

REPORT OF THE PORTFOLIO HOLDER FOR HEALTH

HEALTHIER TAMWORTH

EXEMPT INFORMATION

Non-confidential

PURPOSE

To provide background information to the Healthy Cities network and agree to the registration of Tamworth to the network.

RECOMMENDATIONS

- That members agree the registration of Tamworth BC to the UK Healthy Cities Network
- That the Portfolio Holder for Health and Community Safety is named as the political lead for the development of the Healthy Cities concept within Tamworth
- That the £15k Healthy Living Programme contingency budget is released and as part of the final accounts process reserved to support the delivery of the Healthy Tamworth initiative
- That the Director of Housing and Health working in consultation with partners develop a strategic plan to develop and deliver the aims of Healthier Tamworth

EXECUTIVE SUMMARY

The Healthy Cities concept is based on a network of towns and cities worldwide where there is a demonstrable commitment to improve the health and wellbeing of local people. Membership of the network provides opportunities to learn from others, gives access to training and provides a clear indication of the Council and its partners intentions in relation to The improvement of health and wellbeing for residents.

Attached at Annex One is a paper prepared by Jon Topham, Staffordshire Public Health Team, which provides information regarding the network and Healthy Cities concept.

Registration with the network and the development of a strategic plan for health improvement is recommended to support the Council and its partners in improving health and wellbeing outcomes for the people of Tamworth.

Currently Tamworth has a mixed position in relation to indicators of health. A considerable amount of work has been undertaken to improve the health of Tamworth residents both by the Council and its partners. Tamworth has excellent partnership arrangements in place which are driving joint approaches to tackling health issues locally. As a District Council Tamworth has been pro-active in embracing the opportunities for new partnerships presented by National Health Service reform and an emphasis on prevention. Through the Tamworth Strategic Partnership a new Tamworth Health and Wellbeing Group has been formed to ensure continued coordination between key Health and Wellbeing commissioning agencies.

The network provides an opportunity to take this important work to the next level providing an opportunity to learn from others and provide a focus for the engagement of Tamworth residents in developing a response to the health issues of the town. How the Healthy City

concept is implemented in Tamworth is not prescribed and it is anticipated that the aims, vision and plans will be developed in consultation with local residents.

Learning from the network and partners indicates that a key part of achieving improved Health and Wellbeing outcomes will be to change the perceptions and attitudes of local people. To achieve this the Council and its partners will consider the benefits of branding and social marketing. The Council is currently developing an 'Active Tamworth' brand currently focussed principally on the Council's Community Leisure services and local leisure offer and complementing existing corporate and place brands. It is thought beneficial that, within the overall Healthy Tamworth framework this brand could be fully developed to encourage a range of health and wellbeing outcomes eg Active Kids / Active Travel / Active Retirement / Active Spaces. Once developed appropriate member approval will be sought for this and other programmes and projects.

RESOURCE IMPLICATIONS

Registration with the Network costs £1,500. This sum can be met from within existing budgets.

A sum of £15k was identified within 2012/2013 budgets to seek to deliver increased access to Community Leisure services and included within the Corporate Finance Costs centre as a contingency named Healthy Living Programme. It has been possible for improved outcomes to be achieved without any call on this contingency. It is therefore proposed that this sum is now released and that a reserve is proposed as part of the final accounts process to enable this budget to be used in developing and delivering the Healthy Tamworth programme.

LEGAL/RISK IMPLICATIONS BACKGROUND

Membership of the Network will require the Council and partners to fulfil requirements and to engage in an ongoing programme of health improvement. Should the Council or partners fail to do this there is a potential reputational risk.

However, membership of the network provides considerable benefits and a more significant risk exists in not making use of this and other tools to improve the health and wellbeing of Tamworth residents.

SUSTAINABILITY IMPLICATIONS

Improving the Health and Wellbeing for Tamworth residents is a critical issue in ensuring the achievement of strategic priorities. The interdependency between poor health and wider social determinants is now well documented.

BACKGROUND INFORMATION

Further information is attached at Annex One.

REPORT AUTHOR

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LIST OF BACKGROUND PAPERS

APPENDICES

Annex One: Healthy Cities Briefing