

Tameside Healthy Places

Strategic Framework for Action
2024-2028

Supporting Tameside's Ambition to
Build Back Fairer, Stronger, Together



Foreword

The Health and Wellbeing Strategy and Locality Plan for Tameside, 'Building Back, Fairer, Stronger, Together', identified the delivery of healthy places as one of six areas of focus. The place where someone lives or spends their time within Tameside is crucial to their physical and mental health and wellbeing. This includes the quality of the natural and built environment as well as the range of services and support in place, close to people, so that they can access the information and help they need in the right place and at the right time for them, without facing unfair barriers. This Tameside Healthy Places strategic framework aims to describe how we will work together as a whole system to deliver a great place to live for our residents.

Through this strategic framework, we aim to ensure that tackling tobacco, moving more, having fair access to healthy food, and being a healthy weight is everybody's business. We are continuing to strive for a whole system approach through collaborative working. Working in this way brings the opportunity to engage stakeholders from the wider system to support in the shared vision. Using a 'place based' and whole system approach is key to making health everybody's business in every setting.





Now, more than ever there is the need to increase national, regional, and local focus and commitment to people's health, wellbeing, and quality of life and this has been highlighted by the COVID pandemic and subsequent cost of living crisis. During this time, we have seen the health and care sector, and communities face considerable challenges. These challenges have also highlighted the health inequalities, which exist within our communities in Tameside.

However, we know that by supporting people to be tobacco-free, improving access to affordable, healthy food and creating opportunities to be physically active, these health inequalities can be reduced significantly, and there will be a positive impact on mental health and wellbeing for our residents. This strategic framework provides a timely opportunity to drive forward system change and support leaders to advocate local decision making, which reflects the needs and priorities of people who live, work, and go to school or college in our borough. Long-term, sustainable change can only happen when we work in partnership with our local community. Supporting and encouraging conversations around a tobacco-free Tameside, physical activity, and good food across the system not only benefits health on an individual level but also impacts positively on other local agendas including, employability, productivity and reducing the demand on social care and the NHS. We are better together, and we can all do our bit as individuals, within our communities and the places that we live and work to make a difference. Together we can work to create a place which enable and supports healthier communities.

Cllr Eleanor Wills

Executive Member for Population Health & Wellbeing



Context

The Health and Wellbeing Strategy and Locality Plan for Tameside, 'Building Back, Fairer, Stronger, Together' describes the range of health and wellbeing and system challenges faced in our borough. Despite the challenges which are felt across our communities, voluntary, community and faith sector and statutory organisations, there are several partnerships working to address health inequalities and improve resident's health and wellbeing in Tameside.

- Food Partnership
- Tobacco-free Partnership
- Tameside Moving - Active Alliance
- Inequalities Reference Group

These work streams bring together people and organisations with a shared purpose and principles and provides motivation for our combined work. The collaborative work has enabled successful delivery of programmes of work across our system including the GM Place Partners work (formerly Local Delivery Pilot), previous roll-out of five new food hubs by The Bread and Butter Thing, securing membership of the national Sustainable Food Places network, and the roll out of Smoke free places across Tameside.





The Inequalities Reference Group aims to reduce inequalities in Tameside by providing a broad forum to share ideas and do in-depth work to consider everyone's responsibilities under the Equality Act (2010) and the Public Sector Equality Duty. Some specific deep-dive pieces of work have included digital inclusion; barriers to accessing information; experiences of the Covid-19 pandemic (people with learning disabilities and children & young people); and mental wellbeing.

Positive behaviour change in individuals needs to be supported by the whole system. To achieve system change across sectors, infrastructure and places, we must work collaboratively to develop a shared vision.

We are exposed to an environment which promotes unhealthy weight from an early age, where high calorie, nutrient poor food is easily accessed, cheap and abundant and physical activity is not enabled by the environment. A key driver moving forwards with the new strategic framework is looking at the 'place', including the wider built environment and transport systems. These play a crucial role by either promoting or hindering access to physical activity and good food.

Disadvantaged areas tend to have a higher density of main roads, poorer air quality and higher collision rates this combined with a higher prevalence of unhealthy food outlets, such as fast-food takeaways, exacerbates health inequalities and further discourages walking, cycling and being active. Planning influences numerous local drivers for poor health in Tameside including health inequalities, high levels of deprivation, long term conditions, social isolation, and air quality. The built environment is key to enabling and maintaining independence and mobility and supporting active ageing.

Building strong collaborations across the sector is key to influencing and creating a healthier built environment to support community health and wellbeing.



The Ambition

‘We will work together to provide the encouragement, opportunity, and environment for everyone in Tameside to lead active, healthy and fulfilling lives. Through collaboration and innovation across the whole system, we will work to build back, fairer, stronger together, to deliver a healthy Tameside for everyone.’



The Mission

The strategic framework will reflect the approach of the Health and Wellbeing Strategy by taking a life course, place based, whole system approach to make health everybody's business. The framework is also designed to support delivery local action plans and frameworks relating to tobacco, food, physical activity, and healthy weight.

Systems, not single organisations create change. A whole system approach can add value by providing the opportunity to engage stakeholders across the wider system to develop a shared vision and be stronger together. We will support 'community power' and 'social movement' and work at neighbourhood level to ask what is needed for Tameside.





What the Healthy Places strategic partners will do:

- Champion the 'Tameside Healthy Places' strategic framework with decision makers across the Council, health and social care and across the voluntary, community and faith sector.
 - Provide the encouragement, opportunity and an environment that empowers people to improve their health and wellbeing throughout the course of their lives.
 - Create and support opportunistic interventions to 'make every contact count'. Understand the complexities around uncomfortable conversations, raising the issue of weight, inactivity, tobacco dependence and food insecurity.
 - Use the power of physical activity and good food to build a fairer future for everyone in the recovery from the COVID-19 pandemic and cost of living crisis.
 - Take a partnership approach to support and complement existing pathways for support and ways of working Influence commissioning opportunities to ensure tobacco control, food, physical activity, and healthy weight is a 'must do'.
- Empower the most vulnerable and at risk of poor health in our community to access support to improve their health and wellbeing.
 - Building community resilience and capacity, through strength and asset-based approaches, to ensure inclusivity and accessibility.
 - Use evidence, data, and insight from communities to guide what we do and foster a learning culture so we can understand what works and what does not to improve health and wellbeing in our communities.
 - Strive for quality in everything we do and be able to demonstrate the impact on our communities.
 - Ensure everyone in the borough can access programmes and services which are suited to their own needs.

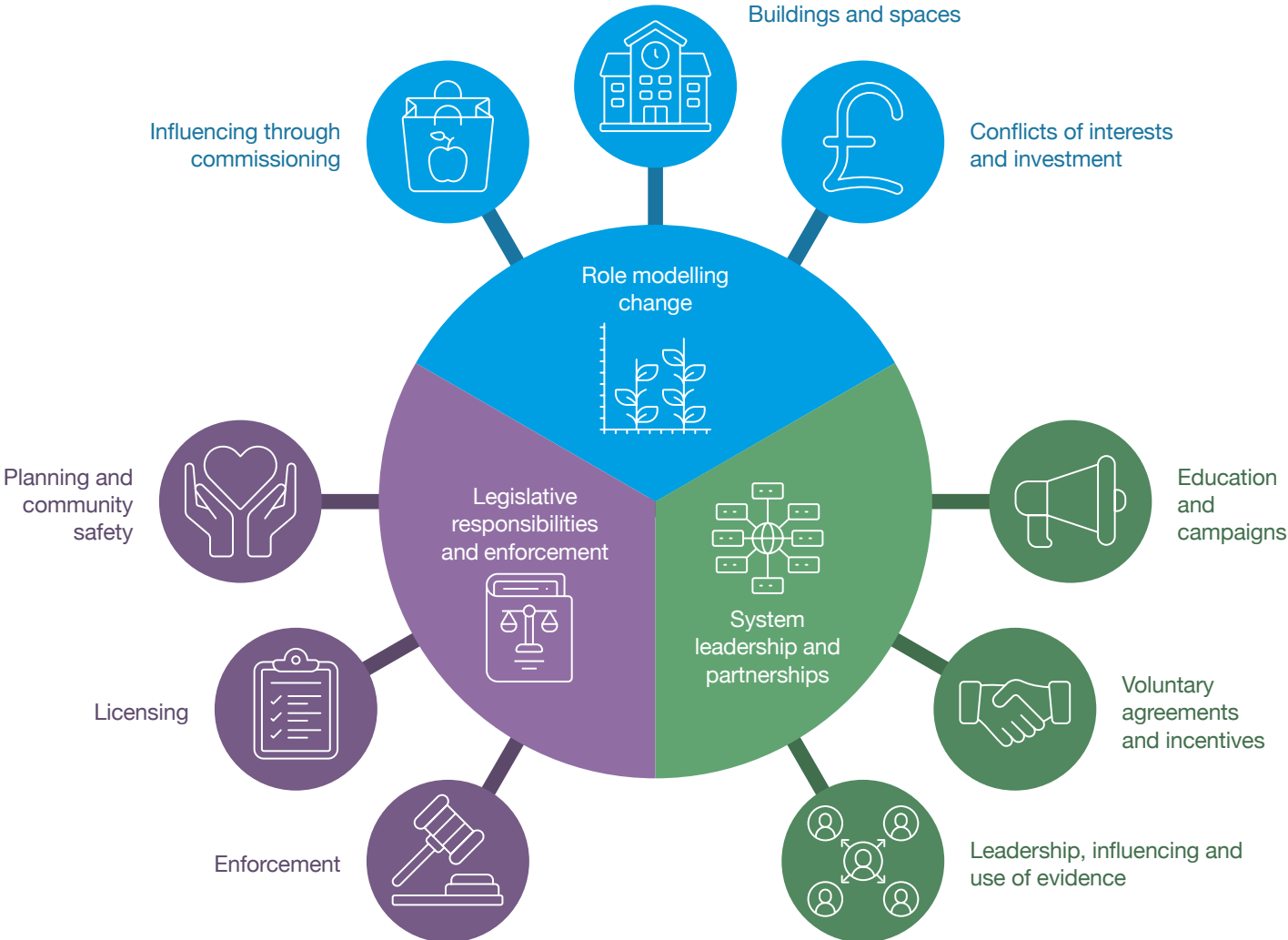


The Framework for Action

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 was developed by The Health Foundation to support local government take ambitious population-level action to improving health and wellbeing. Tameside's Health and Wellbeing Board are committed to developing this framework to ensure it supports action across all partners across the borough.



Healthy Places Framework for Action



Framework reproduced with permission from The Health Foundation – from ‘Addressing the leading risk factors for ill health – a framework for local government action’.
 Further information on the development of the original framework can be found here [Addressing the leading risk factors for ill health – a framework for local government action - The Health Foundation](#)





Legislative responsibilities and enforcement

This domain outlines how local authorities can use existing planning and licensing laws to limit harms from tobacco, physical inactivity, and unhealthy food.

- **Planning and community safety:** using planning law and Public Spaces Protection Orders to create healthy and safe spaces. This could be by using Supplementary Planning Documents alongside the Council's Local Plan 'Homes, Spaces, Place', using Physical Activity Impact Assessments when assessing planning applications and using Public Spaces Protection Orders.
- **Licensing:** examples include requiring smoke-free outdoor seating areas in cafes and restaurants, identifying the cumulative impact of alcohol on an area to limit the provision of new alcohol licenses and introducing healthy food standards as a condition of trade for street food stalls.
- **Enforcement:** use of trading standards teams to effectively enforce legislation on the sale of tobacco and unhealthy food. For example, test purchase operations, restricting promotion of unhealthy foods and disrupting the sale of illicit tobacco.





Role modelling change

As large organisations rooted in places, Tameside Health and Wellbeing Board member organisations can positively influence health through their estates, investments, and commissioning activities. Through role modelling change, board member organisations can set an example for other local organisations to follow. In 2022 the Health and Wellbeing Board members signed up to the Health and Wellbeing Board Charter. The commitments within this Charter are aligned to the Healthy Places Strategic framework for action.

- **Buildings and spaces:** statutory organisations have a substantial opportunity to take an anchor-institution approach and improve health through their estates. This can be through activities such as offering predominantly healthier food options in workplaces, designating outdoor spaces as smoke-free and restricting advertising of unhealthy food on advertising spaces. Wider partners are also able to support this ambition through their community buildings and spaces.
- **Conflicts of interests and investments:** councils can review local commercial partnerships to ensure that council funding and branding is not being used to help promote the sale of unhealthy food or drink. Similarly, local authorities could divest from tobacco, and unhealthy food companies where practically possible and in accordance with fiduciary duties.

- **Influencing through commissioning:** councils have a range of opportunities to improve health through the breadth of their commissioned services. For example, using social value criteria in procurement processes to give additional weight to leisure service providers committing to providing a higher proportion of healthy food and drink options and minimise ultra-processed high fat, sugar, salt food and drink. A range of commissioning activity occurs across several organisations including Integrated Care boards, housing providers and GM Police where there could be a significant impact on making Tameside a healthy place.





System leadership and partnerships

Through their networks and partnerships, Health and Wellbeing Board Members have opportunities to project positive influence far beyond their walls.

- **Education and campaigns:** alongside other measures, education can be an effective way to inform people about how to improve their health or avoid health harms. Health and Wellbeing Board members are trusted voices within communities and can promote health through media campaigns and education initiatives that are independent of industry influence, such as social marketing campaigns to prevent smoking uptake.
- **Voluntary agreements and incentives:** voluntary agreements and incentive schemes can be a productive way to create healthy spaces and communities. In addition, they can provide an opportunity to strengthen relationships between councils and local organisations such as businesses and community groups. Examples include creating smoke-free school gates in partnership with schools and parents/carers, implementing awards schemes for healthier takeaways and utilising discretionary business-rate relief to incentivise retailers to sell healthier food.

- **Leadership, influencing and use of evidence:** Elected Members and senior officers often have a national profile that can be used to advocate for stronger central government action on tobacco, physical activity, and the food environment. Local authorities, health and VCFS partners can also make use of their data to generate evidence of impact, which can support shared learning and help make the case for action. Advocacy can be strengthened through the collaborations of Health and Wellbeing Board members, their senior officers, and the services they commission, including through regional and national forums and membership bodies.



Healthy Places

Strategic Framework for Action

Healthy Weight

Work in partnership to support current and future generations in Tameside to live in a local environment that promotes a healthier weight and wellbeing as the norm. This makes it easier for everyone, regardless of age, background, circumstance or where they live, to access healthier food, eat healthier diets and live active lifestyles, and ensures support available for people with excess weight.

Food

Work in partnership with public, private and voluntary sectors and communities in Tameside to create a food environment, system and culture that promotes health, stimulates the local economy, benefits communities and reduces environmental impact.

Tackling inequalities in all our work

We will work together to provide the encouragement, opportunity, and environment for everyone in Tameside to lead active, healthy and fulfilling lives. Through collaboration and innovation across the whole system, we will work to build back, fairer, stronger together, to deliver a healthy Tameside for everyone.

To do this we will

Take a life course, place based, whole system approach

Being evidence, data and insight led

Tobacco

Take a whole system, place-based approach to make smoking and tobacco use history in Tameside.

Physical Activity

Support everyone who lives, works, or is in education in Tameside to be physically active by enabling safe, clean and accessible neighbourhoods and use physical activity to reduce health inequalities and build social connections for mental and physical health and wellbeing in our communities.

Healthy Weight

Vision:

Current and future generations in Tameside will live in a local environment that promotes a healthier weight and wellbeing as the norm. This makes it easier for everyone, regardless of age, background, circumstance or where they live, to access healthier food, eat healthier diets and live active lifestyles, and ensures support available for people with excess weight. We will achieve this through collective action across the system, in partnership with our local community.

7 Pillars for Action

- System leadership which prioritises and champions healthy weight in Tameside and advocate for a collaborative approach.
- Long-term whole system approach working beyond public health to take action to address healthy weight.
- Advocating for a health-promoting environment across Tameside.
- Community engagement which puts communities at the centre of decision making and driving local solutions.
- Focus on inequalities and ensure all activity is targeted to ensure the whole community benefits, but particularly those most in need.
- A life course approach to meet the need of every generation to maximise prevention and early intervention.
- Monitoring, evidence, evaluation, and innovation to ensure continuous improvement and developing good practice across Tameside.

[What-Good-Healthy-Weight-Looks-Like.pdf \(adph.org.uk\)](https://www.adph.org.uk/what-good-healthy-weight-looks-like.pdf)

Tobacco

Vision:

Take a whole system, place-based approach to make smoking and tobacco use history in Tameside.

5 Strategic objectives:

- 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 smokefree and how to access support to quit.



Food

Vision:

Work in partnership with public, private and voluntary sectors and communities in Tameside to create a food environment, system and culture that promotes health, stimulates the local economy, benefits communities and reduces environmental impact.

Our 6 strategic objectives:

- 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

Vision:

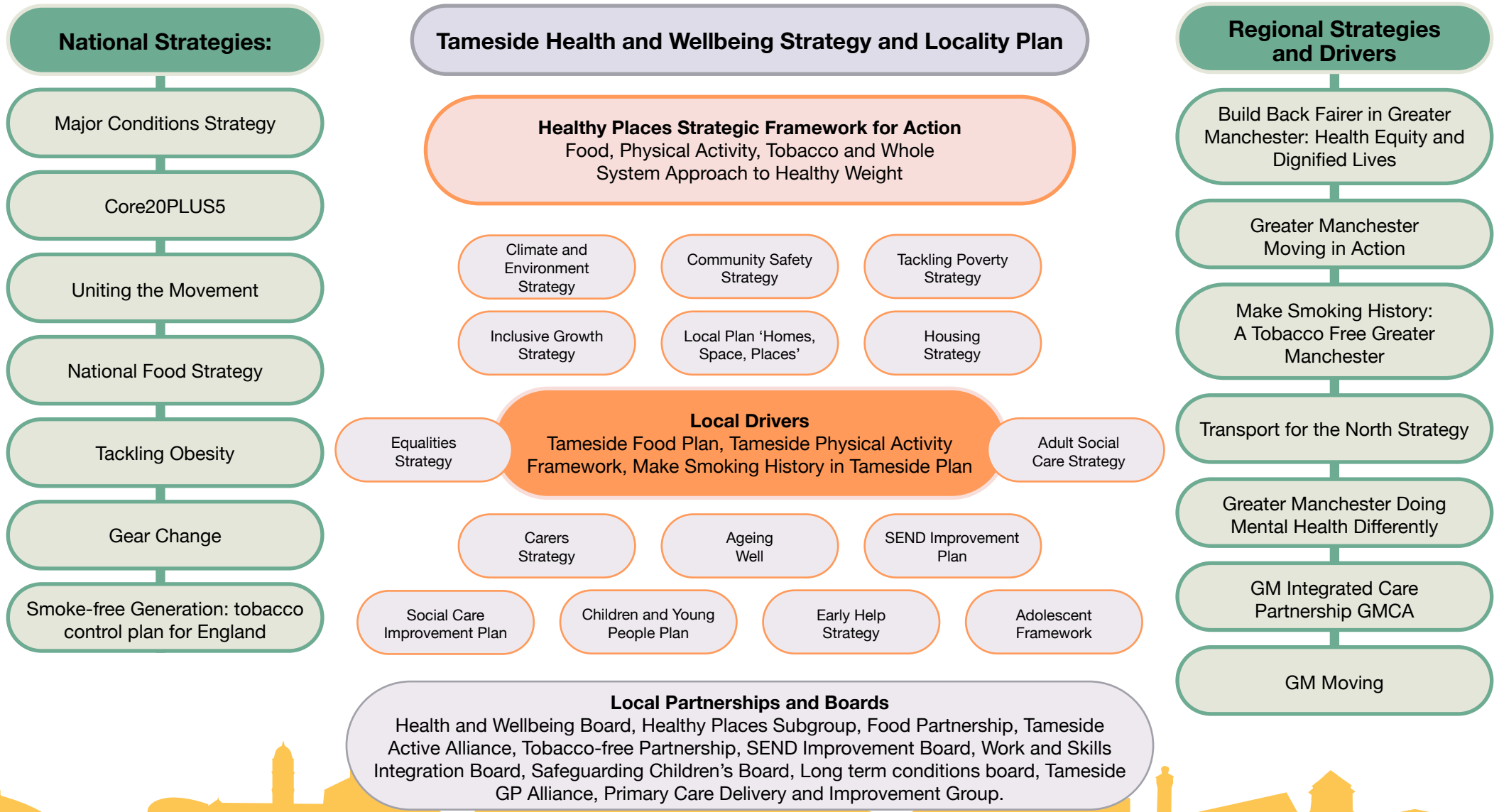
Support everyone who lives, works, or is in education in Tameside to be physically active by enabling safe, clean and accessible neighbourhoods and use physical activity to reduce health inequalities and build social connections for mental and physical health and wellbeing in our communities.

7 Guiding Principles

- 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 using strength based and person centre conversations.
- Ensure a focus on accessibility, inequalities, and inclusion across all work.
- Take a life course approach.
- Build in robust monitoring, evaluation and learning mechanisms, deliver evidence-based activity, be led by local data and strive for innovation and excellence.

Drivers and Governance

National, Regional and Local Drivers and Supporting Strategies and Plans



What does success look like?

- HWB and its members champion the framework and take a leadership role in ensuring the approach is embedded in all policies.
- Engagement from all key public, voluntary, community and faith sector organisation.
- All partners will be using the evidence, data and community insight to develop relevant and effective programmes and interventions.
- A culture of learning and sharing will be developed to allow us to understand why somethings have worked and others have not and what might change has a consequence of this learning.
- All existing and new Council commissions and policies will be reviewed to ensure health is included as a 'must do'.
- We will support the development and implementation of a comprehensive workforce development offer available to all frontline workers and volunteers which upskills around physical activity, healthy weight and access to healthy and sustainable food.

These outcomes referenced above are the immediate outputs of the work across the Healthy Places and can be measured during the lifetime of the strategic framework for action. By working as a system and using the framework for action, the long term ambition would be to reduce levels of obesity, diabetes, and cardiovascular disease in our residents. It should be acknowledged that these improved outcomes are harder to influence directly, are complex in nature to affect and can be very long term.

How will we monitor progress on this strategy?

The Healthy Places task and finish group will meet quarterly to discuss progress and to receive updates from the Food Partnership, Active Alliance and Tobacco Free Partnership. In these meetings, the members will provide the strategic steer and scrutiny to ensure we are on track for success. An annual report on progress will be presented to Tameside's Health and Wellbeing Board.

The Tameside Healthy Places strategic framework was developed in consultation and partnership with:

- Health and Wellbeing Board
- Food Partnership
- Tobacco Free Partnership
- Active Alliance

Call to Action

To achieve the ambition for people in Tameside outlined within this strategic framework will need a true partnership approach. All organisations, services, businesses, employers, and individuals within our local communities have a role to play so please do think about how you can contribute, influence, and support the achievement of our aims. As the borough and its residents recover from the impact of the Covid-19 pandemic and navigate the cost-of-living crisis we really do have a once in a generation opportunity to help people improve their health and wellbeing and live their best lives. We hope that you have found this strategy inspiring and will join us in this ambition.

Debbie Watson, Director of Public Health



Partners

