Director of Public Health Annual Report 2019

A Healthy Place

North East Lincolnshire Council

Contents

Acknowledgements

Spiral of Life:

Changes 2016-2018

2016 spiral of life   **2017 spiral of life**   **2018 spiral of life**
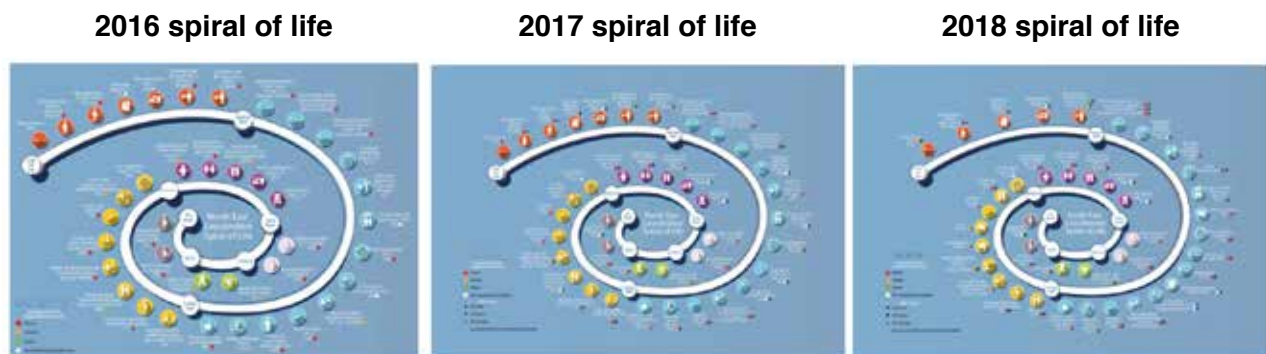
In the last three Public Health Annual Reports we have produced a spiral of life illustrating current performance in key outcome measures across the lifecourse. This time we are displaying these three images in the thumbnails **above** and have identified which of these outcomes have seen significant improvement and which have seen significant deterioration over the period. The outcomes that have **significantly improved** over the period are:

- Alcohol specific hospital admissions under 18

- Teenage Pregnancies (15-17)

- Babies born to mothers aged under 18

- Eating 5 portions of fruit and veg a day (16+)

- Preventable deaths from cardiovascular disease (<75)

These improvements are illustrative of really positive improvements in health amongst our teenage population with falls in teenage pregnancy and those admitted to hospital as a result of alcohol. We are also seeing falls in the number of teenagers smoking. The continuing fall in the number of people dying prematurely from cardiovascular disease is also good news. Ensuring that people at risk of cardiovascular disease are identified early in primary care has been one of our top public health priorities for many years.

The outcomes that have significantly worsened over the period are:

- Pregnancies Terminated

- A&E Attendances (0-4)

- Emergency inpatient admissions (25-59)

- A&E admissions (60+)

Most of these worsening outcomes reflect the ever growing demand for NHS services, particularly urgent care services. This pattern is reflected nationally. Of more local concern is the continuing growth in the number of pregnancies terminated. We are looking to increase the number of women who use long acting reversible contraception as this is the most effective form of contraception.

4

Foreword

from Stephen Pintus, Director of Health and Wellbeing

Welcome to my fifth Annual Report, another collaborative effort focusing on a key influence on local people's health and wellbeing, the place where they live. In previous Annual Reports, I have looked at the health of people at different stages in life. This report is trying to answer the question "What makes a place healthy?"

There is little doubt that good quality jobs, learning, skills, and high quality public services are all determinants of health. This report however is focusing on where people live and how it shapes their health and wellbeing: factors that impact on health directly but also shape how people feel about and value where they live.

It is too easy to blame people, and the way they live, for the poor health they experience. The burden of disease and the burden of poverty are undeniably linked, but do not account for all difference between often-adjoining communities. It is also sometimes too easy to disempower local people by making assumptions because of where they live. The community and neighbourhood in which people live, its design, its facilities, shape how people feel about an area, how they behave, and can impact directly on their physical and emotional health.

This is also the case for how safe people feel, the availability of places for people to meet and socialise, as well as how well connected an area is to employment, learning and health services. If one of our measures of success is pride in North East Lincolnshire, then we need to continue to have conversations with our communities about what shapes where people live and listen in particular to those whose health and wellbeing is most affected.

North East Lincolnshire is on the cusp of a period of transformational change, including a major culture and heritage programme as part of a growing economy. We are committed to this being inclusive and one of the key measures of success is that all our communities see and experience the benefit.

I hope we have the balance right combining the voice of experts and research with the input from local people and my thanks to all who contributed to create what makes a stimulating annual report.

Stephen Pintus
Director of Health and Wellbeing
(Director of Public Health)
North East Lincolnshire Council

Executive Summary

This year's report is focusing on place and how the built and natural environment in which we live, work and play contributes to our health and wellbeing. There is variation in residents' experience of place with those in more deprived communities often experiencing poorer local environmental quality, higher crime, and poorer quality housing, as well as barriers to accessing those aspects of place that can positively impact on health. Therefore addressing the wider determinants of health has a key role to play in reducing health inequalities and improving health outcomes.

Key findings from the report include:

- The more deprived wards of the borough experience poorer overall local environmental quality, with higher levels of fly posting, graffiti and fly tipping in some of our most deprived wards.

- Improving air quality is interlinked with other aspects of place such as planning, transport and the greening of the urban environment.

- A feeling of safety and security in the home and the local neighbourhood is important to a person's wellbeing. The rate of increase of crime is lower locally than the national average and also lower than the rates for our Humberside neighbours. However, violent crime, anti-social behaviour and child criminal exploitation are substantial challenges locally, particularly in more deprived parts of the borough. These types of crime may have a particularly destructive impact on communities.

- Whilst road safety has improved in recent years, the rate of children killed and seriously injured (KSI) on England's roads is higher in North East Lincolnshire (NEL) than it is regionally or nationally.

- There are considerable strengths locally in terms of our natural environment. The borough contains a variety of green and blue infrastructure. However, more could be done to ensure that access to open spaces, including places to play, is equitable.

- Community perspectives on what makes a place healthy mirror established evidence about the importance of community capital and cohesiveness. That being said, cohesion remains a concern in a number of neighbourhoods, with residents in more deprived neighbourhoods less likely to report that people in their neighbourhood pull together to improve the local area or that they feel proud of the area in which they live.

- Physical access to healthcare locally is often better than national averages, likely aided by the geography of the borough and the relatively limited rurality. However, improving remote access to healthcare services will potentially enhance their provision.

- Whilst recent intelligence would suggest a low percentage of the local population are engaging with arts and culture, there have been significant positive developments for heritage and culture in recent years.

- The percentage of our local population who are obese and the percentage of the population who are physically inactive are higher than both regional and national percentages. There is also an association between obesity and deprivation locally. However, many aspects of the built and natural environment can influence physical activity levels, including access to leisure services, access to open spaces, sense of safety, and opportunities for active travel.

Recommendations
from this year's report

- To pursue the adoption of best practice in the design of future housing developments, including considerations such as access to green space, and the energy efficiency and sustainability of new houses

- To consider how we can use the Disabled Facilities Grant more flexibly to support independence in a safe environment

- To continue to develop sustainable delivery of the rogue landlord programme and explore the role of selective licensing

- There needs to be a renewed focus on how we can reduce the gap in service outcomes to achieve desired levels of cleanliness across all neighbourhoods

- To work with communities to support their efforts to tackle factors that contribute to the overall feel of place and engender civic pride

- We should explore opportunities to increase access to low cost, healthy food in our poorer communities

- The current focus on improving air quality in North East Lincolnshire needs to be maintained. We should support the growth of electric vehicles by providing more charging points and the public sector should lead by example by purchasing electric vehicles wherever possible.

- There needs to be zero tolerance of violence both within services and communities. The local community safety partnership should adopt a public health approach to violence prevention in North East Lincolnshire.

- To support provision of opportunities to increase people's access to open spaces in the Borough and consider how we better connect people to the Lincolnshire Wolds and the coast

- To identify ways of increasing usage of parks which should include utilisation of existing play areas

- We should introduce smoke free zones in and around play areas as recommended in our Northern Lincolnshire Tobacco Control Strategy

- To support communities in their pursuit of places that provide local residents with the opportunity to meet, socialise and engage in social group activities

- To establish a partnership to drive forward the sustainable communities' outcome which will consider this report as one of its first actions

- To support schools to develop car-free travel

- The council and CCG should lead by example by adopting and promoting travel plans for all its main sites

- To explore better co-location of services in our communities to accommodate easier access to public services

- To develop more opportunities to access services remotely to reduce the need for travel

North East Lincolnshire:
A Healthy Place

In North East Lincolnshire, just as in the country as a whole, there is enormous variation in the health of the population and the expected length of people's lives. The reasons for this variation are many and obviously include the unhealthy behaviours that so much focus is put into preventing such as smoking and excess alcohol. The wider determinants of health however have the greatest influence on our health throughout life and indeed will shape our health behaviours. The major determinants includes the homes we live in, the offices and factories we work in, the air we breathe, the streets we build our communities around, the playgrounds our children play in, the green and blue spaces we access for recuperation, the schools and health centres we access for essential public services, the community networks that provide emotional support, the transport systems that we use to move about and much more besides. All of these things define the concept of place which is the central theme of this report.

Instinctively we know what makes a good and healthy place and most people can identify places that fulfil this criteria. In some respects we have seen dramatic improvements in place over the past few decades. The air quality in urban areas is much less polluted than it was half a century ago. Housing quality has also generally improved with homes now much better insulated and fewer homes afflicted by damp. In other respects however we have seen a decline of healthy places in the last 50 years and generally people living in the poorest communities have borne the brunt of this decline. Reasons for this include the dominance of the car which has reduced local community cohesion and made the vast majority of streets unsuitable for children to

Figure 1: Life Expectancy at birth by North East Lincolnshire Ward, 2013-2017

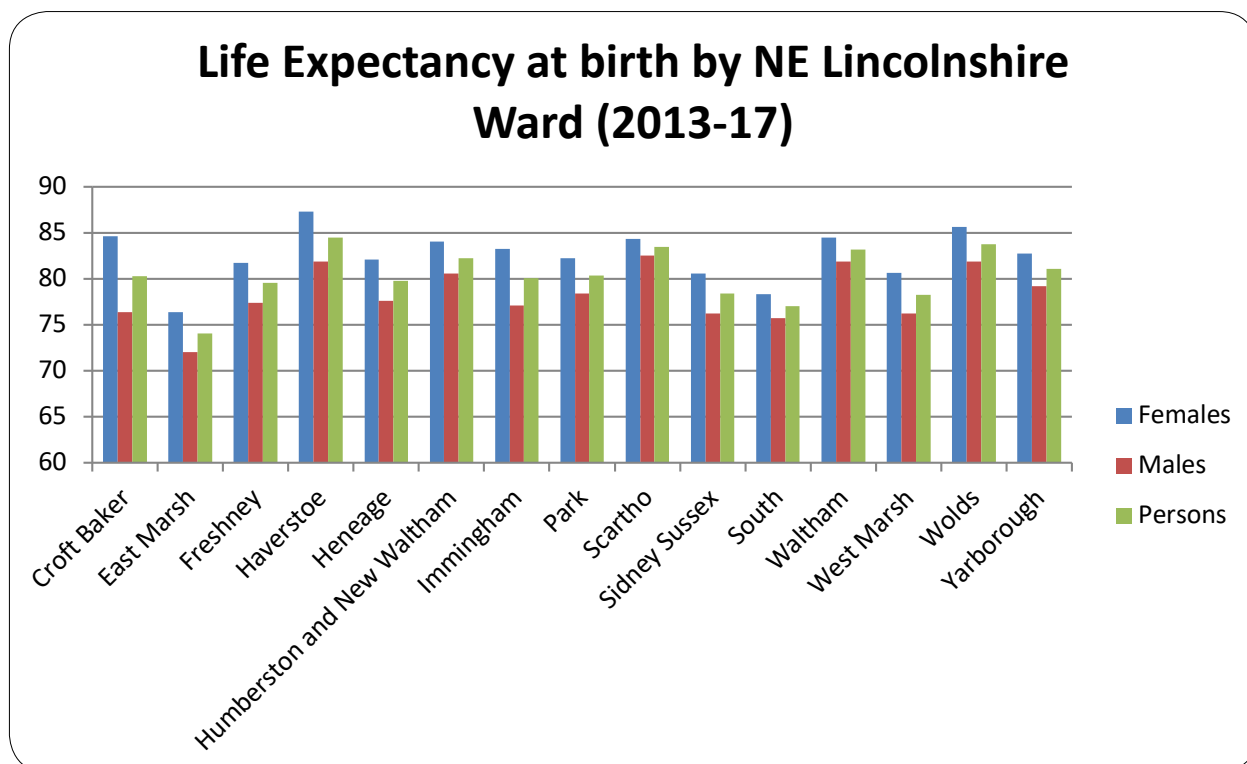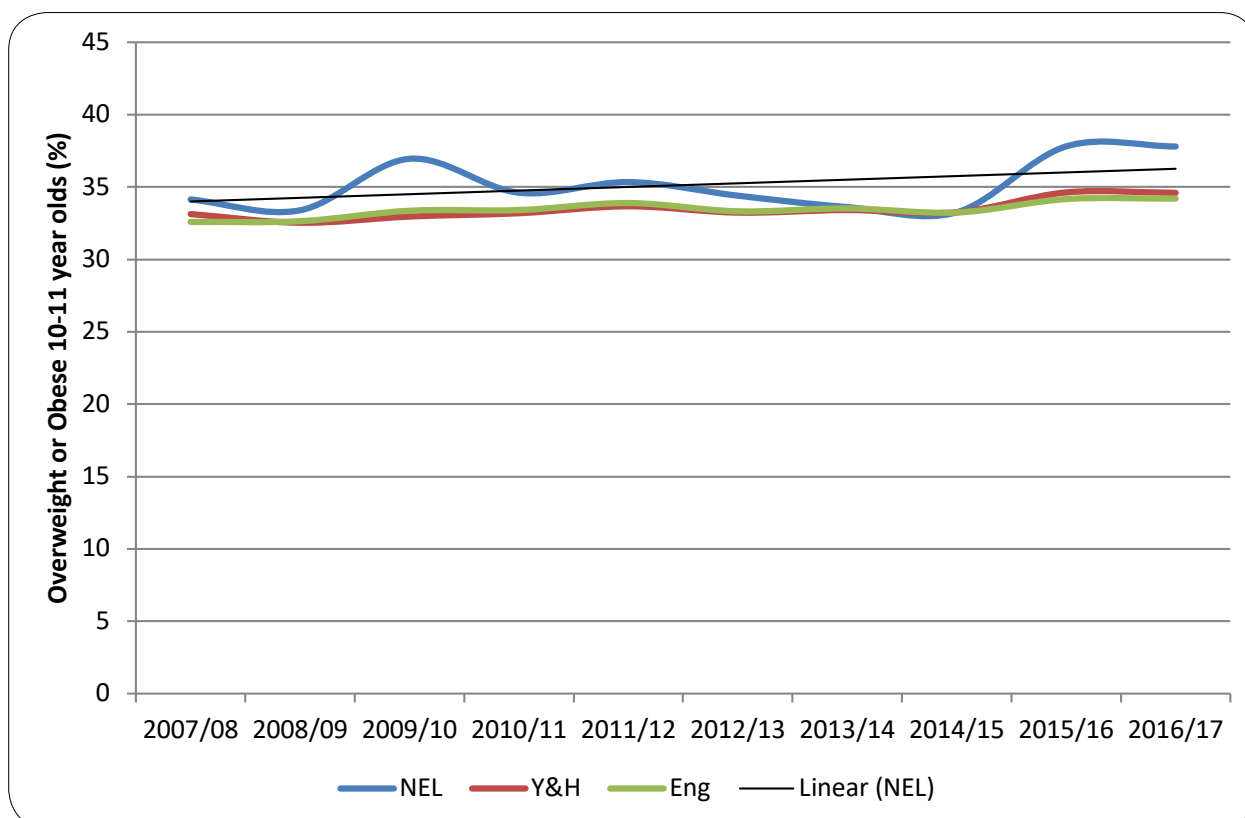Life Expectancy at birth by NE Lincolnshire Ward (2013-17)

Figure 2: Percentage of children aged 10-11 classified as overweight or obese, trend for North East Lincolnshire, Yorkshire and Humber and England

play in. This has inevitably contributed to the 'obesity epidemic' particularly in children. We have also seen a decline in many of our social spaces such as town centres & public parks, and the breakdown of many urban communities that has led to growing levels of crime, antisocial behaviour, and urban decay. New housing developments have usually been designed away from traditional centres and although they are often built to be aesthetically pleasing, they frequently have limited access to essential public services increasing the need for travel.

In seeking to build healthy places, local authorities are facing intersecting health, environmental, and economic challenges. Some of these challenges include escalating health and social care costs, environmental threats from resource depletion and climate change, economic impacts of post-industrial change and an ageing population and

workforce. Inevitably this has limited progress towards some healthy place goals but it has not reduced our sense of direction.

To support our aspiration to build a healthier place, North East Lincolnshire has adopted an **outcomes framework** that assesses progress against the things that matter most to people's wellbeing spread across five core areas:

- All People in NEL enjoy & benefit from a strong economy

- All people in NEL feel safe and are safe (incorporating the JSIA1)

- All people in NEL enjoy good health and wellbeing

- All people in NEL live in sustainable communities

- All people in NEL fulfil their potential through skills and learning

Within each of these categories are a large number of place based outcomes that shape where we expect to make progress. Many of these outcomes will be described throughout this report, and progress is measured each year through our State of the Borough report.

Because the challenges we are facing are inter-connected, none can be addressed in isolation. We must rethink the ways in which our physical environments, homes, offices, neighbourhoods, and transport systems are designed and constructed in order to develop solutions that support wellbeing and prosperity in our communities.

We have themed this report into nine sections, each of which focuses on a particular aspect of place which is important in North East Lincolnshire. In each section we describe the outcomes that are being influenced through our

work, describe current initiatives, and provide case studies of good practice. Each section concludes by identifying our vision for where we want to be five years from now.

Ultimately the health threats and challenges we face will not be cured by medicine and healthcare alone. Solving the obesity crisis for instance will require good diet and physical activity, especially the incidental exercise that was the norm for previous generations. This will only happen across the whole population if we create and protect places where people feel comfortable to walk and cycle and gain enjoyment from so doing. The good news is that such places are the places that people wish to live and work and therefore these sorts of places are also associated with greater levels of economic prosperity and wellbeing.

Good housing

The University of the West of England conducted an umbrella literature review to examine evidence on the association between the built environment and health outcomes. This found that in particular, five aspects of the built and natural environment can be shaped by local planning policy to influence health outcomes.[1] One of these five aspects of the environment was housing. In particular, improving the quality of housing, increasing the provision of affordable and diverse housing, and increasing the provision of affordable housing for groups with specific needs were identified as improving health outcomes.

In addition to these factors, housing standards can impact on residents' health when residents are:

• Living in a cold home

• Living in an overcrowded home

• Living in an unsafe home

These issues can have a detrimental impact on the psychological and physical health of residents in the borough, and improving the quality of our housing will help to improve the above outcomes.

Living in a cold home
Many homes in North East Lincolnshire are energy inefficient, with residents on low incomes facing rising energy bills.

There are around 11,147 (11.5%) homes in fuel poverty within North East Lincolnshire. This is above the national average of 10.9% of homes across all English regions.

A household is said to be fuel poor if they have required fuel costs that are above average (the National Median Level), and where they would be left with a residual income below the official poverty line after spending that amount. There are three important elements in determining whether a household is fuel poor which are household income, household energy requirements, and fuel prices.

Recommended indoor temperatures are usually defined as 21 degrees for the main living room and 18 degrees for other occupied rooms. Although the emphasis in the definition is on heating the home, fuel costs in the definition of fuel poverty also include spending on heating water, lights and appliance usage, and cooking costs. There are many adverse health effects of living in a cold home ranging from cardiovascular and respiratory problems to depression, at an estimated cost to the NHS of £1.36 billion per year.[2] Evidence also exists of wider social impacts such as social isolation, and households choosing between heating their home or buying the food they need.

To reduce fuel poverty, the council need to address three issues;

• Cost of fuel

• Energy efficiency of homes

• Household incomes

Cost of Fuel
Many households fail to switch energy providers and remain on expensive tariffs. In North East Lincolnshire, the Council has signed up to the Big Community Switch, which encourages households to sign up and register for an energy auction. Energy officers support households through the process. To date, on average those using the switching service have saved £130 per annum. This scheme is run three times a year.

Smart Metres will help households find out how they are using their energy. Smart Meters send energy usage information direct to the fuel company and customers will always receive accurate bills, with the home display showing exactly what energy is being used and how much it costs.

[1]Public Health England. Spatial Planning for Health: An evidence resource for planning and designing healthier places. London: June 2017.
[2]Age UK. The cost of cold: Why we need to protect the health of older people in winter. London: 2012.

Energy Efficiency of Homes
Making homes more energy efficient will mean that households use less energy to heat their homes and achieve a satisfactory constant temperature. There are many ways to improve the energy efficiency of a home;

1. Insulation
Poorly insulated roofs and walls can be a major cause of energy wastage. But with decent loft insulation, households could save between £115 and £220 a year, depending on the type of property.

Uninsulated walls are another big cause of the heat lost in the home. Filling cavity walls could save households between £70 and £250 a year.

2. Upgrade your boiler
Inefficient boilers could be adding a few hundred pounds to energy bills. That means that upgrading could be a great way to dramatically reduce household bills and carbon emissions – boilers account for 60% of the carbon dioxide emissions in a gas heated home.

3. Household Disrepair
Disrepair can contribute towards a household being energy inefficient. For example; damp, a leaking roof, and ill-fitting doors and windows all contribute towards a home being expensive to heat and cold.

The council is working to improve the energy efficiency of homes by providing grants and loans to carry out essential repairs for vulnerable home owners. Landlords are responsible for disrepair issues within their properties. The housing enforcement team work with landlords who fail to carry out repairs to homes they rent.

In addition, the council maximises the use of Energy Company Obligation funding.

Recently the council has piloted a scheme to extend grants to homeowners living in cold homes, where the occupant has a cold related illness. The scheme will contribute towards improving health outcomes and quality of life.

4. Household Incomes
Ensuring that households are receiving their full benefit entitlement is important to mitigating fuel poverty. In addition, the council's Local Plan sets out ambitious targets to create

around 9,000 new jobs and improve the area's economy. This will support unemployed residents back into work.

Case studies
Warm Homes Scheme
During 2017/19 North East Lincolnshire Council in partnership with North Lincolnshire Council, Longhurst and Havelock Housing, Ongo and Yorkshire Energy Solutions (YES) were successfully awarded funding to support the installation of first time central heating in properties, through the Warm Homes Fund. The bid brought in around £380,000.

The scheme enabled homes to be connected to the main supply and a new central heating system installed. The scheme was extended out to private sector landlords who on average paid around £1,500 per property for the works.

North East Lincolnshire Council reached their target of improving 67 homes with first time heating.

Affordable Heating Scheme
A pilot scheme is providing heating and energy efficiency measures to residents suffering from a cold related illness.

Recently, a lady in her late 70s was discharged from hospital, returning to a home with no heating or hot water. She had been originally admitted to hospital with shortness of breath and deteriorating heart and circulation issues, and had a number of other health issues which were affected by living in a cold home.

A referral from health colleagues was made to the Home Energy Team at North East Lincolnshire Council.

The officer carried out a full house assessment identifying a number of issues including cracked window panes, a hole in the ceiling which exposed an uninsulated loft, and no heating and hot water system as her boiler was broken. There were no fitted smoke detectors in the property and due to her poor mobility she was unable to get up the stairs.

In summary, as a result of the team's involvement the lady received the following measures from our partners;

• New central heating and hot water system

• Insulation and general repairs to windows, doors, and ceilings, and insulation to the loft space

- Installation of a new fire detector by the Humberside Fire and Rescue Service
- Installation of a stair lift from the aids and adaptations team.

The outcome was that the lady now lives in a safe and warm home. Offering the Affordable Warmth scheme provided the lady with a whole house approach to improving her living conditions, which in turn supports her long term health outcomes.

Property Conditions
Living in an overcrowded home
Living in an overcrowded home can put residents in danger of both physical and psychological harm. Increased risk of fire and lack of fire safety measures can increase the risk of actual harm to occupants. The lack of privacy and space, increased noise to the household along with neighbouring properties around can impede sleep and well-being.

Recent legislation changes mean that all houses of multiple occupancy with five or more tenants should be licensed and meet required safety standards. Some landlords illegally let overcrowded properties. The communities living in overcrowded properties are often hidden with residents not registered for healthcare or council tax.

These residents are often vulnerable and at risk of exploitation. An ongoing Rogue Landlord project is investigating these cases and taking action against culpable parties as part of a multi-agency approach.

Case study: Rogue Landlord Project
The team received a complaint about an overcrowded property. The team gained a warrant of entry and entered with key partners. On entering the property, it was clear that the property was overcrowded with evidence that there were a number of young adults living in the property. The property breached current housing legislative standards and subsequently

the sub-landlord was prosecuted. The property was registered for council tax as a single occupied residence and none of the residents had registered with a doctor. Each resident was offered advice and support in their own language.

At the time of writing this report, there are a further 200 reports to investigate.

Living in an unsafe home
Living in an unsafe home can lead to a greater risk of accidents, including slips, trips and falls. In addition, a poorly secured property is at increased risk of burglary. The fear of crime can be more harmful that the actual risk of the event occurring. This can lead to social exclusion and depression.

Grants, loans, and enforcement action help to improve properties to reduce the impact that unsafe housing can cause.

An unsafe home can extend to the occupant's inability to access essential facilities due to a physical impairment. Adaptations can ease the quality of life for those who are struggling to access their own home and reduce accidents. In recent years, the time taken to access an adaptation has been significantly reduced.

Small adaptive measures can also be taken to keep people safe. Locally a minor adaptations scheme is in operation, providing non-means tested, minor adaptations to homes (for example, grab rails, bannister rails and half steps) for occupiers who are unable to access aspects of their home independently without assistance.

NEL Outcomes Framework
The following indicators demonstrate housing's contribution to North East Lincolnshire's Outcomes Framework.

All people in NEL enjoy and benefit from a strong economy	• Average house prices
All people in NEL feel safe and are safe	• % of residents who feel safe • No. of falls and injuries in people aged 65+
All people in NEL enjoy good health and well being	• % of older and vulnerable people who want to live independently who feel they are able to do so safely
All people in NEL live in sustainable communities	• CO2 emissions • households living in fuel poverty

13

Current Priorities
Housing Strategy challenges

Within the council's housing strategy the desire to improve people's health and well-being through housing is set out clearly:

- Build enough homes

- Build the right homes in the right places

- Improve and make the best use of our existing housing and assets

- Build safe and sustainable housing

In order to meet these challenges, the council is delivering a range of improvements including:

- Reducing fuel poverty in all areas of the borough

- Improving existing housing stock in North East Lincolnshire

- Bringing empty homes back into use

- Building new housing

- Completing consultation for Selective Licensing

How are we doing?
In 2017/18 the "Our Place, Our Future" survey was undertaken. As opposed to consulting on a particular service, this survey aimed to gain public perception information around a variety of themes and fill gaps in community insight for the council, CCG, and Community Safety Partnership. The survey gained a representative demographic spread. The results of the Our Place survey indicate that there is disparity in the impact of housing in the borough, with residents in more deprived areas more likely to report that their housing or neighbourhood had negatively impacted themselves or their children. Over a quarter of those who responded that their housing or neighbourhood had had a bad impact on their children lived in the East Marsh (26.67%). Similarly, 13.86% of respondents who reported that their housing or neighbourhood had had a bad impact on themselves lived in the East Marsh. By contrast, very few respondents to this question lived in Haverstoe, Wolds or Waltham. This reflects local insight that much of the poor quality housing in the borough is in more deprived areas.

Nevertheless, during 2018/19:

- around 689 households were offered support and assistance to reduce the impact of fuel poverty

- we improved 68 households by providing grant/loan assistance

- we improved 352 households in the private sector through informal/formal action

Action Plan
A revised Strategic Housing Action Plan is being submitted to Cabinet in November 2019 which sets out the vision for housing. The Action Plan provides clarity around the key challenges, what the council wants to achieve, and how best to do this.

The Action Plan demonstrates how the council will respond to local housing issues, sets key challenges, actions, and milestones to measure progress, is outcome driven and recognises the links with partnerships' other key strategic plans.

From the Housing Strategy four strategic priorities emerged in this Action Plan, these being, **Creating New Homes, Strengthening Places, Working Together and Improving Health.** These key themes are supported by the following objectives:

- People living in high quality, suitable properties

- Housing provision supports and accelerates economic growth and income generation for NEL

- Reduction in empty homes in the borough

- Reduce the gap between the most and least disadvantaged neighbourhoods, so that everyone can live in a safe, healthy and vibrant community

- We have a revitalised town centre offer and a new urban community

- We enable and empower residents and groups to contribute and make a difference in their community

- Households living in energy efficient homes

Terrace houses, Guildford Street, Grimsby

What will success look like?

- Reduced levels of fuel poverty

- Improved energy efficiency of housing

- Improved quality of housing in deprived areas

- Reduced number of complaints received from tenants about housing conditions.

- Increased awareness of the hidden community

A whole suite of performance measures and Key Performance Indicators directly relating to Housing in North East Lincolnshire will exist within the new Housing Action Plan.

Notwithstanding this, we acknowledge that it is difficult to directly attribute the wider impacts of a healthier place specifically to housing interventions, due to the reliance on external factors.

Recommendations:

- To pursue the adoption of best practice in the design of future housing developments, including considerations such as access to green space, and the energy efficiency and sustainability of new houses

- To consider how we can use the Disabled Facilities Grant more flexibly to support independence in a safe environment

- To continue to develop sustainable delivery of the rogue landlord programme and explore the role of selective licensing

Clean neighbourhoods

Safe and clean environments can encourage people to become more physically active and encourage social engagement and interaction, which in turn reduces social isolation and is conducive to mental health and wellbeing.[3] Where litter is a problem, it can lower property prices, increase the fear of crime, and impact on economic development.[4]

The Unicef Child Friendly Cities Initiative reiterates the importance of a safe, secure, and clean environment for children to learn, grow and play, noting that children should have access to green spaces, be able to meet friends, and have places to play and enjoy themselves.[5] Reflecting national evidence, in 2017, a review into play areas in North East Lincolnshire was carried out which found that parents want somewhere they can go that is safe, clean, and accessible for their children.

However, there are differences in the levels of cleanliness between the most and least deprived streets in England. Deprived areas experience poorer overall local environments including higher levels of graffiti, fly tipped waste and litter, associated with low level crime and antisocial behaviour.[6]

The Local Environmental Quality Survey of England (2014/15) found that whilst only 2% of sites in the most affluent areas of the country were found to be at an unacceptable standard for litter, in the most deprived areas this rose to 25%.[7] Street cleanliness is linked to particular characteristics and needs of neighbourhoods; many of the social and physical risk factors associated with deprived neighbourhoods affect street cleanliness, including high-density housing.

There has also been a significant rise in the number of fast food establishments over the past decade and the density of fast food outlets has remained significantly higher in more deprived areas throughout this time.[8] This is reflected by local evidence. In 2016, a local report looking at the health of high streets in North East Lincolnshire identified that although the proliferation of fast food takeaways is an issue throughout the borough, more deprived areas of the borough tend to have a higher concentration of fast food takeaways.[9] The rise in the number of fast food outlets has been accompanied by an increase in the prevalence of fast food-related litter nationally;[10] it can therefore be speculated that this would result in more fast food-related litter in the more deprived areas of the borough.

Whilst more affluent neighbourhoods tend to have higher levels of street cleanliness than deprived neighbourhoods, this difference is smaller in some local authorities than others.

[3] Public Health England. Healthy High Streets: Good Place-Making in an Urban Setting. London: January 2018.
[4] Keep Britain Tidy, Department for Environment FaRA. How clean is England? The Local Environmental Quality Survey of England 2014/2015.
[5] Unicef. What is a child friendly city? [online]. *Child Friendly Cities Initiative*. Available from: https://childfriendlycities.org/what-is-a-child-friendly-city/
[6] Public Health England. Healthy High Streets: Good Place-Making in an Urban Setting. London: January 2018.
[7] Keep Britain Tidy, Department for Environment FaRA. How clean is England? The Local Environmental Quality Survey of England 2014/2015.
[8] Maguire ER et al. Area deprivation and the food environment over time: a repeated cross-sectional study on takeaway outlet density and supermarket presence in Norfolk, UK, 1990 – 2008. Health & Place; 2 April 2015.
[9] North East Lincolnshire Council (2016). Health on the High Street –North East Lincolnshire.
[10] Keep Britain Tidy, Department for Environment FaRA. How clean is England? The Local Environmental Quality Survey of England 2014/2015.

Indeed, there is evidence of a trade-off for local authorities between achieving higher average cleanliness grades and achieving equal outcomes across neighbourhoods.[11] Likewise, falling local budgets for street cleansing has resulted in innovative approaches.

NEL Outcomes Framework
The table below identifies how clean neighbourhoods contribute to the NEL Outcomes Framework.

All people in NEL enjoy and benefit from a strong economy	By providing quality of place we encourage investment, bringing with it prosperity and jobs. Ensuring businesses in NEL deliver a high quality and responsible trading environment, support a growing port and Town Deal developments.
All people in NEL feel safe and are safe	Ensuring appropriate legislation and enforcement is in place to address problems enabling local people to be safe.
All people in NEL enjoy good health and well being	By providing safe and attractive public spaces which local people can enjoy promoting a sense of positive health & wellbeing.
All people in NEL live in sustainable communities	Creating environmentally responsible communities, which local people can be proud of, through engagement, education and enforcement.

How are we doing?
North East Lincolnshire continues to have a below average household waste recycling percentage and remains one of the lowest performers in the region.[12] Our current local household recycling percentage is 36.2% (2018/19) compared to a national percentage of 43%. North East Lincolnshire also showed a decrease in household waste recycling from 33.5% in 2010/11 to 28.9% in 2016/17. However, this decrease may have been due to the authority starting to charge for garden waste, which then reduced the weight collected for composting.

The most recently available data illustrates that fly tipping is most prevalent in the East Marsh and West Marsh, and graffiti and fly posting are most prominent in West Marsh and Sidney Sussex. This reflects national evidence that deprived communities experience poorer overall local environments.

Likewise, as identified previously, residents in more deprived areas were more likely to report that their housing or neighbourhood had negatively impacted themselves or their children.

However, within North East Lincolnshire there has been positive social action, with many community groups intervening to improve the cleanliness of local neighbourhoods, streets, and open spaces. Community groups are now being supported by the council, and local stewardship/active community involvement encouraged.

[11]Hastings A, Bailey N, Bramley G, Croudace R, Watkins D. Street cleanliness in deprived and better-off neighbourhoods. A clean sweep?. 2009.
[12]North East Lincolnshire Council. North East Lincolnshire State of the Borough. 2018.

Case Studies of good practice in NEL

A key priority of the council's environmental services, in contribution to the council's outcomes framework, is to create environmentally responsible communities which local people can be proud of through engagement, education, and enforcement. The following case studies evidence work carried out in support of this priority.

Great British Spring Clean

Reducing litter and improving the cleanliness of neighbourhoods requires effort from across society. North East Lincolnshire Council have developed strong relationships with a variety of community groups, aiming to bring the community together to make a difference to the environment and to encourage local stewardship. During events such as the Great British Spring Clean, a national campaign run by Keep Britain Tidy, the council supported volunteers and community groups by loaning litter picking equipment and arranging the removal of rubbish collected. During this campaign, just under four tonnes of rubbish was collected from streets and parks in the borough. Following the receipt of a grant from the Ministry of Housing, Communities and Local Government, further litter picking equipment has been bought by the council meaning that it can now provide committed volunteer groups with their own litter picking kit. So far 10 groups have been given equipment, one of the groups told BBC Radio Humberside: "It will make us more independent. We won't have to rely on the council to bring the equipment to us when we have a pick, we'll now be able to do it independently, so it will help massively."

Skip It

The Skip It campaign, launched in the summer of 2018, gave people the chance to clear out their homes and gardens of unwanted junk and also clear rubbish from areas in their neighbourhood where it was causing a nuisance. In the first phase of Skip It, pop-up recycling points were set up for a day in each of the borough's 15 wards, enabling people to get rid of their household waste for free. Phase 2 of Skip It, launched in 2019, is now being delivered in collaboration with community groups and Lincolnshire Housing Partnership, who were invited to bid to stage their own pop-up recycling centres. The response has been fantastic and volunteers will work alongside staff from the council and its waste management contractor at nine events held between July and October 2019. More than 72 tonnes of rubbish has been collected at the five community events held so far from more than 2,000 visitors. In addition, almost 28 tonnes was collected at two events held with Lincolnshire Housing Partnership in May 2019.

River Freshney

The River Freshney is recognised as a site of nature conservation interest and is a home to hundreds of species of animals. The council are responsible for a section of the river in the town centre and Anglian Water retain responsibility for the remainder of the river, although volunteers from Grimsby in Bloom take care of the stretch of the River Freshney near the Duke of York Gardens. In August 2019, the council teamed up with Anglian Water's River Care project in a recruitment drive to find more volunteers to look after the River Freshney and the important habitat that it provides. The campaign also helped to remind people to respect the river and put their litter in a bin or take it home. More than a tonne of rubbish was removed from the river over the course of a month and piled up in Grimsby town centre to highlight how much rubbish is left in the river and how everyone can play a part in protecting rivers and wildlife.

Where do we want to be in five years? What will good look like?

The council's priorities over the next year include remodelling the waste strategy and increasing recycling.

Moving forwards, the council are also working to support social action with communities in the borough, recognising the role that the whole of society play in maintaining clean neighbourhoods and open spaces. Hence there is a focus on creating environmentally responsible communities. Alongside improving the cleanliness of our streets and neighbourhoods, community action can also help to encourage community integration and improve community wellbeing.

Recommendations:

- There needs to be a renewed focus on how we can reduce the gap in service outcomes to achieve desired levels of cleanliness across all neighbourhoods

- To work with communities to support their efforts to tackle factors that contribute to the overall feel of place and engender civic pride

- We should explore opportunities to increase access to low cost, healthy food in our poorer communities

Air Quality

Air pollution is associated with a number of adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children and older people, and those with heart and lung conditions. Air pollution limits ability to take part in physical activity, especially amongst susceptible populations.[13] Equally, improved air quality is associated with increased physical activity among older adults.[14] There is also often a strong correlation with equalities issues, because areas with poor air quality are also often the less affluent areas.[15]

The annual health cost to society of the impacts of particulate matter alone in the UK is estimated to be around £16 billion.[16] The council is therefore committed to reducing the exposure of people in NEL to poor air quality in order to improve health.

How are we doing?
The main sources of air pollution within North East Lincolnshire are from road traffic and local background that includes sources from domestic, institutional and commercial space heating, rail, and other sources (ships and off-road emissions). In addition, industrial emissions arise from the industrial areas in and around the ports of Grimsby and Immingham.

During 2018 real-time data was not recorded due to the replacement of old monitoring units. Therefore for 2018, only diffusion tube data is available for nitrogen dioxide. Other pollutants (namely sulphur dioxide and particulate matter) are not currently monitored by the council.

Nonetheless, Public Heath England quantify the mortality burden of particulate matter within England on a regional and local authority scale. As is outlined in Table 1, in 2017 the percentage of adult mortality attributable to particulate matter pollution within North East Lincolnshire was 0.3% higher than the average fraction for the Yorkshire and Humber region, and 0.6% lower than the average fraction for England. In 2016, the fraction for North East Lincolnshire was 5.2%; there has been a decrease of 0.7% between 2016 and 2017.

Table 1: Fraction of mortality attributable to particulate air pollution

	North East Lincolnshire	Yorkshire and the Humber	England
% of adult mortality	4.5%	4.2%	5.1%

Source: Public Health Outcomes Framework (2017 data)

Air Quality Management Areas (AQMA)
Part IV of the Environment Act (1995) sets out NELC's requirements to fulfil our Local Air Quality Management (LAQM) obligations. The LAQM process places an obligation on all local authorities to regularly review and assess air quality in their areas, and to determine whether or not the air quality objectives are likely to be achieved. Where an exceedance is considered likely the local authority must declare an Air Quality Management Area (AQMA) and prepare an Air Quality Action Plan (AQAP) setting out the measures it intends to put in place in pursuit of the objectives. This Annual Status Report (ASR) is an annual requirement showing the strategies employed by North East Lincolnshire Council to improve air quality and any progress that has been made.

The council has one AQMA, which is located at Cleethorpe Road / Riby Square, within Grimsby. The AQMA was declared in 2010. An Air Quality Action Plan (AQAP) was produced in 2012 setting out measures aimed at reducing levels of NO2 within the AQMA area. The 2012 AQAP has recently been updated with a set of new measures to improve air quality and will be submitted to DEFRA for approval in September 2019.

[13]Samet, Jonathan M. Community Design and Air Quality. In: Dannenberg, A.L., Frumkin, H. and Jackson, R.J., eds. Making Healthy Places: Designing and Building for Health, Well-being and Sustainability. Washington: 2011.

[14]Samet, Jonathan M. Community Design and Air Quality. In: Dannenberg, A.L., Frumkin, H. and Jackson, R.J., eds. *Making Healthy Places: Designing and Building for Health, Well-being and Sustainability.* Washington: 2011.

[15]Netcen. Air quality and social deprivation in the UK: an environmental inequalities analysis - Final Report to Defra, Contract RMP/2035. 2006

[16]Defra. Abatement cost guidance for valuing changes in air quality. May 2013.

Air Quality Management Area – Cleethorpe Road

The primary focus of the AQAP is to implement measures which will ensure levels of NO2 across the Borough, and specifically within the AQMA, are consistently below the threshold of $40\mu g/m3$ expressed as an annual mean – this is the level currently regarded as safeguarding the most vulnerable in society against the impacts of NO2.

The new measures developed can be considered under 5 broad topics:

- **Transport** – Provision of additional transport infrastructure; changes to road layout or operation; formulation of traffic plans with the aim being to encourage the use of greener modes of transport, and/or reduce congestion and associated vehicle emissions.

- **Public Health** – Encouragement of wider behavioural changes in the local population with respect to their travel choices. Raise awareness and educate members of the public on the impact of air pollution.

- **Planning and Infrastructure** – Mitigate potential air quality impacts effectively by being involved in decision making early on for future developments required to support the growth of NEL.

- **Strategies and Policy Guidance** – Working with partners and stakeholders to direct the use of legislation and targeted enforcement to control air pollution.

- **Air Quality Monitoring** – Ensure satisfactory air quality monitoring data is available to track outcomes of the implemented AQAP measures.

Although not developed to reduce particulate matter, the measures within the AQAP related to transport and vehicle use will likely help to reduce concentrations of particulate matter; a major source of particulate matter is road traffic.

NEL Outcomes Framework

All people in North East Lincolnshire should enjoy good health and wellbeing. Through ensuring air quality issues are considered in the wider decision making framework, the Council can provide continued improvement in local air quality conditions and secure future improvements in health.

The table below identifies how Air Quality contributes to the NEL Outcomes Framework.

1 All people in NEL enjoy and benefit from a strong economy	• To assess planning applications in terms of the impact upon local air quality to ensure that developments do not result in a negative impact. • Work with developers to ensure positive steps towards air quality are being taken. • Continual review and assessment of air quality within the borough through the Annual Status Report and Action Plan for Cleethorpe Road. • Monitoring of air quality using both real-time and indicative methods ensuring any 'hot spots' are reviewed on an annual basis.
2 All people in NEL feel safe and are safe	• LAQM reports are published on NELC website.
3 All people in NEL enjoy good health and well being	• To assess planning applications in terms of the impact upon local air quality to ensure that developments do not result in a negative impact • Work with developers to ensure positive steps towards air quality are being taken. • Continual review and assessment of air quality within the borough through the Annual Status Report and Action Plan for Cleethorpe Road. • Monitoring of air quality using both real-time and indicative methods ensuring any 'hot spots' are reviewed on an annual basis.
4 All people in NEL live in sustainable communities	• To assess planning applications in terms of the impact upon local air quality to ensure that developments do not result in a negative impact. • Work with developers to ensure positive steps towards air quality are being taken. • Continual review and assessment of air quality within the borough through the Annual Status Report and Action Plan for Cleethorpe Road. • Monitoring of air quality using both real-time and indicative methods ensuring any 'hot spots' are reviewed on an annual basis.
5 All people in NEL fulfil their potential through skills and learning	• LAQM reports are published on NELC website.

These are high level areas for focus. Air quality plays an integral part of ensuring the priorities are delivered in a number of areas. This is to ensure the establishment of a framework for the inclusion of air quality issues within council policies and procedures. The council's fundamental purpose is to serve citizens and residents, lead the workforce, and promote the area of North East Lincolnshire. Good air quality is essential in achieving these obligations. In improving and maintaining good air quality, NELC and associated partners can contribute to a stronger economy and a stronger community.

The Air Quality Steering Committee that was set up in 2016 has continued to meet on a quarterly basis through 2018. The meetings include representatives from the Planning, Public Health, Transport, Highways, Communications and Carbon Reduction Teams. Feedback continues to be positive from these meetings as they provide an opportunity for all parties to share ideas and develop a collective approach towards improving air quality.

Future

North East Lincolnshire Council's priorities for the coming year are to:

- Encourage residents and visitors to North East Lincolnshire to use car share and public transport;

- Encourage the uptake of Employer and School Travel Plans within the Borough;

- Ensure that air quality is taken into account in the planning process when located in or close to the AQMAs or in areas marginally below air quality objectives;

- Work together with developers to improve sustainable transport links serving new developments; and

- Undertake local air quality monitoring within the Borough to ensure a high standard of data is achieved.

Ultimately the aim is to improve air quality across the borough as well as the Air Quality Management Area.

Recommendations:

- The current focus on improving air quality in North East Lincolnshire needs to be maintained. We should support the growth of electric vehicles by providing more charging points and the public sector should lead by example by purchasing electric vehicles wherever possible.

Safe Streets and Communities

A feeling of safety and security in the home and the local neighbourhood is important to a person's wellbeing. Those who live in communities blighted by crime and antisocial behaviour over a prolonged period of time are considerably more likely to be affected by low level mental health problems such as anxiety and depression. This frequently contributes to risky health behaviours such as alcohol use, smoking, and unhealthy eating and a complex spiral of physical health problems can develop including hypertension, obesity, respiratory disease, and cardiovascular disease. Ultimately it contributes to higher levels of morbidity and mortality and is a significant contributor to the health inequality gap. Unsurprisingly North East Lincolnshire's most deprived wards- East & West Marsh, Heneage, Sidney Sussex and South- suffer the highest rates of crime and anti-social behaviour. These same wards have the poorest health and the lowest life expectancy.

Feeling safe however is broader than crime. People need to feel safe when they move around. For instance, the massive decline in the proportion of children walking or cycling to school during the last 30 years has been influenced by a perception that the roads are unsafe places for children. A similar pattern is present here with the roads in our more deprived communities producing much higher numbers of casualties than roads in more affluent communities.

NEL Outcomes Framework

The table below identifies how Community Safety contributes to the NEL Outcomes Framework.

| All people in NEL enjoy and benefit from a strong economy	• A high crime and anti-social behaviour (ASB) rate discourages businesses to invest in the area and stifles prosperity, jobs, and the standard of living. It also discourages people from living here producing low demand for housing.
All people in NEL feel safe and are safe	• Improving community safety by ensuring crime and anti-social behaviour is addressed swiftly to prevent an area going into decline • Monitoring people's perceptions and understanding their concerns around community safety
All people in NEL enjoy good health and well being	• Lower crime and ASB rates within a community reduces stress, mental health, and raises self-esteem within the community
All people in NEL live in sustainable communities	• Communities where people feel safe become more sustainable and go on to prosper
All people in NEL fulfil their potential through skills and learning	• Less crime and ASB within a community improves life chances for the residents and encourages individuals to continually improve and encourage their children to prosper

How are we doing?

Nationally and locally crime is rising but North East Lincolnshire is seeing a lower rate of increase than the national average and also lower than its Humberside neighbours. North East Lincolnshire is in a peer group comprised of 15 local authorities which are considered to be similar. In 2017/18, North East Lincolnshire improved its position within this most similar group moving from 15th (worst) to 11th position, reinforcing that the rate of increase in crime is lower than for some of our benchmarking peers.

Overall crime rose by 8.3% in North East Lincolnshire during 2017/18 compared to the previous year. Crimes recorded as criminal damage, hate crime, robbery, shop theft, theft from a motor vehicle, theft of a motor vehicle, violence with injury, and violence without injury, all increased during 2017/18. During the year the number of burglaries and incidences of anti-social behaviour decreased.

Figure 3: Number of Crimes Reported in North East Lincolnshire 2016/17 and 2017/18
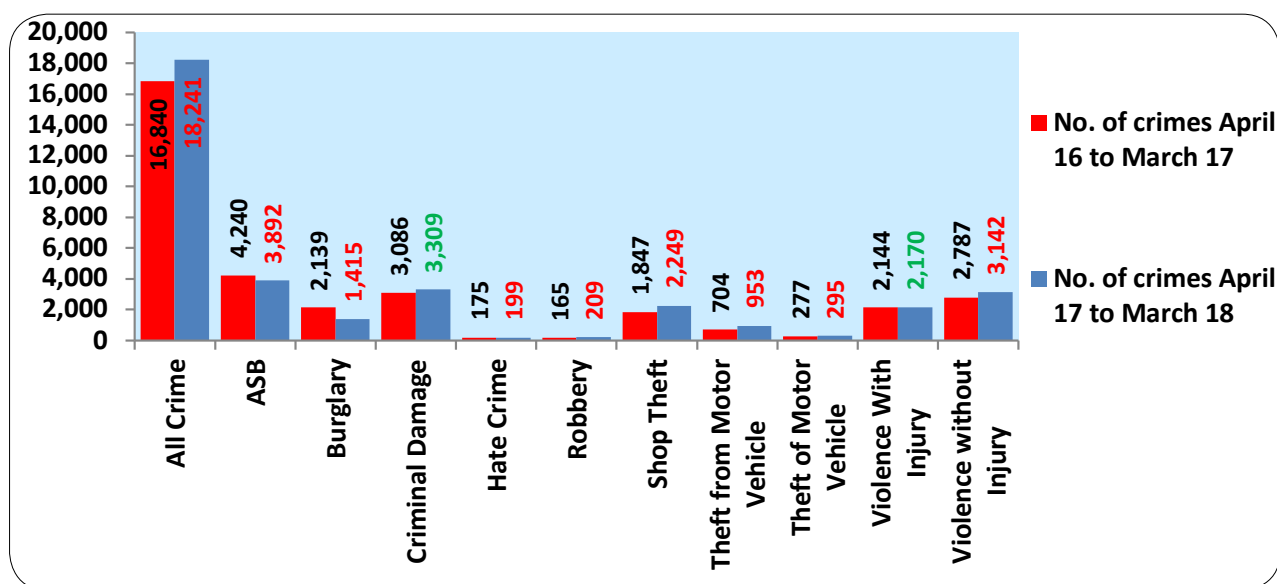
Violent crime continues to be a cause for concern and remains stubbornly high. Although showing an increase, the number of reported violence with injury incidents has slowed down considerably during 2017/18. Violence either with or without injury can be influenced by many factors ranging from family arguments including domestic abuse, friends or neighbours having a dispute, to drug or alcohol related aggression. Thus it is particularly difficult to predict when and where independent violent crime will occur as opposed to an emerging pattern of behaviour within the night time economy.

Some crimes can have a particularly destructive impact on communities, for example antisocial behaviour and hate crimes. In the recent borough survey, "Our Place, Our Future", 46% of participants identified anti-social behaviour as having the biggest impact on their community and 76% asked for it to be made the Safer & Stronger Communities Partnership's number 1 priority.

If left unchecked, ASB can contribute to the decline of a neighbourhood, and leaves the perpetrators (particularly in the case of young people) to progress to more serious offending. The effect of ASB can have a devastating effect on the victim and it is often the vulnerable that are targeted. There are considerable geographic inequalities in North East Lincolnshire with 60% of all ASB being reported in 5 of our 15 local wards.

Child Criminal Exploitation remains a significant threat linked to organised crime groups in North East Lincolnshire and will require significant partnership focus moving forward. Recent years have seen increased infiltration of organised crime gangs from large urban centres targeting communities in smaller towns including Grimsby and Cleethorpes. These groups tend to target vulnerable teenagers, such as those who have been excluded from school, to become couriers and distributors of drugs in their communities. The same children will frequently become drug users and progress

into a cycle of social decline leading to ever greater criminality and social exclusion.

Many of these problems are centred on the East and West Marsh wards in Grimsby, which together experience around a third of all crime in North East Lincolnshire. These communities are afflicted by a range of social issues that are associated with high crime rates all over the country. These include high unemployment, poor quality housing (much of which is in the private rental sector), a highly transient population, low educational attainment, poorer health status, and large numbers of children brought up living in poverty. To a great extent the problems in these communities have become self-perpetuating. For example, poor health may often result in unemployment, which can increase the likelihood of child poverty and a lower educational attainment. Therefore preventing crime in such deprived communities requires a whole system approach, addressing education, employment, health, and housing inequalities. Support for families and services to enhance the wellbeing of people in these communities should be priorities.

Prevention and early help is a key focus for children's services. Locally, substance and alcohol abuse, mental health, and domestic abuse, are known as the toxic trio, and these create an unprecedented demand for many partner agencies. The 0-19 Commissioning programme phase one across North East Lincolnshire is now complete and operates in four locality areas, offering specialist services through young & safe, strengthening families, and children's health, across the area. Early help provision is cross cutting involving the police, family hubs, health visiting, school nursing, schools, education services, and voluntary sector agencies. Work continues with the voluntary and community sector to increase participation and build inclusive cohesive communities. Locally there are several thousand neighbourhood watch members.

Case Study: Safe Place Scheme

Victim care and good cohesion within a community are two essential ingredients that reduce crime and anti-social behaviour to improve community safety and mental health. This work is challenging and more often than not delivered by dedicated voluntary or third sector organisation or community groups that work together often unnoticed to improve the quality of life for local people. Voluntary and community organisations help to build local people's confidence to take positive action and not to rely on others to do things for them thereby creating more resilient and more sustainable communities. The "Safe Place Scheme" is designed for vulnerable people with learning difficulties. Individuals carry a card and if they become lost or afraid can go into any shop or office displaying the "safe place" logo and someone there will contact the "Safe Place" coordinator. There are 600 vulnerable people signed up to the scheme with over 70 businesses, shops, and public buildings acting as a place of support should they be called upon.

Substance Misuse

High alcohol use is one of the most health damaging behaviours common in our society. It is also strongly associated with violent crime, in particular domestic violence, as well as being a significant contributor to antisocial behaviour. 19% of violent incidents in 2017/18 were committed by individuals under the influence of either alcohol or drugs. Largely unrestricted sales of alcohol in supermarkets and other high street outlets has led to a big shift away from drinking in licensed premises to drinking in the home. This has been associated with an increase in alcohol related illnesses and deaths, especially in the poorest communities, and is having a major impact on health services and leading to early deaths for a growing number of people.

Figure 4: Alcohol-specific mortality (Persons) for North East Lincolnshire, 2006/08-2014/16

Alcohol–specific mortality (Persons) for North East Lincolnshire

Substance misuse can be linked to many aspects of crime committed in North East Lincolnshire. In 2017/18, 7% of all people arrested for a crime tested positive for cocaine, and 4.9% for opiates. 5.6% of all individuals arrested during 2017/18 were under the influence of either drugs or alcohol. Substance misuse linked to mental health is becoming an increasing public health challenge. Intelligence regarding North East Lincolnshire shows a reducing but ageing cohort of opiate users but an increasing cohort of crack cocaine users. Both user rates remain higher than the national figure as does the number of individuals accessing treatment.

Licensing

Licensing has the potential to be a significant tool for addressing harmful drinking in the population and protecting the population from harms associated with alcohol. Locally we have worked to build strong partnerships across the public and private sectors, working with organisations such as the hospital, Pubwatch, Humberside Police, and Addaction to ensure that we promote responsible drinking environments and reduce opportunities for violence in and around licencing premises.

A good example of this was a recent application to remove a condition relating to the use of polycarbonate drinking vessels. Humberside Police and Public Health felt that in this case the removal of this condition would impact the licensing objectives so they submitted representations. The committee agreed with the responsible authorities and refused to remove this condition.

Polycarbonate drinking vessels

We have also established Cumulative Impact Zones in three areas of North East Lincolnshire that have a history of alcohol related issues. These are Grimsby Town Centre, Cleethorpes Town Centre, and the area around Freeman Street. If a relevant licensing application is received for a premise inside these zones and a valid objection is received against the application then the onus switches to the applicant to provide evidence that they will not contribute further to the pre-existing alcohol related issues in the area. This could be providing evidence that they have operated similar premises with no issues in the past, adding conditions that are more stringent, or amending other parts of the application such as timings.

Public space protection orders (PSPOs) are currently being rolled out in Grimsby and Cleethorpes town centres. PSPOs have a dispersal order attached so that people causing public nuisance can be removed from the area for 24 hours in addition to the fixed penalty notice of £100. There are prohibitions relating to issues experienced within the night time economy such as

- Behaviour causing or likely to cause nuisance, alarm, harassment, or distress

- Activity or behaviour that threatens the safety of that person or another

- Using foul or abusive language directed to another

What we do to promote responsible drinking environments
• Multi agency meetings to ensure timely discussions regarding problem premises • Traffic light system to monitor premises • Support the local Pubwatch group, ensuring attendance at the monthly meetings • We hold "Deliver No More" law awareness raising sessions to suitable problem premises via intelligence led systems • Deliver Drug awareness training at Pubwatch meetings and at venues by request • Challenge 25 age verification condition
What we do to reduce opportunities for violence to take place
• Implement and evaluate cumulative impact zones • Extend funding for street marshals and explore further opportunities • Increase the number of polycarbonate glasses within venues • Encourage use of metal detecting wands and the recording of incidents • Encourage local police to use the public space protection order powers • Ensure that local venues are displaying the 'Ask for Angela' posters and that staff are fully briefed

No alcohol tasting session – Grimsby Town Centre

Road Safety

The Our Place survey, conducted between December 2017 and February 2018 included a variety of questions about travel habits and road safety. 39.7% of respondents to this survey reported that they cycle. When asked whether they worry about being involved in an accident whilst cycling, 78% of respondents answered yes. On a similar note, the most commonly identified barrier to children walking or cycling to school was safety (26% of responses) - followed by weather (20% of responses) and distance (16% of responses).

Nationally, motor vehicle traffic accidents are a major cause of preventable deaths, particularly

in younger age groups. Road safety is also related to health inequalities. For children and for men aged 20-64 years, mortality rates for motor vehicle traffic accidents are higher in lower socioeconomic groups. Data from the Public Health Outcomes Framework shows that locally the rate of children killed and seriously injured (KSI) on England's roads is higher in North East Lincolnshire than it is regionally or nationally with a local rate of 45.9 per 100,000 compared to a regional rate of 45.7 per 100,000 and a national rate of 40.8 per 100,000 in the period between 2015 and 2017. This does however represent a considerable improvement in recent years.

Figure 5: Road traffic accidents cyclist casualties, January 2014-May 2019

Cycle casualties Jan 2014 - May 2019
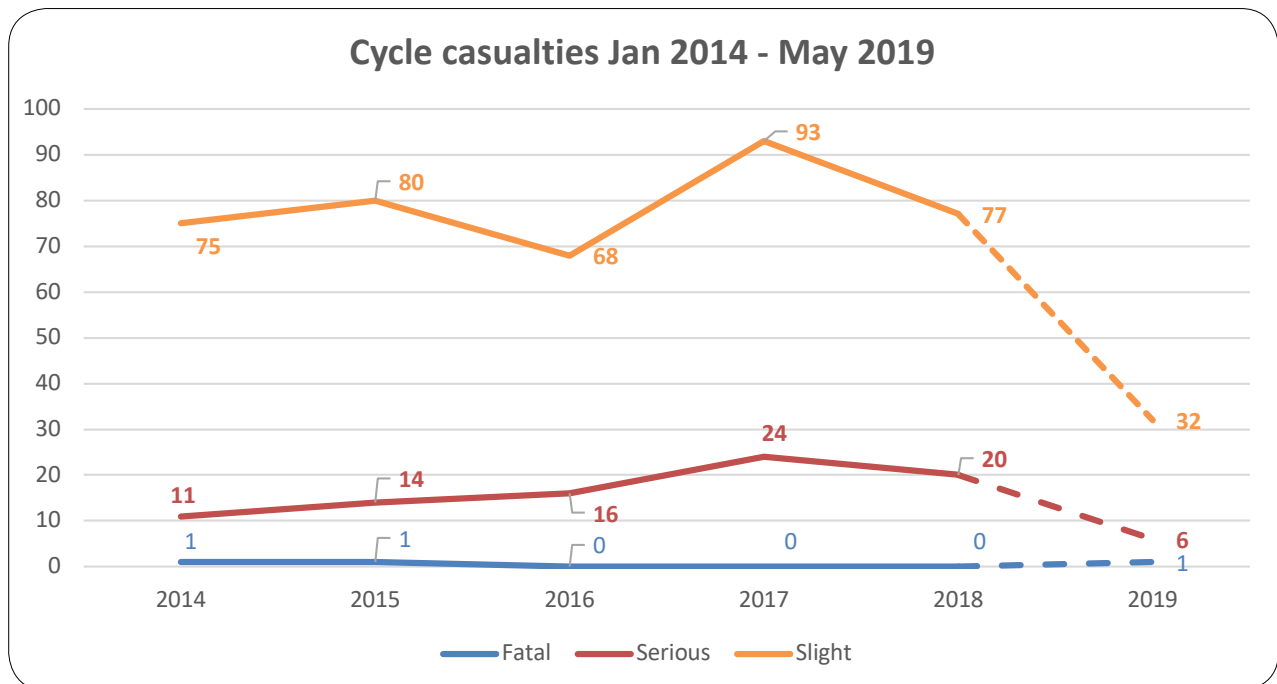
2019 figure correct as of May 2019

Where do we want to be in five years? What will good look like?

- Year on year reductions in crime and antisocial behaviour
- Fewer people dependent on drugs and alcohol and those that are accessing treatment and recovery programmes
- Stronger community cohesion, particularly in areas of deprivation
- More programmes to address the underlying causes of crime, e.g. programmes supporting people into employment.
- Increased levels of cycling and walking, particularly for short local journeys
- Reduced levels of injury associated with traffic accidents

Recommendations:

- There needs to be zero tolerance of violence both within services and communities. The local community safety partnership should adopt a public health approach to violence prevention in North East Lincolnshire.

- To support schools to develop car-free travel

Open spaces

Open space takes many forms including parks, play areas, woodland, and allotments. Often open spaces incorporate green and blue infrastructure: green spaces and other environmental features and water bodies such as streams, ponds, and rivers.

Urban design that incorporates high quality green and blue infrastructure can boost physical and mental wellbeing and support people to make healthy choices. An umbrella review carried out on behalf of Public Health England found that increased access to the natural environment is associated with increased physical activity, reduced risk of cardiovascular disease, increased motivation to engage in physical activity, reduced obesity among adolescents, and improved mental health outcomes. [17]Although not covered by this umbrella review, proximity to open green spaces in urban areas has also been associated with lower levels of stress.[18]

Evidence shows that green spaces can bring people together, creating community cohesion and improving the health and wellbeing of a community through opportunities for recreation, exercise, social interaction, community food-growing, and gardening.[19]

Evidence also suggests reduced health inequalities in greener areas. A study conducted in 2008 found that in greener areas, all-cause mortality rates were 43 per cent higher for the most deprived groups compared to the least deprived groups. However in the least green areas, all-cause mortality rates were 93 per cent higher for the most deprived groups.[20]

Green space can impact positively on other aspects of place and deliver a combination of environmental and social benefits. For example, coniferous trees have been found to be the most effective in absorbing particulate matter, offering protection throughout the winter months when particulate matter levels can rise and therefore reducing the risk of respiratory and cardiovascular disease, cancer, asthma, and other pollution-related mortality.[21] Green and blue infrastructure helps to ensure cleaner air and lower perceived noise.[22] Therefore, locally the greening of the urban environment may help to address air quality issues in the borough and support adaption to climate change.

NEL Outcomes Framework
There are strong links between the provision of and access to open spaces and achieving the outcomes in North East Lincolnshire's Outcomes Framework.

[17]Bird et al. Built and natural environment planning principles for promoting health: an umbrella review. BMC Public Health: 2018.
[18]Grahn, P., and Stigsdotter, U.A., (2003). Landscape planning and stress. Urban Forestry & Urban Greening. 2 (1), 1-18.
[19]Public Health England and UCL Institute of Health Equity. Local action on health inequalities: Improving access to green spaces. London: September 2014.
[20]Mitchell R, Popham F. Effect of exposure to natural environment on health inequalities: an observational population study. Lancet 2008; 372: 1655-1660
[21]Public Health England. Healthy High Streets: Good Place-Making in an Urban Setting. London: January 2018.
[22]Public Health England. Healthy High Streets: Good Place-Making in an Urban Setting. London: January 2018

All people in NEL enjoy and benefit from a strong economy	Quality open space provides an excellent natural environment to live, work, and play. Green infrastructure can drive economic growth and regeneration, helping to create attractive environments for businesses and investors.
All people in NEL feel safe and are safe	Open space is free and accessible to all with a variety of activities and usage that makes people feel safe and happy to be there.
All people in NEL enjoy good health and well being	Quality open space provides an excellent natural environment to live, work, and play, enhancing physical and mental health.
All people in NEL live in sustainable communities	A healthy natural environment supports sustainable communities.
All people in NEL fulfil their potential through skills and learning	Providing quality parks and play areas provides learning through play and social interaction with other members of the community.

How are we doing?

There are considerable strengths in North East Lincolnshire with regards to green and blue infrastructure. The borough contains internationally significant wildlife sites, areas of outstanding natural beauty (AONB) and open space and recreational facilities. In addition to our seaside resort (Cleethorpes), to the north and east of the borough is the Humber estuary with important coastal wetlands, whilst passing through the middle of the borough we have the River Freshney corridor. Locally, access to open space is also being prioritised in planning policy.

The importance of access to open spaces is recognised in North East Lincolnshire's Local Plan, a guide to development in North East Lincolnshire looking forward until 2032. The Local Plan was formally signed off in 2018 and contains 10 strategic objectives and 49 contributing policies to guide the use of land in the borough. Establishing protecting, and maintaining a network of accessible good quality open space, sport and recreation facilities have been recognised as a contributor to the strategic objective of narrowing health and social inequalities in the borough, and the local plan includes a policy on developing a green infrastructure network and a policy on green space and recreation.

Local standards for the provision and accessibility of open spaces have been adopted by the local plan. These are to be met or exceeded in new developments and are visualised in Table 2, although no local standard has been set for woodland or for the accessibility of allotments.

Table 2: Green space standards, as adopted by North East Lincolnshire's Local Plan

Current green space standards[23]					
Open space type	National standard, or recognised established guidance	Local evidence	Current local standard (provision)	Current local standard (accessibility)	Contribution trigger
Natural green space	1ha/1,000 population (ANGSt) Access to green space: 1. at least one 20ha site within 2km of home; 2. one 100ha site within 5km of home; 3. one 500ha site within 10km of home.	Green Space Strategy (2011), (review 2015)	1ha/1,000 population (in addition, sites will be required to provide Boundary landscaping where appropriate)	Informal amenity space - within 200m Local recreational area - within 400m	All development of 10 units of more
Children's play	0.8ha/1,000 population, of which 0.25ha should be designated equipped playing space	Play Strategy (2008), (review 2015)	0.8ha/1,000 population, of which 0.1ha should be designated equipped playing space	Within 800m	All development of 50 units of more)on or offsite)
Outdoor Sports	1.6ha/1,000 population	Playing Pitch Strategy (2011)	1.6ha/1,000 population	Within 1,200m	All development of 250 units or more (on or offsite)
Allotments	0.5ha/1,000 households (National Society of Allotment and Leisure Gardeners)	Allotment Strategy (2011)	0.2ha/1,000 population	No local standard has been set	All development of 250 units or more (on or offsite)
Woodland	Access to woodland: 1. 2ha within 500m 2. 20ha within 4km	N/A	No local standard has been set	No local standard has been set	No trigger identified

Buffer zones around parks and green spaces

As set out in the local plan, North East Lincolnshire Council are also protecting areas of green infrastructure from development where the development would impact upon the green value of the land as a buffer between sensitive uses (e.g. employment and residential use). 1km buffer zones around parks and 300m buffer zones around green space have been adopted.

[23]North East Lincolnshire Council. Local Plan 2013 to 2032 (Adopted 2018).

Figure 6: 1km buffer zones around parks in North East Lincolnshire
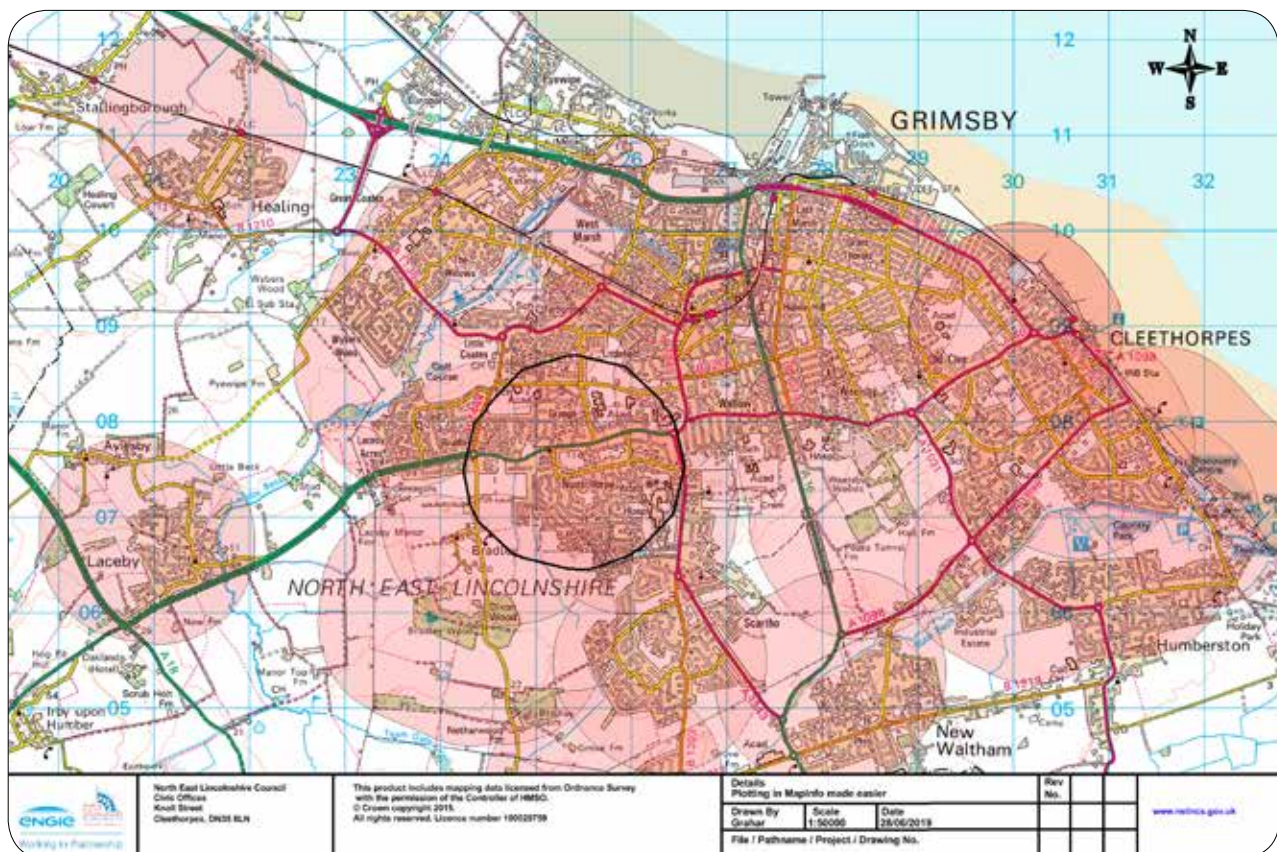
Case study: Grimsby West

The greatest single area of expansion as envisioned within the Local Plan will be the Grimsby West development, where around 3500 houses are proposed over the period covered by the local plan. This development has been planned with the aim of creating a healthy and sustainable community with a good mix of high quality houses, green space, local amenities, and pedestrian and cyclist facilities. Conditions of the Grimsby West development include the provision of three equipped play areas, an area of no less than 2 hectares of allotments, and the provision of 3 adult sports fields including changing and parking facilities. The Grimsby West development will also connect to the River Freshney ecological corridor through the creation of Freshney Valley Country Park. This green corridor passes through the middle of the North East Lincolnshire and contains a well-used footpath and cycle path for commuting.

Acreage and accessibility of open spaces

As of 2016 there were 806 acres (32.6km2) of parks and open spaces in North East Lincolnshire, representing approximately 16% of North East Lincolnshire's total area. Approximately 83% of residents lived within a 10 minute walk of a park or outdoor space and the majority of urban areas in North East Lincolnshire were within a 10 minute walking distance of a park or open space.[24]

Nevertheless, in 2018 a new country park opened in West Marsh next to the River Freshney. West Marsh Country Park was included as a planning condition for the housing development around it and has been created out of an old land-fill site.

As of 2019, there are 65 parks and play areas in North East Lincolnshire which are managed either by NELC or Parish Councils. These contain a mixture of facilities for recreation and sport including facilities for bowling, tennis, football and cricket.

[24]North East Lincolnshire Council. State of the Borough 2018.

Lake at West Marsh Country Park

Play areas

Many of the parks and green spaces within North East Lincolnshire also contain play areas. A review of local play areas carried out in 2017 found that there is disparity in the distribution of play areas across North East Lincolnshire, with some of the more socio-economic deprived wards lacking facilities for play. Since this review was carried out, a new country park has opened in West Marsh, one of the wards found to contain less designated equipped playing space, although this new country park does not contain a play area.

The review carried out in 2017 acknowledged the positive impact a park or play area can have on the children and young people within a community. Feedback from the task and finish group involved in this review found that play areas are seen as important community assets.

The local standard for play areas is that everyone lives within 800m of one, and that 0.8 hectares per 1,000 people of space for children's play is available, of which 0.1ha should be designated equipped play space.

As identified in Table 2, this is a lower standard for the provision of designated equipped play space than is recommended nationally by Fields In Trust, who recommend 0.25ha per 1,000 people of designated equipped play space.[25]

Nationally, many areas have introduced smoke free play areas, using signage to promote a voluntary no smoking policy, as part of efforts to inspire a smoke-free generation and protect young people from the harm of second hand smoke. Analysis of the Our Place Survey results suggests there would be popular support for this in North East Lincolnshire. 90.7% of respondents answered that they would support a smoke free zone in and around children's play areas, with only 4.4.% of respondents not supporting this and the remaining respondents (4.9%) uncertain. This did not vary substantially based on the geographic or demographic characteristics of respondents.

[25]Fields in Trust. Guidance for Outdoor Sport and Play Beyond the Six Acre Standard, England. Available from: http://www.fieldsintrust.org/Guidance

Young people who view parks, outdoor areas and green spaces as good or very good

In 2019, the fifth Adolescent Lifestyle Survey was carried out in North East Lincolnshire. This health and lifestyle themed survey was offered to secondary school pupils (school years 7 to 11) in North East Lincolnshire. Young people were asked what they thought of parks and play areas in their local area. 22.3% of young people thought parks and play areas in their area were good or very good, a decrease since the 2015 survey which found that a quarter of young people (24.2%) thought that the parks and play areas in their local area were good or very good, and a considerable decrease on the 2011 survey where almost a third (31.5%) of young people felt parks and play areas were good.

The proportion of young people who felt parks and play areas in their area were good or very good also reduced as age increased (falling from 30.5% of year 7 pupils to 13.2% of year 11 pupils).

Figure 7: Young people's opinions of parks and play areas in North East Lincolnshire, 2019
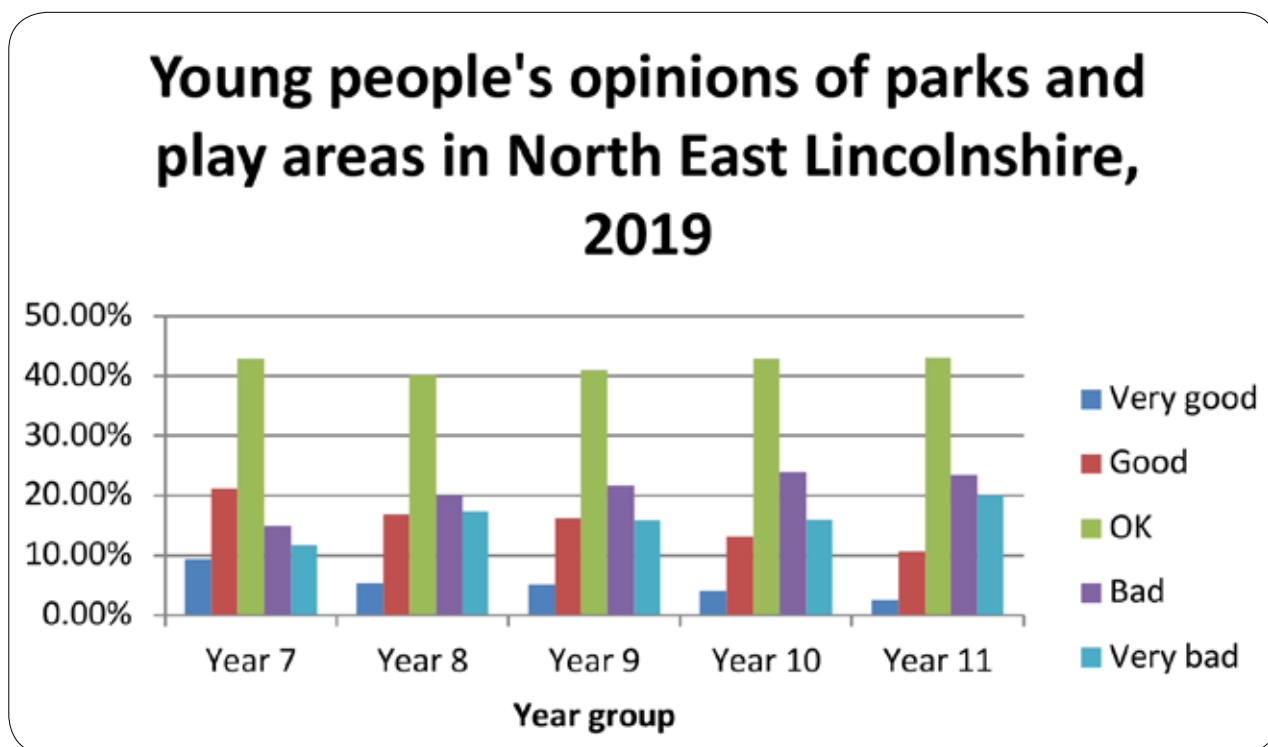
Utilisation of outdoor space

The most recently available data from Natural England's Monitor of Engagement with the Natural Environment (MENE) survey (2015/16) suggests that 22.6% of the local population used outdoor space for exercise/health reasons, greater than both the regional percentage (17.5%) and the England percentage (17.9%). *(The 2016/17 MENE survey sample size was around 10,000 in England and therefore not sufficient to produce reliable estimates at the local authority level.)* However, anecdotal evidence suggests that some local children have not seen the beach.

Where do we want to be in five years? What will good look like?

An open space strategy is currently in development with the aim of ensuring people are able to benefit from well-maintained open spaces. This strategy will include considerations such as path maintenance in parks, emptying bins, grass cutting, and tree maintenance.

Alongside encouraging utilisation of and interaction with open spaces, moving forwards the council are also working to encourage local stewardship of open spaces in the borough, recognising the role that the whole of society play in looking after the natural environment.

Generating interest in open spaces

In the spring of 2019, a coalition of environmental organisations working across Birmingham launched the Big Green conversation. This initiative is supporting communities to share their voice about how the city could protect the environment and make Birmingham a better place to live. Based on this insight, a People's Charter for the Environment will be created and fed into discussions around planning. However, the intention is that the Big Green Conversation will continue and that these conversations will generate green action.

Locally, a variety of previous surveys and engagement activity have provided insight on people's thoughts about open spaces and the local environment. However, inspired by this initiative in Birmingham, where we have gaps in local knowledge about the relationship between the community and the environment, the council will be engaging in conversation with our local communities. It is hoped that these conversations will help to encourage active and sustainable use of parks and open spaces, whilst at the same time promoting health and wellbeing. This initiative may help to mitigate the falling opinions of young people about local parks and green spaces as the project may involve linking up with schools to support the curriculum.

Recommendations:

- To support provision of opportunities to increase people's access to open spaces in the Borough and consider how we better connect people to the Lincolnshire Wolds and the coast

- To identify ways of increasing usage of parks which should include utilisation of existing play areas

- We should introduce smoke free zones in and around play areas as recommended in our Northern Lincolnshire Tobacco Control Strategy

Cohesiveness / belonging / community

Centre4, a community centre based in the Nunsthorpe estate in Grimsby, was asked to conduct research over the summer of 2019 to understand community perspectives on what makes a healthy place. This insight has been hugely informative for this year's report and reflects established evidence about the importance of social capital and community cohesiveness.

Community or social capital is comprised of a variety of factors, including community networks, civic engagement, sense of belonging, trust in the community, and cooperation with others.[26] It is influenced by the ability of communities to define and organise themselves, and also by the extent to which local and national organisations attempt to involve and engage with communities.[27]

There is growing evidence that demonstrates the link between living in a highly cohesive community and individual mental health and wellbeing.[28] Having the support of neighbours and social networks, and the opportunity to join locally-organised groups and associations, can support social engagement in communities and increase social connections, which are important to people's sense of wellbeing, belonging, and happiness.

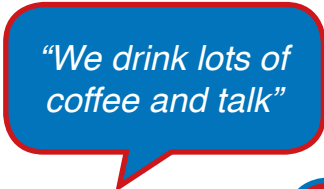Social support is particularly important in increasing people's resilience and promoting recovery from illness.[29] Individuals who are socially isolated have been found to be between two and five times more likely than those who have strong social ties to die prematurely.[30]

Alongside improving resilience, social capital can be a buffer against particular risks of poor health, with social support and connections helping people navigate economic or other difficulties.[31]

Community perspectives on what makes a community healthy

Online and face to face conversations and participatory tools were used over a four week period in the summer of 2019 to get a sense of what a healthy community means to people that use Centre4 in Grimsby.

Whether people responded via Facebook, writing on a graffiti wall, or by putting a post-it on a hot air balloon there were clear patterns to their responses. People felt that a healthy community is a connected community where people respect and get on with each other. The importance of friendships and of talking and listening to each other was emphasised.

"We drink lots of coffee and talk"

"It's good to talk and listen"

[26] The Marmot Review Team. Fair Society, Healthy Lives: Strategic review of health inequalities in England, post-2010.
[27] The Marmot Review Team. Fair Society, Healthy Lives: Strategic review of health inequalities in England, post-2010.
[28] The Marmot Review Team. Fair Society, Healthy Lives: Strategic review of health inequalities in England, post-2010.
[29] Buck, David and Gregory, Sarah. Improving the public's health: A resource for local authorities. King's Fund; 2013.
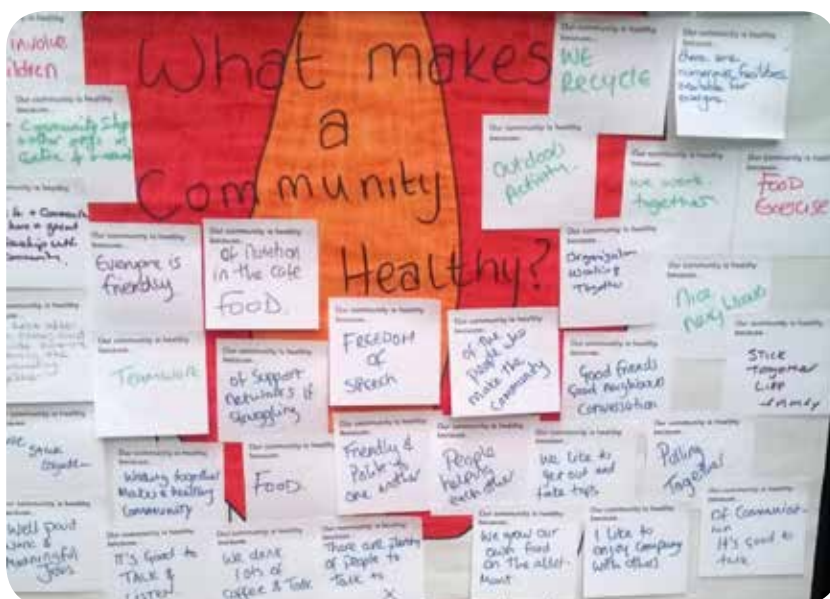[30] The Marmot Review Team. Fair Society, Healthy Lives: Strategic review of health inequalities in England, post-2010.
[31] The Marmot Review Team. Fair Society, Healthy Lives: Strategic review of health inequalities in England, post-2010.

But it is more than just talking – a healthy community is one where the community voice is valued and input from all sections of the community, including children, is valued. It is important that people have the freedom to say what they want without judgement.

A healthy community looks out for each other and pulls together – where people help each other – and where support networks are strong.

A healthy community is also somewhere that has things to do; activities, events, and opportunities to learn about a variety of things including food, healthy eating, exercise, and recycling. It is also about the wider environment - for one young child it was about keeping the neighbourhood clean.

People also talked about the importance of being able to access services and support. One person noted the importance of well-paid work and meaningful jobs, another proximity to good medical care. A community where people have choice and support through a community centre was seen as healthy. One person noted the absence of a place like Centre4 in their neighbourhood meant that their community was 'not quite healthy', reflecting national evidence about the importance of an identifiable community space for community cohesion and social interaction.[32] Organisations working together, being connected, and developing relationships with each other as well as the people that use their services are also viewed as important components of a healthy community.

These findings are mirrored by the 2019 Adolescent Lifestyle Survey, a health and lifestyle themed survey offered to young people at secondary schools in North East Lincolnshire (young people aged 11 to 16). As part of this survey, young people were asked what makes their local area a good place to live, and the most common response (from 47.8% of young people) was 'Lots of places to meet up with friends'. Similarly, 28.4% of young people answered that 'People are friendly and help each other'. This is illustrated in Figure 8.

"We stick together like family"

"We look after each other and provide events to bring the community together."

"Centre4 and the Community Shop have a great relationship with the community"

[32]Public Health England. Healthy High Streets: Good Place-Making in an Urban Setting. London: January 2018.

Figure 8: Reasons why young people think their local area is a good place to live, North East Lincolnshire Adolescent Lifestyle Survey, 2019 [Source: North East Lincolnshire Adolescent Lifestyle Survey, 2019]

Lots of places to meet up with friends
47.6%

Sports and Leisure facilities
29.7%

People are friendly and help each other
28.4%

Good parks/outdoor areas/green spaces
32.8%

Activities for teenagers
21.0%

Good shopping facilities
26.3%
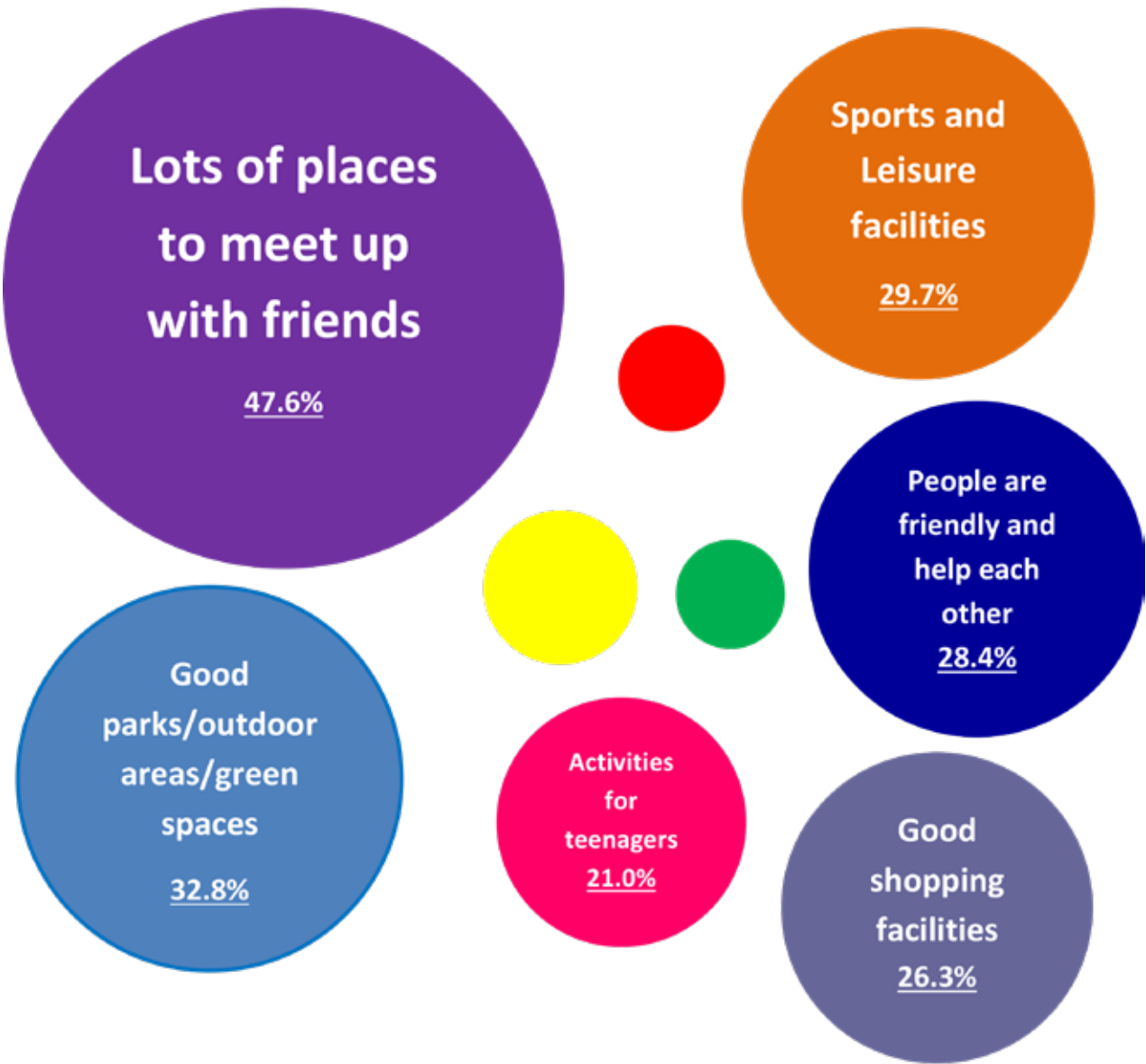
Key

	Good job prospects (9.0%)
	Good place to gain skills and qualifications for the future (12.8%)
	Other (8.8%)

How are we doing currently?

Notwithstanding the importance of community cohesion to personal and collective wellbeing, and the clear importance placed on this at an individual level, there are obvious challenges locally.

The LGA Inform report into cohesion and integration provides data which enables a comparison with our CIPFA nearest neighbours (local authorities which are considered to be similar to our own and are our benchmarking peers).[33]

In summary:

- We have a high number of lower super output areas where cohesion is a concern

- 26% of our children under 16 are living in low income families

- we are ranked 17/56 amongst unitary councils for income deprivation affecting people over 60

- life expectancy is below the national average for men and women.

Official ethnicity, religion, and English proficiency data is based on the 2011 census which no longer provides an accurate reflection of our population. Electoral registration and schools data indicate an increasing proportion of more recently arrived white European residents. We have local demand for English for Speakers of Other Languages (ESOL) courses and related support.

Our 2019 economic assessment includes profiles of our working and non-working age population, including economic activity rates, the nature of employment, earnings levels, and attainment levels. Low pay, temporary contracts, and seasonal employment continue to be problematic and have a negative impact on people's willingness and ability to become engaged in wider civic activity.

A more detailed set of measures are being worked on by councils and the government in the 5 national integration areas. We will review these when they become available to enhance our local data set.

Our Place Survey

The results from the Our Place survey conducted in 2017/18 reinforce these challenges. The Our Place survey demonstrated that pride in area varied significantly between wards, with only 9.1% of respondents from the East Marsh feeling proud of the area they live in comparison to 60.5% of respondents from Waltham. Likewise, the most deprived wards of the borough had lower percentages of respondents who agreed or strongly agreed that their neighbourhood is an area where people with a mixture of backgrounds can get along together. East Marsh had the lowest proportion of respondents who agreed or strongly agreed with this (36%). Results from the survey also indicated that those living in more deprived wards were more likely to disagree that people in their neighbourhood pull together to improve the local area.

On a more positive note, 66.8% of respondents agreed or strongly agreed that they feel they belong in North East Lincolnshire. The majority of respondents (72.1%) also agreed or strongly agreed that they feel they belong on their street. Sense of belonging was slightly greater for older age groups, mirroring national evidence that young people feel less connected to their neighbourhood than older adults.[34] It is also worth noting that for those wards where pride in area was low, sense of belonging was significantly higher; for example, whilst only 9.1% of respondents from the East Marsh felt proud of the area they live in, 44% of respondents from the East Marsh felt that they belong on their street.

Likewise, positive developments in the voluntary, community, and social enterprise (VCSE) sector are helping to bring the community together.

[33]Local Government Association. LGA Research: Cohesion and Integration in North East Lincolnshire. Available from: https://lginform.local.gov.uk/reports/view/lga-research/lga-research-cohesion-and-integration?mod-area=E06000012#Introduction
[34]Office for National Statistics. Are young people detached from their neighbourhoods? [online]. Available from: https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/areyoungpeopledetachedfromtheirneighbourhoods/2019-07-24

Freeman Street Market

Freeman Street Market in Grimsby is one of only three locations, and the only market, to have been shortlisted in the Champion Award category for the Great British High Street Awards. This award recognises the UK's best high streets with exceptionally strong local communities. The market is run by the Enrolled Freemen of Grimsby, who have redeveloped the market into a modern, attractive place for customers and traders, with standalone shop units, ultrafast broadband, and energy efficient lighting. In defiance of the national average, the market boasts an 85% occupancy rate.[35] Alongside the footfall of visitors who visit the independently-run retail and food outlets every week, the market also hosts a wide range of events for the community, including cookery demonstrations, theatre and arts groups, record fairs, craft fairs and DWP job fairs.

The market also houses the Hub, a state of the art business facility opened in 2013. The Hub, part funded by the ERDF, is home to a number of businesses and agencies involved in various sectors including work based training, rehabilitation for ex-offenders, mental health support, and life skills for young adults with learning difficulties. Within the Hub there is also a large seminar room in which events such as art exhibitions, family fun days, pantomimes and business seminars are held throughout the year. From the outset, the Hub has sought to attract start-up businesses by offering flexibility with easy in easy out terms and all-inclusive rents, lowering the level of commitment required but seeking to retain tenants with a high standard of service and facilities.

Alongside its strong community focus, Freeman Street Market can be appreciated as a physical and societal environment that protects and promotes health. One of the key strands of work of the freemen has been looking after the environment; as a result, active travel to and from Freeman Street Market has been supported through the creation of a travel plan and the construction of a cycle storage facility. The freemen also work closely with environmental health to ensure food hygiene amongst food outlets, requiring all food traders at the market to have a hygiene rating of 5 stars.

Freeman Street Market

[35]Mission For Markets Survey, 2017-2018 [online]. Available from:. https://www.mission4markets.uk/survey/17-18.html

What are the current priorities / what are we doing?

Maintaining an infrastructure to support organisations and groups

- Active engagement with the VCSE sector via a forum as well as ongoing relationship building and a growing recognition of the reach of the sector and their ability to actively engage communities in social, economic and environmental activity

- Support asset/service transfers to the community and develop relationships with all community hubs.

- Support organisations in respect of governance /HR /finance/safeguarding/ access to funding

- Provision of hubs that react to local need and adopt a co-production approach to supporting families and communities.

Building Capacity

- Support and contribute to the successful delivery of community initiatives including: Empowering Places (Centre 4), PBSA, Creative Civic Change, Together for Children.

- Connecting people with the history and culture of our borough and using assets that people value to develop and enhance community capacity

- Maximise social value opportunities to promote greater cohesion and to support local growth through making the most of local public funds (the NEL£)

Building resilience / Resourcefulness

- Actively working with communities traditionally labelled as 'at risk' to enable them to shape and deliver community improvement projects

- Recognising that challenge and opportunity is often most impacted on by family and social networks, and adopting a whole family restorative approach to prevention and early intervention

Building cohesion, with and through services

- Building dementia friendly communities

- Work with people new to NEL to support their access to services and integration

- Volunteering – with a specific focus on Side by side, lifestyle, spotlight, advocacy and buddies and the showcasing of smaller community groups making an impact in their communities

- Launch our engagement strategy which sets out how we will work with communities in ways that reflect the diversity of the towns, villages and people of North East Lincolnshire.

Where do we want to be in 5 years' time?

A place where people are more in control of their own lives, are happier, healthier, and more prosperous/resilient.

What's our vision?

We want North East Lincolnshire to be a place where:

- people are supported to live independently and have access to the means to connect to other people and places

- all its citizens, partner organisations, and visitors have access to a high quality, well maintained natural and built environment

- we can celebrate our natural heritage and cultural offer

- residents and partner agencies are encouraged and empowered both individually and in partnership to help shape support and contribute to the communities in which they live, work, and play

- communities support each other and engender a sense of community cohesion and civic pride.

Recommendations:

- To support communities in their pursuit of places that provide local residents with the opportunity to meet, socialise and engage in social group activities

- To establish a partnership to drive forward the sustainable communities' outcome which will consider this report as one of its first actions

Getting around

An umbrella literature review conducted by the University of the West of England identified that one of the five aspects of the built and natural environment that can be shaped by local planning policy to influence health outcomes is transport.[36]

Transport is a vital part of everyone's everyday lives and can contribute to people's physical and mental health. There are two main ways in which transport infrastructure and services do this:

- Providing the physical spaces in which people can walk, cycle, or scoot either as a way of getting from a to b or as a leisure activity helping people incorporate active travel and physical activity into their daily routine.

- Enabling transport services that link people to key local services, such as local shops, education, leisure and healthcare centres as well as their friends and family.

Through well planned and managed transport networks, the council and its partners can:

- reduce inactivity levels associated with driving everywhere by encouraging and enabling more physically active modes such as cycling and walking.

- help lower vehicle emissions and the negative effects of air pollution

- reduce traffic noise

- reduce traffic accidents

- provide convenient access to local amenities

Physical infrastructure

Well-designed streets and public spaces help our local built environment to support people to be physically active. The introduction of cycle paths and footways as part of developments along with other measures such as the implementation of 20mph zones, traffic calming, and improved street lighting can all bring about an environment in which people feel safe and comfortable making shorter local journeys on foot or by bike.

An umbrella review published in 2018 found that neighbourhood design which provides infrastructure for active travel is associated with increased physical activity, increased mobility, and improved weight status.[37] Likewise, provision of traffic calming measures is associated with increased physical activity, reduced risk of pedestrian injury and road traffic collision, and increased pedestrian activity.[38]

More people walking and cycling for short journeys can also help to reduce road congestion and air pollution.

For longer distance trips, such as those to work, the need for dedicated infrastructure remains if cycling particularly is to provide a realistic alternative to private car use for the daily commute. Within North East Lincolnshire there are over 65km of dedicated cycle routes, including on-road lanes and off-road paths linking many parts of the Borough. The network has been developed over the last two decades and continues to be upgraded as opportunities and funding allows.

[36]Public Health England. Spatial Planning for Health: An evidence resource for planning and designing healthier places. London: June 2017.
[37]Bird et al. Built and natural environment planning principles for promoting health: an umbrella review. BMC Public Health: 2018.
[38]Bird et al. Built and natural environment planning principles for promoting health: an umbrella review. BMC Public Health: 2018.

Access

A transport system that makes it easier and safer for people to walk to the shops, schools, and other amenities can help improve people's health by reducing social isolation and increasing levels of physical activity. Improving neighbourhood walkability has been shown particularly to impact positively on social interaction among older adults.[39] Easy access to a local supermarket selling fresh food can encourage healthy eating, being able to access a local leisure or social centre makes it more likely that people will be active, and ensuring that people can get to local healthcare provision means that if they do become ill then they can get treatment at an early stage and not see their condition worsen.

The need to consider access to key local services is particularly important in the most deprived parts of the Borough where car ownership is lower than both local and national averages, and as such travel horizons are considerably shorter.

Transport systems must be accessible for everyone so as to not widen socio-economic inequalities by limiting some people's ability to access services, good jobs, and travel to health appointments.[40]

NEL Outcomes Framework

The table below identifies how transport contributes to the NEL Outcomes Framework.

All people in NEL enjoy and benefit from a strong economy	• Enabling sustainable access to work opportunities particularly those people who do not have access to their own vehicle. • Reducing the negative effects of traffic congestion and delay on local business.
All people in NEL feel safe and are safe	• Improving road safety and reducing the likelihood of risk of traffic accidents.
All people in NEL enjoy good health and well being	• Promoting and enabling opportunities for increased levels of active travel. • Reducing traffic related emissions • Enabling access to healthcare services.
All people in NEL live in sustainable communities	• Encouraging and providing for more local journeys by means other than the private car.
All people in NEL fulfil their potential through skills and learning	• Enabling access to education and training facilities.

[39]Public Health England. Spatial Planning for Health: An evidence resource for planning and designing healthier places. London: June 2017.
[40]The Marmot Review Team. Fair Society, Healthy Lives: Strategic review of health inequalities in England, post-2010.

Current Priorities

Local Transport Plan (LTP) challenges

Within the council's transport strategy the desire to improve people's health by encouraging and enabling more physically active travel and to reduce the number of people killed or injured as a result of traffic accidents are two of the eight transport challenges identified in the Local Transport Plan.

- Enable sustainable growth through effective transport provision.

- Improve journey times and reliability by reducing congestion.

- Support regeneration and employment by connecting people to education, training and jobs.

- Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, healthcare, social and leisure opportunities.

- Improve the health of individuals by encouraging and enabling more physically active travel.

- Provide safe access and reduce the risk of loss, death or injury due to transport collisions or crime.

- Improve the journey experience on the local transport network.

- Ensuring that transport contributes to environmental excellence, including managing air quality and reducing transport-related greenhouse gas emissions.

In order to meet these challenges the council is delivering a range of infrastructure improvements including:

- New cycling routes and cycle parking facilities at local destinations

- New and upgraded pedestrian crossings

- Expanding the roll-out of dropped kerbs providing assistance for people in wheelchairs/scooters and families with prams/buggies

- Improved bus stop waiting areas

- Installation of Electric Vehicle charge points

- Introduction of 20mph zones outside local schools and in residential areas

- Road safety and traffic calming measures to reduce traffic flows and speed.

How are we doing?

Table 3: Snapshot of journeys to work taken from NEL Business Travel Plans (2017/2019)

Business / Organisation	Mode share (%)			
	Cycle/Walk	Car (alone)	Bus/Train/ Car (share)	Other
Grimsby Leisure Centre (2018)	15	78	7	0
Grimsby Leisure Centre (2019)	22	68	10	0
Cleethorpes Leisure Centre (2017)	18	59	13	10
Cleethorpes Leisure Centre (2018)	20	54	17	9
Freeman Street Market (2018)	8	54	25	13
New Oxford House (2018)	0	93	6	1
New Oxford House (2019)	9	76	9	6
NLAG (2018)	10	73	10	7
Stagecoach (2019)	34	58	8	0
YMCA (2018)	25	63	9	3
Community Learning (2019)	48	10	32	10
Seachill (2019)	13	45	35	7
Grimsby Institute (2017)	11	78	11	0
Green Futures (2017)	29	46	24	1
NAViGO (2017)	9	85	5	1
CCG (2017)	5	90	5	0
AutoTrail (2017)	11	70	17	2
Ultimate Packaging (2017)	7	68	24	1
Ecotrol (2017)	2	73	17	8
Lincs Electrical Wholesalers (2017)	2	90	8	0

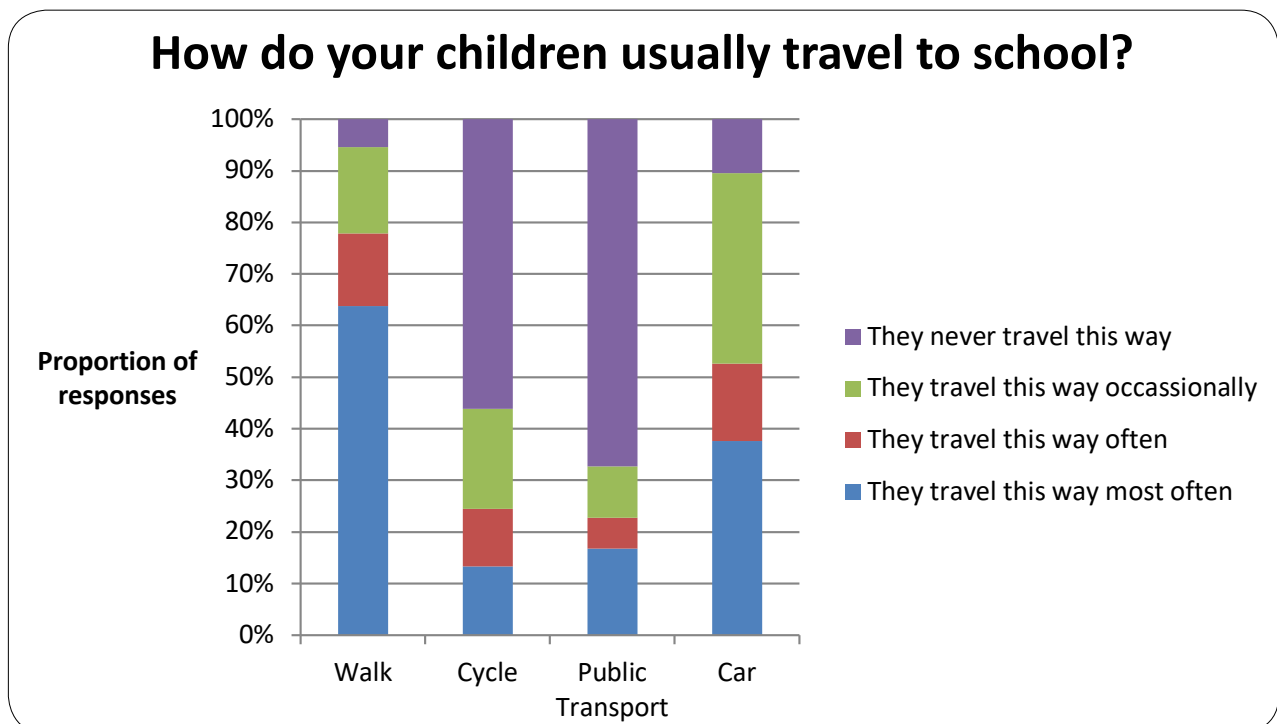**Table 4: Background cycling trips (selected sites across North East Lincolnshire)**

Year	Cycling trips (index to 2011/12 baseline = 100)
2011/12 base (100)	100.0
2012/13	104.7
2013/14	108.1
2014/15	109.1
2015/16	106.2
2016/17	110.0
2017/18	108.9

Modes of travel to schools

The locally conducted Our Place Survey asked respondents how their children usually travel to school. Figure 9 indicates that walking is the most popular means of travel for children to get to school, followed by travelling by car. Smaller proportions of respondents reported that their children travel to school often or most often by cycling or public transport.

Figure 9: How do your children usually travel to school? Responses from the Our Place Survey, 2017-18

How do your children usually travel to school?

Proportion of responses

Legend:
- They never travel this way
- They travel this way occasionally
- They travel this way often
- They travel this way most often

Categories: Walk, Cycle, Public Transport, Car

Source: Our Place, Our Future Survey, 2017-2018

Case study: New cycle infrastructure

One of the easiest ways to be more active is to incorporate physical activity into your everyday life, and choosing to cycle or walk to work instead of driving is a simple way to do this. Getting more people to make this choice requires the right infrastructure so that they feel safe, comfortable, and confident on their bike or on foot.

The installation of a new off road cycle route alongside Moody Lane and the new Humberland Link Road between Grimsby and Stallingborough will make it easier and safer for people to access jobs without the need to own their own car. The new route links up with existing infrastructure in the West Marsh area of Grimsby (and the wider network) enabling access to the South Humber Bank, Europarc, and the Pyewipe Industrial estate.

What will success look like?

Direct measures for success would be -

- Increased levels of cycling and walking particularly for short local journeys

- Reduced levels of injury associated with traffic accidents

It is almost impossible to directly attribute the wider impacts of a healthier place specifically to transport interventions. Therefore, whilst transport interventions directly and indirectly impact on physical and mental health in a variety of ways, it is difficult to identify other measures that would be robust enough.

Recommendations:

- To support schools to develop car-free travel

- The council and CCG should lead by example by adopting and promoting travel plans for all its main sites

Access to healthcare

There are both risks and assets in the built environment. Vulnerability can arise due to the absence of or inequitable access to resources needed for optimal health and development, such as healthcare facilities, or due to disproportionate exposure to risks in the environment such as air pollution.[41] Community design can be a source or solution to health vulnerabilities and just as the facilities within a community are important, so too is equitable access.

One aspect of improving both local and national health outcomes is therefore to look at access to healthcare. Easy access to a range of healthcare services is critical, however, some groups of patients may be experiencing obstacles in obtaining services within primary or secondary care and a common goal would be to work towards reducing inequalities in access. Improving access for all should contribute to better outcomes for the health of the local population as well as saving money.

Access to healthcare covers a spectrum of ideas from new ways of having appointments to the physical ability to be able to attend appointments. As defined by the World Health Organisation, accessible healthcare means the availability of healthcare services within reasonable reach of those who need them, but also requires that opening hours, appointment systems, and service organisation and delivery are not barriers to obtaining services when needed.[42]

Nationally, new ways of consultations, including telephone and online appointments, are on the increase. GPs are also now looking to expand upon the hours they open to make it easier for those who find it difficult to get to appointments during work time to be able to attend appointments. Out of hours support is important in aiding recovery and enabling people receiving secondary care services to continue in or re-enter employment.[43]

Some areas are also looking at creating access hubs so that a number of services can be housed under one roof, thus making it easier to manage patient conditions. Some of this includes better integration of existing schemes, so closer working with local care homes, mental health providers, ambulance services and NHS 111.

Physical access to healthcare services in North East Lincolnshire

The county of North East Lincolnshire is quite small. The three main areas are Grimsby, Cleethorpes and Immingham, and there is not much rurality, other than in the Wolds and Immingham Wards.

However, there are many difficulties facing some groups. There are those with conditions that preclude it being easy to actually get to their GP practice due to mobility and there is also the cost of getting to an appointment. If a centre is not within an easy distance to walk, then the reliance upon transport becomes prominent. If patients have access to a car, then this is of some help, otherwise the ability to use public transport requires consideration.

The locally conducted Our Place survey asked people about location of health services, including how far they would consider it reasonable to travel for a routine (non-urgent) healthcare appointment in a medical centre or GP practice. The most common response to this question was between 16 and 30 minutes; only 11% of respondents considered it reasonable to travel for longer than 30 minutes.

[41] Kochtitzky, Chris S. Vulnerable Populations and the Built Environment. In: Dannenberg, A.L., Frumkin, H. and Jackson, R.J., eds. *Making Healthy Places: Designing and Building for Health, Well-being and Sustainability*. Washington: 2011.
[42] World Health Organisation. Accessibility [online]. *World Health Organisation*. [Viewed 23 September 2019]. Available from: https://www.who.int/gender-equity-rights/understanding/accessibility-definition/en/
[43] The Marmot Review Team. Fair Society, Healthy Lives: Strategic review of health inequalities in England, post-2010.

Figure 10: How far do you consider it reasonable for you to travel to a routine (non-urgent) health or care appointment in a medical centre/GP Practice?
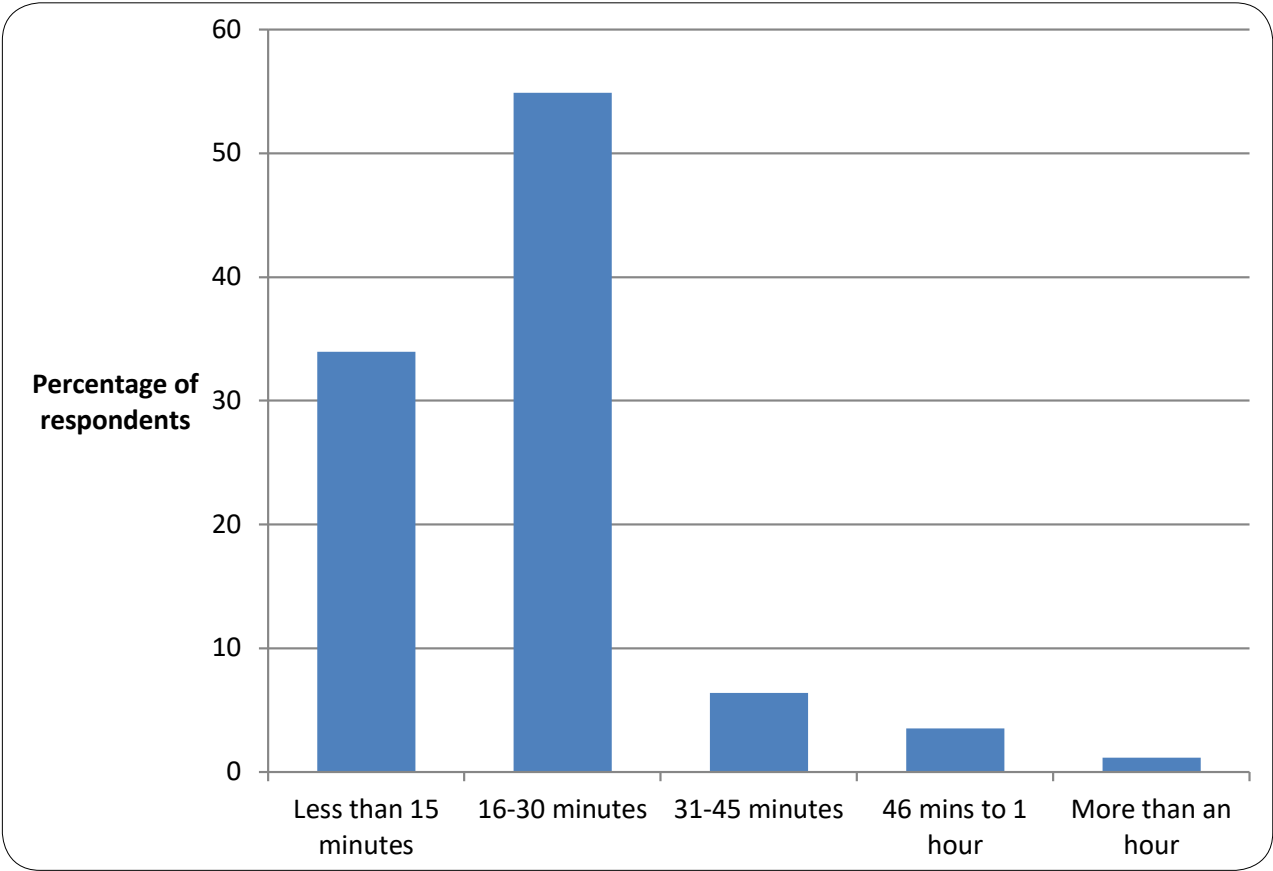
Source: Our Place, Our Future Survey, 2017-2018

One thing to consider when looking at accessibility is patient choice. Without access to primary care data for analysis, it is hard to see the distance for each individual in order to attend clinics. Circumstantial evidence suggests that a number of patients do not always attend their nearest surgery. Some may move houses within the borough, but maintain contact with their original surgery.

PUBLIC TRANSPORT

The maps below look at the latest data available from the Department of Transport (2016) to map the accessibility by public transport of primary and secondary healthcare services for those people living within North East Lincolnshire.

The map below suggests that the majority of households in the borough are able to get to a GP surgery by public transport or walking within a thirty minute timeframe. The only ward for which this is an issue is the Wolds, though this is the most rural and sparsely populated area in North

Figure 11: Access to a GP surgery by public transport or walking within a 30 minute timeframe for households in North East Lincolnshire
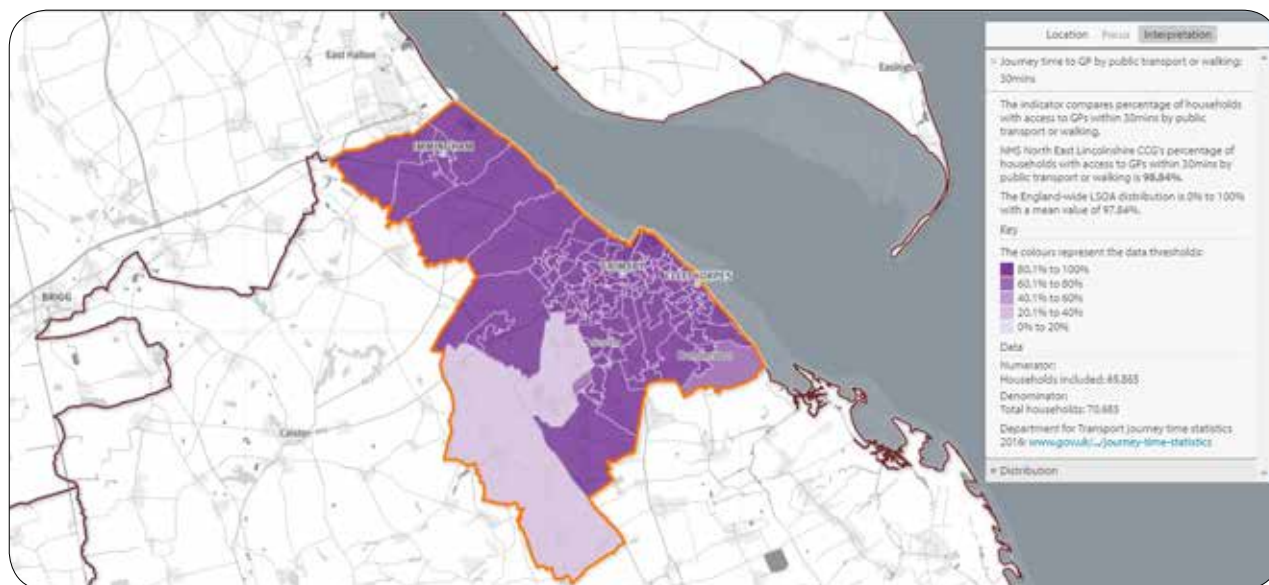
East Lincolnshire. 98.84% of North East Lincolnshire's households are able to access a GP within 30 minutes by public transport or walking. This is better than the national average of 97.84%.

Figure 12: Access to Diana, Princess of Wales Hospital by public transport or walking within a 30 minute timeframe for households in North East Lincolnshire
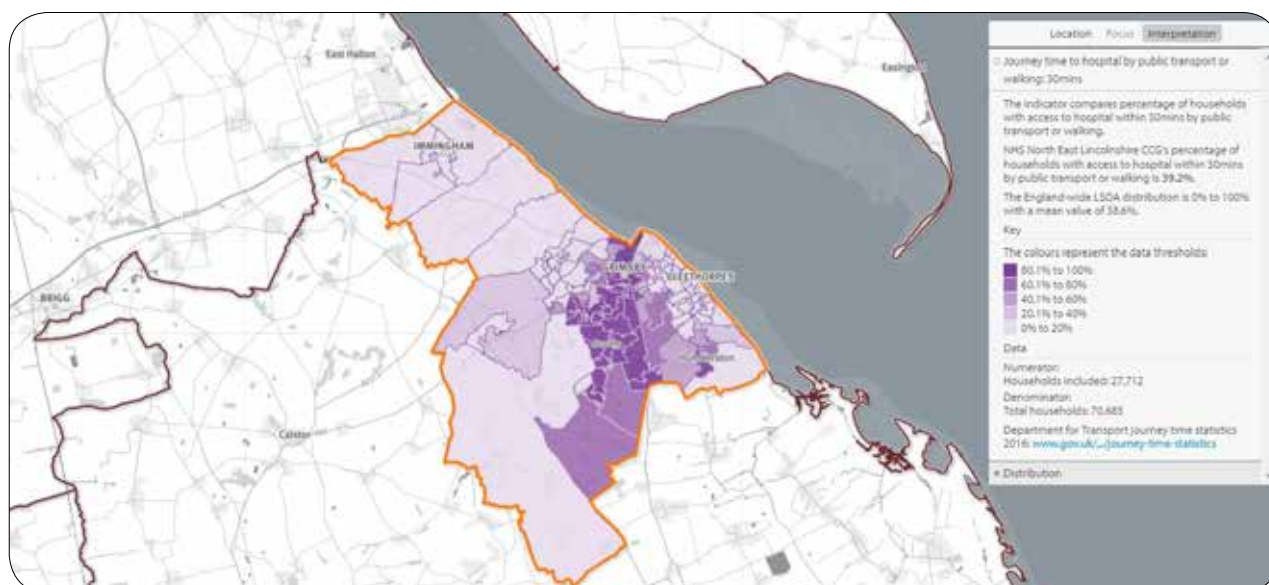
The map above looks at the ability to get to secondary care by public transport or walking within thirty minutes. There is only one hospital within the borough, which is Diana Princess of Wales Hospital, located within the ward of Scartho. The map shows that the highest concentration of accessibility is close to the location of the hospital. The rest of the area does not have a great

percentage of households able to get to the hospital by public transport within this timeframe, though the average for the whole area at 39.2% is greater than the national average of 38.6%

CAR
Observationally, access to the hospital for patient visitors and carers is quite often car dependent. This would make access to secondary care more difficult for those without access to a car.

The 2011 census indicated that 30.8% of households in NEL had no cars or vans in the household, and the locally conducted Our Place survey showed that those living in more deprived neighbourhoods are less likely to travel most frequently by car than those from the least deprived neighbourhoods.

Figure 13: Percentage of people whose most frequent method of travelling is by car, public transport, cycling and walking, responses by ward


Percentage of people whose most frequent method of travel is car, public transport, cycling and walking

Ward, ordered according to 2015 Indices of Multiple Deprivation score
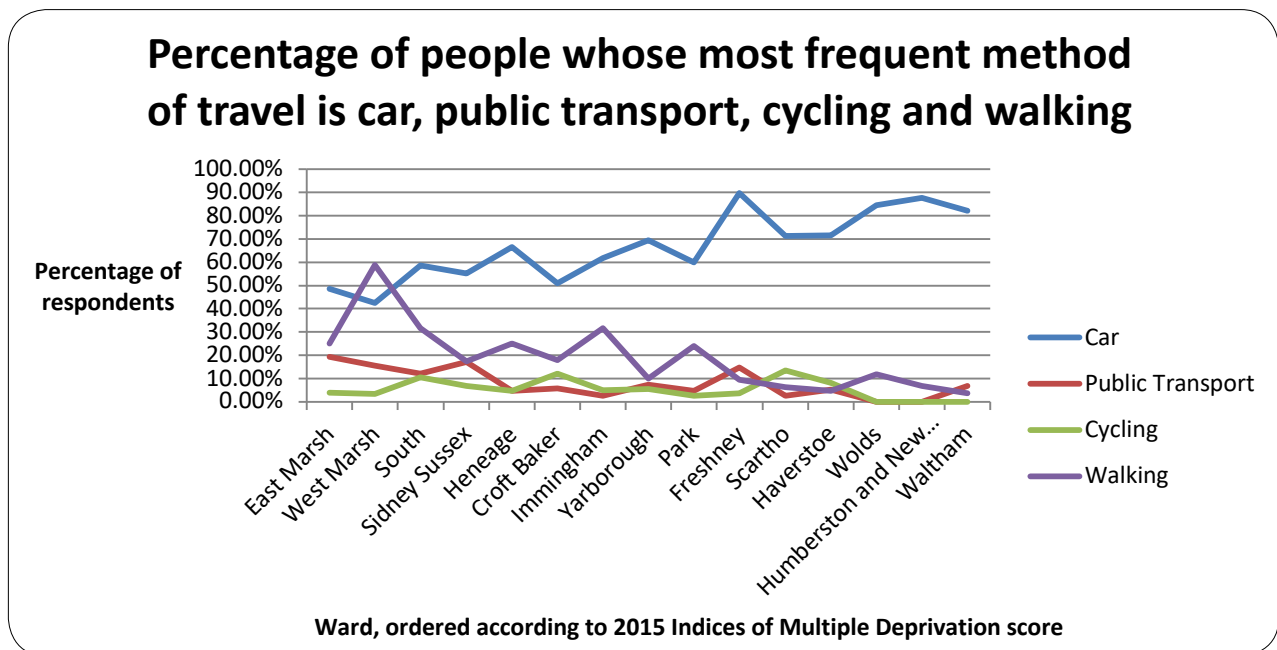
Source: Our Place, Our Future Survey, 2017-2018

SPECIALIST TREATMENT & NON EMERGENCY TRANSPORT
There is the issue of specialist services and how to access these. The nearest facility for specialist children's treatment is in Sheffield. This is also the case for other specialist areas which would include operations in Leeds and Nottingham.

Nevertheless, the locally conducted Our Place survey showed that whilst the majority of people would be willing to travel 16-30 minutes or less for a non-urgent/routine medical appointment, most people would be willing to travel for substantially longer for specialist treatment.

Figure 14: How long would you be prepared to travel for specialist treatment or investigations? Responses to the Our Place Survey, 2017-18
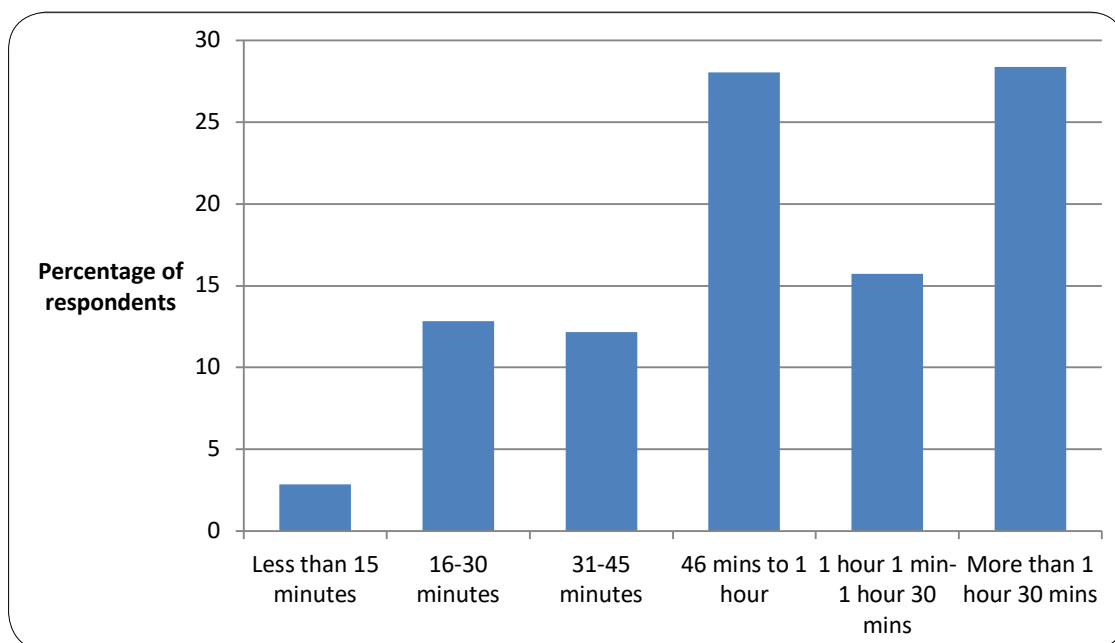
Source: Our Place, Our Future Survey, 2017-2018

Case study: Phone n Ride

Phone n Ride is a local demand responsive bus service that provides public transport journeys for people who do not have access to their own vehicles or other public transport routes. Unlike traditional bus services, Phone n Ride has no fixed route or timetable, these are both set by the passengers booking trips.

The service fills the gaps in the traditional bus network giving near full accessibility to key local services including healthcare centres and Diana, Princess of Wales Hospital. During 2018, 8% of all Phone n Ride trips were for health purposes. In addition to providing trips to healthcare centres the service also supports people gaining access to supermarkets, social clubs and leisure centres, all of which contribute to improved physical and mental health.

Future aspirations

Planned development over the next 15 years, as set out in North East Lincolnshire's Local Plan, may affect access to healthcare and local services. Extending the urban footprint is likely to take the residents of these newly developed areas further away from public services including primary and secondary healthcare. When healthcare is further afield, the issue of access to secondary care may be particularly pertinent for visitors and carers - those visiting patients or accompanying them home.

However, the local plan mitigates for this, noting the expectation that local infrastructure requirements for new communities are met through provision of facilities and services, including healthcare.

Remote services

The locally conducted Our Place survey included a theme around health technology, and asked various questions around people's thoughts on the use of technology for health and self-care. As is demonstrated by Figure 15, the findings from this survey suggest that digital options within healthcare will be more popular amongst younger age groups. However, locally and nationally digital developments present opportunities to enhance the provision of and access to healthcare.

North East Lincolnshire CCG is working closely in partnership with the four CCGs in the Humber to develop a seamless offer around access to digital health care now and in the future.

This will very importantly include enabling clinicians across different healthcare providers to access the right information at the right time to make the right assessments and decisions with patients about their care.

For patients and service users we will encourage people to access their information and care digitally wherever it is suitable to do so. This will include using the NHS App which will become the main online portal for NHS services.

With the App patients will be able to:

- check their symptoms – find reliable NHS information on hundreds of conditions and treatments, and get immediate advice

Figure 15: Responses to the Our Place Survey, 2017-18, on the use of technology for health and self-care by age group
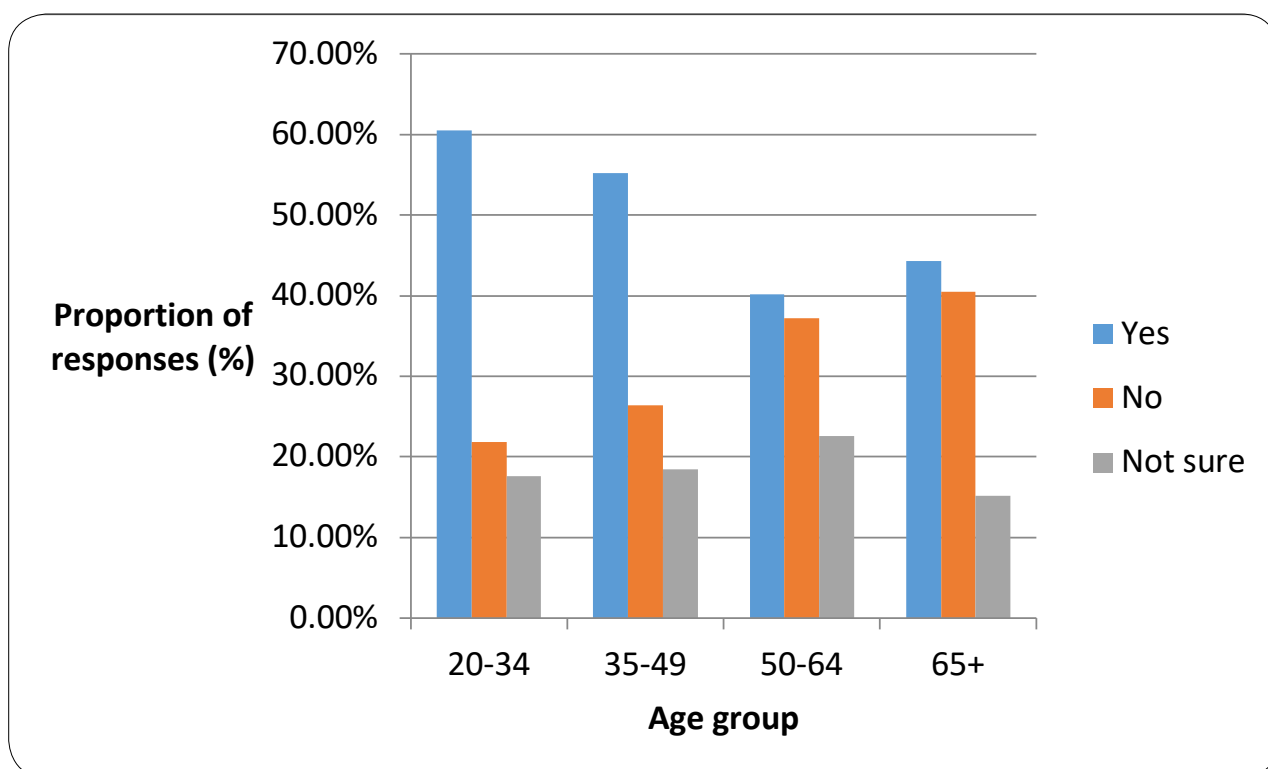
Source: Our Place, Our Future Survey, 2017-2018

- book appointments – search for, book and cancel appointments at their GP surgery

- order repeat prescriptions – see available medications and request a new repeat prescription

- view their medical record – get secure access to their GP medical record

- register to be an organ donor – easily manage preferences on the NHS Organ Donor Register

- choose how the NHS uses their data – register their decision on whether it can be used for research and planning

Further functions and capabilities will be added over time.

In addition to the NHS App, we will be working to increase the number of digital options available to access care – for example we will create opportunities for patients to have phone and skype appointments with their GPs and other healthcare professionals where appropriate in order to save time and cost for everyone.

Furthermore, we will be embracing future opportunities that emerge in time so that we can create convenient digital solutions for patients to look after their own health and to enable them to access health care whenever they need to.

Though not all patients would want to look at new ways of consultations, with some still preferring face to face, new consultation types should be seen as complementary to existing healthcare services. These may be particularly useful for those in rural areas, or patients or carers with mobility problems. Nevertheless, it is acknowledged that not all patient groups may benefit. Older people may not have the technology or confidence to use new consultation methods and telecare may not be appropriate for those with learning difficulties.

Recommendations:

- To explore better co-location of services in our communities to accommodate easier access to public services

- To develop more opportunities to access services remotely to reduce the need for travel

Access to leisure and culture

Accessible leisure and culture services play a key role in improving our residents' everyday lives by contributing to people's physical and mental health.

As pointed out by the Royal Society for Public Health, leisure centres provide the public with a facility to pursue a range of leisure activities and therefore they fulfil an important role in increasing the levels of physical activity undertaken by local communities, providing access to a range of exercise options and to fitness advice from professionals.[44] Council-run leisure centres are also often more affordable than private health clubs and fitness facilities and can be used as a setting for health promotion campaigns.[45] The proactive planning of leisure services can maximise local residents' health, although targeting of services and interventions must occur to support health inequality reduction.

Low-levels of literacy are associated with a variety of adverse health outcomes, including increased mortality, hospitalisation, and in some cases poorer control of chronic health conditions.[46] Provision of educational opportunities and exposure to reading is therefore important for health understanding, health behaviour and health outcomes. Library services are of particular significance to those living in poverty for a variety of reasons. They provide access to a computer, often provide digital assistance/digital support programmes and offer access to a safe community space.[47] Many public libraries also deliver the Reading Well Books on Prescription programme which provides high quality book based information and advice to people living with a range of long term conditions.

Similarly, cultural activity contributes to personal wellbeing. Responses to the Arts Council's older people poll suggest culture is particularly important for improving the wellbeing and quality of life of older people aged 65 and over.[48]

NEL Outcomes Framework
The table on page 57 identifies how access to leisure and culture contributes to North East Lincolnshire's Outcomes Framework.

How are we doing?
There are a variety of leisure activities offered by private providers such as private gyms and community run libraries. Nevertheless, this section of the report focuses heavily on Lincs Inspire, a council partner who run leisure centres and libraries in the borough. Culture is considered more widely within the report owing to intelligence from research that was conducted locally in 2016/17 to inform culture and heritage plans for the borough.

In North East Lincolnshire, 71.7% of adults (18+) were classified as overweight or obese in 2017/18, compared to a regional percentage of 64.1% and a national percentage of 62.0%. Figure 16 demonstrates child obesity prevalence in North East Lincolnshire by ward, based on National Child Measurement Programme 2017-18 data for Year 6. There is a clear association locally between childhood obesity prevalence and socio-economic deprivation. West Marsh has the highest percentage of children aged 10 to 11 years who are classified as obese or severely obese.

[44] Royal Society for Public Health. Health on the High Street. 2015.
[45] Royal Society for Public Health. Health on the High Street. 2015.
[46] Pignone M.P, and DeWalt, D.A. Literacy and Health Outcomes: Is Adherence the Missing Link? Journal of General Internal Medicine; July, 2006.
[47] Lorensbergs. Netloan public library customer survey results 2017. February 2018.
[48] ComRes., (January 2016). Arts Council England Older People Poll [online]. *ComRes*. [Viewed 23 September 2019]. Available from: https://www.comresglobal.com/polls/arts-council-england-older-people-poll/

All people in NEL enjoy and benefit from a strong economy	• Provision of (and access to) high quality leisure and culture services supports inward investment by new and existing businesses, as businesses want to invest where a happy and healthy lifestyle is most accessible to their workforce. • Provision of direct and indirect work opportunities in the leisure and culture sector • Reducing the negative effects on the local workforce of little or no physical activity
All people in NEL feel safe and are safe	• Providing and promoting key life skills, such as swimming and cycling, and reducing the risk of injury or accidents from these types of activity. • Providing and promoting leisure and culture activities as diversionary and/or community cohesion activities in target populations and/or communities.
All people in NEL enjoy good health and well being	• Providing and promoting universal opportunities within our facilities for increased levels of physical and cultural activity • Providing and promoting targeted opportunities for increased levels of physical and cultural activity by the populations most in need of intervention.
All people in NEL live in sustainable communities	• Providing high quality built facilities located as accessibly as possible supports the development of sustainable communities
All people in NEL fulfil their potential through skills and learning	• Enabling access to education and training opportunities related to leisure and culture • Taking part in physical and cultural activities supports the wider skills and learning of our communities

Figure 16: Child obesity prevalence in North East Lincolnshire by ward, 2017-18

Percentage of children aged 10-11 years (Year 6) classified as obese including severly obese, NEL electoral ward
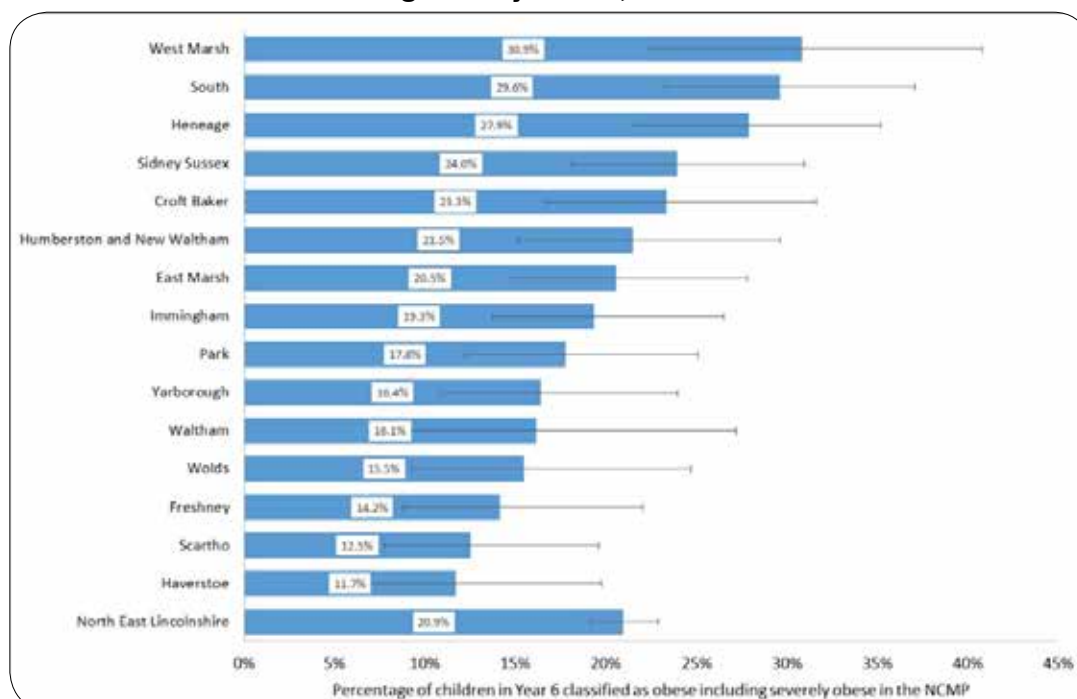
Source: National Child Measurement Programme 2017-18 data for Year 6

Similarly, in 2017/18, 28.7% of adults in North East Lincolnshire were estimated to be physically inactive, greater than the regional percentage (24.1%) and the national percentage (22.2%). In the same period, only 57.1%, adults were estimated to be physically active, significantly less than the regional (64%) and national (66.3%) percentages. As previously identified, access to leisure facilities helps to increase levels of physical activity amongst communities.

The 2018/2019 performance data from Lincs Inspire shows a slight decrease of 3.2% in active memberships since 2017/18 and a 15% decrease in casual uses of facilities since 2017/18. Visits to libraries and books issued have decreased by 25.79% and 11.2% respectively; however, opening hours of libraries have also reduced by 36%.

However, making sure facilities and services are as accessible as possible is prioritised by Lincs Inspire and target services are often provided as outreach services in community and non-traditional settings (e.g. libraries). Indeed, the need to consider access to leisure and cultural services is particularly important in the most deprived parts of the borough where socio-economic factors limit residents' ability to pay for services.

The provision of certain targeted services and concessionary pricing structures through Lincs Inspire does limit to a certain degree the inability to access leisure and cultural activities due to socio-economic factors. For example, Lincs Inspire offer reduced cost memberships for people on certain benefits or with referrals from health professionals. However, concessionary pricing structures do not eliminate barriers to access.

Notwithstanding the socio-economic challenges faced by our local population, Lincs Inspire offer a variety of health and wellbeing programmes for those with health conditions or at risk of adverse health due to lifestyle factors. Likewise, through inclusive programmes, sporting activities are provided for people with a disability or long-term medical condition.

Through the Inspiring Lives programme, a disability sports project initially funded by Sport England but now self-sustaining without grant funding, Lincs Inspire increase awareness of and opportunities for disability sports. This is visualised by the below case study.

Inspiring Lives

The Inspiring Lives programme brings together Lincs Inspire's sports, leisure and arts services making them inclusive for all and helps people with any disability or impairment to

Rebound therapy – Inspiring Lives programme

access sport and fitness in a safe, inspiring environment. The programme has grown year on year to reach over 1,600 people with over 44,000 attendances.

Working closely in partnership with a number of different organisations, including Care Plus Group and Northern Lincolnshire and Goole NHS Foundation Trust, Lincs Inspire deliver a number of inclusive activities across the week within their centres, including gym sessions, adapted cycles, rebound therapy, disability swimming, basketball sessions, arts and crafts as well as toning therapy. Bi-annually the programme has also held an Inclusive Sports Day which has involved a variety of different activities to engage with people of all abilities and ages.

The physical, mental and social benefit of the sessions is clear. One carer, who regularly attended the sessions, said: "All the staff seem to be very well informed about people with disabilities. They think very carefully about what they're doing with everybody. I think you could go all the way across the country and set this as an example of how it should be done. Everybody that comes in enjoys it! The staff are so helpful and supportive that I, myself as a carer learn as I'm going along, so it benefits me as well as the people who come to use it."

Culture

Locally, participation in arts and culture is among the lowest of any area in the country. Research by the Arts Council published in 2017 found that just 27% of local residents said that they had taken part in an arts or cultural activity in the previous 12 month period, compared to 51% in the most active areas of the country.[49] Past analysis by the Arts Council suggests that this is partly due to our population profiles, with many people unable to afford to attend events or not feeling that such events are relevant to their lives.[50] North East Lincolnshire has also not had a National Portfolio Organisation (NPO) for some years. These organisations (traditionally arts organisations, but from 2018 also museums and libraries) are regularly funded by the Arts Council.

However, culture and heritage is now sitting alongside the area's regeneration and growth plans. In 2018, North East Lincolnshire Council adopted a ten year culture and heritage framework setting out our vision for culture and heritage across North East Lincolnshire over the period to 2028. This framework acknowledges the strengths and weaknesses for heritage and culture locally and identified the re-establishment of a North East Lincolnshire-based NPO as an enabler to improving local arts capacity and resilience. The culture and heritage framework focuses on culture and heritage activity across the borough, not only activity within town centres or the activities of larger organisations.

North East Lincolnshire has a unique heritage offer, containing the UK's largest surviving concentration of buildings related to the fishing industry. In 2018, the Kasbah area of the Port of Grimsby was designated a Conservation Area and the wider area was given Heritage Action Zone status. The Greater Grimsby Heritage Action Zone (HAZ) encompasses parts of the town centre, Alexandra Dock and the Port of Grimsby. The five year (2018-2023) partnership between the council, Historic England, Associated British Ports and other key stakeholders as part of the HAZ will be providing funding and specialist support to enable heritage-led regeneration.

In recent years, the borough has also been successful in attracting significant grant funding to support cultural and heritage activity. The Cleethorpes Regeneration Programme, with funding support from Heritage Lottery and the Coastal Communities Fund, is developing the seaside resort with projects including major public realm improvements, restoration and reuse of historic buildings and the holding of events and festivals to extend the tourism season.[51] In 2019, North East Lincolnshire Council and Coast NEL worked with the creative agency From the Fields UK and the Arts Council to produce a festival of culture and the arts in Cleethorpes. Festival of the Sky was held in September 2019 and proudly supported by Arts Council England and the Coastal Communities Fund.

[49] North East Lincolnshire Council. Culture and Heritage Framework: North East Lincolnshire 2018 – 2028.
[50] North East Lincolnshire Council. Culture and Heritage Framework: North East Lincolnshire 2018 – 2028.
[51] North East Lincolnshire Council. Culture and Heritage Framework: North East Lincolnshire 2018 – 2028.

Lincs Inspire have received a variety of grant funding in recent years, enabling the libraries and archives in the borough to produce a variety of cultural and heritage events such as exhibitions, live performances, and drama and poetry sessions. One such heritage project is visualised by the below case study.

Case Study – On Our Street

Local residents in North East Lincolnshire have been reconnecting with their past thanks to Lincs Inspire's On Our Street: mapping our memories project. Creative workshops with residents of care settings, members of local support organisations, the elderly and carers and the wider local community used historical maps from the Local History Collection in Grimsby Library, Street and Trade Directories, artefacts and census returns to revive memories. With many streets no longer in existence these resources have helped to trigger memories of where people grew up, where they married, places and streets close to their hearts, all serving to create a sense of place and identity. The artwork produced during the project will be retained by the care settings and will be used as a resource for future activities.

What will success look like?

It is recognised that leisure and culture services play a key role in improving our residents' everyday lives by contributing to people's physical and mental health.

Although the most recent intelligence shows that a greater proportion of North East Lincolnshire's population is inactive compared to regionally and nationally, through well planned and accessible facilities and services we are aiming to:

- increase the number of people being active in their daily lives

- increase the number of people taking part in the recommended number of minutes of physical activity per week

- increase the % of the population engaging in the arts

- reduce inactivity levels in targeted populations

- reduce the % of people who cannot swim

- reduce the % or people who cannot ride

Lincs Inspire are also aiming to continue to build even stronger partnerships with local, regional and national parties to increase awareness of and develop opportunities for disability sport within North East Lincolnshire.

Whilst recent intelligence would suggest a low percentage of the local population are engaging with arts and culture, there have been significant positive developments for heritage and culture in recent years. Over the ten year period covered by the culture and heritage strategic framework, we intend to capitalise on these developments, with the aim of:

- achieving a step change in local arts capacity and resilience

- fully integrating culture into the key challenges faced by the area, especially health and wellbeing and education

- unlocking the full potential of culture and creativity to drive economic growth

- developing an open approach to heritage which enriches the lives of residents and visitors

- developing new fit for purpose infrastructure for a sustainable creative sector.

Direct measures that would indicate our success in capitalising on the health benefits of leisure and culture include:

- Increased total usage of our leisure and culture services

- Increased reported percentage of physically active adults and children

- Reduced reported levels of inactivity by target populations (for example, previously inactive people)

- Increased reported engagement in the arts and culture

Leisure and Culture services also impact indirectly across a range of other measures in respect of mental wellbeing, feeing safe and social cohesion, although these are much more difficult to directly attribute to access to leisure and culture. However, the contribution of leisure and culture to these factors may be reflected through more qualitative measures.

Nonetheless, it is clear that improving the health and wellbeing of our local population and the regeneration of the borough is intertwined with access to leisure and culture. Improving access to leisure and culture for all our communities therefore strongly supports local priorities.

Recommendations:

• To support communities in their pursuit of places that provide local residents with the opportunity to meet, socialise and engage in social group activities

Update on last year's recommendations

Recommendation	Update
To develop and implement support programmes to improve education and employment outcomes for looked-after children	This agenda (supporting looked after children to achieve in their education) is being furthered by the local authority's Virtual Head teacher, whose role includes securing good education and outcomes for looked after children.
Review the health needs of vulnerable children in the borough, including looked-after children and children with special educational needs and disabilities, to ensure they are fit for purpose for strategic commissioning and service planning	A Health Needs Assessment focusing on Vulnerability in Children and Young People is underway. The first phase of the report is due to be completed by mid-October, with phases two and 3 expected by the end of December.
Use the next Adolescent Lifestyle Survey to further explore the needs of the borough's young carers	During 2019, the adolescent lifestyle survey was carried out by over 4,000 children from local secondary schools. Included in this year's survey were questions around caring responsibilities. The report is due autumn 2019 and will be widely disseminated.
Encourage local employers to sign up to Disability Confident, the official scheme designed to help employers recruit and retain disabled people and people with long-term health conditions	As of September 2019, 60 businesses in the North East Lincolnshire area have signed up to be Disability Confident. With effect from September 2019, all new registrations for Disability Confident status will remain active for 3 years.
Ensure that the upcoming mental health needs assessment informs strategic commissioning and service planning across the life course	The results of the mental health needs assessment have been widely presented. A Strategic Framework has been produced by colleagues in the council and CCG based on the needs assessment. This will be out for consultation by the end of the year.
Encourage all of the council's partnership organisations to adopt the white ribbon campaign, which aims to end male violence against women	Letters were sent to Place Board members in October 2018 to encourage Place Board members to sign up to the campaign and ensure that they have a staff policy in place.
Work with North East Lincolnshire CCG and the North East Lincolnshire Carers' Support Service to promote the health and wellbeing of carers, by encouraging carers to register with the support service and with their GP	This is now complete and activity is being monitored through the CCG contract monitoring process.

Work with the council's communications team to establish better links with North East Lincolnshire's LGBT and ethnic minority communities	Public Health colleagues have been working closely with the council and CCG engagement teams to produce a joint engagement strategy for both organisations. This strategy sets out our commitment to work together will all our communities.
Work with local homelessness services and their service users to produce a needs assessment of the borough's rough sleepers Re-establish joint working with key organisations that work with ex-offenders, including probation, NHS England, local health services and local voluntary and community sector organisations	This needs assessment was carried out between October 2018 and March 2019. Preliminary findings were presented earlier in the year in order to influence the development of the strategic framework. The full report is due to be published in autumn 2019. This has been stepped down as priority at this time but is still being monitored through contract monitoring, the Community Safety Partnership (CSP) and work with the Office of the Police and Crime Commissioner (OPCC).
Establish an open-access centre for a burgeoning recovery community of former drug and alcohol misusers in North East Lincolnshire	The successful provider is settling in and good progress is being made – this is being monitored and supported by the Public Health Commissioning Lead.
Promote the sexual health outreach service and raise awareness with local health professionals of the needs of sex workers	Virgin Care maintain good communication links with the sexual health outreach worker, who promotes sexual health services to sex workers, and offers screening and results to those who are not comfortable engaging with services directly. Pathways are in place for the hard to reach.
To better understand the older population in terms of frailty, through approaches such as routine frailty identification in general practice, to enable the targeting of appropriate interventions	The public health team in North East Lincolnshire along with colleagues in the Humber, Coast and Vale STP have embarked on a programme of Population Health Management. Frailty has been identified as one of the key segments and the next phase of the work will explore ways of better improving the identification of this group, the outcomes that we will work to achieve and the sort of interventions that are evidenced to be effective.