

Cherwell District Council

Executive

4 December 2023

Everybody's Wellbeing – A new strategy for Cherwell

Report of Assistant Director – Wellbeing and Housing

This report is public

Purpose of report

To present the new Wellbeing strategy for 2024 – 2028 'Everybody's Wellbeing'

1.0 Recommendations

The meeting is recommended:

- 1.1 To approve the new Wellbeing strategy for Cherwell – Everybody's Wellbeing 2024 – 2028.

2.0 Introduction

- 2.1 The Council has a track record of delivering a range of programmes and facilities to meet its objective of developing healthy, resilient and engaged communities.
- 2.2 The current Active Communities strategy 2019-2023 has been a platform for launching successful programmes, partnership working and capital investment from council funds, developer contributions and attracting grant funding from Sport England and stronger partnership working with national governing bodies (NGBs).
- 2.3 The desk-based research that began the new strategy proposals included a consideration of the Joint Strategic Needs Assessment (JSNA) which is included in the strategy. It demonstrates the complexity of factors contributing to residents' wellbeing. The Cherwell picture highlights some long-term factors that this next iteration of the Wellbeing strategy, Everybody's Wellbeing, seeks to address.
- 2.4 Predominantly the work of the Council's Wellbeing team has been targeted to focus on residents with higher needs and greater difficulty accessing mainstream opportunities.
- 2.5 Cherwell has a reputation for innovation in the delivery of development services. FAST (Families Active Sporting Together) has been recognised as a national

exemplar of good practice in improving levels of engagement with physical activity. It provided the basis for a subsequent countywide programme You Move, which along with Move Together, a 12-week supported programme for residents with long term health conditions are both receiving funds from Public Health at OCC (Oxfordshire County Council) and the local Integrated Care Board

- 2.6 Additionally, Play;Full, Brighter Futures in Banbury, Health Routes, new public art in Kidlington, Bicester and Banbury, as well as rounds of Community Infrastructure grants have all contributed to the delivery of the business objective as well as improving the wellbeing of residents.
- 2.7 There is an emphasis on promoting involvement with nature either independently or in group, as research shows the positive mental health benefits of such an approach. Pages on the Councils website attest to the range of provision available.
- 2.8 The authority has made significant capital investment in recreation sites since the Leisure Centre modernisation programme from 2010 onwards. During the period of the last plan there have been upgrades and improvements to athletics track and field facilities in Banbury, the Whitelands Sports grounds in Bicester has opened and been operational and additional to investment in changing provision for users with disabilities at Spiceball and Woodgreen pools.
- 2.9 The Cultural Education Partnership run by Cherwell also supports children and young people to connect with creative expression, building confidence and shared purpose for those schools involved. Recognition through the national Arts Awards scheme is promoted. Longstanding funding arrangements with the districts cultural institutions promotes a vibrant local economy too. Festivals, events and play days all encourage a wider neighbourhood engagement by residents and contribute to civic pride and a sense of place. [OBJ]
- 2.10 The development of the new strategy is timely for the following reasons; [OBJ]
 - The reorganisation of the health and care services under the integrated Care Board and partnership for Buckinghamshire, Oxfordshire and Berkshire West and their overarching health and wellbeing plan which Cherwell DC endorsed.
 - The development of an Oxfordshire wide Health and Wellbeing strategy, that will go to the Health and Wellbeing board for approval on 7 December and is currently out for consultation with the public.
 - The development of programmes initiated by Cherwell and now seen as good practice. Play:Full, a holiday hunger programme has been adopted by Good Food Oxfordshire, and You Move, a new countywide programme based on our FAST initiative, are great examples of this
 - The consultation on a new Local Plan for Cherwell which needs evidence-based strategies to support and guide its framing of Land use and

development. The new playing pitch and revised built facilities plan will provide this.

- The emerging countywide food strategy we've contributed to and the development of greater food security and lower food waste across the district.
- The ambition to be net zero as a council by 2030.
- The impact of the rising Cost of Living on health inequalities
- Cementing partnership working in our delivery

3.0 Report Details

- 3.1 Everybody's Wellbeing has been presented to Overview and Scrutiny Committee for comments and subsequent reshaping. An all-Member seminar on 9 November gave all members another opportunity to discuss the final draft strategy. There have been no further amendments.
- 3.2 Independently conducted consultation with a range of stakeholders in September has enabled the refinement of the plan to highlight the existing strengths of the work going on in Cherwell through asset-based development principles. Explicitly the final goal, Goal 7, was added to draw greater attention to the way we work in partnership with NHS and the County Council, especially Public Health, to improve the wider determinants of health and champion prevention.
- 3.4 The consultation also highlighted the need for a greater focus on Mental health as well as physical activity and an articulation of how the ambitions of the strategy would be delivered in practice. This has been reflected in the ambitions for each strategy Goal to some degree.
- 3.5 A strength of Cherwell's wellbeing work is that it is needs led. Greater consideration is taken of health inequalities, rurality, and access. Supporting communities to build resilience, cohesion and shared values through this next strategy will enable better partnership working with statutory and voluntary partners and contribute to better health outcomes for residents. The wellbeing team work alongside communities to build financially sustainable provision that responds to the needs and aspirations they articulate.
- 3.6 This is an ambitious strategy that recognises the drivers of good health and wellbeing do not all rest in health service delivery alone. The focus is on support and prevention in this strategy alongside a whole system approach to improving outcomes for residents. This includes developing new facilities and provision from developer contributions as well as continuing to successfully bid for external funding.

4.0 Conclusion and Reasons for Recommendations

- 4.1 The strategy has been developed through insight and consultation. It celebrates the achievements Cherwell District Council has made so far and pushes delivery against 7 goals that will be measured and monitored to capture impact, allowing members to broadly consider the social return on Investment.

5.0 Consultation

Members of Overview and Scrutiny Committee

Statutory Partners, such as ICP, NHS, OCC and other Oxfordshire districts

Voluntary and Community Stakeholders

Cultural and charitable organisations

6.0 Alternative Options and Reasons for Rejection

Option 1: To rely on system strategies and seek to implement them locally.

This was rejected. An option to pursue our own strategy would be based on more detailed local knowledge and circumstance and allow us to reflect the levels of deprivation, rurality and housing growth across the district better.

The local place-based approach Everybody's Wellbeing captures, is in step with broader Health and Wellbeing strategies but the refinement presented by a district strategy encourages better interaction with Town and Parish Councils and the strong, vibrant relationships the District has with voluntary and community sector locally.

7.0 Implications

Financial and Resource Implications

- 7.1 The strategy will be delivered in line with the MTFs process and current budget provisions.

Comments checked by:

Kelly Wheeler, Finance Business Partner, 01925 221570,
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Legal Implications

- 7.2 There are no legal implications at this stage.

Comments checked by:

Shiraz Sheikh – Monitoring Officer / Assistant Director Law & Governance
Shiraz.sheikh@cherwell-dc.gov.uk

Risk Implications

- 7.3 The operational risks involved in delivery and non- delivery of the strategy will be captured through the Councils robust risk management processes.

Comments checked by:

Celia Prado-Teeling, Performance and Insight Team Leader

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Equalities and Inclusion Implications

- 7.4 The proposed strategy has been developed in line with the commitments outlined in our Equalities, Diversity and Inclusion Framework “Including Everyone”. An Equalities Impact Assessment has been completed in line with our internal process.

Comments checked by:

Celia Prado-Teeling, Performance and Insight Team Leader

Celia.prado-teeling@cherwell-dc.gov.uk

8.0 Decision Information

Key Decision

Financial Threshold Met: Yes

Community Impact Threshold Met: Yes

Wards Affected

All

Links to Corporate Plan and Policy Framework

Healthy, resilient and engaged communities

Lead Councillor

Councillor Phil Chapman, Portfolio Holder for Healthy and Safe Communities

Document Information

Appendix number and title

- Appendix 1 - Everybody’s Wellbeing.

Background papers

None

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