

Report to: HEALTH AND WELLBEING BOARD

Date: 18 January 2024

Reporting Officer: Councillor Eleanor Wills, Executive Member (Population Health & Wellbeing)
Debbie Watson, Director of Public Health

Subject: TAMESIDE HEALTHY PLACES STRATEGIC FRAMEWORK DEVELOPMENT UPDATE

Report Summary: This report provides an update on the development of the proposed 'Tameside Healthy Places' strategic framework, which is one of the areas of focus in the recently ratified Building Back Fairer, Stronger, Together: Tameside Joint Health and Wellbeing Strategy and Locality Plan (2023-2028). The 'Tameside Healthy Places' strategic framework sets out the ambition of a place based, whole system approach to deliver healthy places, which support Tameside residents to have a healthier and happier life.

This strategic framework is currently being developed with a range of consultation and engagement activity having been completed and further activity planned with a range of partners, VCFSE stakeholders and members of the public until February 2024. This ongoing consultation and engagement will continue to inform the final version of the framework, which is being brought back to the Health and Wellbeing Board in March 2024 for final approval.

This report seeks to update the Health and Wellbeing Board on progress to date and present a draft of the 'Tameside Healthy Places' strategic framework for review and comment.

Recommendations: The Health and Wellbeing Board is asked to:

- Acknowledge and support the need for wider system change and cross sector leadership buy in and continue to champion the collaborative work in place in Tameside.
- Review the draft 'Tameside Healthy Places' strategic framework and provide feedback on the work to date.
- Approve the key ambitions and timeline for the subsequent development of the strategic plans for tobacco control, physical activity, and food.

Corporate Plan: The 'Tameside Healthy Places' strategic framework supports one of the key priorities in the Joint Health and Wellbeing Strategy (2023-2028) in delivering healthy places to improve health and wellbeing. This strategic framework includes the areas of focus of food, physical activity and tobacco control and the cross-cutting themes around mental health and wellbeing and tackling inequalities cut across the life course and the existing priorities set out in the Corporate Plan.

Policy Implications: The 'Tameside Healthy Places' strategic framework advocates for the creation of a system which supports improved access to healthier, more affordable, and more sustainable food, increased opportunities for our community to be more physically active and to make smoking history in Tameside. As part of this system change,

a review of all policies and contracts will be required to embed a health in all policies approach wherever possible.

**Financial Implications:
(Authorised by the
statutory Section 151
Officer & Chief Finance
Officer)**

There are no direct financial implications arising for the Council at this stage.

It is noted in section 4 of the report that consultation and engagement will continue over the subsequent weeks to inform the vision and ambition of the '*Tameside Healthy Places*' strategic framework and the supporting delivery plans.

The finalised version of the strategic framework will be presented to the Health and Wellbeing Board for approval in March 2024 with the accompanying delivery plans presented to the Health and Wellbeing Board for approval in June 2024.

These reports will include any related financial implications for the Council as appropriate.

**Legal Implications:
(Authorised by the
Borough Solicitor)**

It is important that regular updates are received on the Council's priorities to ensure that investment and resources are achieving the desired outcomes.

Risk Management:

The proposed '*Tameside Healthy Places*' strategic framework supports the Health & Wellbeing Board's statutory obligations in having a plan for improving the health and wellbeing and tackling inequalities across the population of Tameside. The proposed whole system approach across statutory and VCFSE organisations enables a more integrated and collaborative approach to delivering healthy places in Tameside.

Access to Information:

All papers relating to this report can be obtained by contacting: Beth Wolfenden, Head of Public Health Programmes.

Background Information:

The background papers relating to this report can be inspected by contacting Beth Wolfenden, Head of Public Health Programmes



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1. INTRODUCTION

- 1.1 The proposed '*Tameside Healthy Places*' strategic framework is being developed to support one of the areas of focus in the recently ratified *Building Back Fairer, Stronger, Together: Tameside Joint Health and Wellbeing Strategy and Locality Plan (2023-2028)*. The '*Tameside Healthy Places*' strategic framework sets out the ambition of a place based, whole system approach to deliver healthy places which support Tameside residents to have a healthier and happier life.
- 1.2 This report provides an update on progress so far in the development of the framework including consultation and engagement; the proposed content including the key ambitions around the areas of tobacco control, food and physical activity; and next steps in finalising the development of the '*Tameside Healthy Places*' strategic framework.

2. DEVELOPING THE TAMESIDE HEALTHY PLACES STRATEGIC FRAMEWORK

- 2.1 In September 2023, following the approval of the Joint Health and Wellbeing Strategy and Locality Plan entitled *Building Back Fairer, Stronger, Together – Joint Health & Wellbeing Strategy and Locality Plan for Tameside 2023-2028*, work began on the development of a draft strategic framework which will deliver healthy places in Tameside. This strategic framework aims harness the power of systems working supported by strong leadership to deliver a healthy place for Tameside residents.
- 2.2 A growing body of evidence, including Foresight's *Tackling Obesities: Future Choices* report¹, suggests that a whole systems approach could help address complex problems like unhealthy weight. The '*Tameside Healthy Places*' strategic framework will support our local system in Tameside to maximise our local scope for action to improve health and tackle inequalities by initially addressing these key risk factors. There is an ambition to include further key risk factors in the '*Tameside Healthy Places*' strategic framework over time.
- 2.3 The recent The Health Foundation's recent report '*Addressing the leading risk factors for ill health – a framework for local government action*'², includes a systems framework to support local authorities to take ambition population-level action. We are aiming to work with The Health foundation to develop this framework to include wider systems in a place and test this as an approach in Tameside.
- 2.4 Tobacco, poor diet, and physical inactivity are three leading causes of preventable death and ill health in England and key drivers of health inequalities. Tameside has the following challenges in these areas:
- Fourth highest smoking prevalence in England, with 1 in 5 adults being a smoker.
 - Only one quarter of adults have the recommended 5 portions of fruit and vegetable a day.
 - 40% of households experience low or very low food security.
 - Over 1 in 10 (11.8%) reception age children are obese rising to about a quarter (24.6%) in Year 6.
 - About a third of adults are living with obesity and over two thirds are living with either overweight or obesity.
 - Physical inactivity levels remain higher than pre-pandemic levels with approximately a third of all adults and children classified as 'inactive'.
- 2.5 A comprehensive programme of consultation and engagement has been developed to reach a wide range partners, stakeholders, and communities across Tameside. A development session was held in November 2023 with the Health and Wellbeing Board on the emerging

¹ [Tackling obesities: future choices - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/114141/tackling-obesities-future-choices-report.pdf)

² [Addressing the leading risk factors for ill health – a framework for local government action - The Health Foundation](https://www.healthfoundation.org.uk/publications/addressing-the-leading-risk-factors-for-ill-health-a-framework-for-local-government-action)

Healthy Places framework and an engagement report was produced, which can see seen in **Appendix 1** of this report. **Appendix 2** of this report contains the full draft consultation and engagement plan for both the strategic framework and the supporting delivery plans. This is an iterative document, which will evolve as the consultation and engagement progresses.

3. OUTLINE OF DRAFT CONTENTS

- 3.1 The developing ‘*Tameside Healthy Places*’ strategic framework draft outlines the vision of our approach to working as a system to tackle complex health issues in Tameside and how we aim to achieve this by working to our guiding principles.
- 3.2 The ‘Tameside Healthy Places’ strategic framework for action identifies nine discrete mechanisms across three domains, which can be used to deliver a healthy place through population-level actions. This is a tool to help partners and stakeholder to review their existing approaches and identify additional opportunities to improve the health of Tameside residents. The framework is not prescriptive or all encompassing, and there may be wider mechanisms not captured in the framework that may also be included in the supporting plans. This strategic framework, seen in figure 1 below, was developed by The Health Foundation to support local government take ambitious population-level action to improving health and wellbeing and is being localised by Tameside Health and Wellbeing Board to inform and drive action.

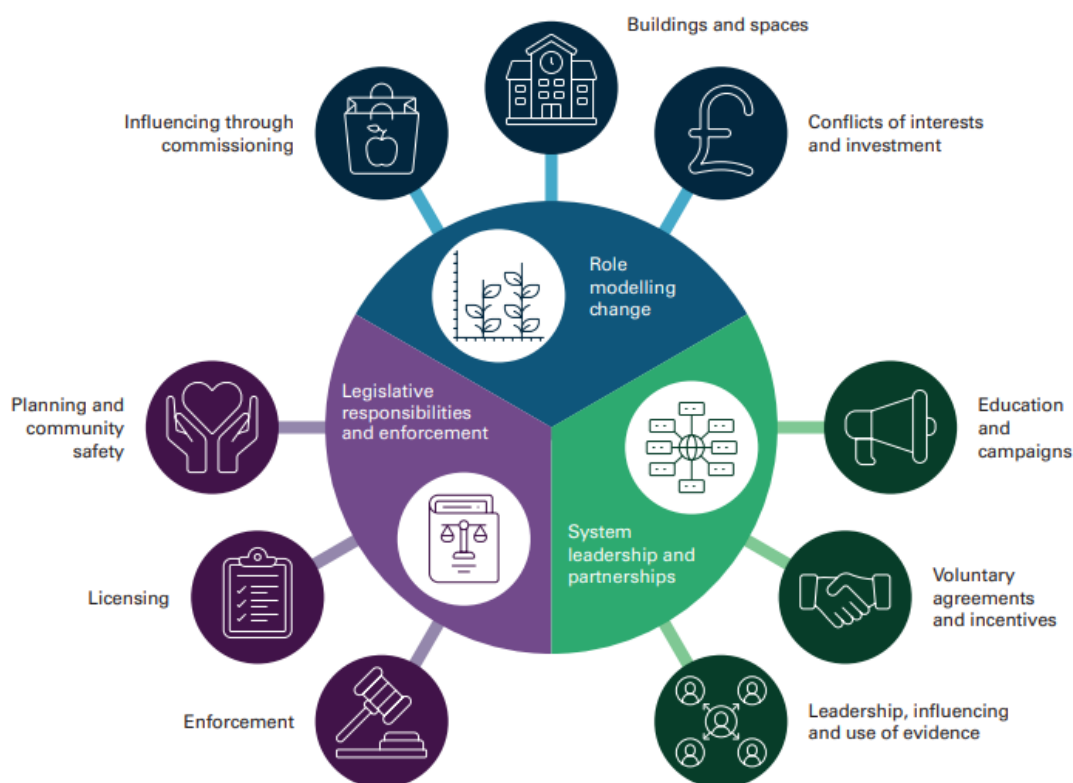


Figure 1. Framework reproduced with permission from The Health Foundation – from ‘Addressing the leading risk factors for ill health – a framework for local government action’.

- 3.3 The framework also articulates the key ambitions across each of the areas of tobacco, food and physical activity. The key ambitions for each are:

Tobacco

- De-normalise smoking and tobacco use to prevent young people from taking it up in the first place.

- Provide high quality, evidence-based stop smoking services for smokers and tobacco users who are ready to quit.
- Reduce health inequalities by targeting support to high prevalence groups.
- Develop community capacity to build a social movement to make smoking history in Tameside.
- Engaging with and influencing communities to communicate the risks of smoking, the benefits of being smoke free and how to access support to quit.

Food

- To make the supply and consumption of affordable healthy and sustainable food the norm.
- To address and reduce food poverty.
- Promote community food knowledge, skills and resources.
- Develop a vibrant and diverse sustainable food economy.
- Increase healthy and sustainable catering and procurement.
- Reduce waste and the ecological footprint of the system.

Physical Activity

- Develop strong system leadership across the partnership for physical activity in Tameside.
- Commit to a long-term whole system approach to enable communities to be more physically active.
- Advocate for a physical activity-promoting environment.
- Build a social movement for physical activity through meaningful community engagement.
- Ensure a focus on accessibility, inequalities, and inclusion across all work.
- Take a life course approach.
- Build in robust monitoring and evaluation, deliver evidence-based activity, be led by local data and strive for innovation and excellence.

3.4 The draft framework also aims to articulate what success will look like. Whilst each of the supporting delivery plans will include their own key indicators for success, there will be an agreed set of success measures for the overall framework that will be reported back to the Health and Wellbeing Board on an annual basis. A comprehensive monitoring, evaluation and reporting framework will be developed to support the delivery of the strategic framework.

3.5 The proposed governance for the healthy places whole systems work is described in the draft in **Appendix 1**. There is a proposal to form a '*Tameside Healthy Places*' task and finish group, which reports directly to the Health and Wellbeing Board. This sub-group will provide robust governance in the delivery of the ambitions set out in the strategic framework and supporting plans. The sub-group will play a role in holding system partners to account for the priorities and objectives that have been set.

4. NEXT STEPS AND GOVERNANCE

4.1 Consultation and engagement will continue over the coming weeks as indicated in the plan in **Appendix 2**. This will be collated and used to inform the vision and ambitions of the '*Tameside Healthy Places*' strategic framework and the supporting delivery plans.

4.2 The strategic framework will be finalised and brought back to the Health and Wellbeing Board for approval in March 2024. Work will continue on the development of the support delivery plans for food, tobacco and physical activity before bringing them to the June Health and Wellbeing Board for approval.

5. RECOMMENDATIONS

5.1 As set out at the front of the report.