Public Health Annual Report 2017

Prevention: People, Place and Prosperity

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Foreword: Prevention in Warrington

Welcome to the 2017 Public Health Annual Report.

The rationale for prevention was outlined in last year’s Public Health Annual Report looking back on the lessons of the past and looking forwards to the growth of Warrington in the next 15 years. This year’s report looks at the opportunities for prevention across health and social care and across the wider economy.

The Public Health Strategic Plan for Warrington (2016-2020) proposed an integrated prevention service to be delivered jointly across public health, housing, neighbourhoods and social care teams; to support people into services that help them achieve their wellbeing goals. This new service ‘Warrington Wellbeing’ is now live in the Gateway, and will work with partners to deliver wellbeing services on a geographical basis, and where possible into each of the GP collaborative clusters.

There are even broader opportunities for prevention given the wider determinants of health. The Local Government Association recently reported achievements of public health four years into the transfer to local authorities. The report recognised the work of public health teams, working with a ‘Health in All Policies’ approach across councils to address many aspects of health inequality that still exist within and between communities.

According to the World Health Organisation (2013), health in all policies “systematically takes into account the health implications of decisions, seeks synergies, and avoids harmful health impacts in order to improve population health and health equity.” This is a win-win to maximise the impact on health and wellbeing of decisions undertaken in planning, transport, education, economy, housing, and other wider determinants.

Public Health England considers this key to unlocking the potential of health as everybody’s business; for example in employment, mental health, obesity, housing, public spaces and green areas, and giving every child the best start in life. To realise these benefits, we need to consider prevention in everything that we do and fully embrace health in all policies.

Warrington has already embraced the spirit of health in all policies. There are ongoing programmes of work on Health in Business, Health in Planning, Neighbourhood Renewal; and a new focus on Social Value in Procurement and Health in Culture. Inclusive growth is the sustainable approach to Warrington of the future.
Executive summary

The rationale for investing in prevention has been made many times, including in the NHS Five Year Forward View1. Last year’s Public Health Annual Report outlined the case locally, both in terms of improving health and addressing inequalities and in reducing demand and long-term costs. A key strategic priority going forward is to maximise the opportunities for prevention across the whole system, with a focus on people, place and prosperity.

The Public Health Grant

The public health grant in 2016/17 was £12.9 million. The grant is ring-fenced and must be used only for meeting eligible expenditure incurred or to be incurred by local authorities for the purposes of their public health functions. The grant pays for core public health services and also provides leverage for other investments that improve the public’s health. The local authority must, in using the grant, have regard to the need to reduce inequalities, and to provide value for money.

As the figure below illustrates, over two-thirds (68%) of this public health investment was spent on externally commissioned services, 17% on core Public Health delivery, and 15% supporting wider prevention services. The outcomes from investment in prevention are long-term, and benefits often take a number of years to be realised, but as the figure below and the report itself illustrate, progress is being made in a number of areas.

How the £12.9 million Public Health Grant was spent in 2016/17

The Warrington Pound

This year’s public health report highlights that investment in prevention is more than just the Public Health grant. There are opportunities across the whole local economy to ensure that every ‘Warrington pound’ delivers maximum gain in improving health and wellbeing across the whole population and in reducing inequalities between the most and least deprived.

Similar to the public health budget, spend on health and social care can be viewed from a prevention and demand management perspective. A substantial proportion of illnesses requiring medical treatment, drugs, or admission to hospital are preventable. In 2016/17 the local CCG had a budget of £278 million\(^2\), more than half of which was spent on acute hospital care. The CCG spent a further £30 million treating people with mental health issues. Almost £40 million was spent in Primary Care, the vast majority of which was on prescribing.

The council overall revenue budget in 2016/17\(^3\) was £133.9 million; approximately 35% of which was spent on social care for older people and other vulnerable adults. Investing in interventions to support healthy ageing and to help older people retain their independence for longer, are crucial in order to defer demand on social care services in the future.

The opportunity to invest in prevention is not limited to the public sector. Last year, there was over £92 million of new inward investment into Warrington\(^4\); not counting the current businesses and strong economy in Warrington. As the chapter on prosperity highlights, this strong economic growth puts us in an excellent position to work with local businesses on a Warrington charter or pledge to maximise health and wellbeing for their staff, customers and wider communities, to promote local jobs and supply chains, and for businesses to commit to principles of social value and targeted corporate social responsibility.

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\(^2\)Warrington CCG, Finance Dept.
\(^3\)Warrington Borough Council, Budget Book
\(^4\)Warrington & Co, Annual Property Review 2017
People, Place and Prosperity

The chapter on People outlines the strategy for prevention in health and social care delivered through the new ‘wellbeing hub’ in the Gateway. This new Warrington Wellbeing service will be available for the first time in 2017, and builds on the work of different services all coming together to support people with their holistic needs. The vision is to work with all Warrington partners and with local people to bring together the current local provision for prevention into a joined up service that local people can more easily understand, access and benefit from in order to help them stay well. This vision will ensure that there is a service that can identify and address multiple needs (e.g. mental wellbeing, financial, lifestyle) and provide or facilitate the support that will be most beneficial to the person at that time.

The opportunities to promote self-care, community capacity and resilience, are also considered, with a focus on diabetes prevention and managing high blood pressure. This chapter also considers the work underway to improve the social mobility of young people, and the opportunities to support people to stay well into older age.

The focus on Prosperity highlights that Warrington has already embraced the spirit of health in all policies. The chapter describes the ongoing programmes of work for Health in Business and Neighbourhood Renewal; and highlights that a more inclusive and equitable society brings benefits to everyone. Local examples of good practice are summarised such as the proactive partnership working which helps encourage growth of local supply chains and help secure jobs for local people. There are further opportunities to consider; including the need to fully embed the principle of commissioning for social value into corporate strategies.

A number of recommendations are made to maximise the opportunities of inclusive growth in Warrington:

- Continue to evaluate our approach to prevention to ensure that our collective efforts are working to best effect.
- Update the information we have on prevalence of key population risk factors and lifestyle behaviours to ensure we have the right intelligence to inform our work.
- Proactively ‘designing in health’ alongside the future growth and development in the town.
- Maximise the opportunities afforded through the planning processes to improve and develop the necessary infrastructure for health and wellbeing.
- Scale up the work and health programme, to ensure that local residents benefit from the borough’s economic growth and that prosperity reaches all residents across the borough.
- Link central neighbourhoods renewal with the town centre masterplan, in order to foster a sense of ownership of the new facilities and further reduce perceptions of anti-social behaviour in the town centre.
- Nurture local supply chains by putting social value at the heart of our commissioning and procurement processes.
Chapter 1: People

Section 1.1 Indicators relating to the health and wellbeing of local people

There are a range of indicators which are used to measure and describe the health of the population. The statistical supplement that accompanies this report provides a wealth of information on factors known to impact on health and wellbeing. This information complements the JSNA programme and provides the Health and Wellbeing Board with a range of intelligence to help inform strategic decision-making.

High-level health outcomes: Average life expectancy at birth in Warrington is improving, but the pace of improvement has slowed in recent years, and the gap between Warrington and England has not narrowed. Internal inequalities in life expectancy are stark and linked to socio-economic deprivation. At ward level, there is a difference of 9.2 years for males, and 8.5 years for females.

The major causes of premature death are cancer and cardiovascular disease (CVD). Premature CVD mortality has more than halved over the last 13 years, and rates are now in-keeping with the England average. On the whole, the rate of premature mortality from cancer had been reducing in Warrington. Latest data, however, suggests these long-term improvements may be stalling.

Health-related behaviour: We have no up to date estimates of lifestyle related risk factors at a sub-Warrington level, so any change in health inequalities cannot be monitored. The latest lifestyle survey undertaken in Warrington was in 2013 and is due to be refreshed this year.

At borough-wide level, estimates suggest that smoking prevalence has continued to decrease and that current rates for Warrington overall are slightly lower than the average for England. Just over a quarter of Warrington adults drink more than the recommended safe levels of alcohol consumption, this is similar to the average for England.

Obesity prevalence is an issue locally. Estimates suggest that 68% of Warrington adults are overweight or obese. This is significantly higher than the average for England, and also higher than the average for the North West. Almost a third of adults in Warrington are physically inactive, this is slightly higher than England. Around half of Warrington adults eat the recommended 5 portions of fruit or veg per day. This is slightly lower than the average for England.
Children and young people: Indicators for children and young people show a slightly mixed picture. Infant mortality is in-keeping with the average for England and has continued to decrease over recent years. Breastfeeding rates are lower than the average for England, across Warrington overall and substantially lower in more deprived areas of the borough. The percentage of Warrington mothers smoking during pregnancy is relatively low. However there are stark differences within Warrington, with much higher rates amongst more deprived populations. Childhood obesity levels are lower than the average for England, but this is still an issue for priority, given the long-term potential impact on health. Over one-fifth of 4/5 year olds, and almost one-third of 10/11 years are classed as overweight or obese.

Hospital admissions resulting from substance misuse and from alcohol specific conditions for young people in Warrington are both significantly higher than the average for England.

As discussed later in this chapter, educational attainment is closely linked to life chances, and in turn, this impacts on health. Over 70% of young children achieve a good level of development at the end of reception, which is better than the average for England. However the gap between those children entitled to free school meals (FSM) and the rest is significantly wider than the gap across England as a whole. The picture is similar in terms of GCSE attainment. Overall Warrington fares better than the average for England but there is a significant inequalities gap between children eligible for FSM and the rest.

Social mobility within Warrington is below average. The national Social Mobility Index incorporates a range of indicators to help better understand which areas provide young people from disadvantaged backgrounds the most opportunity to do well as adults. This data shows that Warrington is ranked 229th out of 324 local authorities; i.e. falling within the lowest third of local authorities nationally. This is in contrast to the strong economy where Warrington ranks as one of the strongest economies in the country.

Older people: Headline indicators suggest that the health of older people in Warrington is worse than the national average. Life expectancy at age 65 is significantly lower than the average for England for both males and females, and although rates are reducing, deaths from the major killers for people aged 65+ are significantly higher than the average for England.

As age is a risk factor for many conditions it is likely that the numbers of people with chronic and long-term conditions will increase substantially over coming years. Identifying people early is key to halting or slowing disease progression where possible, and, for conditions like dementia, enabling appropriate information and support to be provided. Recorded prevalence of dementia within Warrington is currently lower than both regional and national averages. Disease prevalence models suggest that there are 2,300 residents with the condition; however just under 70% of these have received a diagnosis. This suggests there may be approximately 700 people with dementia as yet undiagnosed.
**Section 1.2 Social mobility of young people**

Low social mobility and lack of educational opportunity are amongst the biggest social challenges of our times. Social class and income distribution remain the strongest predictors of both educational achievement and life outcomes. We have described in many previous Public Health Annual Reports the stark impact of many social factors on health and wellbeing outcomes and on health inequalities.

Much work at a national level to raise awareness of, and address the issue, has been undertaken by the Sutton Trust. One aspect of their work is to influence policy. Their 2012 report made recommendations for early years, schools, university and the labour market. In 2015 the policy recommendations were updated and their Social Mobility Index produced, which highlighted the scale of inequalities across England, and the massive differences between different parts of the country in the chances that poorer children have of doing well in life. Key findings from the indexii show that across the country geographical inequalities in social mobility are not always in-keeping with conventional thinking or limited to simple boundaries, such as North versus the South; rich areas versus poor areas; town versus country etc. and that the issue is more complex and changing.

As described in section 1 of this chapter, the index confirms that there are inequalities in terms of social mobility within Warrington. Social inequalities within Warrington have been of concern for many years, and a great deal of work has been done and more is on-going. A dedicated strategy for ‘closing the gap’ in social inequalities was published in 2010. Since then the ethos of focusing investment towards our most deprived communities has been present across many strategic plans and commissioning strategies. Some community areas, such as Longford and Bewsey and Dallam, have benefitted from dedicated programmes of investment and collaborative working across partners and communities. These areas have seen benefits such as local people feeling safer and improved local environments. See chapter 2 for further detail on the Bewsey and Dallam programme.

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The current Health and Wellbeing Strategy 2015-18 continues to place reducing social inequalities at its core. Its vision is: ‘Working together for stronger neighbourhoods, healthier people, a vibrant and resilient economy and greater equality across all

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2 Social Mobility and Child Poverty Commission: The Social Mobility Index
communities’. It outlines how partners will work together and specifically highlights ‘tackling inequalities’ as one of the core principles.

There is currently a range of specific actions in place to address social mobility, and because this disadvantage starts early in life, action needs to be in place across the age spectrum from early years to young adulthood. This section gives an overview of the context currently in Warrington and outlines some of the achievements, challenges and key next steps.

**Early years provision and schools**

- Provision and outcomes across early years and the primary school phase are generally good: 83% of 2 year olds in Warrington are accessing a funded place in a quality early years setting.

- 68 of 69 Primary schools are judged by OFSTED to be good or outstanding. This means that 99% of Warrington’s nursery and primary school aged children are accessing a learning environment judged to be at least good. Outcomes for the Early Years Foundation Stage (EYFS), Key Stage 1 and Key Stage 2 are currently above national and regional averages, and, although the gap is still wide, latest data suggests a slight narrowing of the achievement gap for pupil premium children in EYFS.

- Whilst primary schools continued to perform well, this is not the case for a number of secondary schools and the majority of those that do perform well are in the most affluent areas of the borough. Children are not making sufficient progress as they move from the primary phase into the secondary phase and some secondary schools do not appear to be adding the expected value to their pupils’ educational achievement.

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**Giving every child the best start in life**

**THE ISSUE**

- Of all children reached a good level of development at age five: 66%
- Of disadvantaged children reached a good level of development at age five: 51%

**WHY IT MATTERS**

- Poverty can affect home-based learning and parent-child interactions, which in turn affect young children’s development.
- What happens to a child during pregnancy and the early years will affect future life chances and outcomes.

**WHAT CAN BE DONE**

- Public bodies and local partners can:
  - Undertake a Joint Strategic Needs Assessment (JSNA) inclusive of the needs assessment for 0-5s
  - Commission evidence-based and outcome-focused parenting programmes
  - Use integrated working and shared plans to support children and families with complex needs at transition points between primary and secondary education, and between secondary and further or higher education, and the transition to adulthood and independent living

### Employability and the business sector

- The brighter futures team within the council supports excluded and vulnerable young people and offers adult employability training in order to raise aspirations, build confidence and provide opportunities for volunteering and community involvement.
- A range of adult training programmes are delivered through children's centres across the borough, providing training and advice to help people gain skills and find work. Volunteering opportunities are available, giving people the opportunity to help run the children's centre, work as a family outreach volunteer or support other aspects of service delivery.
- The council is involved in two European Social Fund (ESF) projects aimed at promoting careers information and employment opportunities for young people by improving their skills and employability in a range of ways, including very practical support such as help with planning travel. The projects also involve working with schools and colleges to ensure the right information is available to young people in order for them to benefit from local employment opportunities.
- Engagement with the business sector is a crucial aspect in improving social mobility of young people locally. Warrington & Co, the council's economic development arm, leads relevant partnership work around this. The Warrington Skills Forum brings together skills providers and local employers, and drawing on the council's key strategic development plans aims to ensure that training and skills development programmes are matched to the current and future local labour market needs.

### Future opportunities and actions

- Local Children’s Centres are working towards full UNICEF Baby Friendly Initiative accreditation by December 2017. This formal accreditation will demonstrate that the Children's Centres meet all evidence-based standards and are creating a positive environment that supports parents to build close and loving relationships with their baby and to feed their baby in ways which will support optimum health and development.
- An early years strategy for 2017-2020 is in development with priorities aimed at effectively meeting the needs of vulnerable and disadvantaged children, ensuring sufficient good quality early years provision and improving the health and wellbeing of young children. An early help strategy will also be developed to ensure that children, young people and their families receive support and the right interventions to tackle issues and prevent problems escalating.
- Work is planned to improve the transition from primary to secondary school, and the Multi-Academy Trust (MAT) model that some Warrington schools are moving towards offers an opportunity for continuum across primary and secondary schools through shared ownership and accountability. Transitions for children and young people with Special Education Needs and Disabilities (SEND) has also been identified as an area requiring improvement, and this is reflected in the SEND strategy due to be launched in 2017.
- There are real opportunities to harness Warrington's economic growth to improve the life chances and social mobility of local young people. As described in chapter 2, development in Warrington will be significant in coming years. Scaling up and systematising relationships between schools and businesses is crucial to ensure that local young people are skilled in the key growth employment sectors within the borough.

### Maximising opportunities for Wellbeing: Promoting inclusion and employability

The Life Goals project is part of the Warrington Borough Council's Brighter Futures programme and delivers education, training or support to individuals aged 15-24 years. It aims to help disengaged young people who are Not in Education, Employment or Training (NEET) to enter and progress in the labour market and to reduce the number of young people who are NEET or at risk of becoming NEET. The programme aims to improve the learner's education, employability and
personal skills which will enable them to progress successfully into work or further learning, and will improve their chances of gaining qualifications, employment or start an apprenticeship.

Learners were asked for their thoughts on what difference the Life Goals course had made to them.

‘Before I came here I had my mum going to court for my attendance in school, I wasn’t going in at all really, once a month or something… (now) I’ve been going to school every day and I’ve been getting up early for school. I’ve got my confidence up since I’ve been here, when I started I wasn’t really interacting or talking to anyone but now I can talk to people and said a speech at the awards. The army came in to talk about careers and doing activities, and I signed up to join the army. I’m now at stage three of joining the army, and want to do mechanics when I get there’. (RL)

‘I got permanently excluded from school for continuous disruption, and can’t remember the last time I went into school. I’m now doing two days of this course and three days of home tutoring which mean I’m educating every day. It’s got me out of the house doing activities, my attitude’s improved because you’re more lenient than in classrooms, here you all get to sit and discuss everything together. I’m going college now in September, I applied with you then went for my interview, they asked about my conviction and they decided to enrol me. I’m going to study electrics next September, I’m hoping to complete my level one and go into designing and fitting electrics’. (DJ)

‘I wasn’t really doing anything to be honest, I should have been at college but I wasn’t, I didn’t want to go back because it was too much to cope with my mental health issues and the stress of the work and deadlines. I think the fact that I’ve got a sense of achievement is an achievement in itself, I was saying it to the careers people in my exit interview, it might not seem an important thing but for me it’s a lot more significant, it’s not something I’ve had before. I actually did learn a lot from the qualifications. Even the simple things like being in an interview and shaking hands had never even crossed my mind, but those little things can make a massive difference on how you’d do, I’ll still be nervous but that’s normal, I feel more confident to do things like that now. I went for an interview on Monday and I didn’t have knots in my stomach for the first time’ (AM)

Some young people who shared their thoughts had attended a course for young parents which provided an opportunity for them to improve their employability whilst enabling both parents and babies to interact in a group.

‘Coming to the end of the course I’ve started a new part-time job, I’m also applying for apprenticeships with the help of the workers at the centre and improving my CV with the qualifications I’m gaining on this course. I’ve also got more confident as a person, I feel more confident with my decisions and more independent. I trust my decisions more.’ (EP)

‘I enjoyed school and got good grades but big problems at home meant it was hard to focus on myself sometimes during school…once I had (baby) I lost friends and didn’t really know what to do. (the course) gave me confidence in being a new mum…..it gave me qualifications that are very useful, I had sessions with members of the community that can help me eg budget booster and I’ve been able to get advice on careers and job hunting to help me in the future.’ (GT)

‘When I was at school I struggled when it came to concentrating and understanding the work that I was given. I felt like it took me longer to fully understand compared with the others. While being on the Brighter Futures course I’ve become a lot more confident in myself and around others. I’ve got qualifications in first aid, customer service and food hygiene I’m also a lot happier and (baby) has progressed loads since being here. I will also have a job and help on how to get (baby) into childcare and I will be where I’ve wanted to be for over a year providing for my child and us both being much happier and content.’ (SK)
Section 1.3 Holistic support and early intervention

Warrington Wellbeing

Warrington Borough Council has been working closely with its partners to develop a more coordinated and holistic approach to preventing ill-health and promoting wellbeing across the town. Collectively we have recognised that, although we have made significant improvements to support people to stay well and prevent problems getting worse, there is still much more that could be done and better ways to deliver some of our services. We are therefore delighted that, along with our partners, we launched our local wellbeing hub in the Gateway in April 2017; ‘Warrington Wellbeing’.

The benefits from the Warrington Wellbeing service are wide-ranging. It will provide support for local people who have multiple non-medical lifestyle or social needs; and who need help to access the right community provision or support services for them. For referring organisations, the service provides a straightforward referral pathway for those patients or clients who have a range of non-medical needs. Warrington Wellbeing will also provide an exit route from existing services for certain individuals, and will help facilitate better collaboration between services.

Lifestyles and poor health

The impact of poor lifestyle behaviours on the NHS is well documented. Our annual report in 2013 reported on the prevalence of various lifestyle related risk factors, such as obesity, high alcohol consumption, poor diet and lack of physical activity, and last year’s report projected the scale of potential impact if we fail to address this. Public Health England released figures in 2016 that suggest the cost of lifestyle related risk factors to the NHS is around £11 billion per year. Whilst the impact on social care and other public services is less easily quantified, we know the ongoing burden created by poor lifestyle behaviours could be even greater than the cost to health services.

For each person who develops an illness related to a lifestyle behaviour, they are then likely to be left with long term conditions and/or disabilities that will need social care and other public services for the next twenty, thirty or even forty years.

Our health and social care system is already struggling under the pressure of dealing with the demands of largely preventable conditions. In addition the number of people living with chronic and multiple health conditions over the next ten years is predicted to increase significantly. If we do not make real headway in preventing these problems and supporting people to live well our public services will be unable to cope.

Impact on health from social issues

The evidence shows that income, education, employment and housing all have a large impact on wellbeing and ultimately affect health outcomes.

Income deprivation is one of the strongest associations with poor health. Employment is one of the nationally recognised Marmot indicators of inequality. Warrington has one of the best economies in England however there are significant inequalities in employment opportunities within Warrington. Increasing employment opportunities and raising income generally in the more deprived areas are the key priorities for partners in the town.

\[\text{Department of Health (2014) ‘NHS Five Year Forward View’}\]
Maximising opportunities for wellbeing: Addressing issues holistically

Budget Boosting clubs are run in various parts of the borough. As well as helping to improve people’s finances, underlying issues are often identified during the one-to-one sessions, which might be affecting individuals being ‘work-ready’. The importance of confidence building courses and establishing a routine is highlighted as a precursor to employment for many of the people accessing these services. The following stories show how resident’s circumstances have been improved through the support they have accessed.

Jim had recently been made redundant after working for the same company for over 30 years. Single, Jim was caring for his mother with no other family to help him. Through the Budget Boosting club, Jim found out his mum was entitled to Attendance Allowance and he could claim Carers Allowance and could still look for part time work. Jim was also thrilled to be entitled to free training courses and has now signed up for ‘Computers for the Terrified’, and an employability course.

Albert, aged 77, had a debt of £7,000 that was accumulating interest on a daily rate and each time the company contacted him they charged £25 for each letter. The Budget Boosting Club’s neighbourhood mentor set to work to investigate Albert’s debt and, after much investigating and liaising with the debt collection agency (with Albert’s consent), the mentor discovered that Albert was not actually responsible for the debt after all and it has now been cleared! In addition, the mentor found that he was entitled to pension credit, which then meant he could get housing benefit. Albert’s arrangements for paying utility bills etc. were also very costly, with the support of the mentor these arrangements were changed and Albert’s yearly bills are now over £700 less!

Linda came to the Budget Boosting Club and was initially too shy to engage fully with a mentor worker. After a few visits the mentor was able to discuss income and identify where some savings could be made by changing payment methods. Further work with Linda revealed the reasons for her social difficulties. She attends confidence building sessions and although she isn’t ready to return to the work place, she has completed a CV, taken part in training, accessed volunteering opportunities, grown in confidence, made friends, and made a positive difference in her life, and her communities. She has also signed up with the Open University and is taking a creative writing course.

Housing advice and holistic support: From April 2016, the assessment process within Housing Plus was re-designed to enable health improvement needs to be identified and supported at an early stage. The new health and wellbeing pathway has had on average a 30% take up from people approaching Housing Plus for assistance with housing.
There is a wealth of national evidence which highlights the need to bring together our existing prevention services to provide more effective and efficient support for people to live well. For example it is recognised that:

- Psychological factors underpin the motivation to change lifestyle and behaviour and there is a need to address mental and physical health and wellbeing holistically\(^iv\).
- People living with the most disadvantages are more likely to face multiple lifestyle risk factors\(^v\).
- Behaviour change is influenced by the social conditions in which people live, and focussing on behaviour change alone will not be effective for improving the health of those facing greatest deprivation\(^vi\).
- Simple and clear access to support to live healthily is needed, rather than multiple single issue services working in isolation that cause confusion to referrers and to the people who would benefit from this support.

Investment in holistic prevention has the potential to impact considerably on use of local services and will help maximise the appropriate use of high-demand services. Our proposed vision for Warrington Wellbeing, in line with the aim of the ‘Together We’\(^vii\) strategy is simple, we want:

- To help people to live longer, healthier and better quality lives.
- To provide easy access to a range of support to prevent ill-health, making best use of the skills and resources of a range of partners.
- To listen and consider broadly an individual’s needs and address them by offering support at a time and in a way that is the best for the individual.
- To stop problems from happening in the first place and to prevent existing problems from getting worse.
- To support people to be well and independent, by giving them the confidence, tools and support to take greater control of their own health.
- To build capacity and resilience in local communities.

\(^iv\) HMG: Healthy Lives, Healthy People, Public Health Strategy, 2010
\(^v\) The Kings Fund: Clustering of Unhealthy Behaviours over time: Implications for Policy and Practice Buck & Frosini, 2012
\(^vi\) Marmot, M. Fair Society, Healthy Lives (The Marmot Review) 2010
Maximising opportunities for Wellbeing: Learning from residents’ views and experience

**Whole-person approach:** Working with the whole person, using a holistic approach to assessment, will be key to the work of Warrington Wellbeing. The following comments, provided by users of the council’s Wellbeing Service (which is now part of Warrington Wellbeing), illustrate the benefits of the person-centred approach to identifying and addressing need.

‘It’s about building up relationships, if you see someone once and say ‘oh there’s this and this and this you could go to’, that probably won’t be enough. If you see them a couple of times then you’ve got a relationship and they trust you and you can say ‘this is really, really good, I’ll come with you why don’t we go’?

‘It was the wellbeing mentor who took me round these places and it opened up a whole world.

Instead of me getting up in the morning and I’ve got nothing to do, I now get up in the morning and I’ve got a life outside the family. Well I was actually made up because I didn’t know one half of the things he was telling me about existed. He got forms for me for the dial-a-ride. I need the wellbeing mentor’s help with those.’

‘The wellbeing mentor knows more of what is going on around and he knows what he can access for me. If he doesn’t know he says, right I’ll look into it for you. When I was diagnosed with this second lot of cancer it was such a shock, gardening had only just opened up for me two years before and then the cancer came again. I didn’t do anything and the greenhouse was disgustingly filthy and the mentor came down, brought a colleague with him who knew about gardening and they told me what needed to be done and my husband did it.’

Warrington Borough Council: Simplifying Wellbeing Referrals through the Warrington Wellbeing Approach
Mental health and emotional wellbeing

There are many different issues that can affect a person’s mental health and emotional wellbeing; worries about money, feeling in poor health, feeling stuck in a rut or maybe wanting help to change lifestyle, for example giving up smoking. Support is currently available via the ‘Happy.OK.Sad.’ campaign. Warrington Wellbeing will work with the individual and other specialist services to offer the most appropriate support available to meet needs. Discussions are on-going to establish how Warrington Wellbeing will align with existing mental health outreach teams to best support an individual around their wellbeing needs.

Maximising opportunities for wellbeing - mental health

With prevention in mind, we recently conducted a survey which explored the views and experiences of men across the borough in relation to mental health. We asked for their thoughts on how best to communicate messages around mental health, and how to provide support in a way that men would find acceptable. We were delighted that nearly 600 men completed the survey and shared their thoughts. Feedback from such a large sample of residents provides valuable insight and will inform future approaches to communication and engagement. The following are some of the comments shared.

‘An obvious one; but [how about] publicising other men being prepared to say they’ve needed to get help for mental health issues? These need not be the usual rugby guys, although they’re always good for this sort of thing: if a prop forward says he needed to speak to someone, it carries a certain weight, no pun intended. From my own experience realising “it’s not just me then” was a massive help. It might just be a quote from someone similar (an ordinary middle aged man struggling at work) that can inspire’.

‘Realising you need help is a major step, and making mental health a non-stigmatised word will help. Yes we must talk more about it, but now we know how prevalent it is, we need to deal with it. You don’t put people with broken arms on a six month waiting list for a plaster cast, so why make a man wait six months to get a plaster for his mind and soul’?
‘The work place is an area where huge differences can take place. Organisations need to be trained to recognise symptoms and provide support/referral opportunities. One of the first areas affected by mental health problems is very often work performance’.

‘Normalise that men have mental health issues. It’s ok to feel like this, and help is here to get you to understand and break through it. TV advertising and local radio advertising would be amazing. Having counsellors on hand to talk to men at meeting points (doctors surgeries, Warrington Wolves stadium - somewhere where they feel safe).’

The hub and spoke approach

To enhance access, the central wellbeing hub will work closely with services provided across the borough using a hub and spoke approach. Warrington Wellbeing aligns with on-going transformation and integration work in all areas of the borough.

The ‘Warrington Brand’ is a new way of working for GPs in Warrington. It aims to ensure that every resident in Warrington receives the same high quality standard of care regardless of which GP practice they attend. The ‘Warrington Brand’ includes a number of core services that will strengthen and improve general practice. These include ensuring people receive consistent public health messages, reducing the prescribing of unnecessary antibiotics, encouraging people to access a health MOT through the NHS health check programme, supporting people to improve their self-care, and ensuring easy access to Warrington Wellbeing.

The 28 Warrington GP Practices in Warrington are now grouped into seven ‘collaborative clusters’. The clusters are working together to help ensure residents receive coordinated care from secondary care, social care, community providers, public health, mental health and third sector services. Warrington Wellbeing will support programmes of work in these collaborative clusters supporting health and social care teams with prevention and making every contact count. Warrington Wellbeing will continue to engage with and support community programmes that build capacity and resilience. Further liaison will take place with children’s services regarding the developing early help strategy for families in Warrington. Through these spoke arrangements working with services based geographically, prevention will be accessible across the borough and not just from the wellbeing hub.

Preventing heart disease and premature death

As we know, England faces an epidemic of largely preventable non-communicable diseases such as heart disease and stroke, cancer, Type 2 diabetes and liver disease. Obesity and leading a sedentary lifestyle is a major risk factor for conditions such as Type 2 diabetes and hypertension (high blood pressure). Last year’s Public Health Annual Report talked about the impact of population change. The report showed that if obesity increases at its current rate then by 2030 there could be as many as 15,000 diabetics in the borough, and the number of people living with high blood pressure could rise from the current figures of over 10,000 to between 55,000 and 65,000.

In response to this, a number of exciting public health projects are being developed to identify and support people at risk of developing diabetes and to explore the use of technology to help people to understand and manage their own blood pressure.

**Diabetes:** NHS England, Public Health England and Diabetes UK have commissioned a Healthier You: National Diabetes Prevention Service. Once on the programme, people will receive help to reduce their risk of Type 2 diabetes. This will include education on healthy eating and lifestyle, help to lose weight and bespoke physical exercise programmes. All of this together has been proven to reduce the risk of developing the disease. A new local project will identify and support people at risk of diabetes by developing a consistent approach to the identification of pre-diabetes. In addition a bid is being developed to gain access to the national prevention service, ensuring that it works together with ‘Warrington Wellbeing’ to create a complete support package for the residents of Warrington.
**High blood pressure:** Hypertension simply means that the pressure in blood vessels is raised. Although it has no symptoms, high blood pressure is the leading cause of many health problems including heart disease, stroke, kidney disease and cognitive decline (dementia). High blood pressure is very common. In the UK it affects more than 1 in 4 adults, and it is the second biggest risk factor for premature death. GP Practice data shows that in Warrington there are over 28,000 people recorded as having high blood pressure, but it is estimated that this is only 55% of the total number. This means a further 23,000 local residents are likely to have high blood pressure but do not know it, and are at ongoing risk without treatment.

The Public Health Team are working with the Cheshire and Merseyside Public Health collaborative (CHAMPS) to develop an innovative project using technology to identify and manage high blood pressure for the residents of Warrington. Many people are unaware that they have high blood pressure and one of the most important ways of identifying this is through the council-led NHS health check programme, accessed via GP practices. This service offers free health MOT’s to all people between 40 and 74 who have no previous cardiovascular health conditions. Offering and delivering health checks is now part of the new Warrington brand for primary care and a lot of work is being undertaken to ensure that all the residents of Warrington have access to a high quality service. In addition, GP practices and our Healthy Living Pharmacies are also supporting the Blood Pressure UK ‘Know Your Numbers’ campaign which encourages everyone to get their blood pressure checked.

Lifestyle factors play a huge role in the management of, as well as in the prevention of, high blood pressure. We also know that many patients with high blood pressure are not managed as well as they could be. The new project will support clinicians to achieve the best possible blood pressure control by ensuring people have access to Warrington Wellbeing, by increasing the uptake of health checks, delivering Making Every Contact Count training and developing new technologies for patients to enable self-monitoring, self-management and lifestyle support, at home and in the community. All of these will reduce demand on hard-pressed primary care services.

The Public Health Team are working with the Cheshire and Merseyside Public Health collaborative (CHAMPS) to develop an innovative project using technology to identify and manage high blood pressure for the residents of Warrington. Many people are unaware that they have high blood pressure and one of the most important ways of identifying this is through the council-led NHS health check programme, accessed via GP practices. This service offers free health MOT’s to all people between 40 and 74 who have no previous cardiovascular health conditions. Offering and delivering health checks is now part of the new Warrington brand for primary care and a lot of work is being undertaken to ensure that all the residents of Warrington have access to a high quality service. In addition, GP practices and our Healthy Living Pharmacies are also supporting the Blood Pressure UK ‘Know Your Numbers’ campaign which encourages everyone to get their blood pressure checked.

A comprehensive evaluation framework has been developed for Warrington Wellbeing. This identifies the activity and performance indicators needed to monitor processes and evidence outcomes for the service. In order to fully understand the impact of Warrington Wellbeing on stakeholders, services and systems, both quantitative and qualitative methods will also be used to examine activity, outcomes and experiences.

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**Maximising opportunities for Wellbeing - increasing physical activity**

The role of physical activity in prevention is universally understood, helping people to improve their fitness and figure can bring far wider benefits as these comments from attendees of Warrington’s Fit to Tackle course run at Warrington Wolves stadium show.

‘Fit to tackle I can honestly say has helped me turn my lifestyle around completely. I have suffered from anxiety and depression for many years and this programme has helped me more than any mediation or therapy session has. It is a physical and mental health winner for all that attend. The staff who take are truly an asset and a leading light.’

‘I signed up for Fit to Tackle 5 in the summer and during the course managed to lose over 5% of my body weight, I also learnt about nutrition and changed the way I eat.. It has really changed my life in just 5 months. As a type 2 diabetic I have also managed to lower my HBA1C score from 58 to 46 and I could not have done this without the support of the trainers. I feel a lot more confident about my future health now and I am really enjoying all the changes in my life that Fit To Tackle has helped me to implement’.

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To enable monitoring and evaluation of our collective work around prevention, early intervention and holistic support, it is important to have robust up to date information on the outcomes that our plans and actions are seeking to address. Prevalence of key population risk factors and lifestyle behaviours is not collected routinely in a systematic way, and in the past we have relied on large scale population surveys to inform our strategies and effectively target resources to people and places in greatest need.

The last population-level health and wellbeing survey of Warrington adults was undertaken in 2013. The information obtained proved extremely valuable in understanding and describing health related behaviour, identifying health inequalities between different population groups, and assessing change in trends over time. The findings informed the Health and Wellbeing Strategy and a number of other key strategies and delivery plans that underpin it. Intelligence gained has informed the Joint Strategic Needs Assessment (JSNA) programme and numerous other needs assessments undertaken across the Council and by other partners. Survey results assisted with the targeting of resources, and have helped define areas of focus for ‘closing the gap’ programmes and other regeneration and inequalities projects.

In order to measure the impact of these work programmes we will need to repeat the survey to obtain up to date information and assess change over time for both Warrington as a whole, and at a sub-borough level. At a time of increasing budget pressure, undertaking an expensive survey may seem frivolous. However, given that collectively across the health and social care economy in Warrington, millions of pounds per year are spent on programmes to improve health and address inequalities, it is more important than ever to know that this money is delivering the anticipated outcomes.

**Section 1.4 Healthy ageing**

The fact that the population is ageing is well known. The potential impact of this has been described many times. There are many implications and challenges; many of the measures that could help mitigate these implications are covered in various sections of this report. With evidence-based, joined up strategic planning we can address various issues and better place ourselves to support our increasing older population.

The demographic trends predicted for Warrington will mean that there will be proportionally fewer individuals to pay taxes, work and provide care for those who need it. Currently there are 3.6 people of working age for every person aged 65+. By 2037, based on current projections, this is estimated to decrease to 2.3 people of working age for every person aged 65+. Chapter 2 describes the scale of development planned within Warrington over coming years to meet government targets for new homes. This presents a real opportunity to ensure we plan ahead for the right type and volume of housing and neighbourhoods for older people based on the best available evidence. The scale of development also means new employment opportunities will be created. Again, with strategic and collaborative planning this can help us mitigate some of the challenges. Building on programmes of work outlined in Chapter 1 around social mobility and employability initiatives could help alleviate some of the skills gaps and workforce shortages in the care sector. Capitalising on the principles of inclusive growth described in Chapter 3 and making Warrington an attractive place for all, will help retain and attract more young people into the borough; helping to offset the increasing dependency ratio.

It is important to ensure that people are supported to stay well into older age, as this will help slow the increasing trend in chronic disease prevalence. There is much in place to help improve the health of older people. Sustained investment in prevention, and in interventions which seek to promote healthy ageing and retain independence, is crucial in order to relieve the impact on health and social care resources. This section highlights some
of the progress made in 2016 and outlines the areas of focus for 2017 and beyond.

**Falls:** The prevention of falls remains a major focus point. Warrington still has one of the highest rates in the country of emergency hospital admissions of people aged 65+ due to falls injury. We are continuing to implement the falls strategy. In the past year, the falls strategy group has focused on:

- Working with Adult Social Care and the Warrington Clinical Commissioning Group (CCG) to appropriately commission a Community Response service, aimed at helping people stay at home after a fall and reduce conveyance to hospital.
- Enhancing communication and delivering training around falls risk reduction: training sessions were delivered to members of the community and to staff, cascading the messages around reducing slips, trips and hazards in the home.
- Continuing the slipper exchange programme: with healthcare professionals and neighbourhood workers helping with distribution, high risk, vulnerable local people received new, more robust and durable slippers to try and reduce their risk of falling in the home.

We have continued to cascade the 11 Top Tips: delivering talks and disseminating promotional items to partner organisations. We ran workshops with older people’s community groups, delivering the key messages around the importance of the flu vaccination, tips for staying warm in the winter, eating a healthy diet, staying hydrated and staying connected to reduce loneliness and social isolation.

**Housing and fuel poverty:** There has been much closer working between the public health team and the council’s housing team. We’ve aligned work programmes to maximise opportunities to improve population health and target resources, particularly around fuel poverty and winter health. Over 300 households have been helped to reduce their energy bills as part of the council’s switch and save campaign. This is in addition to the installation of solar panels to over 1,500 homes in recent years, reducing fuel poverty for many and helping the environment.

There are further opportunities for Public Health to work with Housing and with Planning colleagues to ensure that we plan for the future housing needs for our older populations. Ensuring the right quantity and distribution of appropriate, quality housing which is accessible, adaptable and which supports care
in the community and independent living is crucial to accommodate the increasing ageing population.

Further plans for 2017/18 include work to refresh the healthy ageing strategy. This will bring together a range of partners across the system to review progress to date and set future priorities for improving the health of older people. Some of the areas we know we will focus on include:

• Continuing with the detailed service and pathway mapping exercise that started in 2016; This work seeks to improve awareness of the range of services available to deal with falls, and will incorporate a review of locally commissioned services. The service reviews that will be undertaken in 2017/18 will help ensure that interventions in place locally can demonstrate impact in terms of reducing the high number of admissions due to falls injury that is evident in Warrington.

• Working with our lifestyle services to ensure that the services they provide, such as smoking cessation and weight management are accessible to older people.

• Working alongside colleagues to ensure that we optimise the use of Warrington Wellbeing for the benefit of older people.

• Continue to support and develop work with the Dementia Action Alliance (DAA); raising awareness and supporting and commissioning interventions to reduce risk.

• Ensuring local promotion maximises the impact of national influenza campaigns. Immunisation uptake was lower than planned last year and all measures to encourage people over the age of 65 to receive their vaccination should be fully exploited.

• Working with NHS England to develop a localised screening and immunisation plan, tailored to address local issues and ensure effective delivery and good uptake of immunisation and cancer screening programmes.

Maximising Opportunities for Wellbeing: Working in partnership

Cheshire Fire and Rescue undertake home safety assessments for older people over the age of 65 because they face an increased risk of fire in their homes. This year, in partnership with public health and the NHS, the home safety assessment is being expanded to a health and wellbeing safe and well check.

The safe and well checks are helping older people by assessing the risk of slips, trips and falls, fuel poverty, smoking, alcohol and other substance misuse, and encouraging bowel cancer screening. Cheshire Fire and Rescue plan to deliver 25,000 targeted visits this year. All staff involved are trained to identify those who are suitable for referral to other agencies. Staff will also measure blood pressure and refer on to local NHS and public health services where needed.

“Like doctors and nurses, fire and rescue staff come into contact with vulnerable people on a daily basis and this is a great way of really making sure that we get the most out of that contact. The Safe and Well Visits are a fantastic opportunity and a wonderful example of the great ways in which health and emergency services can work together to help improve the health and wellbeing of the populations we serve.”

Carers: Supporting people to retain their independence and remain living in their own homes relies heavily on the provision of unpaid care. The 2011 Census suggests that at that time there were over 5,100 people in Warrington providing unpaid care. National trends suggest that whilst the ‘oldest old’ are predominantly cared for by their children, spouses are the fastest growing group of informal care providers.

Providing adequate support for carers is crucial, as without this informal care, the demand on already over-burdened social care services would be unsustainable. Evidence suggests that informal carers are 2.5 times more likely to experience psychological distress than non-carers, and working carers are two to
three times more likely to suffer poor health than those without caregiving responsibilities. Difficulties experienced by working carers include lack of time, excessive stress and resulting health problems, family conflicts, work-related conflicts and financial pressures. A successful balance of employment and caring responsibilities is crucial for securing future family caregiving. A 2015 Foresight report highlighted these issues and identified a number of policy implications, including working practices such as flexible working hours and home-office solutions, as these are the most successful means of combining paid work and unpaid care. The report proposes that legal entitlements to care leave and paid care leave for a limited period could be considered to enable working people to balance their caregiving responsibilities with work commitments.

Within Warrington work is ongoing to update the carers' strategy, this will include findings from consultation recently undertaken with both adult and young carers.

Warrington Wellbeing will provide an opportunity for the holistic needs of carers to be assessed and appropriate levels of support provided.

Maximising opportunities for wellbeing: supporting healthy ageing and reducing isolation

LifeTime, established in 2013, is a network for people over the age of 50 in the Warrington area. The heart of the network is the LifeTime centre next to the Gateway in Warrington town centre, here LifeTime participants have a place to visit for a quick cuppa, to use a computer, have a chat or attend one of up to 36 educational or support groups per week. LifeTime seeks to build capacity in the community to deliver opportunities for people and develop social cohesion. People in volunteering roles are key to the success of the project and investment from Warrington Housing Association provides a framework for this work to flourish. September 2016 saw Lifetime welcome its 2000th member! Here are some examples of LifeTime’s impact.

Eighteen months ago life for Derek had become very empty. He’d lost interest in everything and was in a very lonely place. Derek had cared for his wife, who’d had Alzheimer’s disease, for eight years before she passed away leaving him desperately searching for options to help fill his day. Walking along Sankey Street he saw the LifeTime sign, ‘Enjoy your LifeTime’, and decided to call in. A camera club had just launched and with photography being a subject of interest for Derek, he decided to join. From then on there was no looking back for him. Describing the camera club as being a big family to him, Derek looks forward to the banter and wise cracks with other men in the group, learning new things and sharing ideas - “To me, the most important thing that people can give is their time and those I have met since walking through the door have given just that. Coming here each week makes me feel like I belong again”

Mags gets satisfaction from volunteering for LifeTime. At the age of 77, Mags has no intention of slowing down just yet and likes to keep herself active and connected with others. Mags gives two days of her time as a volunteer at LifeTime and will turn her hand to any task, from meeting and greeting members to helping in the café. Mags loves the social aspect and interaction with members - “It’s a very friendly atmosphere here and we all work together as a team to ensure that people are happy and enjoying life. I have been fortunate to have had a good life myself so, by volunteering, I can give something back to the community.”
Chapter 2: Place

Section 2.1 Warrington context: overview of ‘place indicators’

This section draws on some standard measures* to describe Warrington as a place. More detailed analysis of some of the indicators is included within the statistical supplement which accompanies this report.

Deprivation: Latest data suggests that overall, average levels of deprivation across Warrington have increased slightly over recent years relative to other areas in England. Inequalities within the borough remain stark and over 18% of Warrington’s total population live in areas ranked amongst the most deprived 20% nationally. The geographical distribution of deprivation has remained fairly constant with the majority of Warrington’s most deprived areas located in the centre of the borough. In terms of deprivation relating specifically to the living environment (including factors such as houses in poor condition, air quality and road traffic accidents) there have been some relative improvements and proportionally fewer areas within Warrington now fall within the most deprived 20% than in 2010. However, those that do are all located within the centre of the borough.

Crime: Overall crime rate has fallen steadily in Warrington over the last decade. Rates of violent crime within Warrington are comparatively low compared with the North West and England as a whole. However, in-keeping with regional and national trends there has been an increase over recent years. The number and rate of first time entrants to the youth justice system has reduced substantially in Warrington, and rates are significantly lower than the average for England and the North West. The rate of reported domestic abuse incidents had remained fairly stable in Warrington to 2014/15, presenting a different picture to England where there has been an increase during the latest two time periods available. However, more recent (provisional) local data is available; this suggests that rates are increasing locally.

Housing: Whilst comparative measures relating to statutory homelessness, such as the number of households in temporary accommodation show a positive picture for Warrington, there is a real shortage of affordable homes within the borough. A range of interventions to improve energy efficiency and reduce fuel costs means that the proportion of households experiencing fuel poverty has decreased and rates are lower than the averages for England and the North West.

Outdoor space: The latest Open Space audit* suggests that the total number of open space sites within Warrington has increased in recent years, and national survey data** shows that 18% of adults from Warrington use the natural environment for health or exercise purposes; similar to the average for England.

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* Data included is nationally available and can be benchmarked against England. This means, however, that there is often more up to date local data available, which, although this cannot be benchmarked, may be useful to help understand more recent trends.

** Warrington Borough Council Open Space Audit 2015, Warrington Borough Council (2016)

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Natural England: Monitor of Engagement with the Natural Environment (MENE) survey
Section 2.2 Planning and spatial development

Warrington is the most northerly of the local authorities in the Cheshire area. It shares boundaries with Halton, Cheshire West and Chester, Cheshire East, and the four metropolitan boroughs of St Helens, Wigan, Salford and Trafford. The borough covers some 176 square kilometres. In 1968 Warrington was designated a new town and in 1973 the New Town Outline Plan set out a strategy to expand the population of the borough. Since 1973 the population of Warrington has grown and the town has become a thriving economic centre for business and industry. This has been helped by the town’s excellent rail and road transport links.

In July 2014 Warrington’s Local Core Plan Strategy (LCPS) was adopted by the council which set out the overarching strategic policies for guiding the location and level of development for the borough up to 2027. However there was a High Court challenge around some aspects of the LCPS, including the proposal for the number of dwellings to be built. The LCPS is currently being reviewed and it is likely that, to meet the new increased target number of homes, approximately 1,000 new homes will need to be built per year for the next 20 years. To meet this housing target and associated employment need, Warrington as a borough will see major transformation over the coming years.

The environment is one of the wider determinants of health and health inequalities, as illustrated in the health map below.

Planned development on this scale provides a unique opportunity to shape the borough’s infrastructure and redevelop and regenerate the more deprived areas of the town. The Public Health team have been working closely with Planning Policy colleagues and the local NHS to better understand likely future need, and to project demand on services in order to identify the required services and infrastructure. We are keen to ensure that we maximise the opportunity to create a built environment that supports the Council’s overarching strategic objective of reducing social inequalities.

The vision for 2027 in the LCPS regarding health and wellbeing is that:

‘Health inequalities across the borough have been narrowed and people in Warrington are at least as healthy as the national average. Access to sport, recreation and green infrastructure facilities has encouraged people to choose healthy lifestyles through walking and cycling. This modal shift away from the private car has led to improved health and a reduction in pollutant levels.

The majority of elderly and vulnerable people are able to live independently. All proposals and policies have been appraised to ensure health benefits are maximised and adverse impacts avoided.

All new development incorporates crime reduction measures and crime remains well below the national average’.

To achieve this vision we need to understand current and future need and address a number of considerations, including:

• **Ageing population**: There are significant changes to the structure of the population anticipated, with projections suggesting there will be a 58% increase in the population aged over 65 years by 2037. This ageing population will have implications for Warrington in terms of economic activity, economic growth, consumer spending and the range of leisure, retail and social service activities required. It will also exert significant pressures on the Borough’s health and social care services. There is a need to ensure that evidence-based interventions which promote healthy ageing and retain independence are prioritised and promoted. Evidence shows that a well-designed built environment with ‘future-proofed’ homes can help support older people to retain their independence and remain in their own homes for longer.

• **Fear of crime and antisocial behaviour**: Household surveys show that fear of crime at night is higher in Warrington than nationally, and substantially higher in more deprived neighbourhoods. Ensuring that new neighbourhoods are built, and existing ones regenerated, based on the latest evidence about designing out crime, will have a significant impact on crime and fear of crime.

• **Obesity rates**: are rising and currently exceed the average for England, contributing to actual and forecast increases in a number of health conditions. All potential to influence the built environment to maximise opportunities for physical activity, active travel and healthy eating should be fully exploited.

• **Green infrastructure**: In addition to the opportunities that open space and the green infrastructure provide for active lifestyles, there is evidence which demonstrates multi-functional benefits for general wellbeing. It is therefore important that the local green space should be protected and enhanced as far as is possible.

• **Access to primary care**: The NHS Strategic Estates Plan has identified that there are areas within the borough that currently have insufficient capacity to accommodate new residents, and will become increasingly more constrained over the plan period with further development. It is important to ensure that money available from development is used to maximum effect to meet the growing demands on health services and infrastructure.
To ensure that the new housing estates, industries and district centres promote health and reduce inequalities for all local populations there is a need to:

- Fully integrate the planning, transport, housing, environmental and health systems to address the social determinants of health in each locality.

- Prioritise policies and interventions that both reduce health inequalities and mitigate climate change by: improving active travel, good quality open and green spaces, the quality of food in local areas, and the energy efficiency of housing.

- Support developments which provide high quality social infrastructure, including education, skills and sports facilities.

Achieving this aim will also further our ambition to attain Garden City status, and vice-versa, as the Garden City principles address many of the wider determinants of health and wellbeing, including\textsuperscript{xi}:

- Strong vision, leadership and community engagement.
- Community ownership of land and long-term stewardship of assets.
- Mixed-tenure homes and housing types that are genuinely affordable.
- A wide range of local jobs in the Garden City within easy commuting distance of homes.
- Beautifully and imaginatively designed homes with gardens, combining the best of town and country to create healthy communities, and provide opportunities to grow food.
- Development that enhances the natural environment, providing a comprehensive green infrastructure network and net biodiversity gains, and that uses zero-carbon and energy-positive technology to ensure climate resilience.
- Strong cultural, recreational and shopping facilities in walkable, vibrant, sociable neighbourhoods.
- Integrated and accessible transport systems, with walking, cycling and public transport designed to be the most attractive forms of local transport.

\textsuperscript{xi} Town and Country Planning Association; Garden City Principles. https://www.tcpa.org.uk/garden-city-principles

There is a growing published evidence base that can help ensure that our plans for Warrington’s growth and future development help improve health and wellbeing for all. A review published by the National Institute for Health and Clinical Excellence (NICE)\(^{\text{iii}}\) showed the important relationship between health and spatial planning and the built environment. ‘Designing in health’ is an important first step in attempting to address the long term implications on physical and mental health of any decision made on transport, housing, economic growth and green spaces.

Recommendations made in guidance documents\(^{\text{iv}}\) for local authorities at strategy level include:

- Developing local responses and strategies to tackle public health issues and health inequalities
- Introducing healthy lifestyles in planning guidance (fast food outlets, green gyms, etc.)
- Involving public health in the development of the plan and integrating health impact assessment into the process

Networking with other local authorities and relevant stakeholders to address health inequalities.

There is much evidence\(^{\text{v}}\) that shows that the level of active travel and outdoor recreational activity is strongly affected by accessibility to local facilities. Access to green, natural environments, and to local social networks, are factors in mental wellbeing. The wider sub-regional pattern of housing, economic development, land use and transport is a determinant of social exclusion and therefore health inequalities. It also affects health-damaging pollution, adaptability in the face of climate change and the level of carbon dioxide emissions.

Public health teams across England are identifying the importance of using tools to ensure health is embedded within planning arrangements. Places such as Stockport, Stoke on Trent, Newham and South Cambridgeshire have produced a range of documents including Supplementary Planning Documents (SPDs), which specify requirements around health and wellbeing that are sought from local authorities.

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\(^{\text{iii}}\) NICE guideline GID-PHG42 Spatial planning for health, 2011
\(^{\text{iv}}\) Steps to Healthy Planning: Proposals for Action
\(^{\text{v}}\) Barton H. Land use planning and health and well-being. Land Use Policy. 2009
development to reduce health inequalities and create healthier neighbourhoods. Many areas systematically embed Health Impact Assessment into the planning process, both at policy level and individual development stage.

The table below illustrates the opportunities presented through the planning process by identifying how improving different aspects of a place can help to meet public health priorities too.

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<th>Place-based responses to health objectives</th>
<th>Reduce obesity, diabetes, and heart and circulatory disease</th>
<th>Promote good mental health and wellbeing</th>
<th>Reduce health inequalities</th>
<th>Improve the health of an ageing population</th>
<th>Reduce the incidence of respiratory diseases</th>
<th>Reduce traffic-related injuries</th>
<th>Improve the provision of, and access to, healthcare facilities</th>
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<td><strong>Environmentally sustainable places</strong></td>
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<td>Neighbourhoods with low levels of air and water pollution, noise and contamination.</td>
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<tr>
<td>Networks of green and blue infrastructure, including parks, play areas and open spaces, roof gardens, street trees and water features.</td>
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<td>Neighbourhoods/homes that are adapted to the impacts of a changing climate, such as flooding and excessive heat and cold.</td>
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<td>Homes that are dry and energy efficient.</td>
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<td><strong>Well designed places</strong></td>
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<td>A public realm that is attractive and safe.</td>
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<td>Good-quality homes that can be adapted to people’s changing circumstances.</td>
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<td>Places that are locally distinctive and foster a strong identity of place.</td>
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<td>Step-free pedestrian routes with benches and public toilets.</td>
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<td>Well designed healthcare facilities that have views onto/connections to green infrastructure networks.</td>
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<td><strong>Accessible and active places</strong></td>
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<tr>
<td>Well connected, active and sustainable travel options to local facilities and services.</td>
<td>✔️</td>
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<tr>
<td>New, large-scale, mixed-use development based around public transport, cycling and walking.</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Child-friendly 20 mph urban environments with convenient access to schools and play opportunities.</td>
<td>✔️</td>
<td>✔️</td>
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<td>Street patterns and layout in which walking and cycling are the easy, default choices</td>
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<td>Convenient access to healthcare, which may include co-locating facilities with other services.</td>
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<tr>
<td><strong>Inclusive places</strong></td>
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<tr>
<td>Neighbourhoods of people with the poorest health benefiting most from a targeted approach to improve the local environment.</td>
<td>✔️</td>
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<td>Availability of healthy food and opportunities to grow one’s own food.</td>
<td>✔️</td>
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<tr>
<td>Restrictions on unhealthy uses that are disproportionately located in deprived areas, such as payday lenders, betting shops and hot-food takeaways.</td>
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Within Warrington, public health are currently consulted on planning applications for housing developments, care homes and fast food takeaways. Part of our response includes ensuring that appropriate contributions are sought from developers through the planning process to mitigate the impact of development on health provision in the local area. As the map shows, projecting likely future population growth highlights that existing health facilities in most areas of the borough will be stretched in terms of capacity. The CCG\(^1\) Primary Care strategy and Cluster model of working proposes increased collaborative working between health, social care and third sector organisations to provide more integrated health and wellbeing services that meet the needs of the growing population.

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**Primary Care Projected Capacity 2030**

![Map showing projected primary care capacity in Warrington](image)

- **Clinical Space**
  - Capacity very stretched
  - Capacity likely to be stretched
  - Some limited capacity
  - Limited
  - Burtonwood\(^*\)

\(^*\)There are no Warrington GPs in the Burtonwood area. The vast majority of Burtonwood residents are registered with St Helen’s GPs.

Projections based on known proposed housing developments and GP Practice estates as at 2015.

Clinical space requirements calculated using DH guidance for Primary and Community Services (HBN 11-01)

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The Public Health team have also input into the development of the Hot Food Takeaway SPD; and as described above, we are working closely with planning policy colleagues on the current Local Core Plan review. As this section highlights, there are real opportunities to maximise health gains for the residents of Warrington through the planning process. Further work to systematically embed processes to assess impacts to health and wellbeing across all policies, both planning-related and council-wide, will help ensure that the potential across all council functions to address the wider determinants of health and reduce inequalities is fully exploited.

\(^1\)http://www.warringtonccg.nhs.uk/public-info/ccg-strategies.htm
Future developments - incorporating all elements of health and wellbeing

Planning Healthy-Weight Environments
Components of a healthy weight environment: an illustration

For illustrative purposes only. Not to scale.
A Movement and Access
• Clearly signposted and direct walking and cycling networks
• Safe and accessible networks and public realm for all
• Well-designed buildings with passive surveillance
• Walking prioritised over motor vehicles, and vehicle speed managed
• Area-wide walking and cycling infrastructure provided
• Use and monitoring of travel plans

B Open spaces, play and recreation
• Planned network of multi-functional green and blue spaces to achieve multiple benefits
• Easy to get to natural green open spaces of different sizes from dwellings
• Safe and easy to get to play spaces for all with passive surveillance
• Sports and leisure facilities designed and maintained for everyone to use

C Food
• Development maintains or enhances existing opportunities for food growing
• Development avoids over-concentration of hot food takeaways (A5 use) and restricts proximity to schools or other facilities aimed at children and young people
• Shops/food markets sell a diverse offer of food choices and are easy to get to by bike, walking or public transport

D Neighbourhood spaces
• Community and healthcare facilities provided early as a part of new development
• Services and facilities co-located within buildings where feasible
• Public spaces are attractive, easy to get to and designed for a variety of uses

E Buildings
• Dwellings have adequate internal spaces for bike storage, dining and kitchen facilities
• Development includes adequate private or semi-private outdoor space per dwelling
• Car parking spaces are minimised across the development
• Development includes a travel plan that promotes sustainable transport

F Local economy
• Development enhances vitality of local centre through providing more diverse retail and food offer
• Centres and places of employment are easy to get to by public transport, and on walking and cycling networks
• Facilities provided for people who are walking and cycling to local centres and high streets such as benches, toilets and secure bike storage

For full description of the elements please see Part 1
Maximising opportunities for wellbeing: pro-active planning with partners

Working proactively with developers, NHS England and the local Clinical Commissioning Group (CCG) has meant that provision has been made for a brand new health facility to serve the growing population around the new Omega development in West Warrington. Liaising with partners and gaining a thorough understanding of local NHS provision and likely demand in the developing area meant that fruitful negotiations could take place with developers at planning application stage.

LiveWire, along with key partners, have adopted a collaborative approach to the design and development of the new Great Sankey Neighbourhood Hub. Recognising that the population of West Warrington has increased substantially and that the need and demography of the population is changing, plans for the site aim to address multiple needs and provide a community building with true multi-functional use.

The last few years has seen the accelerated development of new residential areas in West Warrington including Chapelford Village, and more new homes and businesses are planned in the future, creating increased demand for community facilities and leisure services in the area. The key focus of Great Sankey Neighbourhood Hub will be to encourage physical activity, mental wellbeing and support the provision of primary care services to meet population need. A range of facilities and services are planned from sport to health and from libraries to cafes. The aim is to create a community anchor that provides a safe, neutral, dementia friendly venue that attracts both those who already participate in LiveWire activities and those who are currently inactive. Construction of the Hub has started with completion of the whole project, delivered in phases, due for completion in 2018.
There have been a number of projects within Warrington over previous years aimed at addressing area-based inequalities and regenerating those specific local areas that experience high levels of socio-economic deprivation.

**Delivering wellbeing in Bewsey and Dallam:** Significant resource has been invested in the Bewsey and Dallam area. In 2013 a three-year programme of co-ordinated action commenced. The programme had three strategic themes; investing in people, place and process. One of the aims of the ‘place’ theme was to maximise investment opportunities to support physical and environmental development within the area.

The project’s closure report highlights much progress in improving the physical environment. The Bewsey Meadows park area has been improved with £70,000 investment helping to improve access routes and enable the area to be better used for informal recreation. New play facilities have been developed including a new playground, installation of a multi-use games area, and new improved playing pitches for rugby and football. The area has also benefitted from complementary programmes of investment in housing stock by Golden Gates Housing, and the development of some new affordable housing. The first pharmacy in the area opened in 2015 and further residential and retail development is due to be completed in 2018.

**Maximising opportunities for wellbeing: partnership approach to investing in communities and community facilities**

Work is underway to build a much needed community hub in Bewsey and Dallam. Local residents have taken part in various consultations over two years to develop plans for the new hub which has been funded and supported by a range of partners. The hub will provide open, public access community space, with access to modern IT services, as well as state of the art health and fitness facilities. The hub will complement the external facilities such as the playground, recreation space and access to Bewsey Meadows.

The **Bewsey and Dallam Active Zone** offers weekly multi-sport activities in community venues, such as local community and children’s centre venues; creating a friendly and relaxed atmosphere and alleviating the potential risk of feelings of intimidation of a ‘sporty’ environment. The Active Zone is funded by Sport England and has a varied programme of weekly activities. The aim is to inspire and motivate those who live in Bewsey and Dallam to participate in sport and physical activity and change their lifestyle.

There have been successes in the ‘Investing in People’ strand of the project too. The project sought to increase community resilience, and has demonstrated a sustained increase in the number of people engaged in volunteering activities. Residents have actively participated in the project as it has developed, and have formulated their own plans for future activities, events and campaigns in the area. A number of projects including the ESF projects mentioned in chapter 1 have supported, and continue to support, people into employment and volunteering.

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*Delivering Wellbeing in Bewsey and Dallam, Project Closure Report (Feb 2017)*
Future area-based regeneration:
The ‘Delivering Wellbeing in Bewsey and Dallam’ project demonstrated real progress in small area regeneration. There are opportunities to apply this learning to continue to address inequalities and regenerate other areas. As described in Section 2.2 there is a real opportunity to ensure that the large-scale proposed Local Core Plan development regenerates other disadvantaged areas of the town, and that the benefits of growth are felt borough-wide.

A review of neighbourhood area boards was recently undertaken, which concluded that a designated Neighbourhood Renewal Area (NRA) should be set up for the unparished central area wards of Warrington; including a dedicated budget and support team. This renewal focus on the central wards presents opportunities to re-focus effort in the most deprived neighbourhoods and to link this to the regeneration of the town centre. As the developments planned for the town centre are in the heart of the most deprived areas of Warrington, it is clear that what happens in central neighbourhoods will determine the success of the town.

The latest deprivation indices (IMD 2015) show that some areas experience severe and entrenched deprivation. Analysis has been undertaken to look at other health and social outcomes to identify those local areas that might benefit from an intensive and targeted approach. Analysis has been undertaken at Lower Super Output Area (LSOA) level, and a range of datasets included within the analysis:

- IMD 2015 (along with IMD 2004, 2007 and 2010 to establish changes in deprivation rankings);
- Mortality (death) rates between 2007 and 2015;
- Data collected through the Warrington Health and Wellbeing Survey (2013):
  - Self-reported general health
  - 3 or more health-related risk factors
  - Low Emotional Wellbeing category
  - Feel lonely most/all of the time
  - Poor neighbourhood perceptions
  - Feeling unsafe alone at home during the day
  - Feeling unsafe alone out in their neighbourhood during the day
  - Finding it difficult to financially manage
  - Receive income support/social security benefits
- School readiness

Maximising opportunities for wellbeing: creating a safe and attractive town centre

One of the measures proposed to address anti-social behaviour in the town centre has been the use of a Public Space Protection Orders (PSPO). A PSPO would give police additional powers to tackle anti-social behaviour related to use of New Psychoactive Substances (NPS) in specific locations in the town centre. The council ran a consultation in January 2017 to seek local residents’ views on whether this is something we should pursue. 86% of the 70 respondents who answered the question were in support of introducing a PSPO to deter people taking NPS and behaving in an anti-social manner in the town centre.

Further work is underway to create a Business Improvement District in the town centre. Another consultation undertaken in April 2017 sought views on the proposal to introduce a PSPO to address antisocial behaviour issues linked to the use of alcohol.
Combining and overlaying these datasets highlights areas within three central wards that consistently experience poor health and wellbeing outcomes when compared to the Warrington average.

The Westy area within Latchford East ward\(^6\) experiences high levels of deprivation (amongst the top 5% most deprived areas nationally), consistently high mortality rates and poor health and wellbeing outcomes (see table 1 in the appendix).

The second area highlighted by the analysis was an area within the ward of Fairfield and Howley (area surrounding Brickfield Park\(^7\)). The analysis has shown a continuing worsening of deprivation over recent years (currently falls within the top 3% most deprived areas nationally) and consistently high mortality rates (see table 2 in the appendix).

The third area highlighted by the analysis is two LSOAs located within Orford\(^8\) (Longford area); these two areas experience high levels of deprivation (top 4% and 3% most deprived areas nationally) and poor health and wellbeing outcomes (see table 3 in the appendix).

\(^1\) LSOAs are small statistical geographies comprising of approximately 1500 population, there are 127 in Warrington
\(^2\) The Indices of Multiple Deprivation 2015 are the official measure of relative deprivation for small geographical areas in England
\(^3\) A comprehensive, large scale survey of Warrington residents aged 18 and over was undertaken early in 2013 to update information from previous local lifestyle surveys done in 2001 and 2006. The survey collected information on a wide range of factors that impact on an individual’s health and wellbeing.
\(^4\) Being either overweight or obese, being physical active for less than 150 minutes per week, eating less than 5 portions of fruit and vegetables per day, current smoker, drinking alcohol to harmful levels twice a month or more.
\(^5\) ‘School readiness’ is an indicator used to assess a child’s overall development by the age of 4/5.
\(^6\) LSOA E01012508
\(^7\) LSOA E01012483
\(^8\) LSOAs E01012520 and E01012526
Chapter 3: Prosperity

Section 3.1 Inclusive growth: what does it mean?

Inclusive growth relates to how the economic growth of an area can be used to create opportunities for all sectors of the population and the advantages of increased wealth and wellbeing can be distributed fairly across society. It is closely linked to the concept of social mobility that we looked at in chapter 1.

As we described in that section, there are substantial, entrenched, and increasing social inequalities in many areas of the UK. The benefits of economic growth continue to go to the richest members of society. The gap between rich and poor has widened, with those from the more affluent parts of society enjoying the largest profits from rapid growth, not just in monetary terms but also in the many variables that predict life satisfaction and the ability to reach personal potential. So, people from wealthier backgrounds will also enjoy better levels of education, housing conditions, long-term health, emotional wellbeing, employment opportunities and social support structures.

Inclusive growth policies can help change that, and help ensure more people can contribute to, and benefit from, the fast pace of change and growth that the UK is experiencing. In the past, assumptions have made about how prosperity would naturally filter down through society, and that national policies would be able to deliver uniform outcomes across the country. Persistent and entrenched inequalities in wealth, health and income in the UK illustrate that this has evidently not been the case and that proactive policies are needed to ensure that benefits of growth are fairly distributed. Social and economic policy-making need to happen in tandem to create a more inclusive and equitable society, and bring benefits to everyone.

In addition to the social case for inclusive growth, there is also an economic rationale. Research published by the Inclusive Growth Commission highlights that increased inclusivity has the potential to address some of the key drivers of the UK’s productivity issues. The scale of benefit in the UK is substantial; with an estimated additional £191.5 billion available to the economy if the scale and distribution of economic growth was more evenly distributed. Policy makers, both centrally and locally, are being urged to seek new models, new measurement tools and new strategies to adopt an inclusive growth approach for economic and social development.

xvii Inclusive Growth Commission, Emerging Findings, September 2016
Section 3.2 Inclusive growth: policy and practice

The primary driver for urban areas in the UK is economic growth; however the residents of these areas are most likely to experience the downside of unbalanced growth. The body of evidence available suggests that a serious and sustained focus on inclusive growth both at a local and national level would be greatly advantageous in terms of creating a fair and equitable infrastructure as well as planning and delivering public services.

At an international level the World Economic Foundation (WEF) hopes to influence world markets by developing a framework that would underpin inclusive growth. They have developed a practical guide for policymakers and stakeholders to assess their countries’ relative strengths and weaknesses and help them turn the ambition of inclusive growth into a practical and measurable plan of action.

In the UK the Inclusive Growth Commission, chaired by the economist Stephanie Flanders, has been established to examine how the UK can develop a place-based model of economic development that promotes inclusive growth. The Commission produced an interim report at the end of 2016 outlining some of its emerging thinking in order to influence the policy environment.

Some of the initial recommendations that are pertinent to Warrington are summarised below:

- Devolution can promote inclusive growth, but there needs to be recognition that more inclusive growth will require more local resources, to fill the gap left by European Social Funding and the European Investment Bank post-‘Brexit’.
A focus on investment in the ‘quality of place’ is needed. This means that central and local government need to put social capital on par with traditional physical infrastructure when considering how to invest public resources in future growth.

Business and industry strategies need to address skills and progression in the lower and middle end of labour markets; and prioritise connecting people to economic opportunities, through better skills planning and provision.

There is a need to develop an economic policy and measurement framework that prioritises inclusive growth, and enables us to measure not just overall growth, but also changes in inequality, the impact of investment on deprived populations and how far economic prosperity has spread.

The Inclusive Growth Commission also reported recently on some deep-dive research undertaken in various parts of the UK. Their report highlights work undertaken in Newcastle, one of the key effective strands identified was a ‘Wellbeing for Life Board’ which has strong leadership and members who are seriously committed to their roles as:

- advocates of the needs and perspectives of Newcastle’s residents
- major local employers
- commissioners and providers of goods and services
- knowledge producers, sharers and users
- place shapers

The overarching objectives of the strategy are to establish Newcastle as a ‘Working City’ with a healthy economy that offers fair employment and good work for all, and to create the conditions for ‘learning and employability across the life course’ ensuring all people maximise their capabilities and potential. There are a range of actions and initiatives in place to achieve these objectives, including:

- Supporting Newcastle’s businesses and organisations to be employers who offer healthy workplaces and supportive management environments: Enhancing health by providing ‘wellness’ services and operating in a ‘green’ economy.
- Providing good access to education which allows a fair distribution of the skills, knowledge and qualifications needed to get a job.
- Investing in local training and development and lifetime learning, essential given the ageing workforce, and to facilitate career progression – a central component of inclusive growth.
- Targeted work to support people who have long-term health conditions or long-term worklessness as this can be a barrier to remaining in, or accessing, employment.
- Promoting active travel especially in relation to commuting is an integral part of Newcastle’s workplace health agenda. Across the UK as a whole, commuting times have increased in recent years. Longer commutes, particularly involving rail, bus or car are associated with increased stress, higher blood pressure and BMI as well as reduced time available for health-promoting activities such as cooking, exercising and sleeping.
Section 3.3 Progress and achievements so far in Warrington

Warrington has had a ‘Health in Business’ programme since 2015, which parallels many of the aims and much of the theory behind the Newcastle inclusive growth approach. The programme is a partnership between the council, health and wellbeing partners, the local Department of Work and Pensions (DWP), the Cheshire and Warrington Growth Hub and the local business network.

The programme has two main aims; to optimise the training and employment opportunities for local people, particularly those furthest away from the job market, and to improve the ‘health’ of local businesses in terms of workforce health and the impact they have on the town and the local population.

Some headline themes have been to:

- Drive environmental sustainability in the business sector by identifying key stakeholders and potential partners, developing joint charters, to identify a range of ‘options’ for commitment to sustainability.
- Create a clear link for businesses to access existing public sector support mechanisms e.g. the planning department and regulatory services.
- Champion a customer focus for healthy products and services in appropriate businesses like restaurants, fast food shops and tanning salons by mapping the public health responsibility deal.
- Maximise the offer of the Warrington and Cheshire Growth Hub and offer the business network a portal which would facilitate the sharing of good practice across organisations and offer opportunities to small businesses and sole traders to coordinate efforts and supply chains.
- Improve the coordination and partnership element of the local jobs and supply chains support infrastructure: strengthening networks and partnerships and establishing a central data collection system that allows better data collection and tracking of all initiatives in the town.
- Promote and support the Workplace Wellbeing Charter through a Warrington network: Supporting organisations to take responsibility for their workforce’s wellbeing, while increasing the distribution of lifestyle services and resources to adopt healthier behaviour, such as cycle to work schemes.
- Offer active travel advice including active travel to work, individualised travel plans and advice for employers on fleet management.
- Harness corporate social responsibilities contributions to maximise health and wellbeing across the local workforce by linking employers to schools and into neighbourhood programmes.
- Deliver a programme of Health in Business events that focus on specific topics and particularly to support small and medium enterprises in Warrington.
Maximising opportunities for wellbeing: delivering a Healthy City

In 2013 Warrington was the first town in the country to be awarded the Healthy Cities status. Healthy Cities is part of a global movement for urban health, led and supported by the World Health Organisation. This means that we are committed to health and striving to improve it; that we have a process and structure in place to improve it and that we seek to create and improve the physical and social environment and expand community resources to enable people to develop to their maximum potential.

The health in business programme was launched at a summit in January 2016 to take forward our Healthy City commitments, to bring business leaders on board and to encourage companies and organisations in Warrington to develop responsible employer policies and practices which consider employee health and wellbeing. The intention is that this approach will be far-reaching, having a positive impact on both the organisations themselves, where staff sickness levels are reduced and productivity is increased, and on the local economy.

The programme is a joint venture with partners including WBC, Warrington & Co., Warrington Disability Partnership, Warrington Clinical Commissioning Group, LiveWire and the Department for Work and Pensions. A steering group has been established to drive forward the programme. It is planned that all information about the programme will be shared on the Cheshire and Warrington Growth Hub, a website which provides business support to new and growing businesses in Warrington.

One of the main goals of the programme is to encourage local businesses to sign up to a Workplace Wellbeing Charter (a national scheme) or an employer pledge. The charter supports organisations to address key areas which can improve the health and wellbeing of their employees and assist them to comply with health and safety legislation. It provides employers with a clear and easy guide on how to make workplaces a supportive and productive environment in which employees can thrive. Warrington Borough Council was awarded the Workplace Wellbeing Charter in November 2016, so we are ‘leading the way’ for all the employers in the town.

Evidence shows that organisations with a wellbeing programme in place improve productivity, increase client satisfaction and experience financial benefits. Having healthy workplaces is also important to Warrington, as it means work opportunities for local people can continue to offer job satisfaction and support the health and wellbeing of people who live and work in Warrington.

Although the health in business programme was only formally established in 2015 Warrington has been developing and delivering innovative projects with the local business and employment sector for many years. Some highlights are:

The regulatory services team helps to deliver the Council vision to protect the most vulnerable, to support the local economy, and to build strong and active communities in a number of ways. The team delivers specialist services to businesses and to the public through environmental protection, environmental crime, food safety, health and safety, licencing, planning enforcement, trading standards and animal welfare. Advice and support is provided to businesses to assist in protecting them from unfair competition and by providing effective regulation and enforcement in a way that supports them to comply, and to grow and prosper. Advice from the environmental health team on energy saving and emissions reduction helps businesses maximise profit and market share whilst reducing environmental impact and enhancing business reputation and profile.

Warrington & Co brings together the private and public sector to promote economic development and physical regeneration in Warrington. They support businesses by:• Offering a free recruitment service and identifying links to skills and training opportunities
• Introducing an employers pledge which details the range of services available to businesses
• Encouraging businesses to think local in terms of their staff, suppliers and partners
• Helping businesses understand how to strengthen and build upon the local economy in order to sustain current growth.

**Social services** are part of the ‘Warrington Care Academy’, a consortium involving Warrington care sector employers, Department of Work and Pensions, and Skills for Care. The consortium aims to challenge the perception that social care is a low-pay and low-skills environment. The Care Academy uses its ‘I Care Ambassadors’ – enthusiasts who actually work in the sector - to tell people of the rewards of working in care. The Care Academy supports unemployed people to acquire the skills to enter employment in the care sector.

**The youth service** have been working in partnership with Woolston 6th form to offer supported internships at their Youth Café. Supported internships are for young people aged 16 — 24 with learning difficulties or learning disabilities, who want to get a job and need extra support to achieve this. A personalised study programme is developed to give each student the training, support and work skills they need to help them get a job. Most of the learning is done in the workplace. This means local young people with SEND are gaining real-life, vocational experience to support their transition towards an independent future.

**The active travel team** have worked with several new and established businesses in the town, over the past year, to engage with 15,000 employees to promote and support them to travel to work without driving. Part of this work has focused on ensuring that cyclists have working lights by providing free lights to those who need them. This has been particularly successful at Warrington’s growing warehouses where cycling has become a common way of getting to work, especially for those working on shift patterns. This has the dual benefits of making the workforce more active, and opening up job opportunities to residents who don’t have access to a car and find it difficult to access by public transport. More than 200 cyclists a day work at the burgeoning Omega site, making a contribution to reducing congestion and improving local air quality whilst also boosting their levels of physical activity.

As this section highlights, there are already examples of good practice, and further opportunities to ensure the planned development in Warrington will help us achieve our ambition for good health and wellbeing for all. Getting it right will mean maximising the synergies between growth and social inclusion and creating a system that operates in a self-reinforcing cycle in which economic growth and social inclusion feed each other, and the benefits of an expanding economy are felt by all in terms of household income, opportunity, economic security, and quality of life.
I Care...Ambassadors are care workers who deliver activities and talk about what it’s like to work in social care. They can visit schools, colleges and Jobcentres to run a range of careers activities including: • talks • presentations • interactive group activities • running an information stand • mentoring • supporting a workplace visit or placement • media activities

Benefits

Find the right workers to meet growing demand
• By 2030 the adult social care workforce will have to increase by around 500,000 jobs to keep pace with population growth and demographic changes. This means there will be more pressure to find and keep workers to meet this demand.
• A programme of selection using a value-based exercise and a more extensive placement period supports employers to get the right staff who will stay.

Boost your business
• I Care...Ambassadors are our best advert for our business. By showcasing the great work they do and sharing why they love their job it will encourage others to choose or recommend our service.

Motivate and keep our workforce
• Over 70% of ambassadors feel more confident and motivated in their work as a result of being an ambassador.

Attract the best people
• One in three people are more interested in a career in care having heard from an ambassador.

Promoting careers in adult social care
www.skillsforcare.org.uk/icareambassadors
Maximising opportunities for wellbeing: local businesses supporting sustainable travel and an active workforce

A combination of active travel support and health and wellbeing initiatives provides a supportive environment to help staff to maintain healthy lifestyles.

Lingley Mere Business Park, which includes the headquarters of United Utilities, has around 4000 staff based on site. The Business Park has a successful travel plan which includes a dedicated shuttle bus, car share spaces, well located covered cycle parking, shower and changing facilities, an onsite nursery and a travel plan coordinator. Over a number of years the initiatives have taken the equivalent of 300 cars off the road.

Alongside the travel plan United Utilities has a keen interest in supporting health and wellbeing with a dedicated team providing support. Recent initiatives have included opening a state of the art gym facility, providing personal trainers, health checks, and marked walking routes of half a mile and one mile within the park to encourage lunch time walks. Events are held throughout the year including Walk to Work day. For staff who can't walk to the site a popular charity walk is organised utilising the existing routes encouraging staff to get in the habit of lunch time walking which has proven physical and mental health benefits.

Businesses at the Omega development have been working with Warrington Borough Council to actively encourage cycling to work. This includes making sure there are enough quality cycle facilities on site and that cycle routes into the site are good. Free bike maintenance checks, bike lights and high visibility clothing have also been made available to cyclists. Warrington Borough Council has reported that over 40 cyclists regularly use the facilities at both Hermes and Travis Perkins. The Council is also working with The Hut Group before it moves to Omega to provide effective travel support to its staff.

The Asda Automated Distribution Centre at Omega demonstrates how good design of the working environment enhances productivity and wellbeing of staff; a win-win for all.

Section 3.4 Social value

Social value is about maximising the additional benefit that can be generated by procuring or commissioning goods and services, above and beyond the benefit of the actual goods and services themselves.

Value for money is the over-riding factor that determines all public sector procurement decisions. In recent years, there has been a shift in understanding how value for money should be calculated, and growing support for the idea that it should include social and economic requirements. This has been reflected in a series of recent policy developments, including the Department for Communities and Local Government's revised Best Value Guidance which aims for budget allocation across the system to be used with the common aim of benefiting the wellbeing of the population. Central government now promotes the inclusion of social value in all contracts as best practice.

The Public Services (Social Value) Act 2013 is the most significant development in this trend towards embedding social value in procurement. The Act aims to ensure that public money is used to maximum effect to benefit the local population and reduce inequalities. Under the Act, for the first time, public bodies are required to consider how the services they commission and procure might improve the economic, social and environmental wellbeing of the area.
The benefits of social value are wide-ranging, and include:

**Supporting the social economy** - The Government believes organisations that are rooted in the communities they’re working with - and for - are often best placed to understand local needs, deliver personalised services and reach those most in need of support. However, the reality is that all too often public sector markets are created in such a way that only a small number of large providers are able to compete.

**Efficiencies across departments and public bodies** - The Act also supports commissioners to combine their economic, social and environmental objectives and embed them across all the strategic procurement functions. At a time of economic austerity, it is more important than ever that maximum benefits and efficiencies are achieved with public sector monies. By embedding social value in commissioning and procurement multiple benefits can be achieved, which in turn can give rise to cross-departmental or cross-organisational efficiencies.

**Local Economic Growth & Wellbeing** - Public procurement decisions have the potential to significantly influence local economic growth and wellbeing by addressing local challenges. Local bodies no longer have the same control through direct delivery to achieve local strategic targets, but these objectives can be embedded within their supply chains through the use of social value. For example, spending decisions can create and catalyse the following benefits:

- Using a local supplier to provide services can create employment opportunities;
- Unemployment and worklessness are inextricably linked to deprivation, meaning that job creation through procurement processes can help tackle the cycle of deprivation and its cost to the public purse;
- Using purchasing power to make requirements of contractors’ supply chains can extend these benefits even further; potentially supporting the creation of new businesses within communities.

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**Maximising opportunities for wellbeing: using local supply chains to grow jobs for local people**

The supply chain is a crucial part of many business operations and provides an effective opportunity to involve local people. In partnership with the planning department, employment construction contracts ensure local businesses are given opportunity to sub-tender and to ‘meet the buyers and investors’ at events.

Proactive working with the Omega Partnership has meant that 28% of all construction contracts have been awarded to businesses within a 25 mile radius, with 6% awarded to Warrington companies.

The Cheshire and Warrington Growth Hub role is to bring all business support into one place for Cheshire East, Cheshire West and Chester, and Warrington. High levels of support have already been given to Warrington businesses who have contacted the Growth Hub. Almost half of all grant enquiries were from Warrington businesses; and two thirds of the grants awarded in the previous year were to Warrington businesses.

The Cheshire and Warrington Growth Hub offers:

- Grants to cover up to 40% of growth projects in businesses.
- Free online support finder tool as well as business advisers who offer diagnostic support to businesses. Website is http://candwgrowthhub.co.uk/.
- Events for business networking and development.
- Supplier database for support services.
- Opportunities page to support businesses in their procurement.
- Start up support to new businesses and workshops for business development, supported by a consortium of training providers.
Section 3.6 Social value act in practice – Developing a local policy

Recent research aimed at assessing the extent to which the Social Value Act is used by Local Authorities across England found that whilst 45% of the councils that responded stated they ‘comply’ with the Social Value Act; i.e. they mention social value in their procurement strategy, most apply it infrequently. There are, however, examples of good practice within the North West. Manchester City Council has adopted both a sustainable procurement policy and the Greater Manchester social value policy. Social value impact is included when assessing tenders and allocated a minimum weighting of 20%.

Within Warrington, there are some specific examples which highlight the move towards commissioning for social value: The Inspiring People into Social Care Work Project had social value principles at its core, and Warrington & Co aim to encourage the use of local contractors and employment. Social value is included in the Corporate Procurement Guide and a set of ‘social value standards’ have been devised which providers are asked to support. However, these standards are not evaluated when tenders are being assessed or contracts awarded.

Further work is needed to embed commissioning for social value into corporate strategies and to develop systematic processes for evaluating social value requirements as part of the procurement process. There are opportunities to share best practice and learn from other areas in the North West. A great deal of work is in progress within Public Health to ensure that we get value for money from public health commissioning. Commissioning for social value is an important component of this. Work is planned for 2017 to develop a policy and agree the mechanisms by which this policy could be implemented to best effect.

Some key points to consider in the development of that policy include:

- Ensuring the policy is based upon an agreed set of social value priorities
- Ensuring there is a strong commitment to these priorities and this is demonstrated in the procurement processes
- Establishing how relationships with the partner organisations in the public sector might work to achieve these goals
- Identifying appropriate indicators that will help evidence desirable outcomes linked to the Health and Wellbeing Strategy and overarching objectives for social mobility and inclusive growth
- Identifying how the policy enables Small and Medium Enterprises (SMEs) and social enterprises to participate in its public service commissioning requirements
- Developing standardised mechanisms for measuring the performance of the services in delivering social value requirements
- Establishing an agreed mechanism to report annually on social value benefits realised to the organisation and the residents of the town
- Creating opportunities for the systematic process of learning from the performance of the contract. This would facilitate the development of social value requirements through a progressive change control mechanism in the contract and assist practice in subsequent procurement exercises.

xviii Social Enterprise UK in 2016
4. Recommendations for inclusive growth in Warrington

- **We need to** ensure that our collective efforts are working to best effect. To continue to invest in prevention and to commit partner resources for Warrington Wellbeing, it is vital that a comprehensive evaluation is undertaken. The evaluation will help quantify the impact and improvements in quality of life, and in health and wellbeing to sustain the programme beyond the first two years.

- **We need to** update the information we have on prevalence of key population risk factors and lifestyle behaviours. To obtain reliable trend information, we will need to repeat the large scale population lifestyles survey that we undertook in 2013. The intelligence gathered will inform and update a range of partnership-wide strategies and plans and it is important that all partners and residents support the survey.

- **We need to** capitalise on the opportunities presented by the future development in the town. To do this we have to proactively ‘design in health’ and ensure that new housing estates, industries and district centres promote health and reduce inequalities.

- **We need to** maximise the opportunities of the planning processes to improve and develop the necessary infrastructure for health and wellbeing, and for neighbourhood renewal. We want to create vibrant district centres with integrated hubs offering essential community facilities and care and wellness services; accessible through active travel to local communities.

- **We need to** work with local businesses, schools and training providers to scale up the Work and Health programme. We want to work with the public sector and other employers in the town to commit to the principles of the Workplace Wellbeing Charter. We want our local residents to benefit from the borough’s economic growth and access the jobs and leisure opportunities in the growing town. We want to make sure that the aspiration for health and prosperity reaches all residents across the borough wherever they live.

- **We need to** ensure that our aspirations for the regeneration of our most deprived neighbourhoods in central Warrington links with the town centre masterplan. We want to foster a sense of community ownership of the new facilities to reduce risk of anti-social behaviour in the town centre.

- **We need to** maximise the benefit that can be gained in nurturing local supply chains and maximising social value of the private and public sector spending in the town. To do this, the council and local NHS can lead the way in committing to put social value at the heart of our commissioning and procurement processes.
Glossary

**Active travel** is a term used to describe walking and cycling.

**Binge drinking** usually refers to drinking lots of alcohol in a short space of time or drinking to get drunk. UK researchers commonly define binge drinking as consuming more than eight units of alcohol in a single session for men, and more than six units for women.

**Change4Life** programme provides information, products and tools for individuals and families who are seeking to improve their lifestyles, as well as supporting local authorities, the NHS and community leaders who are working to improve health outcomes.

**Chronic disease prevalence** refers to existing cases of disease that persist over a long period and is expressed as a proportion of the population. Chronic disease may be progressive, result in complete or partial disability, or even lead to death. Examples of chronic disease include diabetes, heart disease and cancer.

**Closing the Gap** refers to closing the gaps in quality of life for Warrington’s most disadvantaged communities, by working with partners to develop new ways of working together to reduce inequalities.

**Corporate social responsibility** refers to business practices involving initiatives that benefit society. Companies conduct their business in an ethical way, taking into account their social, economic and environmental impact, and consideration of human rights. For example working in partnership with local communities, or giving a portion of its proceeds to charity.

**Economic austerity** involves policies to reduce government spending and/or higher taxes in order to try and reduce government budget deficits.

**Environmental sustainability** refers to the maintenance of the factors and practices that contribute to the quality of the environment on a long-term basis.

**Fuel poverty** is where a household needs to spend more than 10% of its income on all fuel use and to heat its home to an adequate standard of warmth. In England this is defined as 21°C in the living room and 18°C in other occupied rooms.

**Garden City** is the development of holistically planned new settlements which enhance the natural environment, tackle climate change and provide high-quality affordable housing and locally accessible jobs in beautiful, healthy and sociable communities.

**Golden Gates Housing Trust** is the largest Registered Provider of social housing in Warrington.

**Green infrastructure** is a network of multifunctional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

**Health Impact Assessment (HIA)** is a means of assessing the health impacts of policies, plans and projects in diverse economic sectors. HIA helps decision-makers make choices about alternatives and improvements to prevent disease/injury and to actively promote health.

**Healthy living pharmacies** are community pharmacies that deliver a range of high quality services to meet local need, improving the health and wellbeing of the local population and helping to reduce health inequalities.

**Holistic support/needs** refers to considering the whole person, taking into account mental and social factors and not just physical symptoms.
Housingplus is Warrington Borough Council’s housing advice and homelessness service. It is a free service and offers a wide range of services for owner-occupiers, tenants who are renting their homes from social or private landlords, as well as private landlords and people who have lost or in danger of losing their homes.

Inclusive growth, defined by the OECD as: “Economic growth that creates opportunity for all segments of the population and distributes the dividends of increased prosperity, both in monetary and non-monetary terms, fairly across society”.

Indices of Deprivation measure different aspects of deprivation including income, employment, health, education, crime, access to services and living environment. The Index of Multiple Deprivation is the collective name for the group of indices.

Joint Strategic Needs Assessment (JSNA): Local authorities are required to produce a JSNA of the health and wellbeing of their local community. This is a requirement of The Local Government and Public Involvement in Health Act 2007.

Making Every Contact Count is basic public health training, provided by Warrington Borough Council, and is relevant to all staff or volunteers who have contact with the public. The aim is to increase the confidence and skills of people so they feel more able to talk to the public about making healthy choices (such as exercising more or stopping smoking). The emphasis is that every contact with a client or patient is an opportunity to have a conversation about lifestyle issues, how these can impact on wellbeing, and what individuals might do to help themselves to stay healthy.

Multi-Academy Trust (MAT) is where a group of schools is governed through a single set of members and directors.

Not in Education, Employment or Training (NEET): It is recognised that young people who are NEET are at greater risk of a range of negative outcomes such as poor health, depression or early parenthood. Increasing the participation of young people in learning and employment makes positive differences to individual lives and also helps to improve social mobility and stimulate economic growth.

Old Age Dependency Ratio is a measure showing the number of people aged 65+ compared to the working age population

Primary care refers to people's first point of contact with health services such as GP practices, dental practices, community pharmacies and high street optometrists.

Primary care collaborative clusters are geographical located groups of GP practices working together, that have approximately 30,000 patients in each.

Procurement is a process used to secure services, goods and work from external sources.

Public health responsibility deal embodies the Government’s ambition for a more collaborative approach to tackling the challenges caused by our lifestyle choices. Organisations sign up to the Responsibility Deal and commit to take action voluntarily to improve public health through their responsibilities as employers, as well as through their commercial actions and their community activities.

Pupil premium is additional funding for publicly funded schools in England to raise the attainment of disadvantaged pupils of all abilities and to close the gaps between them and their peers.

Secondary care services are usually based in a hospital or clinic as opposed to being in the community and patients are usually referred to secondary care by a primary care provider such as a GP.

Social capital refers to the links, shared values and understandings in society that enable individuals and groups to trust each other and so work together.
**Social enterprise** is a company that has a core mission of benefiting and improving society – be that via the community or environment.

**Social Mobility Index** is a tool, developed by Sutton Trust, which ranks all 533 parliamentary constituencies in England according to five measures of social mobility through education. Analysing outcomes from the early years through to professional life, the data highlights how well each constituency is doing in improving prospects for their most disadvantaged young people.

**Social mobility** is the ability of individuals or groups to move within a social hierarchy with changes in income, education, occupation etc.

**Social value** is about maximising the additional benefit that can be generated by procuring or commissioning goods and services, above and beyond the benefit of the actual goods and services themselves.

**Spatial development/design** refers to the methods and approaches used by the public and private sector to influence the distribution of people and activities in spaces of various scales. Supplementary Planning Documents add further detail to the policies in the Local Plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.

**The European Social Fund (ESF)** is part of a European programme of funding to help local areas grow. The ESF focuses on improving employment opportunities, promoting social inclusion and investing in skills by providing help to people to fulfil their potential.

**The Workplace Wellbeing Charter** is a statement of intent, showing an employer’s commitment to the health of the people who work for them. It provides employers with an easy and clear guide on how to make workplaces a supportive and productive environment for employees. Evidence shows that having a healthy workforce can reduce sickness, lower staff turnover, and improve productivity.

**Third sector** describes the part of the economy or society comprising non-governmental and non-profit making organisations or associations, including charities, voluntary and community groups, cooperatives etc.

**Warrington brand** is a quality benchmark for Warrington, aimed at enabling an equitable approach to quality and delivery in Primary Care. GP Practices will be reviewed annually against a series of measures.

**Warrington Clinical Commissioning Group (CCG)** is made up of Warrington GPs, and is responsible for NHS services used by Warrington residents. The CCG commissions major local health service providers like Warrington and Halton Hospitals, Bridgewater Community Healthcare and 5 Boroughs Partnership, and also some specialist services further afield. The CCG pays for these services on behalf of Warrington residents and monitors the providers to ensure they are delivering the right care at the right price.

**Warrington Wellbeing** is the local prevention ‘hub’ launching in April 2017, based at the Gateway, Sankey Street, in Warrington town centre. It will provide support for local people who have multiple, non-medical, needs and who need help to access the right community provision or support services for them.

**Warrington’s Winter Warm campaign** is a successful collaboration between Public Health, the Neighbourhoods teams and partner organisations, engaging with local older populations to promote better health and wellbeing during the wintertime. Public Health and the Neighbourhoods teams work closely with local housing providers, community health services (e.g. podiatry), the fire service, leisure services and the third sector to provide opportunities to engage with and support vulnerable residents in some of our most deprived communities.
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