

Wellbeing Strategy

for Basingstoke and Deane 2022 to 2025



Basingstoke
and Deane

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by Cabinet Member for Partnerships

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Foreword

by Cabinet Member for Partnerships

Cllr Jenny Vaux

Our residents' quality of life is a key priority for the council. Working with our local partners and organisations, we are committed to playing our part in enabling residents to live healthy lives, by encouraging them to access a range of facilities and support in their local community. This document explains in detail our priorities and actions.

We are fortunate in Basingstoke and Deane to have so many facilities and organisations in the public, private and voluntary sector who already strive to improve residents' health. The council has a long tradition of enabling providers to deliver local services through a range of measures, such as providing leisure facilities, activities, advice, guidance, practical support, and funding. To respond to societal and economic changes, the council is refining and targeting its approach and seeking further opportunities to build upon the work already undertaken by partners and communities putting an emphasis on greater prevention to support people's health and wellbeing.

As the council is not a health or social care provider, our focus has to be on the promotion of better health through more active lifestyles, which in turn can help prevent people becoming ill. We understand the wider benefits of physical activity and sport for our residents' health and wellbeing, so we have continued to invest in local facilities. This is reflected in our Built Sports Facility and Playing Pitch Strategies.

There is also recognition of the changing national landscape of health infrastructure including supporting the provision of wellbeing facilities serving the residents of North Hampshire and delivered in Basingstoke. The borough benefits from having a hospital that provides excellent services to our residents. Ensuring the hospital along with health and wellbeing facilities and campus meets the needs of a growing population is key.

Understanding what we need to tackle and address through our approach to wellbeing is important. We have a role to play in enabling, or in some cases leading provision of facilities and/ or services. However, there are many things that other partners are better placed to deliver. We strive to be clear on what we need to achieve, where our resources can best be placed and identify where there is mutual benefit and overlap in priorities with our partners.



Local Context - Basingstoke and Deane

General health profile which shows a mix of very positive statistics and some that warrant further attention.



Basingstoke and Deane is one of the **30%** least deprived local authorities in England



10.1% of children live in low income families



Life expectancy is **above** the England average



Difference in life expectancy:
Females: **3.4** years
Males: **7.4** years

In the most deprived areas, life expectancy is lower than the least deprived areas

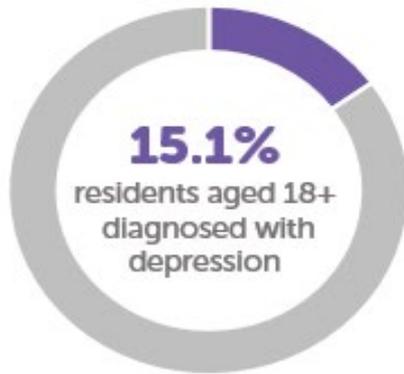


Years in ill health:
Females: **22** years
Males: **17** years

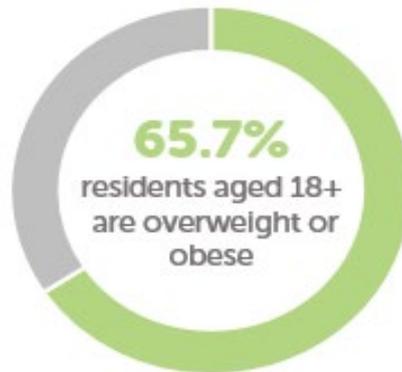
Nationally, we are living longer but with a longer period of ill health at the end of our lives



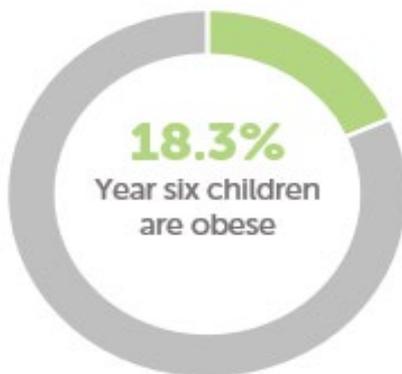
The borough population is ageing



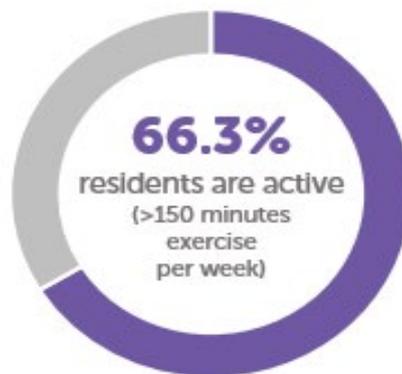
Higher than national average of 12.3%



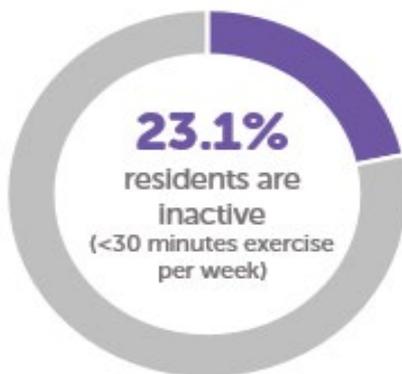
Above the South East (61.5%) and
England (62.8%) average



Below the national average of 21%



Above the national average
of 60.9%



Below the national average of 27.5%

SWOT analysis for Basingstoke and Deane borough

Strengths	Current Weaknesses
<ul style="list-style-type: none"> • Life Expectancy • Cardiovascular Disease ↓ than average • Smoking prevalence in adults ↓ than average • Low homelessness cases recorded • Healthy Communities in Buckskin intervention project • Leisure Facilities and community buildings • GP Referral Schemes in Leisure Centres • Successful interventions such as “Relax Kids” • Social Prescribers Network 	<ul style="list-style-type: none"> • Excess weight or obesity in adults and children • Depression levels in residents aged 18+ • Lack of connected cycling and pedestrian paths • Inequality across the borough of wellbeing indicators (including life expectancy and quality of life)
Opportunities	Threats
<ul style="list-style-type: none"> • Investment within the borough • Master planning for major growth areas • Clinical Commissioning Group’s (CCG’s) emerging places approach • Established sport and leisure Trusts, voluntary and community sector organisations and established and well attended local sports and leisure clubs. • Cardiac Rehabilitation Schemes • Health and Wellbeing Partnerships • Wellbeing programmes across the borough e.g. Wellbeing walks 	<ul style="list-style-type: none"> • Impact of COVID on health / services • Pressure / expectations on NHS • Mental ill health and dementia • Aging population - Social isolation and loneliness • Not meeting needs of seldom heard/isolated groups • Health infrastructure deficit • Digital Divide • Access to services: Rural and Urban (State of sector report)



Our vision for wellbeing

Enabling communities to be healthier, happier and more resilient.

Priority 1 Enabling activities that help to reduce obesity

Obesity is one of the leading preventable causes of poor health.

The figures for Basingstoke and Deane, in line with national trends, show that promoting weight management through a combination of healthy eating and exercise is a key opportunity to improve health and wellbeing.

The pandemic saw some people become more active taking up new pursuits such as walking and cycling, but for others their lifestyle became more sedentary and home centric with more digital professional, educational and social interactions.

There is an opportunity for the council to encourage and enable both opportunities for formal sporting activities and more informal everyday physical activity including walking, cycling and active travel.

The council will:

- Promote local and national health campaigns.
- Encourage increased use of council sports and leisure facilities and services and open space and green infrastructure for everyday physical activity.
- Develop new and improved sport and leisure facilities in line with the Built Sports facility and Playing Pitch Strategies.
- Promote sustainable health and sports programmes and local sports clubs and organisations.
- Work with local leisure and sports trusts to promote referral schemes that directly support residents.
- Help promote and signpost to services currently available for healthy eating and weight management.
- Join up with social prescribers on leisure services.
- Support the development of a borough wide Walking and Cycling Infrastructure Plan and look to enable infrastructure through planning and development processes.



Priority 2 Enabling activities that help to improve mental wellbeing

Local agencies research has indicated increases in mental health issues and loneliness. Further research has also shown a direct association between depression with lack of exercise and activity and obesity. Equally, in Basingstoke and Deane, of those who said their well-being had been affected by the pandemic (from October 2020 to February 2021), 34.2% of them said it was because they were lonely, compared to the England average of 38.4%.

In an age of ever-increasing use of technology, there is a growing concern about digital fatigue and increased social isolation, which can bring more anxiety and depression and coincide with a lack of physical activity.

National research suggests there is an opportunity for the council to promote good mental wellbeing by enabling activities that increase physical activity, social connectedness and volunteering.

The council will:

- Promote exercise and encourage access to local facilities and services that support good mental health.
- Support projects such as the Relax Kids initiative.
- Raise awareness regarding what's out there to support people with mental ill health.
- Develop and promote Steps to Health, an exercise referral scheme to support mental health.
- Promote volunteering activities in the borough in coordination with Basingstoke Voluntary Action.
- Work through partnerships to enable a joined-up approach to people with mental health issues including the Social Inclusion Partnership, Housing, Homelessness Partnership and the Mental Health Alliance.
- Work with the Integrated Care Board (ICB) and Partnership to inform commissioned services required for the area.



Priority 3 Work with our partners to enable the provision of a new hospital and health and wellbeing campus and wider improvements to local health facilities.

Health-related infrastructure should be designed to meet the needs of a growing population and be sustainable. This could include utilising local community hubs where appropriate.

The council is working with local partners including the CCG(ICS), North Hampshire Hospitals NHS Foundation Trust, Hampshire County Council to enable the planning for the future health services in north Hampshire. Whether improving local facilities or planning for new health and wellbeing facilities, the council has a key role.

The council will:

- Work with the ICS, Hampshire Hospital Trust, Hampshire County Council and others to inform, plan for and enable improved local facilities in town or local centres including a new hospital and wider health campus.
- Work with stakeholders and landowners to understand the strategic infrastructure requirements for delivering improved health and wellbeing facilities.
- Work with estate partners and One Public Estate to map and enable opportunities for improved local facilities in town and local centres in the short and longer term.



Conclusion

There are many great facilities, services and initiatives already taking place in Basingstoke and Deane and there are opportunities for the council to further promote and support their development with clear pathways showing exactly where people can go to go to improve their overall wellbeing. This will support prevention and encourage greater resilience within the community.

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