

# ARUN DISTRICT COUNCIL

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

### PART A : REPORT

<b>SUBJECT:</b> Partnership Arrangement Agreement - Public Health Wellbeing Programme
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<b>REPORT AUTHOR:</b> Robin Wickham – Group Head of Community Wellbeing
<b>DATE:</b> August 2019
<b>EXTN:</b> 37931
<b>PORTFOLIO AREA:</b> Community Wellbeing

<b>EXECUTIVE SUMMARY:</b> 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.
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#### 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

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).

- 1.4 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.
- 1.5 The West Sussex Wellbeing Programme specification states that each authority will provide:
  - 1.5.1 A source of advice, information and support which can be accessed by the population who need them to meet their health and wellbeing needs;
  - 1.5.2 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
  - 1.5.3 Targeted activity to those considered to be in greatest need based on locally available data sources and intelligence, with a focus on deprivation.
- 1.6 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.
  - 1.6.1 Overall deprivation in the district is lower than the England average, however approximately 13% (3,100) of children live in low-income families;
  - 1.6.2 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;
  - 1.6.3 In Year 6 (age 10-11), 19.8% (269) children are classified as obese;
  - 1.6.4 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;
  - 1.6.5 17% (or 21,987) residents are smokers;
  - 1.6.6 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>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.