

Adults and Health Committee

Date of Meeting:	21 st November 2022
Report Title:	Living Well in Crewe – Report of the Cheshire East Increasing Equalities Commission
Report of:	Helen Charlesworth-May Executive Director – Adults, Health and Integration
Report Reference No:	AH/39/2022-23
Ward(s) Affected:	Crewe South, Crewe West, Crewe Central, Crewe North, Crewe East and St Barnabas

1. Purpose of Report

- 1.1.** This is a report of the Cheshire East Increasing Equalities Commission, a multi-partner group who have considered what would help improve the health outcomes and life chances of the people of Crewe.
- 1.2.** It considers the contribution of people’s environment to their health and takes a life course approach from early years and education, to work and then to preventing illness through health services.
- 1.3.** The Council’s Corporate Plan echoes the themes in this report, from developing a “thriving and sustainable place” and working with “residents and partners to support people and communities to be strong and resilient”, to supporting “all children to have the best start in life”.
- 1.4.** This report provides recommendations for all partner organisations within Cheshire East on approaches they can consider to improve outcomes for residents of both Crewe and the whole of Cheshire East.

2. Executive Summary

- 2.1.1** Life expectancy in every central Crewe ward is lower than Cheshire East overall with people dying over ten years earlier on average in parts of Crewe compared to the Cheshire East wards with the longest life expectancies. This report highlights opportunities for building healthy communities and raising healthy life expectancy.

- 2.1.2** We look across the life course at how things currently stand and how they could be improved with coordinated and evidence-based action. Crewe will thrive when its residents have good homes, places to exercise, access to good food and are helped to get the skills they need to access secure jobs. A thriving Crewe will benefit the whole of Cheshire East through the provision of quality services and amenities accessible to all and by attracting further investment into the Borough.
- 2.1.3** We recognise that health and wealth are inextricably linked. Deprivation contributes to poor health outcomes and, conversely, better health and wellbeing leads to increased productivity and economic success.
- 2.1.4** There are tremendous opportunities to act in Crewe, leveraging the change we are already seeing through regeneration and capital investment, and the integration of health and social care services at place level. NHS services have new commitments around reducing inequalities and Cheshire East Council has committed to being an organisation that empowers and cares about people and to reducing health inequalities across the borough. The Council's Corporate Plan echoes the themes in this report, from developing a "thriving and sustainable place" and working with "residents and partners to support people and communities to be strong and resilient", to supporting "all children to have the best start in life".
- 2.1.5** We collaborated through multi-organisation workshops (one for each of the six themes below) to bring together current programmes and projects in the public and the voluntary, community, faith and social enterprise (VCFSE) sectors that are already benefitting Crewe's residents. We explored the gaps in provision to inform our recommendations. We then undertook a programme of community engagement, speaking to over 100 residents as well as reviewing relevant engagement exercises from other recent programmes of work for health services and for children.

2.2 Recommendations of the Increasing Equalities Commission to public sector organisations and partners

- Important ideas emerged across several workshops and discussions and can have a positive impact across multiple themes.
- Put improving health and wellbeing and the reduction of inequalities at the heart of decision making – a Health in All Policies approach. Use power as employers, as providers, as commissioners of services and as purchasers to generate social value. Embrace proportionate universalism by creating an offer for all but with the greatest investment given to the areas with the greatest need.
- Continue to listen to residents and service users to co-produce solutions.
- Make the best of what we have, through improved information sharing and co-ordination of services.

- Select a small number of key metrics to tell us whether we are making meaningful change to residents' life chances.

2.2.1 Make Crewe a health-creating environment

Our health is shaped by the environment in which we live, learn and work. Well-designed places promote and support good health by making the healthy choice the easy choice.

- Consider health and wellbeing throughout the Local Plan. Create and make use of local powers to support active travel, provide green spaces and improve the food and drink environment.

2.2.2 Support strong communities in Crewe

People are proud of Crewe, whilst also recognising that it could be a better place to live. Our VCFSE sector gives us strong foundations to build on and we can leverage the corporate responsibility agendas of local businesses and organisations to benefit local people.

- Use regeneration opportunities to develop community spaces. Facilitate intergenerational and intercultural engagement.
- Coordinate action to address poverty and the cost-of-living crisis.

2.2.3 Give every child in Crewe the best start in life

The inequalities in life chances begin at an early age and often widen throughout a person's life. Parents and children in our most deprived areas, such as those in Crewe, are often those most in need of the help of high-quality ante-natal services, parenting support and early years services.

- Develop a clear and ambitious plan for supporting the vital First 1000 days of life. Use our localities approach to ensure expenditure on early years development is focused proportionately across the social gradient.

2.2.4 Boost education and skills development in Crewe

For regeneration and investment to benefit Crewe's residents, we need to support our young people to get the skills they need to take advantage of any new opportunities. On average, students in more deprived areas achieve poorer exam results than their peers and are more likely to experience school exclusion but schools in Crewe are already coming together to make strategic improvements to benefit their young people.

- Use The Pledge and the Institute of Technology programme to boost skills and employability.
- Continue to develop targeted support for those with special educational needs and those at risk of exclusion or involvement in crime.

2.2.5 Improve working lives in Crewe

Crewe remains a centre for high-quality manufacturing but also has many important entry-level jobs. Regeneration will bring new opportunities, including in the cultural sector. We should ensure that pay and conditions are adequate to support wellbeing and that Crewe's residents are able to progress and access higher quality jobs.

2.2.6 Prevent ill health in Crewe

All themes of the report contribute to a person's health and wellbeing and, consequently, their life expectancy and need for health and social care services. However, preventative and treatment services can also play a key role in narrowing the gaps we see. Further analysis is needed to understand the causes of the avoidable deaths we see and allow us to target our response.

- Establish governance for place-based prevention and the reduction of inequalities and implement evidence-based programmes of ill-health preventive interventions that are effective across the social gradient.
- Ensure primary care services in our most deprived areas are adequately resourced and are able to support prevention and proactive care.

3. Recommendations

3.1. For the Committee to note the contents of the Report

3.2. For the Report to be used as a source document in the development of the Joint Health and Wellbeing Board Strategy

4. Reasons for Recommendations

4.1. The report will be presented to the Health and Wellbeing Board and partners will be asked to review the recommendations and progress those within their gift that are feasible and expected to be effective.

4.2. Whilst the report focuses on the central electoral wards of Crewe, many of the recommendations would apply across the Borough and as such it will serve as a useful reference when developing the Joint Health and Wellbeing Board Strategy

5. Other Options Considered

5.1. Not applicable

6. Background

- 6.1. In 2020, Cheshire East Health and Wellbeing Board established the Increasing Equalities Commission to lead and co-ordinate work across Cheshire East that focuses upon reducing the inequalities experienced by residents of the borough. The Commission quickly recognised that Crewe should be its initial focus.
- 6.2. The report sections were originally taken from the “Marmot Report”, but these were later adapted to a Crewe context with a greater emphasis on the environment and communities. These changes reflect the importance of place for health and the opportunities we have through the regeneration of Crewe Town Centre.
- 6.3. Workshops were held for each of the six main sections of the report. For each section, one or more co-authors were identified. Their contributions were invaluable in providing key reports and references, sense-checking recommendations and ensuring alignment with other workstreams. Workshop invitees included:
- Membership of the Increasing Equalities Commission
 - All members of Cheshire East Public Health Team
 - Third sector Organisations who operate within the Crewe area
 - Those whose job role related to the workshop
 - Membership of Crewe Town Council
 - Membership of South Cheshire Chamber of Commerce
- 6.4 **The report has been presented to:**
- Adults, Health and Integration DMT
 - Children and families DMT
 - CLT
 - Joint Directorate meeting (Adults, Health and Integration & Place)

7. Consultation and Engagement

- 7.1. Cheshire East Council’s Communities Team led a programme of engagement in Spring 2022. The team met more than 100 people in Crewe to gather the experiences of residents.
- 7.2. The team also reviewed relevant consultation and engagement exercises for other projects and included relevant findings and experiences as part of this report. Examples include engagement with young people around parks and green spaces and Healthwatch review of service provision in Crewe during the COVID-19 Pandemic.

8. Implications

8.1. Legal

- 8.1.1. Each partner organisation will need to consider the legal implications of any recommendations it chooses to take forward.

8.2. Finance

- 8.2.1.** Many of the recommendations require changes in processes and prioritisation rather than new funding. Each partner organisation will need to consider the financial implications of any recommendations it chooses to take forward.

8.3. Policy

- 8.3.1.** The findings of the report should be considered when developing policies to ensure that health and the reduction of inequalities are considered at all stages.

8.4. Equality

- 8.4.1.** The report focuses on deprivation and addressing the inequalities seen in our most deprived areas in central Crewe. Whilst other protected characteristics are not explicitly addressed, there are implications for many groups.
- 8.4.2.** Age - A life course approach focussing on improving early years and giving residents the best start in life is a recommendation of the Marmot report to reduce inequalities. While it emphasises more investment earlier in life, this means people will be healthier as they age.
- 8.4.3.** Disability - Our most deprived areas tend to have a higher proportion of people with disabilities – both as cause and consequence of deprivation. We make specific recommendations around supporting young people with special educational needs and consider needs of those with disabilities as part of built environment and planning.
- 8.4.4.** Race - CHAWREC (Cheshire and Warrington Racial Equity Commission) are currently undertaking a specific project around race, ethnicity and access to services, which is reporting to the IEC. We are waiting 2021 census to better understand which of our residents identify as being from an ethnic minority group but previous results show that Crewe has a higher proportion of people identifying as non-white British than Cheshire East overall and partner organisations will need to consider the implications of any recommendations taken forward.

8.5. Human Resources

- 8.5.1.** There are no direct implications arising from this report.

8.6. Risk Management

- 8.6.1.** There are no direct implications arising from this report.

8.7. Rural Communities

- 8.7.1.** The report does not directly assess rural areas and focuses on Central Crewe. However, many of the recommendations would be valid across Cheshire East, including for its rural areas. A thriving Crewe will benefit

the whole of Cheshire East through the provision of quality services and amenities accessible to all and by attracting further investment into the Borough.

8.8. Children and Young People/Cared for Children

8.8.1. The report addresses giving children the best start in life and improving outcomes for looked after children, taking forward the actions in the Children and Young People’s Plan, which is in development

8.9. Public Health

8.9.1. The report focuses on health outcomes in one of most deprived areas and recommends a place-based and preventative approach to improving health and life chances. This is a public health approach and the development was led by the public health team in Cheshire East Council.

8.10. Climate Change

8.10.1. The report makes recommendations about encouraging active travel and improving the energy efficiency of homes. While the report primarily addresses the health of residents, these actions would have the co-benefit of reducing carbon emissions and would thus contribute to the Council’s climate change agenda.

Access to Information	
Contact Officer:	Dr Matthew Atkinson, specialty registrar in public health Matthew.Atkinson@CheshireEast.gov.uk 01270 686008
Appendices:	Living Well in Crewe AHC 1.0
Background Papers:	