

Health and Wellbeing

Outcome	Objective	Action	Target	Lead	Ni	Notes	Links to other strategic themes/outcomes/objectives
Appropriate culture and leisure opportunities	Develop Culture & leisure opportunities	Where cultural, recreational & leisure opportunities are provided to ensure they are of a high quality and meet local demand.	40% of respondents reporting that they are 'very satisfied' or 'satisfied' with cultural, recreational and leisure services in Huntingdonshire by December 2008.	Policy & Strategic Services		Survey required to measure satisfaction	Growing success
		Contribute to an increase in physical activity in Huntingdonshire - All leisure centres to host, assist and promote local clubs that participate on their site.	Increasing overall participation rates at Leisure Centres by 2% p.a.	Simon Bell			Cambs Obesity Project
	Provide accessible opportunities – things to do, particularly Children and Young People and those with disabilities	Provide participatory arts activities for children in school half-term breaks (Art Attack).	Number of children attending: target 400 during 2008/9	Viv Peters		Max. 36 days available @ 12 places	Relevant to C&YP section: Safe, accessible, positive activities for C&YP
		Provide under-represented groups with the opportunity to participate in sport and active recreation: School-holiday Activity Programme tailored for disabled participants; disability multi-sport festivals; support Active and Able multi-sport clubs; facilitate and enable coach-development.	Total throughput of activity programme for disabled participants and under-represented groups 1400 during 2008/9.	Jo Peadon			Relevant to C&YP section: Safe, accessible, positive activities for C&YP Hunts Obesity Group
		Provide a range of accessible leisure opportunities within Huntingdonshire: a Holiday Activity Programme for <17 yrs; School Club outreach programme <17 yrs; sports festivals/events for primary school children	Total throughput of holiday activity programme, school outreach programme and primary school events 3350 participants in 2008/9.	Jo Peadon			Relevant to C&YP section: Safe, accessible, positive activities for C&YP Hunts Obesity Group

	Provide accessible opportunities for children and young people and disabled people to participate in sport and active recreation.	Target throughput of 6000 per annum	Jo Peadon			Relevant to C&YP section: Safe, accessible, positive activities for C&YP Hunts Obesity Grp
	Promote sports/leisure activities to primary schools through the leisure centres	Increase Swimming Lesson programme by 1% per annum	Simon Bell			Relevant to C&YP section Hunts Obesity Group
Address play needs as identified in the Play Strategy –	Develop a street-skate facility in Stukeley Meadows, Huntingdon Following extensive consultation with local residents and young people living in the area an area of land has been identified to develop play facilities targeted at the 14-18 years age group.	To have installed the facility by 30 September 2008.	Claudia Waters/ Chris Allen		£52k BIG lottery funding released 16/4/08 Total Project Cost over 3 years £ 152,178 all funding secured	Play Strategy 2007-12 & Relevant to C&YP section: Safe, accessible, positive activities for C&YP
	Develop and support the Fusion Holiday Play-scheme over the next 3 years. Fusion: an open access project for young people aged 8-18 years any time during the day/evening.	Continuation of the scheme until end of year 2010/11.Through-put each year	Claudia Waters/ Anna Calvert		£52k BIG lottery funding released 16/4/08 3yr Project Cost £ 152,178 Play may need to be cross referenced with C&YP section	Play Strategy 2007-12 & Relevant to C&YP section: Safe, accessible, positive activities for C&YP
	Support the 'Proud to be Loud' summer scheme project (St Neots) over the next 3 years Over 10s Holiday Scheme is to provide a free holiday scheme for young people aged 10-14 in the St Neots area for no less than 8 weeks or 50 days a year.	To provide 60 free places on the holiday scheme for no less than 8 weeks or 50 days a year.			£60k BIG lottery funding released 16/4/08 Project Cost over 3 Years £183,392	Play Strategy 2007-12 & Relevant to C&YP section: Safe, accessible, positive activities for C&YP
	Provision of a skate park in the village of Stilton In 2004 there were a significant number of anti-social incidents in Stilton which gave cause for concern.	To have installed the facility by 31 March 2010.	Claudia Waters		£50k BIG lottery funding released 16/4/08 Project Cost £ 92,000	Play Strategy 2007-12 & Relevant to C&YP section: Safe, accessible, positive activities for C&YP
	Address culture needs as identified in the	We will implement the culture strategy and monitor progress of the Huntingdonshire Culture	Report on six key performance indicators from the action-plan, quarterly.	Chris Lloyd		Huntingdonshire Culture Strategy 2007-2010

	Cultural Strategy	Strategy					2007-10
	Promote awareness of active leisure activities –	During 2008-9 develop and maintain a web-based directory of local physical activity and sports opportunities, together with the Youth Offer activities.	Target: to have a current web-based directory by March 2009.	Jo Peadon		cross reference with promoting active and healthy lifestyles	Hunts Obesity Strategy
		Undertake distribution of information to all households 4x per annum to promote Leisure-centre based activities.	65,000 households informed four times a year.	Simon Bell		distribute via District Wide article/advert	Hunts Obesity Strategy
	Improve access to the countryside and green space	CCC-ROW promotes local path management and improvement through Parish Paths Scheme. Ongoing Capital programme of works to improve existing ROW. New opportunities secured by legal applications and where possible with local landowners and developers. Access improvements currently underway on Open Access Land. Rolling programme to replace stiles with gates to aid access. Improvements needed and being made to websites Kate Day to amend this section	Target for improvements in Huntingdonshire during 2008/9 TBC	Kate Day			
	Provide arts and entertainment including performance exhibition spaces	Enhance venues (e.g. Burgess Hall) and programme to attract/provide wide variety of cultural and leisure activities, focusing on those least likely to be current users	Number of cultural/leisure sessions accommodated in new programmes or enhanced venue during 2008/9 TBC	Simon Bell			
	Enhance access to heritage	Set up an interest group to address: <ul style="list-style-type: none"> - how access to heritage can be enhanced through partnership; - how the delivery of the Huntingdon libraries & archives project (due for completion May 2009) can 	Group to report proposed actions 09/10	Kate Brown plus heritage interest group			

		enhance access to heritage - how the promotion of heritage attractions can be improved					
	Provide good quality and quantity of leisure services including modernisation	Develop new facility provision, where funding permits. Develop on-going condition survey for maintenance of facilities (5 yearly programme)	Develop a robust needs led improvement programme by September 2008 and report on progress of programme quarterly.	Simon Bell			
	Ensure sufficient quality and quantity of indoor and outdoor sporting infrastructure	To develop local standards for strategic provision of sports facilities for Huntingdonshire	To have a working standards by September '08	Malcolm Sharp			Leisure Facilities Strategy
To develop a Sports Facilities strategy and local standards for Huntingdonshire		To have a working strategy by December '08	Malcolm Sharp				
Ensure all leisure centres provide core facilities at each site (Fitness studio, pool, sports hall and floodlit pitch)		Target TBC	Simon Bell	.			Hunts Obesity Group
Reduced health inequalities	Narrow the gap of inequalities between areas in the district	Hunts targets to be identified from (1) Cambs Overarching Health Needs Assessment and (2) Joint Strategic Needs Assessment Children & Young people and (3) Joint Strategic Needs Assessment Older People and (4) Health Equity Audit - but could adopt Cambs LAA target – reduce inequality in life expectancy by 10% over 10 years in line with national targets (5) Cambridgeshire PCT Joint Needs Assessment Mental Health 2008.				Overarching targets will be developed by Cambridgeshire Health & Well – being Partnership during 2008	
		Develop a healthy eating award criteria to link to the proposed Scores on the Doors scheme to inform consumers as to which premises have healthy menus	30 premises with award by 31 March 2010	Chris Lloyd			Hunts Obesity Group
		Oxmoor and Ramsey areas - Introduce and evaluate the impact of Neighbourhood Management approaches on Health Inequalities	specific targets to be agreed by each NM Board, by September '08 (based on joint needs assessment)	Steve Vartoukian/Diane Lane Dan Smith/Penny Litchfield		This has links with social inclusion- see Safe and Inclusive section of SCS	
		Reduce the proportion of women (and their families) who smoke during pregnancy	0.5% reduction from an agreed PCT boundary.(agreed baseline for HUNTS Not yet confirmed)	Kate Parker		See also reducing smoking	LAA 2006-9

		Provide under-represented groups with the opportunity to participate in sport and active recreation: Holiday Activity Programme tailored for disabled participants; disability multi-sport festivals; support Active and Able multi-sport clubs; facilitate and enable coach-development	Total throughput of activity programme for disabled participants and under-represented groups 1400 instances of participation during 2008-9	Jo Peadon			Hunts Obesity Group Cambs 2012 Olympic Gold group
		Provide five targeted schemes to enable vulnerable people to participate in physical leisure activities per annum (inc. Exercise Referral, Health Walks, Cardiac Rehab & Comm Sports & Recreation project), community sports network.	Target: throughput of 15,500 per annum	Jo Peadon			cross referenced to Provide accessible opportunities - things to do, particularly Children and Young People and those with disabilities
		Increase the % of women breastfeeding at 6-8 weeks –	Target TBC	Julie Hoare/ Vicky Lester		Part of paediatric care pathway	link with children and young people – and link with reducing health inequalities (Cambs LAA target) Hunts Obesity Group
		Promotion of "Healthy Start" programme across Huntingdonshire	Julie Hoare to advise on this target Target TBC	Julie Hoare		Part of paediatric care pathway	Links to C&YP section & children's Centres to halt rise in childhood obesity (Cambs LAA target) Hunts Obesity Group
		Free swims for 'Looked After Children'	No. of swims target TBC	Simon Bell			
Individuals choose healthy	Reduce the number of people who smoke	Ensure that the ongoing enforcement of smoke free legislation provides a positive environment for those wishing to quit	Target: level of compliance of Smokefree legislation >98%	Chris Lloyd			Cambridge & Peterborough Tobacco Control Alliance

lifestyles		In partnership with Camquit; promote smoke free policies and provide smoking cessation services within local businesses, particularly those in areas of known inequality	500 businesses to be contacted + 10 businesses trained /engaged in direct intervention during 2008/9	Chris Lloyd/Kate Parker			Cambridge & Peterborough Tobacco Control Alliance	
		Maintain and increase the numbers of people in Hunts who stop smoking with support from CamQuit. Hunts	County TARGET confirmed as: 3,496 08/09 3,800 09/10 3,850 10/11. Awaiting confirmation of HUNTS target	Kate Parker				
		Reduce the number of premises illegally selling cigarettes to young people under the age of 18 (baseline)	Reduce by two percentage points each year the number of premises illegally selling cigarettes to young people Baseline for Hunts TBC	- Trading Standards/ Zoe Cross) (Cams LAA target)			Cross reference with C&YP + Cambridge & Peterborough Tobacco Control Alliance	
		Train fitness staff to deliver smoking cessation strategy	Train 20 fitness instructors during 2008/9	Oliver Langford				
	Tackle obesity – improve nutrition and physical exercise in children and adults		Arrange and provide CIEH accredited nutrition training courses to members of voluntary organisations, local businesses and other targeted groups to improve knowledge of healthy eating.	Total throughput of 10 business and 30 participants during 2008/9	Veronica Martin			Cambs. Obesity Strategy Hunts Obesity group
			Deliver the Community Health Improvement Programme promoting intense healthy eating and physical activity to individuals who are obese	4 Groups to be run in Huntingdonshire 2008/09	Veronica Martin			Cambs.Obesity Strategy Hunts Obesity group
			Support the Schools Sports Partnership in delivering the MEND programme across Huntingdonshire. Work with SSP & National MEND on evaluation of programme	2 MEND programmes during 2008-9	Sue Agar		Related to new Govt Childhood Obesity target for Cambs	Cambs. Obesity strategy. Relevant to C&YP section: Safe, accessible, positive activities for C&YP

						Hunts Obesity group
	Work in partnership with 5 Children 's Centres in areas of designated health inequalities to deliver the Hunts for Good Food programme and promote growing and eating health foods.	2 Children Centres 08/09 3 Children Centres 09/10	Veronica Martin			Acknowledged in Children & Young People section of SCS
Promote active and healthy lifestyles	Increase adult participation in sport	(baseline: Active People Survey 2007) Targets: NI 8 Adult participation in Sport	Jo Peadon	8	Cambs/Hunts objectives will be identified by the Cambs Obesity Group NICE Guidance objectives for physical activity food, health and social inclusion.	Cambs. Obesity strategy. sport – cross reference with physical activity aim - above
	Increase number of classes for under 5s (massage, yoga, trampolining, soccer, gym, soft play and baby swimming lessons)	Number of classes target TBC	Simon Bell			
	Sports programme development for Key Stage 4 girls via Impressions	Target TBC	Simon Bell			
	We will increase in the % of paths that are easy to use as defined by the Audit Commissions methodology'	Increase the % of paths that are easy to use by 2% pa. Hunts baseline 2007= 71%			two CCC surveys a year for an annual indicator	
	During 2008-9 to form a time limited, multi-agency group to design a Healthy Business Award scheme designed to promote healthy lifestyles and health protection within the workplace.	Target to explore the feasibility of, and local appetite for a Healthy Business Award; and have a scheme designed, costed with targets agreed - ready to run by March 2009.	Chris Lloyd		(in line with NICE Obesity Guidance 43)	Cambs. Obesity strategy. JSNA for Adults
	Introduction of brief physical activity intervention by Primary Care Teams to reduce levels of inactivity in adults –	Target: Active People survey to demonstrate 3% increase by 31 March 2011 (from 2005-06 baseline for Huntingdonshire)	Sue Smith Gene Dunbar		– in line with NICE Physical Activity Guidance	

	Improve sexual health	The number of 15 - 24 year old persons screened or tested for chlamydia	15% of the population screened or tested for Chlamydia. County LAA target 08/09 12,540 . Split across districts 4180 (TBC)	Kate Parker Kathryn Faulkner			Reference also within C&YP section of SCS
	Promote mental health well being	Reduce the death rate from suicide and undetermined injury by at least one fifth by 2010	Target TBC – Claire Harris	Claire Harris & Sarah Hughes		(baseline from: Helen Whyman.)	Joint Needs Assessment for Mental Health
		Develop a local mental health promotion strategy to incorporate community life, work place and schools.	Adopt a strategy by 31 March 2009	Claire Harris & Sarah Hughes		Targets.	
		Adopt social integration/cohesion indicators for new and existing communities	Adoption of indicators by March 2009.	Inger O'Meara Dan Smith		indicators identified by Dr. Suan Goh (2007)	Also within Safe and Inclusive section f SCS
	Reduce Teenage Conceptions	Reduce the number of under 18 conceptions in line with	County LAA target 2009 195 conceptions / year under 18 HUNTS target TBC	Eva Acs		Links with Hunts Sexual Health Forum	Cambs LAA target Cross reference also within C&YP section of SCS
Reduced Accidents	New action - Reduce workplace accidents	Intervene with relevant workplaces within Huntingdonshire to improve the safety of workplaces	Target will be to reduce the reportable injury rate to employees within the district to below 623.7 per 100.000 employees for 08/09	Chris Lloyd		Partnership working with HSE and local businesses	HSE Fit3 programme HSE revitalising health & safety
	Prevent falls by older people	In partnership develop a comprehensive Fall Prevention Service linking NHS, LA and voluntary partners	Baseline and targets to be identified by Falls Prevention Service, Cambs Community Services TBC	Janice Musto		JSNA – Older People to identify Hunts targets	CCC OP LAA Grp Cambs OP Strategy
		Ensure delivery of a Handyman Scheme for Hunts	Handyperson in place accessible by all tenures	Trish Reed		Links to independence for Older People	CCC OP LAA Grp Reliant on securing LPSA reward grant funding
	Prompt/ efficient disabled facilities grants + adaptations	Undertake a county-wide Review of the Home Improvement Agency service	Review to be completed by July 2008. Recommendations to be implemented by April 2009	Trish Reed		JSNA – Older People to identify Hunts targets	

Increase opportunities for vulnerable people to live independently	Promote the independence of older people	Reduce the number of people 65+ supported in residential care		Trish Reed			
		Implement the Hunts elements of the Cambs Long Term Conditions Strategy	Adopt Cambs LTC targets	Cambs LTC Board Sue Smith	124	People with long term conditions supported to be independent and in control of their condition	Cambs LTC Board
		Implement the Hunts elements of the Cambs Older People Strategy	Adopt Cambs LAA OP targets	CCC Mark Howe	125	Achieving independence for older people through rehabilitation/intermediate care	
		Deliver the Active at 50 project encouraging older people to be more physically active to help their independence	500 older people will have participated in the programme by the end of the 3 years funding, 2011	Jo Peadon	125		
		implement the Best Value Review of sheltered housing including increased provision of 'extra sheltered' frail elderly housing.	Baseline -1 extra care sheltered scheme in St Neots Target - 3 extra care sheltered schemes in district (total)	Trish Reed		JSNA – Older People (Christine Macleod)	
		Support the Ramsey Village Warden Scheme	Baseline - Funding insecure - scheme at risk Target - Scheme has secure funding	Trish Reed			
	Increase provision for homeless and young people	review Hunts Homelessness Strategy in light of JSNA	TBC	Fay Haffenden Trish Reed		JSNA – Children & Young People findings (Fay Haffenden)	CROSS REFERENCE WITH CHILDREN & YOUNG PEOPLE
		Explore opportunities to deliver a Young Peoples Foyer providing housing, education and training in partnership with other agencies	If the LPSA reward monies are granted in September 2008 the scheme will be implemented.. Targets within bid document.	Trish Reed		LPSA Reward scheme – decision in September 2008	Growth & Infrastructure
		Work in partnership to provide a	Baseline - Current provision	Trish Reed			Growth &

	Support the housing needs of other vulnerable groups where appropriate	new supported living scheme for people with mental health problems in Huntingdon. (Primrose Lane)	outdated and not appropriate Target - New Mental Health provision in place by April 2010				Infrastructure
		Work with other agencies to ensure the continued provision of good quality domestic violence refuge provision in the district.	Baseline - Interim arrangements in place for 12 months with Refuge providing service until March 2009 Target - New Service provider in place by April 2009	Trish Reed			Growth & Infrastructure
		Ensure the monitoring and review of the Access Strategy as part of the Sub-regional Choice Based Lettings system to ensure vulnerable clients are able to access suitable housing options	TBC	Trish Reed			