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Everybody's Wellbeing: A Happy, Healthy Community 2024 - 2028

## INTRODUCTION

Supporting the wellbeing of the communities we serve is fundamental to our mission as a council. It is the reason we strive to continually improve services. It is a foundation to people's experience of living in the district and their long-term health outcomes.

We understand that factors contributing to wellbeing are many and varied, requiring local authorities and organisations to work together.

Our responsibility towards our residents' wellbeing means we are a trusted and influential partner with strong links to other public sector bodies, agencies, and partner organisations. But we are also close to our communities ourselves, with networks that enhance our ability to listen, respond and evolve at the local level.

Individuals all have the chance to make choices that benefit their wellbeing. We also know that their environment and their access to services can shape those choices, either narrowing or expanding the range of options that they have to pick from.

At Cherwell, we see the activity programmes and place-shaping initiatives such as You Move, Move Together, the Cultural Education Partnership, and the new facilities we deliver as prime examples of this, acknowledging the range and diversity of needs that exist in the district, and broadening the scope of what people can choose to engage with.

We also work to facilitate development by enabling voluntary and charitable organisations to bring their development plans to fruition by us securing developer contributions and partnering in successful external funding bids.

To make it easier for our residents to lead a healthier life, we have identified 7 goals that our council's teams, service areas and local partners can contribute towards.

Aligning with the Oxfordshire Health and Wellbeing strategy and Integrated Care Partnership strategy, this document outlines a practical means for the council and its stakeholders to work together for the betterment of our communities and their long-term prospects.

## BACKGROUND AND CONTEXT FOR 'EVERYBODY'S WELLBEING' STRATEGY

Based upon a needs analysis carried out in 2022, this strategy captures the ways in which Cherwell District Council will work with partners to improve the wellbeing of our residents. We want to see as many people as possible who are struggling, languishing, or just about managing, start thriving instead.

Our strategy aims to partner with others to improve the wellbeing of residents in Cherwell. The needs analysis reveals key areas where the council could play an expanded role. The health benefits of eating well, being physically active, volunteering and engaging with nature and culture are well documented and reflected by our analysis.

We also know that the social determinants of health, such as housing, employment and socioeconomic status are key drivers of health outcomes, and we must integrate better across systems and areas of influence to make a difference to people's experiences.

We want to help communities to thrive and believe this is everyone's responsibility. Our goals integrate with the Oxfordshire Health and Wellbeing strategy, and its 5 key objectives:

- Promoting and protecting health
- Starting well
- Living well
- Aging Well
- Improving quality and access to services

We will share this strategy with wider teams and partner organisations, delivering coordinated services to address inequalities. The intention is that this framework will be used to shape annual plans that translate these principles and intentions into actions which deliver improved satisfaction with our environment, our health, and our economic prosperity.

#### WHY A STRATEGY FOR EVERYBODY'S WELLBEING IS IMPORTANT

Our strategy has seven measurable outcome-focused goals. Action plans will be tied into a council wide approach and reflect other teams' work.

The basis for our outcomes is improved mental wellbeing - if we do not change behaviours to improve how people feel, we will limit how much impact our interventions have, either in their reach or their sustainability.

Our outcomes are represented through the five ways to wellbeing as identified by MIND, a UK-based mental health organisation, which include:

- Connecting with the community, volunteering,
- Physical activity
- Nature and the arts
- Eating well
- Access to high-quality opportunities.

Our underpinning focus on mental wellbeing supports aims to improve quality of life and create healthier communities. The strategy aligns with the goals of the Oxfordshire recovery framework and the Cherwell business plan. It recognises the importance of opportunities to live healthy lives and belong to a community.

The Cherwell Strategy for wellbeing is a key priority in the council's annual delivery plan, and it highlights the interconnectedness of wellbeing across the council's key aims of:

- Housing that meets your needs
- Environmental Sustainability
- An enterprising economy with a strong and vibrant local centres
- Healthy resilient and engaged communities



# EVERYBODY'S WELLBEING: A Happy Healthy Community

Everyone can be Physically Active

Everyone Can eat Well

Everyone can connect with culture

Everyone can be a dynamic participant in their community



Everyone can connect with Nature

Everyone in our growing community feels welcomed and included.

Cherwell District Council adds value to the work of NHS and other public sector colleagues

### GOAL 1: EVERYONE CAN BE PHYSICALLY ACTIVE

Achieving this ambition would mean that people have opportunities to be Physically Active in their everyday lives.

#### Commitments

- Deliver a varied and accessible leisure offering, with facilities built around community needs securing equality of access.
- Enable and encourage access to open spaces and places for informal recreation, working with developers and parish councils.
- Work with Sport England and regional representatives of Sport's National Governing Bodies to allow people to take part in and excel at sport.
- Support well-designed active travel infrastructure that facilitates walking and cycling as the natural choice for local travel.

#### Suggested Measurements:

1. % increase in youth, elderly, and differently abled individuals utilising leisure facilities or accessing specialist programmes
2. # of new opportunities delivered through planning gain
3. # improvement in travel infrastructure, more people walking/cycling
4. % increase in attendances at Cherwell Leisure Centres

### GOAL 2: EVERYONE CAN EAT WELL

Achieving this ambition would mean local food networks bring communities together and community growing projects empower residents to cultivate and share.

#### Commitments

- Facilitate the Cherwell Community Food Network to drive the Cherwell Food Strategy
- Support community groups which help people to eat better and reduce food waste
- Provide targeted support for vulnerable people facing food poverty

#### Suggested Measurements:

1. # of actions completed from the annual food action plan to deliver the Cherwell Food Strategy
2. Engagement with # community groups via focused healthy eating initiatives such as Healthy Start promotion or Growing spaces.

### 3. GOAL 3: EVERYONE CAN BE A DYNAMIC PARTICIPANT IN THEIR COMMUNITY

Achieving this ambition would mean residents feel they have opportunities to Volunteer their time to enrich their community and can feed into planning and service delivery in their area.

#### Commitments

- Connect with, support, and advocate for groups, charities and organisations that represent their communities.
- Through joint working with Volunteer Connect and OCVA (Oxfordshire Community and Voluntary Action), we will open the world of volunteering to more people and provide them with guidance and support.
- Use Neighbourhood Plans and master-planning to reflect the connection between people

and their places; enabling them to shape our towns and villages into places they want to live.

Suggested Measurements:

1. Through locally based trusted relationships and networks the voluntary sector feels supported by CDC (Cherwell District Council), and can thrive (measured by an annual survey)
2. More individuals access volunteering opportunities (measured in partnership with Volunteer Connect and OCVA)
3. # of Neighbourhood Plans or master planning initiatives successfully implemented.

#### GOAL 4: EVERYONE CAN CONNECT WITH NATURE

Achieving this ambition would mean nature is accessible and valued by everyone in Cherwell.

Commitments

- Improve the infrastructure and wayfinding to make nature more widely accessible
- Protect and expand the local spaces for nature and wildlife which make a positive contribution to biodiversity
- Promote inclusive volunteering in nature, especially for local residents from groups and backgrounds less likely to have good access to green space.

Suggested Measurements:

1. Proactively promote free opportunities to explore Cherwell, such as the walking app Go Jauntly
2. # of new opportunities to engage with nature through volunteer run activity
3. # of new accessible spaces identified through planning

#### GOAL 5: EVERYONE CAN CONNECT WITH CULTURE

Achieving this ambition would mean creative activities lead to improve personal health and wellbeing, as well as contributing to vibrant urban environments that boosts economic regeneration.

Commitments

- Community assets are recognised and protected
- Maintain strong partnerships with providers of cultural events and programmes, especially at the Mill Arts Centre and Banbury Museum
- Residents will have the opportunity to engage with local culture, including public art, in a way that promotes connection and a sense of belonging.

Suggested Measurements:

1. The Council and its partners will develop and deliver realistic plans for specific projects and actions and direct resources to recognise and protect its cultural assets.
2. Through locally based trusted relationships and networks the providers of cultural events and programmes sector feels supported by CDC and can thrive.
3. More residents engage with local culture and feel connected to its aims (Measured by an annual survey)

#### GOAL 6: EVERYONE IN OUR GROWING COMMUNITY FEELS WELCOMED AND INCLUDED

Achieving this ambition would mean our built environment promotes health and physical infrastructure, activity reflects local need, and encourages integration with the wider community.

#### Commitments

- Continue working with partners to meet the needs of those who live, work, and move to Cherwell through well planned community and leisure facilities, open spaces, and cultural and social activities
- Continue to work with partners to develop specific initiatives which meet the needs of individual communities such as young people and older residents
- Harness the extensive experience of the healthy place shaping model gained from Bicester and Kidlington across the district to enable communities to develop.
- Continue to use the planning process to ensure new developments are integrated into the fabric of the district from the start and deliver new facilities that can be managed and sustained appropriately.

#### Suggested Measurements:

1. Annual Community Connectiveness Survey which identifies the needs and challenges of those who live, work, and move to Cherwell to identify areas to enhance inclusivity.
2. The Council and its partners will develop and deliver realistic plans for specific projects and actions and to direct resources to make Cherwell a welcoming place to live and work in; making best use of the existing asset base.
3. Number of new developments that adhere to integration guidelines or strategies set by the Council

#### GOAL 7: CHERWELL DISTRICT COUNCIL ADDS VALUE TO THE WORK OF NHS AND OTHER PUBLIC SECTOR COLLEAGUES HELPING INDIVIDUALS STRUGGLING WITH POOR PHYSICAL OR MENTAL HEALTH

Achieving this ambition would mean that partners, who support Individuals with their health problems, such as NHS County Council teams in Public Health and Social care, recognise and value Cherwell's work.

#### Commitments

- Signpost relevant health services to customers who might benefit from them.
- Plan physical infrastructure and the built infrastructure in a manner that supports the delivery of healthcare.
- Engage with social prescribers to develop countermeasures to loneliness and social isolation.
- Address health inequalities through targeted interventions focusing on Long Term Conditions and access to service.

#### Suggested Measurements:

1. Monitor the number and demographics of clients referred to relevant health services from one of our programmes.
2. # of programmes the Council and its partners have developed and delivered for specific projects to support the delivery of healthcare.
3. % reduction in self-reported loneliness and social isolation via a survey of participants.
4. % reported increase in mobility and mental wellbeing via a survey of participants.

## MONITORING AND REPORTING PROGRESS

The goals and commitments for this framework are set every four years.

Sitting beneath this framework will be distinct action plans covering our commitments outlined under these 7 goals. These will reflect the diverse ways in which we are working to improve wellbeing in the district and using our limited resources to maximum effect by proactively seeking funding and combining our funds with others to increase impact and sustainability.

The actions plan will include indicators to help us measure progress against our goals.

Implementation will be overseen by the Executive and reporting will align with business monitoring. We will engage in the development of our action plans each year and will produce an annual report to outline our progress. We will seek feedback on how others see and experience our progress as part the annual reporting process. We will seek fora to present the annual report and promote our activity.

*Thank you to all the partners who supported us in the development of Everybody's Wellbeing. A strategy for Cherwell 2024 - 2028*