI of 25+
<b>Service description</b>	<p>It is intended to hold 8 x 12 week nutrition based programmes per year, and up to 12-15 clients may be recruited. The course would not run with fewer than 4 participants. Clients who wish to be introduced to physical activity will be signposted to the Beginners Fitness programme.</p> <p><b>How many planned and Locations to be delivered</b></p> <p>The 8 courses will be split evenly across the East and West of the Arun district.  3x Courses delivered from The Wellbeing Annex, Bognor Regis Town Hall  1x Course to be delivered at Bersted Green TBC  3x courses to be delivered from Arun Civic Centre, Littlehampton  1 x Course to be delivered from Chilgrove House, Wick TBC</p> <p><b>How this is targeted to areas of deprivation</b></p> <p>All courses are being run in deprived wards</p> <p><b>How this is targeted to specific groups ie. Men</b>  For clients who have a BMI (Body Mass Index) of between 25 and 40</p>

<b>Project Name</b>	<b>Smoking Cessation</b>
<b>Service description</b>	<p><b>Length of course</b></p> <p>Up to 12 x 1 hour intervention sessions</p> <p><b>How many planned per year</b></p> <p>No targets set for year 1 as new service. Evaluate for year 2/3 once full year complete.</p> <p><b>Locations to be delivered</b></p> <p>Interventions will take place at the two Wellbeing hubs along with locations within the deprived wards.</p> <p><b>How this is targeted to areas of deprivation</b></p> <p>Both the Wellbeing hubs are located in deprived wards and the outreach work will focus in locations in deprived and rural areas.</p> <p><b>How this is targeted to specific groups ie. Men</b></p> <p>The interventions are open to everyone who wants to quit smoking.</p>

<b>Project Name</b>	<b>Health Checks</b>
<b>Service description</b>	<p><b>Length of course</b></p> <p>Up to 1hr face to face Sessions.</p> <p><b>How many planned per year</b></p> <p>No targets set for year 1 as new service. Evaluate for year 2/3 once full year complete.</p> <p><b>Locations to be delivered</b></p> <p>Sessions will take place at the two Wellbeing hubs along with locations within the deprived wards.</p> <p><b>How this is targeted to areas of deprivation</b></p> <p>Both the Wellbeing hubs are located in deprived wards and the outreach work will focus in locations in deprived and rural areas.</p> <p><b>How this is targeted to specific groups ie. Men</b></p> <p>Clients aged between 40-74 age who have not had a check in the last 5 years.</p>
<b>Project Name</b>	<p><b>Pre-Diabetes Programme</b></p> <p>The project is designed to support individuals who have non-diabetic hyperglycaemia (HbA1c of 42-447 mmol/6.0-64%) and therefore of high risk of progression to Type 2 Diabetes. It provides information about behavioural change (including nutrition and physical activity) designed to prevent the patient from progressing to Type 2 Diabetes. This programme is only for clients who are not eligible for and/or not want to take up the offer of the National Diabetes Prevention Programme (NDDP).</p>
<b>Service description</b>	<p><b>Length of Course</b></p> <p>3 hour work shops</p> <p><b>How many planned and location</b></p> <p>Up to 26 x workshops. Courses initially being run from The Civic Centre, Littlehampton and Bognor Regis Town Hall. It is then proposed that courses could be run from different venues in the district focusing in areas of deprivation and linking in with other service providers.</p> <p><b>How this is targeted to areas of deprivation</b></p> <p>Workshops will predominantly be run from locations within deprived wards. It is proposed to run the workshops from different venues in these areas such as GP's, Health Centres and Jobs Centre's etc</p> <p><b>How this is targeted to specific groups</b></p> <p>The programme is not generally targeted to specific groups but insight information gathered throughout the year may lead us to deliver the course to specific groups/Areas. The course is generally aimed at people who been told by their GP or nurse that they are pre-diabetic.</p>

<b>Project Name</b>	<p><b>Wellbeing Active (including the falls prevention project).</b></p> <p>Wellbeing Active is coordinated in-house and delivered by a range of external providers.</p> <p>This project is designed:</p> <ol style="list-style-type: none"> <li>1. To support inactive and sedentary adults to increase their activity levels to above 30 minutes per week through taking part in free entry-level physical activity courses.</li> <li>2. To support older people to regain confidence in their balance and prevent falls which may lead to hospital admission.</li> </ol>
<b>Service description</b>	<p><b>Length of course</b></p> <p>Learn to run 6 x 8 week courses back to swimming 2 x 8 week courses Beginners Fitness 12 x 10 week courses Falls Prevention 7 x 9 week courses</p> <p><b>Locations to be delivered</b></p> <p>Learn to run – 3 x The Arun Leisure Centre, 3 x Littlehampton Wave Back to swimming – The Lido, Arundel Beginners Fitness – The Arun Leisure Centre &amp; Littlehampton Wave Falls Prevention – Bersted learning centre, Bognor. St Catharine's Church Littlehampton.</p> <p><b>How this is targeted to areas of deprivation</b></p> <p>The two leisure centres are located next to deprived wards with the civic centre, Bersted learning centre and St Catherine's church located in a deprived ward. Our outreach work and sign posting to the leisure centres will encourage clients to access the service.</p> <p><b>How this is targeted to specific groups ie. Men</b></p> <p>Sessions aimed at getting the non-active active and falls prevention targeted at the older generation who are likely to have a fall or are unsteady on their feet.</p>
<b>Project Name</b>	<p><b>Wellbeing Coaches</b></p> <p>Coordinated in-house and delivered by a range of external providers. This project is designed to support individuals who need more intensive and individually-tailored one to one support than that provided through the Wellbeing Active project, to motivate them to begin to get active. Clients cannot self-refer but must be referred by a Wellbeing Adviser after at least one 121 session.</p>
<b>Service description</b>	<p><b>Length of course</b></p> <p><b>Up to 5 x 1 hour sessions</b></p> <p><b>How many planned per year</b></p> <p>Dependant on need and budget</p> <p><b>Locations to be delivered</b></p>

	<p>Delivered at both leisure centres in our district, The Arun Leisure Centre, Bognor and Littlehampton Wave</p> <p><b>How this is targeted to areas of deprivation</b> These courses are not specifically targeted in deprived areas but as we will be doing more outreach work a larger percentage of clients may come from these areas.</p> <p><b>How this is targeted to specific groups ie. Men</b> Targeted towards clients with more intensive needs who need to be get active.</p>
<b>Project Name</b>	<p><b>Wellbeing Work Place</b></p> <p>This project engages principally with small and medium workplaces in Arun to support and improve employee health through linking workplaces and their staff with the Wellbeing adviser programme, NHS health checks and other Wellbeing projects.</p>
<b>Service description</b>	<p><b>Length of course</b> Day and half day courses available</p> <p><b>How many planned per year</b> Up to 15 employers who have not engaged with the programme previously or within the last 12 months</p> <p><b>Locations to be delivered</b> Working in geographical areas of deprivation within Arun to include local schools, supermarkets, private enterprises large and small and charity/voluntary groups located in the area.</p> <p><b>How this is targeted to areas of deprivation</b> Main focus will surround targeting Work force and businesses that are located in deprived wards with in Arun and businesses that attract their workforce from deprived areas.</p> <p><b>How this is targeted to specific groups</b> Working with more challenging target groups E.g. Building trade, care home staff, public facing roles and shift workers etc.</p> <p>6 Public Health campaigns a year will be promoted to work places ranging from stop smoking through to healthy hearts.</p>
<b>Project Name</b>	<p><b>Wellbeing Home (shared project with Chichester Wellbeing on approx 60/40 split).</b></p> <p>Delivered in-house, this project supports individuals who are in fuel poverty to improve the warmth of their homes and reduce their energy bills. This is achieved through low cost installable measures, behaviour change and information about grant eligibility and tariff switching and signposting to schemes such as Energy Company Obligation and Warm Home Discount.</p>
<b>Service description</b>	<p>This project directly supports clients who are in fuel poverty through a variety of measures that tackle the root causes of fuel Poverty which include.</p>

	<ul style="list-style-type: none"> <li>•Energy efficiency</li> <li>•Cost of energy</li> <li>•Income maximisation</li> </ul> <p>Home energy advice is offered through a variety of formats including home visits, over the phone and email. Guidance is offered on tariff comparisons, energy efficiency grants, keeping warm at home and the health impacts of living in a cold home. A whole client approach is used to refer clients to other support services that are relevant for them. The project works closely with and complements the wider Wellbeing and other community projects and services through cross-referrals and signposting.</p> <p><b>How many planned per year</b></p> <p>It is anticipated that approx 250 contacts (phone advice or where needed - home visits) per annum (40% in Chichester District and 60% in Arun District) – will take place and a range of different advice given.</p> <p><b>Locations to be delivered</b></p> <p>Home visits take place across all areas of the district. The project leads will do talks to community groups on request, and according to capacity (often alongside other team members promoting other wellbeing services), hold public awareness raising campaigns (e.g. market stands or public building foyers) and carry out a combination of information sessions for professionals (eg at team meetings) The focus of these community talks/events will focus around but not limited to deprived wards.</p> <p><b>How this is targeted to areas of deprivation</b></p> <p>A majority of the service users are from deprived areas of the districts; throughout the year research will identify priority areas to focus on.</p> <p><b>How this is targeted to specific groups ie. Men</b></p> <p>The service is open to anyone but focuses on individuals who are in fuel poverty and vulnerable.</p>
<b>Project Name</b>	<p><b>Family Wellbeing</b></p> <p>This project supports families with an overweight or obese child to improve the health of family members through healthier eating, practical guidance on purchasing food and cooking nutritional meals, and physical activity. Each family receives one to one tailored support in a combination of settings including the child's school and the family home.</p>
<b>Service description</b>	<p><b>Length of course</b></p> <p>Between 12-24 sessions depending on an agreed set of criteria of need</p> <p><b>How many planned per year</b></p> <p>It is anticipated that over the course of a year 48 overweight &amp; obese children together with their nominated parent/carers will take part in the project.</p> <p><b>Locations to be delivered</b></p>

	<p>Across the district – Schools, Leisure centres, family homes</p> <p><b>How this is targeted to areas of deprivation</b> Most clients who engage with the service are predominantly from disadvantaged backgrounds with a high percentage living in one of the deprived wards with in Arun.</p> <p><b>How this is targeted to specific groups</b> Targets overweight or obese children and their families</p>
<b>Project Name</b>	<b>Cook and Eat.</b> This course helps people become confident about cooking and developing basic skills to cook from scratch. The course covers the basics of a balanced diet, meal planning, adapting recipes, learning what are essential store cupboard basics, how to budget meals for the week, creating healthy and affordable meals, cooking using 'special offer' products and how to manage with less money.
<b>Service description</b>	<p><b>Length of course</b> 6 x 1 hour sessions.</p> <p><b>How many planned per year</b> Up to 5 courses run throughout the year.</p> <p><b>Locations to be delivered</b> Locations to be delivered mainly from deprived wards but are dependent on buildings with the appropriate kitchen facilities.</p> <p><b>How this is targeted to areas of deprivation</b> It is envisaged that a majority of the courses will be delivered in deprived wards and/or customers will be from these areas.</p> <p><b>How this is targeted to specific groups ie. Men</b> Aimed at people who have little experience of cooking or who need advice on cooking on a budget or how to make healthy meals. This ranges from adults who may have lost a partner to single parents on low income.</p>
<b>Project Name</b>	<b>Children and Family Centres Home Start Workshops.</b> Rolling series of short 1 hour workshops/interventions delivered over a 6 to 8 week period from Children & Family Centres. Aimed at parents in deprived wards who may have low income & high support needs. Local organisations and support groups attend to deliver information & support regarding their service each week. Ranging from Wellbeing, MIND, UK Harvest, Age UK, Leisure providers, Citizens Advice etc.
<b>Service description</b>	<p><b>Length of course</b> 6 to 8 week 1 hr sessions</p> <p><b>How many planned per year</b></p>



	<p>4 (TBC)</p> <p><b>Locations to be delivered</b></p> <p>Initially from Children and Family centres in Littlehampton and Bognor, but other venues will be considered if they suit the needs of the project.</p> <p><b>How this is targeted to areas of deprivation</b></p> <p>The courses take place in deprived wards.</p> <p><b>How this is targeted to specific groups ie. men</b></p> <p>Aimed at parents in deprived wards who may have low income &amp; high support needs. Informal nature of attendance as difficult for target group to commit to long term times and dates (childcare etc). Ability for client to pick and choose relevant sessions.</p>
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### 3. Addressing inequalities

Arun has 23 wards within its district, and deprivation levels vary widely between wards. We accommodate some of the most deprived wards in the country (top 10%). Although a high proportion of the deprived wards are located near our two main towns of Littlehampton and Bognor there are several rural areas with small pockets of vulnerable population's eg older people living alone, low income families etc.

#### Deprived wards:

- Littlehampton: Ham, River, Courtwick with Toddington, Beach.
- Bognor Regis: Marine, Pevensey, Hotham, Orchard, Bersted.

#### Rural Locations:

- Yapton, Barnham, Findon Village, Walberton and surrounding areas.

The Wellbeing service will cover the whole of the district but the main focus for the next 3 years will be targeted towards the deprived and isolated wards focusing on inequality and incorporating Public Health's key themes E.g stop smoking and will also include the delivery of Health Checks as well as our normal core services. We are also planning on delivering wrap around courses such as W.I.S.E and PDP and some activity and falls classes in these areas as well as our two main hub locations.

There are many factors that prevent residents in deprived and rural areas from accessing services outside of their community I.E travel, financial, accessibility etc. We plan to deliver an outreach service with in the wards making our provision more accessible to those who need it more in the areas that need it most. We will be looking to deliver these sessions from but not limited to GP surgeries, libraries, children and family centres, Job and leisure centres.

We will actively engage with local organisations, health services and the wider community in these areas to raise awareness of the wellbeing service & develop links and referral pathways. Working alongside these organisations will allow us to target our work in areas where provision or service up take is low thus providing better opportunities for local community engagement.

We will continue to work closely with internal departments within our organisation and our external partners (Age UK, CAB, Freedom Leisure etc) to ensure that our customers can be sign posted on to other services for help where required, aligning to the Making Every Contact Count ethos.

Not only will our workplace advisor target small and medium sized businesses they will also look to engage with work forces and businesses that are located in deprived wards but also businesses that attract their workforce from these areas I.E The body Shop – manual workers/packers. There will also be a focus on working with more challenging target groups E.g. Building trade (and business's like Travis Perkins who support the trade), care home staff, public facing roles and shift workers.

We will continue working with Freedom Leisure to ensure that there is a clear pathway for customers to access leisure facilities at reduced rates. We will also link up with their Community Development team to encourage community based projects and initiatives in the local community that link directly to the work and outcomes of the Wellbeing team.

#### **4. Headline service changes/improvements 2019/20**

##### **Changes from 2018/19**

##### **Delivery of Health Checks & Smoking Interventions**

- All advisors to be trained to deliver the above interventions.
- This provides resilience & capacity within the team to cope with extra demand, enables better choice of days/times for the customer and supports increased cover for A/L and Sickness.

##### **Delivery of Children and Family Centres Home Start Workshops**

- Successful workshop trial took place in 2018/19
- Rolling series of short 1 hour workshops/interventions delivered over a 6 to 8 week period from Children & Family Centres.
- Aimed at parents in deprived wards who may have low income & high support needs.
- Local organisations and support groups attend to deliver information & support regarding their service each week. Ranging from Wellbeing, MIND, UK Harvest, Age UK, Leisure providers, Citizens Advice etc
- Informal nature of attendance as difficult for target group to commit to long term times and dates (childcare etc). Ability for client to pick and choose relevant sessions.
- Workshops enable pathways for clients to be signposted/informed about other relevant services.

##### **Wise Up at Work Initiative**

- After Successful trial at Arun District Council in 2018/19 initiative to be offered to work places.
- 12 week weight loss competition for staff with BMI's over 25
- Staff challenge and support each other throughout the competition.
- Social media used to create support groups.
- Enables business to offer incentives/prizes for staff to lose weight and get healthy.
- Gives the business and staff "tools" for the initiative to become active and self-sustaining which ultimately leads to improved sickness rates and productivity.

## 5. Links with Partners

The team engages in two-way referrals with the Prevention Assessment Teams, Family Mosaic, GPs, Practice Nurses, Diabetes Nurses, Pharmacies, Time to Talk, Chronic Pain Service, Children and Family centres, Think Family Keyworkers, Leisure providers and many more.

We also work internally with other ADC departments, including Lifeline, Parks Department, Housing, Rent Arrears, Safeguarding and Benefits teams. Links with the other District and Borough Wellbeing programmes are excellent, enabling joint working on projects.

An advisor (working alongside the rest of the team) will be responsible for developing links and liaising with key partners within the district, focusing on the deprived wards. They will help raise awareness of the Wellbeing team, work out which GP's/pharmacies have lower referral rates, monitor trends, help develop referral pathways and improve communication. Key information is fed back to the team so that our service can adapt as necessary in order to achieve the programmes outcomes.

The Arun Wellbeing and Health Partnership is a useful focus for partnership engagement (and wider through the West Sussex Health and Wellbeing Board), and good links are being forged with the Local Community Networks in Regis and R.E.A.L(East Arun). The proposed Social Prescribing projects across the county will become key partners with the Wellbeing programmes locally, and the Making Every Contact Count (MECC) initiative will further draw partners together.

Wellbeing Workplace will focus on geographical areas of deprivation within Arun to include local schools, supermarkets, private enterprises large and small and charity/voluntary groups located in the area. The main focus will surround targeting work force and businesses that are located in deprived wards and businesses that attract their workforce from deprived areas. Working with disadvantaged/poor outcomes occupational groups – Building trade, care home staff for example. Utilising the successful Wellbeing at Work initiative, this will be offered to workplaces in the hope that staff and the business will become more self-sustaining and independent. We are exploring the opportunities of working with businesses that ADC commission work too such as our refuge operators, Biffa for example. We will also be looking to hold outreach services in job centres so that we can target people that are looking to get back into work.

The introduction of the Home Start Children and Family Centres Initiative enables key organisations to work in the heart of deprived areas and will help create a more co-ordinated and accessible intervention for the members of the local community. Insight information and support can be shared to enable an improved and more tailored approach in the future.

Home Energy Visitors (HEV) – Whilst visiting people in their homes the HEVs are working with some complex cases and making onward referrals. This is likely to increase in the coming year with closer links to social prescribers and housing teams. The advisors will also be looking to work closer to clients in the community/deprived wards by holding small information events around the district focusing in areas of deprivation.

We will also look to improve better links and communications with key services that clients in deprived wards rely on more than others such as food banks, family centres etc.

We will continue to liaise and work closely with our leisure providers, Freedom Leisure to enable there to be a pathway into the GP referral scheme as well as optimising the leisure opportunities for our clients.

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## ARUN DISTRICT COUNCIL

### REPORT TO AND DECISION OF CABINET ON 7 OCTOBER 2019

**SUBJECT: Innovating our High Streets – town centre regeneration approaches.**

**REPORT AUTHOR:** Nigel Lynn, Chief Executive

**DATE:** 18 September 2019

**EXTN:** 37600

**PORTFOLIO AREA:** Economy

#### **EXECUTIVE SUMMARY:**

The report provides background to a Local Government Association/District Council Network study tour, plus recent expert views on how to innovate and regenerate our town centres.

The report proposes that Cabinet are minded to support budget provision of £60k in the 2020/21 budget for Town Centre events in partnership with other organisations.

#### **RECOMMENDATIONS:**

It is recommended that:

1. Cabinet supports the principle of supporting our three Towns in Arun to improve their shopping experiences;
2. Cabinet requests Officers to investigate ways to develop Town Centre plans with Town Councils and other partners;
3. Cabinet requests Officers to consider a £60k budget within the 2020/21 Budget considerations; and
4. Cabinet requests Officers to investigate setting up a Business Rate fund for new start-up businesses (in a defined Town Centre area) to help reduce business costs (possibly through the West Sussex Business Rate Pool).

#### **1. BACKGROUND:**

- 1.1 Bill Grimsey is an acknowledged expert in the retail market. He previously worked for several well-known high street chains such as Budgens and Tesco, working his way up the ladder to become managing director of WBS (Wickes retailing subsidiary) Focus DIY, and CEO of Iceland (frozen food store).

- 1.2 In 2012, Bill published a book about the High Street debate – ‘Sold Out’ – and in 2013 he published his report on the state of the high street retail sector, ‘The Grimsey Review’ - identifying issues within town centres to be addressed. He wrote a second version in 2018 – The Grimsey Review 2. The District Council’s Network (DCN) and the Local Government Association (LGA) have welcomed these reports.
- 1.3 In essence, his report identifies:-
- We have a nation of ‘clone towns’
  - Footfall in the town centres is nationally down – 2.2% year on year – whilst general footfall is down – 1.7% year on year
  - 20<sup>th</sup> century retail is orientated around the car
  - 21<sup>st</sup> century retail is now orientating itself around the smartphone
  - Future towns need to be digitally connected
- 1.4 Saving our high streets requires:-
- Leadership
  - A 20-year town centre plan
  - Community hubs (not retail hubs)
  - Technology
  - Measurement of success
- 1.5 He believes that all cars will be robotic by 2030; there will be no till operations by 2024 and no High Street banks by 2025.
- 1.6 As a result of his 2013 report, Bill Grimsey worked extensively with a small Belgium/Flanders city called Roeselare which (over recent years) has had great success as a direct result of his involvement.
- 1.7 On 27 and 28 June 2019, the DCN conducted a study tour of Roeselare with District colleagues and the Bill Grimsey team (including Bill himself), which the Chief Executive attended on behalf of the Leader of the Council.
- 1.8 Roeselare created its own Town Plan in 2015, with seven ambitions:-
- To be the finest open-air shopping mall in Flanders
  - Encourage active support from traders
  - Create ‘smarter’ shopping
  - Provide a city of experiences
  - Provide a city accessible to all
  - Collaboration between stakeholders
  - A co-ordinated marketing approach

- 1.9 Roeselare's current statistics are:-
- 200,000 people catchment area
  - 400 independent shops
  - 6.5% unemployment
  - 62k population
  - Economic growth of 2.7%
  - 8.3% empty shops
  - Footfall has risen by approx. 175,000 (625k – 800k) between 2012-2017
- 1.10 Key findings from the study tour:-
- Leadership and collaboration most important to drive change
  - Customers want experiences – events are key to success
  - Customers want digital support with free Wi-Fi
  - High quality cleanliness important to everybody
  - Councils could encourage new business start-ups through incentives
  - Master planning (long term) essential early on
  - Sustainability is becoming more and more important to citizens
- 1.11 The Chief Executive attended a conference with Wayne Hemmingway (Hemmingway Design) in June 2019. Wayne talked about the unique role of culture and creativity in place making, especially those places that are seeking to improve social mobility, life expectancy and want to grow their local economy.
- 1.12 Places like Lowestoft, Hunstanton, Morecombe and Margate are making huge progress. The role of free festivals helps to generate opportunities for communities to celebrate, share, trade and reflect.
- 1.13 Culture and art lift the community spirit. Berlin for example has had huge success, probably because of the deliberate absence of local government involvement – they allowed things/events to happen, as a trial, and things really took off.
- 1.14 Regeneration comes out of great local people Wayne says. “Blackburn is open” is a festival of making things, linked to the industrial heritage of Blackburn. Similarly, Liverpool and Greenwich festivals take people to the history of water in their “To the Sea!” festivals. Lowestoft recently ran a 24-hour free festival “First Light” as the eastern most point of the UK.
- 1.15 Despite the vacancies, Wayne believes this is an exciting time for the High Street as it is on the verge of change. Being social in the High Street is more valuable now than money spent in the High Street. He believes we are only 20% into ‘the hurt’ but we can make positive adjustments particularly as the Millennials/Generation X will change things through their wish for sustainability and increased generosity. The smartphone has transformed our towns and free public Wi-Fi is essential.
- 1.16 “Town centre community events are the key to success. Make towns fun, not boring!” Wayne says.

- 1.17 The value and impact of cultural activity on the regeneration and sustainability of town centres has a growing evidence base from the work of researchers like Bill Grimsey and Wayne Hemingway. Community-focused and high impact arts events in town centres have been shown to have the potential to develop unique local identity, drive footfall and link the community. Family-focussed projects have been seen to achieve the highest impact. They can also positively weave our local creative industries – the fastest grow sector in the UK economy - into the identity of our Towns.
- 1.18 The project Arun Inspires, led by national children’s charity, Artswork, is currently working in partnership with Arun District Council to develop and support new project activity locally targeted to transforming the life chances of local children and young people through arts and culture. The presence of the Programme Manager for Arun Inspires, based locally in ADC’s offices, represents a useful opportunity to support increased investment in cultural regeneration for our town centres between now and 2021, without overly taxing officer resources.
- 1.19 Making use of existing grant-making frameworks used by the Wellbeing Team within the Council, a small grant-making scheme that supports local and regional cultural organisations to propose dynamic, inspiring cultural activity in our town centres would act as a vehicle for transformation. Grant-making processes could be managed within the remit of the Programme Manager with decision-making support by officers and councillors, to curate a new quality, inspiring family cultural event for Bognor Regis (Year 1) and Littlehampton (Year 2). A 1-day / weekend event is likely to include a spectacular centrepiece of art presented locally and supported by a collection of accessible and joyous family-centred activities that would encourage out-of-town visitors, drive footfall, raise local aspiration and dovetail into support for the night time economy.
- 1.20 The proposals have the enthusiastic support of the BID in Bognor, who can also offer project management support for any event and will feed into the regeneration ambitions for both town centres of the Economic Development Team.
- 1.21 Arun District Council continue to jointly fund the Littlehampton Town Centre Manager (with Littlehampton Town Council) and historically supported the Bognor Regis Town Centre Manager (through Section 106 monies).
- 1.22 Arun District Council has been very successful in attracting external funds to two of our town centres (Littlehampton £2.45m, Bognor Regis £1.69m plus money from West Sussex County Council and Town Councils) which highlights working together in a collaborative way.

## **2. PROPOSAL(S):**

- 2.1 Within the findings from the DCN Study Tour, there are a few issues that could be addressed by Arun District Council in the short term to enable town centre growth and sustainability. For example:
  - 2.1.1 Prepare, plan and agree a town centre plan with Arundel Town Council, Bognor Regis Town Council and Littlehampton Town Council.
  - 2.1.2 To support the principle of £60k in the 2021 budget toward events in the three town centres (£25k – Bognor Regis, £25k - Littlehampton and £10k - Arundel) and request financial support from the respective Town Councils to support new events in the towns in order to support retailers. In Bognor Regis, support could also be requested from the Business Improvement District.



2.1.3 To investigate setting up a Business Rate fund for new start-up businesses (in a defined town centre) area to help reduce business costs.		
<b>3. OPTIONS:</b>		
3.1 To accept the proposals.		
3.2 To reject the proposals.		
3.3 To identify alternate or additional proposals.		
<b>4. CONSULTATION:</b>		
Has consultation been undertaken with:	<b>YES</b>	<b>NO</b>
Relevant Town/Parish Council (Bognor Regis and Littlehampton Town Councils)	√	
Relevant District Ward Councillors		√
Other groups/persons (District Council's Network)	√	
<b>5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)</b>	<b>YES</b>	<b>NO</b>
Financial	√	
Legal		√
Human Rights/Equality Impact Assessment		√
Community Safety including Section 17 of Crime & Disorder Act		√
Sustainability	√	
Asset Management/Property/Land	√	
Technology	√	
Other (please explain)		
<b>6. IMPLICATIONS:</b>		
6.1 If Bill Grimsey is correct, austerity and financial difficulty for town centres is likely to continue as the digital age drives retail business to possible destruction.		
6.2 Roeselare have taken on board a number of ideas which have turned their fortunes positively. Should Cabinet support the recommendations, new town centre plans will help to establish a blue print for success.		
<b>7. REASON FOR THE DECISION:</b>		
To provide a practical and financial framework to enable town centre regeneration in Arundel, Bognor Regis and Littlehampton.		
<b>8. EFFECTIVE DATE OF THE DECISION: 16 October 2019</b>		

**9. BACKGROUND PAPERS:**

Bill Grimsey website - <http://www.vanishinghighstreet.com>

The Grimsey Review 2 - [Grimsey Review 2](#)

DCN press release - [DCN press release - more powers and flexibilities needed](#)

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