

From: **Graham Gibbens, Cabinet Member for Adult Social Care and Public Health and Andrew Scott-Clark, Director of Public Health**

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To: **Health Reform and Public Health Cabinet Committee**

28 September 2018

Subject: **Place-Based Public Health and Ebbsfleet Healthy New Town**

Classification: **Unrestricted**

Previous Pathway: **This is the first committee to consider this report**

Future Pathway: **None**

Electoral Division: **All**

Summary: This report provides an overview of Place-Based Public Health and details the work of the County Council's Public Health team on Place-Based public health undertaken with Ebbsfleet Healthy New Town programme, other new developments in Kent and partners.

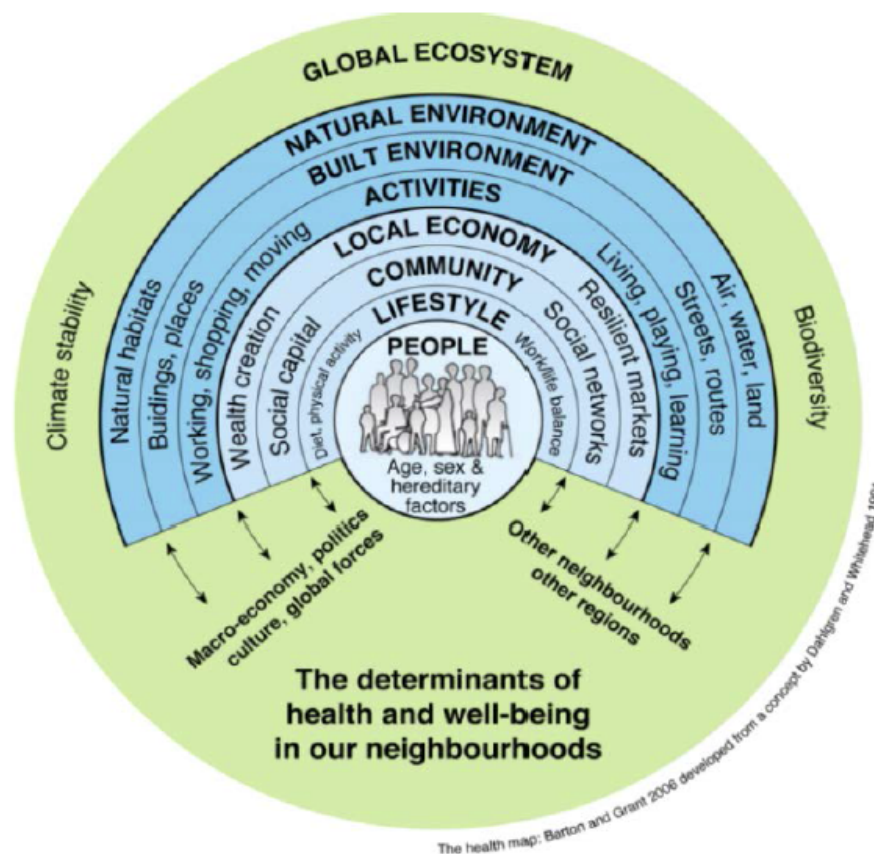
Recommendation: The Cabinet Committee is asked to **NOTE** progress and endorse the approach taken by the County Council's Public Health team on Place-Based Public Health

1. Introduction

The linkages between the built environment and health have been known for many years and it could be argued that the Public Health profession evolved from the work of Chadwick on the 'Report on Sanitary Conditions of the Labouring Population of Great Britain' which highlighted poor conditions in factory towns. The Royal Commission on the State of Large Towns and Populous Districts of 1845 recommended that local authorities should be responsible for drainage, paving, cleansing and water supply as well as they should have the authority to require that landlords clean and repair properties dangerous to public health. Certainly, Public Health was in the domain of the local authority (or their forerunners, the Sanitary Districts) from the time of 1875 to 1974 when the clinical role of public health was moved into the NHS.

It is well known that most health outcomes are explained by factors other than healthcare. Important aspects of this include neighbourhood design, housing, healthier food, natural and sustainable environment and transport.

The Health Map below demonstrates the determinants of health and well-being in our built environment.



Place based public health brings together expertise from local government, primary care services, the voluntary (VCS) sector, housing providers and other local services together to effectively confront the wider determinant of public health ¹.

Integrating health, Local Government and housing across a geographic area should secure better outcomes for the population in a sustainable manner. Place-based approaches, with the renewed emphasis on prevention, are expected to reduce demand and deliver cost savings to healthcare and social care and there is evidence from other international health systems and from the findings of pilot sites such as Greater Manchester that a place-based approach with early intervention and prevention saves money and improves outcomes for residents.

2. National picture

In the NHS Five Year Forward View², a clear commitment was made to dramatically improve population health, and integrate health and care services, as new communities are built and take shape. The vehicle for this locally is the Sustainability and Transformation Plan (STP) for Kent and Medway.

¹ NLGN – Get Well Soon (http://www.nlgn.org.uk/public/wp-content/uploads/Get-Well-Soon_FINAL.pdf)

² [NHS Five Year Forward View](#)

The New Local Government Network have suggested three shifts in practise to move towards place-based public health. These are:

1. Shifting from institutions to people and places

At present, the power to determine the direction of service delivery sits with health and care institutions and with central Government, at a distance from the people receiving the service. If the systems shift towards prevention and embedding health a social movement, local resources and people need to be used more effectively and become an integral part of place-based health. This is localism in action.

2. Shifting from service silos to system outcomes

Moving from vertical silos of 'health' and 'care' to an integrated, horizontal place-based system will involve cultural and behavioural change. Enablers of this change need to be developed and supported so that the new system can develop.

3. Enabling change from national to local

Changes in local practice and behaviour need to be supported by the national policy. National bodies must focus on creating a long-term environment for prevention, approaching places as whole systems rather than reinforcing silos, and removing blockages for local practitioners.

3. Shifting from institutions to people and places

The most prominent programme of work where Place-Based Public Health is being applied in Kent is Ebbsfleet Garden City. This is one of the NHS Healthy New Towns Projects and a number of aspects of the development and projects within the programme of work contribute to Place-Based Public Health. KCC public health are represented on the HNT Steering Group for this project and advise on public health aspects of the Healthy New Town project in Ebbsfleet.

The Healthy New Towns Programme is led by NHS England and includes 10 new communities across England, including Ebbsfleet Garden City, which is a partnership between Ebbsfleet Development Corporation and Dartford, Gravesham and Swanley CCG with support from KCC. KCC Public Health and KCC Growth Environment and Transport are represented at the Ebbsfleet Healthy New Town (HNT) Steering Group, along with KCC Cabinet Member Roger Gough.

Ebbsfleet Garden City will deliver up to 15,000 new homes and 30,000 new jobs, building on Brownfield sites and should be completed by 2035. 11,000 of these homes will be completed by 2026. There will be 33,000 new residents and the development is focussed on 4 strategic sites, Ebbsfleet Central, Eastern Quarry, Northfleet Riverside and Swanscombe Peninsula. There are significant health inequalities in the surrounding areas and the development of the Health New Town will embrace the existing communities of Swanscombe and Northfleet and aim to provide strong multi-generational communities in these areas and reduce health inequalities.

Ebbsfleet Healthy New Town is the Lead National Site for 'Community Activation', aiming to demonstrate excellence to the other 10 Health New Towns on how best to work with communities including the utilisation of Art and Culture to improve well-being. This role is key to the National NHS Programme and case studies from this work will be promoted to the National Programme.

Quality of life baseline data have been established and the baseline healthcare service usage for the Garden City. Ebbsfleet Healthy New Town aims to use these data to improve Quality of Life indicators by 10% by 2021. These include:

- Reducing childhood and young adult obesity.
- Improving healthy eating adults.
- Improving access to green space and water for everyone.
- Reducing incidences of Diabetes related hospitalisations.
- Reducing health inequalities across and between neighbourhoods.
- Delivering new and refreshed health services which put local people in control of managing their health.
- Delivering new homes that allow residents to live independently.
- Delivering an accessible and inclusive blue and green infrastructure that promotes healthy lifestyles.
- Promoting and sustaining a vibrant civic life which fosters community activity and cohesion.

The work of the Healthy New Town includes:

Neighbourhood Design

Ebbsfleet Healthy New Town aims to bring new and existing Communities together by investing in and influencing partners and directly investing in existing communities to promote community cohesion. For example, Ebbsfleet Development Corporation has invested in public realm improvements to the Wallis Park Estate in the vicinity of the new development.

The development is being designed with walkability in mind and there are regular community walks at weekends, often held in places that the public would not usually have access to. These have been hosted by Ebbsfleet Development Corporation (EDC) and have been very popular.

The topography of Ebbsfleet does not lend itself easily to compact neighbourhoods with high street connectivity and ease of walking and cycling. EDC are holding a design competition to find innovative ways of using the quarry site at Ebbsfleet and recently held an exhibition of the shortlisted entries at the Housing Design Awards. Suggested designs have included a water sports facility and a zip wire.

The town will have commercial property in the centre, including retail space. There are also plans for a new Primary Care Hub and there have been successful stakeholder engagement sessions on the design and development of this new service. There is an aspiration for a Health Innovation Quarter in Ebbsfleet and the Strategic Business Case has been submitted for this which will provide an innovative health service, employment, and training for new health and social care staff. There are plans to develop strong ties between this development and the new Kent and Medway Medical School.

Housing

Ebbsfleet includes much affordable housing and a diverse range of housing, delivering an inclusive built environment that includes energy efficiency and good design in up to 15,000 'lifetime homes' in safe and attractive neighbourhoods where residents can choose to live independently at home throughout their life.

The Healthy New Towns Steering Group also aims to share learning and good practice with partners and peers. For instance, an Older People Housing Needs Workshop was held 1 October 2017 to consider the needs of this population group and how to meet the demands and Ebbsfleet Healthy New Town was asked to hold a workshop at the Building a Healthy Sustainable Society, held by NHS England in London, in October 2017.

The Ebbsfleet Garden City Kite Mark is being developed in partnership with targeted developers and landowners to help define the principles of a 21st century healthy garden city, including housing design and urban planning.

Food environment

Thought has been given to the food environment in Ebbsfleet and there is a thriving community garden in the surrounding area, in Northfleet. There is also a community allotment in Dartford which is run by the Dartford Healthy Living Centre.

Edible Ebbsfleet uses local interest in gardening and garden maintenance to improve community cohesion, involving local communities in community gardens and the cultivation of foods. For example, there are areas where strawberries can be picked from troughs as you walk along the street.

Natural Sustainable Environments

Ebbsfleet lies in an area with several significant roads and this has significant economic benefits to the area, but potential risks to health, such as poor air quality. Public Health have been meeting with partners to consider air quality in this area and £45 million is due to be invested by central government to improve the A2.

There will be seven new parks in Ebbsfleet with up to 192 hectares of City Parks, including disused quarries and lakes.

Transport

Ebbsfleet Garden City is developing the infrastructure for active travel and one of the major benefits of Ebbsfleet is the short travel times by high speed train from Ebbsfleet International to London and the Continent. A new bridge will be built to improve the links between Springhead Park and Ebbsfleet International Station to encourage the use of public transport and there will be upgrades to the Fastrack bus system with dedicated routes, to ensure 90% of residents live within five minutes of a Fastrack bus stop.

There will be a series of open spaces along the River Ebbsfleet, and the River Thames will have new promenade walks that will re-open that part of the Thames.

There has also been a move to improve the use of technology in the area, including the use of wearable technology such as Fitbit (the Digital Movement Project) to encourage greater activity. This provides useful data on movement and the usage of infrastructure in the Garden City and will provide data to inform investment in parks, green spaces and cycling routes etc. This project is also linked to an incentive scheme which is currently being evaluated.

4. Shifting from service silos to system outcomes

There are international examples of how services can shift from silo working to whole systems working to improve outcomes for their populations. These include the Montefiore Health System in New York and the Canterbury system from New Zealand. Both systems operate within a different culture and particularly in different healthcare systems, but both demonstrate how the shift to a new programme of delivery can result in efficiencies and better patient outcomes.

The Canterbury system is known as a good example of how to slow increasing demand for acute hospital care. There was an overarching vision for a single, integrated health asocial care system which worked around the needs of patients and reduced time waiting for access to services. They developed strategic goals:

- To enable people to take more responsibility for their own health and wellbeing;
- That people should stay well in their own homes and communities as far as possible;
- When complex care is required it should be timely and appropriate.

The key interventions were to integrate care across organisational boundaries, to increase investment in community-based services and to strengthen primary care. Although the Canterbury system has moderated demand for acute care, it has not cut beds or reduced resources from hospitals because, as in the UK, there was increasing demand for acute care. Elements of the Canterbury system are being implemented in the STP Local Care programme described below.

5. Enabling change from national to local – Local Care

Partners in Kent, including the NHS, KCC and the voluntary sector are implementing Local Care via the Sustainability and Transformation Partnership (STP). This will move care out of hospitals and mean better access to care and support in people's own communities rather than in the local hospital ward. Teams will come together in 'hubs' (which may be physical buildings or virtual) to focus on looking after individuals in their communities.

Public health is working as a system leader, with local partners, to assess the needs of our population and ensure safe, cost-effective, sustainable care within this new local care system.

In addition, Public Health is working with the STP to implement a prevention work plan that aims to prevent individuals developing conditions that will require care and to help people manage their long-term conditions without developing complications.

6. Other work on Place-Based Public Health and future developments

In addition to working with Ebbsfleet Healthy New Town Programme, KCC Public Health are also represented at meetings for the Chilmington Green and Otterpool Park developments. Chilmington Green is a new Garden City in Ashford, whilst Otterpool Park is a New Garden Town near Folkestone.

KCC Public Health are also contributing to the Kent Energy and Low Emissions Strategy and have, along with Public Health colleague in neighbouring authorities, secured the development of a Health Impact Assessment for the proposed development of the Lower Thames Crossing. Our team continues to liaise with the authorities affected by the development of the crossing and with Highways England.

Growth, Environment and Transport have worked to promote walking and cycling in and these efforts have been mirrored by work in public health and with partners in Public Health England (PHE) to increase physical activity in the County.

Kent has much housing development at present and although planning decisions are made at District or Borough level, there is much KCC Public Health can do to influence planning colleagues. Public Health are consulted and do comment on infrastructure projects, sometimes collaborating with neighbouring authorities, such as in the case of the Lower Thames Crossing.

7. Recommendations

The Cabinet Committee is asked to note progress and endorse the approach taken by the County Council's Public Health team on Place-Based Public Health.

Contact Details

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Background documents:

What is place-based public health? NLGN 2016:

<http://www.nlgn.org.uk/public/2016/get-well-soon-reimagining-place-based-health>

Spatial Planning for Health. An evidence resource for planning and designing healthier places. PHE 2017:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/729727/spatial_planning_for_health.pdf

Useful links:

[Ebbsfleet Development Corporation](#)

[Dartford, Gravesham and Swanley Clinical Commissioning Group](#)

Twitter: [@healthynewtowns](#)

Facebook: [Ebbsfleet Garden City](#)