

Agenda item 5

For decision – Health and Wellbeing Strategy

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Summary

This report recommends the adoption of the Health and Wellbeing Strategy and Action Plan, as well as proposed review dates of May and November 2018.

Development of a Health and Wellbeing Strategy for Frome

Frome Town Council has been focusing effort on improving wellbeing in the town for several years now. The Wellbeing Forum developed a series of recommendations in 2015, which have since been implemented, with the Wellbeing Forum continuing to meet. The appointment of the Health and Wellbeing Manager in May 2017 has given further emphasis to our intentions to focus on Health and Wellbeing and this Strategy has been written following a further Health and Wellbeing Forum (November 2017) and numerous conversations with Councillors, colleagues and other partners.

The Strategy describes what we mean by health and wellbeing, the influences on it, facts about Frome and a vision for the town. It highlights three main priority areas, which have emerged from discussions over the last few months (some of which have already been a focus for our work):

- Health Lifestyles
- Young People's Mental Health
- Literacy

Work on these priority areas is already underway in some cases and will be our continued focus for 2018/19. There will be reviews of the Action Plan, which follows the Strategy below, at the Town Matters Committee meetings in May and November 2018. The first Annual State of Frome Wellbeing document will also be taken to the May meeting.

There are elements in the existing 2017/18 work programme and in the draft 2018/19 work programme that are not part of this Strategy and Action Plan. These include our work on volunteering, supporting community organisations and increasing participation.

This Strategy does not include proposals for community development / building. This is a potentially resource intensive activity that could be used to deliver many of our ambitions in all areas of Council work. Proposals on how we take forward our community development work will be taken to Town Matters Committee meeting in February 2018 for discussion and agreement.

Recommendations

Council to adopt the Health and Wellbeing Strategy and the Action Plan that goes with it. It is also recommended that the progress against the Action Plan is reviewed in May 2018 and November 2018.

HEALTH AND WELLBEING STRATEGY

2018 – 2021

INTRODUCTION

Health and wellbeing is a holistic concept, encompassing the physical, intellectual, emotional and social aspects of all our lives. Our health and wellbeing is influenced by many factors including lifestyle choices, education, employment, where we live and social contact. For some people achieving positive health and wellbeing is more challenging and that is what this Strategy needs to address and support.

In developing our work on health and wellbeing we should be mindful of these influences and be clear on where we can have an impact. We should recognise that the nature of some of these issues means measurable improvements can sometimes take many years to become apparent. This means giving careful consideration as to how we measure progress and success in this area of work. The Action Plan at the end of this document identifies the outputs that will be delivered as part of this Strategy.

FTC commissioned the [Frome Town Profile](#) from Somerset County Council. It contains a great deal of data and has been instrumental in providing information to support development of this Strategy. There is a summary of the most relevant data at the end of this document, following the Action Plan.

A HEALTH AND WELLBEING VISION FOR FROME

Frome will be a town where people live happy, healthy lives, where young and old alike make positive choices about their health and wellbeing, where people feel they have a sense of purpose and can contribute to their local community, whether by being a good neighbour and helping each other out or by getting involved in local community activities.

This vision underpins this Health and Wellbeing Strategy and Action Plan and builds on the aim in the [Frome Town Council Strategy](#) to create a ‘flourishing and active community of people and organisations working together’,

HOW WE WILL WORK

Health and wellbeing is everyone’s business. Frome Town Council has developed this Strategy, but its foundations are rooted in working alongside and supporting other organisations and individuals from across town. Our role in delivering this Strategy is to:

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|--------|---|
| Enable | <ul style="list-style-type: none">• Encouraging and helping organisations to deliver work that supports people’s health and wellbeing• Offering practical support, such as fundraising advice and training, for community groups who work in Frome• Making funding opportunities available through Town Council grants• Providing support for volunteering |
|--------|---|

Engage	<ul style="list-style-type: none"> • Working with local communities where they'd like our support • Encouraging participation • Supporting community development
Coordinate	<ul style="list-style-type: none"> • Developing an overview of what's happening across Frome in terms of 'trends' in health and wellbeing data • Understanding what's being delivered by different partners • Awareness of any gaps in service delivery and development of plans to address these where possible
Look outward	<ul style="list-style-type: none"> • Developing an overview of service provision looking beyond Frome to what partners in Mendip, Somerset, Wiltshire and further afield are doing • Identifying and learning from good practice from elsewhere

OUR HEALTH AND WELLBEING PRIORITIES

Healthy Lifestyles

Healthy lifestyles, in particular childhood obesity, physical activity and healthy eating, has emerged as a key priority for this strategy.

The number of overweight or obese children in Frome is something we should address. Obesity contributes to the onset of diseases such as cardiovascular disease, diabetes and cancer. If the proportion of obese children continues to rise a whole generation may have a shorter life expectancy than their parents and so the impact of obesity on health and on local services should not be underestimated.

We are fortunate to live in a town where there is already a great deal happening in terms of supporting people's health and wellbeing. We will continue the work we have already started on healthy lifestyles and we'll work closely with partners in the town to enable more work to happen where it's needed. We will link to other Town Council priorities on resilience and our outdoor spaces, for example, as there are many connections we can make between these and improving health and wellbeing / healthy lifestyles.

Young People's Mental Health

Mental health is known to be intrinsic to many aspects of our lives – our ability to grow and develop, to learn and to be resilient. Positive mental wellbeing helps to protect us from stress and trauma and enables us to live healthier lifestyles and to manage long term conditions more effectively. Mental wellbeing is important for both individuals and their families but also for the communities in which we live.

Promoting mental wellbeing and preventing mental health problems should be key elements of our strategy because ignoring these things impacts on other health outcomes, on reducing inequalities and on preventing premature death.

Nationally, we know that over three quarters of mental health problems have emerged by the time young people reach the age of 20. We know that the rate of hospital admissions for self-

harm is higher in Frome than in Somerset and England and several agencies have raised concerns about the provision of services to support young people locally, both in terms of levels of support available in Frome, securing of funding and awareness raising of what is available locally.

Young people and mental health is an issue already being addressed in Frome and a number of actions have been developed that FTC and partners will focus on. These will enable us to work on a coherent plan for young people's mental health in Frome, both in terms of prevention and the availability of information and support for young people and families in need of help.

Literacy

One in six adults in the UK has a literacy level below that expected of an 11 year old. People with low levels of literacy are more likely to struggle in school and less likely to gain qualifications and to find employment. Parents with low literacy find it harder to support their children through their education. And low literacy can affect people's health – with people likely to lead less healthy and therefore shorter lives if they are challenged by reading and writing.

We know in Frome that some people experience low levels of literacy, with people struggling to understand important correspondence and to complete applications for benefits and jobs for example. Intergenerational low literacy levels have also been identified by Frome schools as a challenge.

Low levels of literacy remain an issue that could affect FTC's Corporate strategic aims of increasing wellbeing, prosperity and environmental sustainability / resilience. Literacy has therefore been identified as a priority for FTC to work on with partners. The Frome Literacy Action group consists of interested parties who have considered a town wide response to the problem and commissioned the National Literacy Trust to explore the challenge we face. As a result of this work, a Literacy Action Plan has been produced, implementation started and literacy actions within the Health and Wellbeing Strategy support its delivery.

CONCLUSION

Health and wellbeing is a broad area of work, with many different factors influencing it. Frome Town Council is committed to working with partners to support local people and communities to protect and improve health and wellbeing. We are also committed to working across the Council, recognising that so much of what we do across our work on prosperity and the environment influences health and wellbeing.

This Strategy is our way of prioritising what we can help to deliver over the next few years. We will always keep our eyes on how things are changing and adjust our priorities if necessary. We are keen to work with local communities and people on what has been identified for Frome, to start and finish projects and to start to see improvements in outcomes for people living in our town.

The following Action Plan will be regularly updated, and we will review this Strategy on an annual basis, reporting back both to the Health and Wellbeing Forum and Council meetings as appropriate.

HEALTH AND WELLBEING ACTION PLAN 2018/19

The following summarises actions and the outputs that will be delivered in 2018/19. Specific output targets will be included as part of the review planned for the Town Matters committee meeting in May 2018.

Actions	What is already happening?	What more will we do?	Outputs
GENERAL HEALTH AND WELLBEING			
Coordination of Health and Wellbeing Forum	<ul style="list-style-type: none"> • Forums held every 6 months 	<ul style="list-style-type: none"> • Annual review of Health and Wellbeing Strategy and Action Plan 	<ul style="list-style-type: none"> • Engagement with as many organisations and people as possible with an interest in this area of work • Efforts prioritised, coordinated and supported
Communication of health and wellbeing information, campaigns and news	<ul style="list-style-type: none"> • Communication on health and wellbeing messages • Regular sharing of information, campaigns and news via Town Council Marketing and Communications Team • Production of health and wellbeing show on Frome FM every four weeks 	<ul style="list-style-type: none"> • More and targeted communication on health and wellbeing messages 	<ul style="list-style-type: none"> • Communications coverage achieved on health and wellbeing priorities • Feedback on health and wellbeing radio show
Review of health and wellbeing data	<ul style="list-style-type: none"> • Frome Town Profile produced • Understanding of what this means for Frome in terms of health improvement, service provision and future potential priorities 	<ul style="list-style-type: none"> • Review of what data needs updating and how often • Ensure data has been updated • Ongoing review of data that might be missing from the current dataset and include this going forward 	<ul style="list-style-type: none"> • Regular update of data within Frome Town Profile, as appropriate – resulting in an Annual State of Frome Wellbeing Review

	<ul style="list-style-type: none"> • Used by Councillors, Staff and partners, for example to support funding bids 		
Monitor health and wellbeing developments beyond Frome	<ul style="list-style-type: none"> • Connections made with health and wellbeing colleagues in Mendip and Somerset • Links with Public Health England 	<ul style="list-style-type: none"> • Consider what needs doing locally as result of these wider links and knowledge and plan for this 	<ul style="list-style-type: none"> • Knowledge fed into work to set future priorities
Working in partnership with organisations such as Frome Medical Practice (FMP)	<ul style="list-style-type: none"> • Supporting each other as appropriate on new developments 	<ul style="list-style-type: none"> • Continue to work on health and wellbeing priorities, including via community connectors (Mendip Health Connections) and support for FMP health and wellbeing priorities 	<ul style="list-style-type: none"> • Quarterly meetings with FMP Practice Manager • Coordinated approach to supporting FMP campaigns where appropriate • Quarterly meetings with Community Connectors coordinator / MHC
HEALTHY LIFESTYLES			
Coordination of the Frome Sports Forum	<ul style="list-style-type: none"> • Bringing together sports clubs and other interested parties and identifying priorities for action • Actions to address the need for improved facilities 		<ul style="list-style-type: none"> • Engagement with as many organisations and people as possible with an interest in this area of work • Efforts prioritised, coordinated and supported
Promote use of the Old Showfield as a space that can be used for sport and physical activity	<ul style="list-style-type: none"> • Provision of outdoor gym equipment on the Old Showfield • 'Regular use of gym by members of the public • Showfield spectacular' event • Park Run organising committee established and work underway to establish Park Run in Frome 	<ul style="list-style-type: none"> • Start Park Run • Further promote the use of Old Showfield outdoor gym • Commission sessional workers to deliver 'outdoor open gym' sessions to give people opportunity to gain confidence in using equipment 	<ul style="list-style-type: none"> • Number of people taking part in Park Run • Number of people attending 'open gym' sessions • Ongoing increased use of outdoor gym equipment

<p>Provide inclusive walking and cycling opportunities in and around Frome</p>	<ul style="list-style-type: none"> • Work being undertaken to gain 'Walkers Are Welcome' accreditation for Frome • Support for Frome Missing Links; external funding achieved and provision of Town Council funding to support projects such as cycle powered cinema and school travel challenge • Missing Links volunteers trained to enable them to complete surfacing works along the route 	<ul style="list-style-type: none"> • Achieve Walkers Are Welcome accreditation 	<ul style="list-style-type: none"> • Increase people walking and cycling in Frome
<p>Work with partners to consider what more we can do to support healthy eating in Frome</p>		<ul style="list-style-type: none"> • <i>Precise actions and outputs to be determined after further discussions about this but could include additional get cooking classes, support for accessing healthy food and targeted work in specific areas of the town</i> 	
<p>Work with Town Council colleagues and partners to consider opportunities for implementing daily physical activity with children in Frome schools</p>		<ul style="list-style-type: none"> • Make links with Active Travel projects • Actions to be determined in 2018/19 but might include implementation of project such as 'the daily mile' (15 minutes of activity a day) 	<ul style="list-style-type: none"> • Increase the number of children in Frome engaged in daily physical activity • Lower numbers of children in Frome who are overweight
<p>Support local activity to increase number of</p>		<ul style="list-style-type: none"> • Additional run leaders trained 	<ul style="list-style-type: none"> • Number of running courses taking place

people taking up running		<ul style="list-style-type: none"> • Offer course to people new to or returning to running 	<ul style="list-style-type: none"> • Increase number of people completing running courses
Provide the opportunity for free tennis sessions	<ul style="list-style-type: none"> • 2017/18 provision of free tennis 	<ul style="list-style-type: none"> • Increase communication of the offer of free tennis in 2018/19 	<ul style="list-style-type: none"> • Record the number of people accessing free tennis • Increased use of tennis courts overall
Host event in Rodden Meadow to engage local people in play and physical activity	<ul style="list-style-type: none"> • Mayhem in the Meadow held 	<ul style="list-style-type: none"> • 2018 Mayhem in the Meadow event takes place 	<ul style="list-style-type: none"> • Record the number of people attending • Positive feedback about the event
YOUNG PEOPLE'S MENTAL HEALTH			
Young People's Mental Health Forum established and coordinated by Frome Town Council	<ul style="list-style-type: none"> • Established Forum that brings together people from a range of agencies, both statutory and voluntary • Action plan developed / implemented 	<ul style="list-style-type: none"> • Agree further action on how the Young People's Mental Health Forum and other organisations can support this area of work, for potential implementation in 2019/20 	<ul style="list-style-type: none"> • Quarterly meetings being held • Opportunities for partnership working identified and information sharing taking place • Fundraising support and advice given to organisations who attend, in order to secure funding for future service provision
Links with commissioning and public health leads at Somerset CCG and Somerset County Council established	<ul style="list-style-type: none"> • Clarity on what county-wide services have been commissioned and what provision there is of these in Frome • Useful links established for future working 	<ul style="list-style-type: none"> • Continue to discuss regarding provision of preventive activity in Frome, as well as the provision of services for young people • Continue ongoing conversations with colleagues as appropriate 	<ul style="list-style-type: none"> • Information on what preventive activity is happening locally, for example in our schools, now known • Lobbying, as appropriate, for more provision in Frome
Mapping exercise undertaken on what services are available	<ul style="list-style-type: none"> • Mapping shared with all the agencies attending the Forum • Published on FTC website 	<ul style="list-style-type: none"> • Continue to search for existing services available in Frome 	<ul style="list-style-type: none"> • Development of model of delivery to address any gaps

locally and how young people can access these	<ul style="list-style-type: none"> • Mapping has also been undertaken in terms of what mental health provision exists in all Frome schools 	<ul style="list-style-type: none"> • Work with partners, to consider a model of service provision that includes support for coordination and supervision of volunteer counsellors 	
Awareness raising of issue of young people's mental health	<ul style="list-style-type: none"> • Launch of new page on the Frome Town Council website, <u>Young People and Mental Health – Where To Go For Help</u> • Health and Wellbeing Radio Show Frome FM focused on mental health 	<ul style="list-style-type: none"> • Continue to update, use and promote the <u>Young People and Mental Health – Where To Go For Help</u> page on our website • Use of social media to promote young people's mental health issues 	<ul style="list-style-type: none"> • Press / media coverage achieved • Number of visits to FTC mental health web page
Explore the potential need for Mental Health First Aid Training and other support for those who work with young people in Frome		<ul style="list-style-type: none"> • Need to be established and training held if needed • Strengthen links with Frome Learning Partnership and schools to identify how they can be supported in working on children's mental health issues and how this support is best provided (for potential action in 2019/20) 	<ul style="list-style-type: none"> • Numbers attending training • Evaluation of training • Feedback on how this training is then used in day to day work with young people • An action plan to improve the mental health of children in place for delivery in 2019/20
Work with partners to consider potential for a future workplace mental health project, with an emphasis on young male population in Frome		<ul style="list-style-type: none"> • To plan for what could be delivered in 2019/20 • Explore potential links across other areas of work including literacy and employability 	<ul style="list-style-type: none"> • An action to improve mental health of young men in place for delivery in 2019/20
LITERACY			

<p>Frome Literacy Action group coordinated</p>	<ul style="list-style-type: none"> • Frome Literacy Action established • Regular meetings and updates on actions • Attendance by range of partner organisations • Report produced by National Literacy Trust, which supports whole community approach to the issue • Action plan developed and adopted by Frome Literacy Action 		<ul style="list-style-type: none"> • Year 1 and 2 actions delivered
<p>Frome Community Education funded through a three year multi year agreement to help increase literacy levels in adults</p>	<ul style="list-style-type: none"> • Year 1 of Multiyear agreement in place 	<ul style="list-style-type: none"> • Year 2 of Multiyear agreement in place • In addition, to provide support for additional courses teaching English as a second language 	<ul style="list-style-type: none"> • Adults able to access support with completing forms, applying for jobs and other literacy related issues • Number of adults supported by Frome Community Education in terms of literacy needs • Number of people attending English as a second language courses
<p>Implementation of Frome Reads Campaign, as a way of changing attitudes to literacy and to create a town wide identity for this area of work</p>	<ul style="list-style-type: none"> • Frome Reads ‘pop up’ developed and took place at various events in Frome during summer of 2017 • Work in partnership with Hunting Raven, other local businesses, Children’s Festival and Frome Independent to promote Frome Reads • Provide reading opportunities where they would not be 	<ul style="list-style-type: none"> • Continue to promote the Frome Reads pop up space as being available for community use at events across the town 	<ul style="list-style-type: none"> • Press and social media coverage of Frome Reads • Number of people reached by Frome Reads • All young people who attend the Make It Happen Conference to receive a reading book • Awareness raised of Frome Reads campaign • Attraction of additional funding and support from Frome Rotary Club

	<p>traditionally accessed, for example through sports clubs</p> <ul style="list-style-type: none"> • Local organisations, such as Fair Frome, directing people to library 		
Support schools to identify and embed common assessment across the education system in Frome	<ul style="list-style-type: none"> • FTC to support this action in terms of school transition, with schools the lead on implementation 		<ul style="list-style-type: none"> • Common assessment embedded across Frome schools • Positive impact on literacy levels in children and young people
Work with colleagues at Somerset County Council to help raise the profile of Frome Library		<ul style="list-style-type: none"> • To support Library Service to raise profile of Frome Library 	<ul style="list-style-type: none"> • Outcomes to be agreed with Library Service
Skills for Work project implemented		<ul style="list-style-type: none"> • The Skills for Work project to be in place – supporting young people or those returning to work where literacy is an issue 	<ul style="list-style-type: none"> • Number of people supported by the Skills for Work project • Improved literacy

APPENDIX: FROME TOWN PROFILE

The Frome Town Profile is an important document for us to refer to when making decisions about priorities. It should be referred to in the wider context of other strategic documents, as well as more qualitative sources of information on health and wellbeing.

Headlines from the 2016 profile, which are of particular relevance to the Health and Wellbeing Strategy, include:

- With just under 27,000 residents, Frome is the 4th largest town in Somerset but has the highest population density
- Our population is younger than that of Somerset, but our population of people over 65 is growing and is older than the national average
- 1 in 20 of our residents live in one of the 20% most deprived areas of England
- The area of Trinity / Cork Street / Nunney Road is in one of the 20% most deprived areas of England
- Compared with Somerset, Frome has a relatively higher proportion of children and people aged 60 or over living in income poverty
- Over 1 in 10 households are in fuel poverty
- Number of people receiving adult social care is above the Somerset average
- The proportion of residents claiming benefits is higher in Frome than in Somerset
- House prices in Frome have risen by 14% in the last two years (above the national average) leading to a severe shortage of affordable housing
- Key Stage 2 attainment is lower than Somerset and England (2014/15)
- Hospital admissions for self-harm amongst 10-24-year olds, for hip fractures and for stroke are higher than Somerset and England (as are deaths from stroke)
- There is a high proportion of antisocial behaviour offences within the town

The full profile is available on the Town Council website [here](#).