

Pendle Health and Well Being Action Plan 2024- 2026

With acknowledgement that our health system needs to move from an approach that detects, treats and manages disease in individuals to one that predicts and prevents in populations, we have adopted a place based approach. This means working in areas of need across organisations to drive prevention, address health inequalities and enable integrated partnership working for the benefit of the population of Pendle.

This plan, informed by what evidence based is needed to make the biggest difference to people's health and wellbeing, gives us direction and focus as a united team for Pendle. It reflects the clear desire to work collaboratively, stay connected, celebrate our assets and successes and get the most out of our collective resources to have the biggest impact where its most needed.

The plan shows the priorities we've all agreed the need to focus on and the great progress made to date. Our local health priorities, based on data and engagement with partners and people, are things we believe are what we need to focus on in the short / medium term that will bring the biggest benefits for the people of Pendle:

1. Improving health outcomes for children and young people
 - Encourage healthy eating and increase movement/physical activity
 - Raise educational attainment and increasing readiness to learn.
 - Reducing hospital admissions, with a focus on under 5's
2. Improving health outcomes for Bradley residents
3. Shaping integrated services

Our objectives

Priority 1: Improving health outcomes for children and young people

This is about making it easier for children and young people and their families to lead healthy lives, have aspirations and fulfil their potential

To encourage **healthy eating and lifestyles** we will:

- Support community based interventions which can provide opportunities to develop knowledge and skills around healthy eating/ weight management and increased physical activity.
- Promote opportunities to support and empower communities and to develop social movements for health; social inclusion, social connectedness and community involvement
- Identify and utilise family settings to support healthy behaviour change
- Empower , support and connect people and partners to community resources, information and social activities

To raise **educational attainment and increase readiness to learn** we will:

- Increase CYP's resilience and well-being by giving them opportunities for making positive life choices
- Work with partners to identify and address the barriers to learning

To **reduce hospital admissions**, with a focus on under 5's we will:

- Address root causes of under 5 hospital admissions, particularly in the Bradley Ward.

Priority 2: Improving health outcomes for Bradley residents

This is about addressing wider determinants of health in order to improve health outcomes for all those who live, work and play in Bradley. (This is in response to Bradley being identified as the Lancashire & South Cumbria Integrated Care Board (ICB) priority health ward)

- Facilitate greater civic pride, creating a healthier living environment
- Supporting community capacity building- working with groups and residents to understand needs, and empowering community actions.mproving effective use of health and social care services

Priority 3: Shaping integrated services

This is about joining up service delivery to enable a more seamless customer experience across the health and social care system

- Make better use of Pendle's public estates portfolio to enable an integrated approach to service delivery across health, leisure PBC and community, voluntary sectors.

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Objectives	Existing Activity	What we will do	Lead	What success will look like
Priority:	Improving health outcomes for children and young people (Encourage healthy eating and lifestyles)			
Support community-based interventions which can provide opportunities to develop knowledge and skills around healthy eating/ weight management and the importance of being physically active	ICB CVS Social Prescribing programme	Develop and support sustainable, affordable, accessible community food initiatives	SSW	More affordable, healthy food outlets available
	Holiday Activities and Food (HAF) programme	Support Active Travel projects in schools and encourage 'Fruit Routes' in and around schools	PBC	More pupils walking, cycling to school and moving more
	Together an Active Pendle: Active Places and Active Practices	Develop and adopt a Pendle Healthy Weight Declaration	PLT	Less congestion at peak times
	Pendle Food Strategy to address food poverty/ food insecurity	Deliver Beat the Streets (BtS) initiative	PLT	All Pendle schools actively participating in BtS
	Pendle Family Hub network	Launch a physical activity network post BtS	LCC	Families across Pendle actively participating in BtS
	Active Place work stream	Support oral health campaigns and promote key messages in family settings	PLT/ ICB/ PBC	Less congestion at peak times
	Strong links between Family Hub provision and the Up and Active offer.	Support the consolidation of physical activity initiatives under one uniting 'brand' with all partners, services and organisations responsible for promotion of physical activity and movement embedded into all policies and strategies	ICB/ PBC	More people walking, cycling and moving more.
	Together an Active Pendle to better understand barriers to physical activity	Develop a Comms Plan for Health & Wellbeing	Family Hubs/TaA P/ PLT	A physical activity network is launched to improve connectedness and promote accessible opportunities for Pendle residents to be more active.
		Embed more opportunities for CYP and parents/ care givers to be physically active within existing Move and Groove sessions delivered through the Family Hubs.	PBC	
			PLT/ LCC	More 'Hilo Hub' initiatives in communities

Objectives	Existing Activity	What we will do	Lead	What success will look like
		<p>Further enrich HAF offer</p> <p>Increase the confidence and knowledge of Family Hub staff to adapt physical activities for those with additional needs.</p> <p>Widely promote the free opportunities for parents and children to be active together.</p> <p>Explore community kitchens to enable community healthy cooking courses (cooking on a on a budget, sugar swaps, avoiding ultra processed foods etc)</p> <p>Work with partners to ensure opportunities to be physically active are accessible to all</p> <p>Ensure the promotion and creation of opportunities to be physically active reflect the needs of the community especially for females, global majority groups, those with long term health conditions, disabilities and low income households</p>	<p>Family Hubs</p> <p>Family Hubs/ LAL</p> <p>PLT/ Active Lancs/ TaAP</p>	<p>More children and young people aged 5-18 in Pendle meet physical activity guidelines, undertaking 1 hour of moderate-vigorous physical activity each day.</p> <p>More children and young people aged 5-18 in Pendle meet physical activity guidelines, undertaking 1 hour of moderate-vigorous physical activity each day.</p> <p>More children and young people aged 5-24 who have additional needs meet physical activity guidelines, undertaking 120 to 180 minutes of aerobic physical activity per week at a moderate-to-vigorous intensity.</p> <p>More parents are meeting the physical activity guidelines of undertaking 150 minutes of moderate intensity physical activity each week.</p> <p>Parents who are overweight and/or have a pre-existing health conditions are referred into the Up and Active offer.</p>

Objectives	Existing Activity	What we will do	Lead	What success will look like
Create and promote opportunities to develop social inclusion, social connectedness and community involvement	Pendle YES Hub	Widely promote YES Hub for young people aged 16-24 to help improve mental health, increase physical activity levels, build resilience and self-esteem.	YES Hub	Involvement of families previously disengaged
	Nelson Long Term Town Plan			Reduced ASB
	Arts and Culture Strategy and Action Plan	Widely promote YES Hub for young people who are NEET, unemployed or economically inactive have the opportunities to gain qualifications, experience and career advice.	YES Hub	Increased take up of local health initiatives
	Sports and Physical Activity Strategy			
	This is Nelson	Adopt creative engagement approaches to engage CYP and families in identifying solutions	TaAP	Young people are supported to improve their economic status and make positive decisions about their futures
	Community Connectors	Encourage and support parents to be present in their children's lives	Youth Forum CFW LCC	Increased confidence in conversing with others.
		Deliver engaging health campaigns across Pendle to encourage human interactions with others	ICB/ PBC	Reduced isolation
		Encourage social movements for health on key themes such as food poverty, physical activity and movement	ICB	

Objectives	Existing Activity	What we will do	Lead	What success will look like
Identify and utilise settings to support healthy behaviour change	<p>Pendle Family Hubs- enabling family approach to healthy weight and increasing readiness to learn opportunities</p> <p>Pendle YES Hub providing health and wellbeing support for 16-24 year olds</p> <p>Recipe for Health to encourage food businesses to offer healthier choices</p> <p>Safer, Greener and Healthier Streets initiative</p> <p>Together an Active Pendle to better understand barriers to physical activity and moving more</p>	<p>Roll out Trauma Informed training in family settings</p> <p>Roll out Together an Active Pendle: Active Places and Active Practices workstream</p> <p>Develop and deliver healthy weight services in family settings.</p> <p>Support all Pendle High Schools with linking into Pendle YES Hub</p> <p>Increase take up of Recipe for Health across Pendle</p> <p>Reach out to community champions to explore opportunities to deliver healthy lifestyle initiative in community settings (for example, Imams and mosques)</p> <p>Explore scope to incorporate healthy lifestyle messages in ESOL classes</p> <p>Identify and work with wider community groups and an asset based approach to identify and utilise alternative settings eg. Green spaces, local street spaces</p>	<p>Family Hub PLT</p> <p>YES Hub</p> <p>YES Hub</p> <p>PBC</p> <p>PoP</p> <p>LAL</p> <p>PLT/ PBC</p>	<p>Long term behaviour change for all participants</p> <p>All Pendle High Schools proactively engaged with Pendle YES Hub</p> <p>More 'Hilo Hub' initiatives in communities</p> <p>More take up of healthy food options</p> <p>Increased signposting and referral pathways in Primary Care</p>
Connect people and partners to community resources,	<p>Family Hub newsletters</p> <p>People of Pendle group (virtual monthly meetings)</p>	<p>Hold regular networking events to share good practice and connect with other services and activities</p>	<p>BPR CVS</p> <p>BPR CVS</p>	<p>Well attended events and forums</p>

Objectives	Existing Activity	What we will do	Lead	What success will look like
information and social activities	<p>Health & wellbeing WhatsApp group</p> <p>Pendle Family Hubs provide single point of access for CYP services and family support Youth Forum updates</p> <p>Together an Active Pendle</p> <p><u>Pendle CAP Youth Services Directory (padlet.com)</u></p>	<p>Enhance platforms to share information across organisations</p> <p>Support the development of a live directory of services</p> <p>Identify wider stakeholders that are not connected to any of the existing activity providers.</p> <p>Build on the mapping work undertaken by the faith sector to expand support offer for families and encourage further collaboration.</p>	<p>Family Hub/ Youth Forum</p> <p>Faith sector CVS</p> <p>Faith Sector</p>	<p>Ongoing networking between partners</p> <p>Well accessed directory of resources</p>
Priority:	Improving health outcomes for children and young people (Raise educational attainment and increasing readiness to learn)			
Increase CYP's resilience and well-being by giving them opportunities for making positive life choices	<p>Pendle Youth Forum</p> <p>Community Alcohol Partnership Action Plan to reduce alcohol/ substance related ASB, vulnerability and risk taking behaviours in under 18s</p> <p>Educational transition sessions throughout holidays</p> <p>Community Safety Partnership</p> <p>Barnardo's My Time To Thrive Service – East Lancs and BwD</p>	<p>Adopt a trauma informed approach to supporting CYP & their families</p> <p>Create aspirations for Pendle CYP- create and encourage exploration of new opportunities and experiences, careers fairs, taster days for YP to have new experiences.</p> <p>Encourage and support mentoring schemes to work with C&YP, raise their aspirations and provide positive role models</p> <p>Work with businesses to provide work experiences opportunities for young people</p> <p>Provide one to one and group work therapeutic support to children and young people aged 5-18 (25 with SEND) with low to moderate mental health needs.</p>	<p>YES Hub</p> <p>Pendle Youth Forum Schools</p> <p>LCC Schools</p> <p>YES Hub LCC</p> <p>Barnardos</p>	<p>Young people having new experiences which trigger positive life choices</p> <p>Improved CORS (Child Outcome Rating Scale)</p>

Objectives	Existing Activity	What we will do	Lead	What success will look like
		<p>Work with parents about how their child learns in schools and give parents the skills to be able to support their children at home with reading/writing/maths etc</p> <p>Share case studies of people who have succeeded despite a difficult start. Pendle 'Alum' - sharing stories of successful people that came from Pendle</p>	LAL	
Work with partners to identify and address the barriers to learning	<p>Pendle Family Hub network</p> <p>Inclusion Hub</p> <p>LAL Healthier Families courses</p>	<p>Promote and increase take up of Lancashire's Violence Reduction Networks Trauma Informed Awareness within schools</p> <p>Deliver transition support for at risk cohorts through the Inclusion Hub</p> <p>Explore local provision for Years 10 & 11 to diversify offer and provide more opportunity for alternative pathways</p> <p>Support the development of a directory of alternative education provision for Pendle</p> <p>Identify gaps in Early Years provision</p> <p>Support informal settings/ assets to provide EY service/ after school clubs</p> <p>Codesign with young people healthy lifestyles campaigns to address issues such as vaping</p>	<p>PLT</p> <p>PBC</p> <p>CFW LCC</p> <p>CFW LCC</p> <p>CFW LCC</p> <p>CFW LCC</p> <p>CFW LCC</p> <p>PendleYouth Forum</p>	<p>Reduced ASB and exclusions</p> <p>Improved mental wellbeing</p> <p>Pendle Leisure Trust develops more community led physical activity opportunities based on the Hub framework.</p>
Priority:	Improving health outcomes for children and young people (reduce hospital admissions, with a focus on under 5's)			
Addressing root causes of under 5 hospital admissions,	<p>PCN Population Health plans</p> <p>Oral health campaigns</p>	Map the root causes of hospital admissions	PCN	

Objectives	Existing Activity	What we will do	Lead	What success will look like
particularly in the Bradley Ward.				
Priority:	Improving health outcomes for Bradley residents			
Facilitate greater civic pride, creating a healthier living environment	Nelson Town Deal: Accessible Nelson Healthy Town This is Nelson	Create public realm spaces in Nelson that foster health and wellbeing Target all Bradley schools and community places, assets for Beat the Streets Encourage community grow and sow community initiatives Explore opportunities for 'edible landscapes' and 'Fruit Routes' Understand breakfast/ after school club offer and explore opportunities to enhance family learning for healthy lifestyles Support community and faith groups in their capacity to build civic pride and offer health and wellbeing opportunities for residents.	PBC PLT Good Life project SSW	Vibrant, accessible public spaces that instil a sense of pride
Supporting community capacity building	Long Term Town Plan for Nelson This is Nelson: Festival of Culture Bradley Big Local ICB CVS Social Prescribing Grant scheme	Support roll out of Bradley Big local legacy Facilitate more Community Conversations	PBC	Increased sense of belonging and pride in the area Increased social movements and empowered residents

Objectives	Existing Activity	What we will do	Lead	What success will look like
Improving effective use of health and social care services	Bradley Community Conversations Social Prescribers SafeSpace	Develop a scheme to reduce demand on adult social care, involving young people in its delivery Social Prescribers to link users with the community, voluntary and faith sector groups that can support them Strengthen homelessness support for 16- 21 year olds	PBR CVS PAC	Reduced demand on ASC Increased homelessness support for young people Local healthcare services linked with Together an Active Pendle to increase physical activity and movement at every opportunity
Priority:	Shaping integrated services			
Make better use of Pendle's public estates portfolio to enable an integrated approach to service delivery across health, leisure, PBC and community, voluntary and faith sectors.	Long Term Town Plan	Facilitate the development of a Community Hub in Nelson to co locate a number of community organisations, social prescribers, community health services. Facilitate the development of a diagnostic health hub as part of the redevelopment of Nelson Seek to encourage a Health provider to develop a Health Centre in Barnoldswick Influence Strategic Estates Group to consider opportunities to incorporate Primary Care into existing leisure provision. Explore opportunities to better integrate social care, mental health, community and council service.	PBC PBC PCN PBC ICB	A vibrant Community Hub offering seamless services Diagnostic health hub incorporated into Pendle rise designs

Glossary of terms:

BPR CVS	Pendle Burnley Pendle Rossendale Community Voluntary Service
CFW LCC	Children, Family Wellbeing Service Lancashire County Council
ICB	Integrated Care Board
LAL	Lancashire Adult Learning
LCC	Lancashire County Council
PAC	Positive Action in the Community
PLT	Pendle Leisure Trust
PCN	Primary Care Network
PoP	People of Pendle Group
SSW	Super Slow Way
TaAP	Together an Active Pendle