SYNOPSIS
The purpose of this report is to present the Northamptonshire Health and Wellbeing Charter for Members to consider for adoption by Corby Borough Council.

1. Relevant Background Details

The Northamptonshire Charter for Health and Wellbeing represents an opportunity for all Local Area Agreement (LAA) partners including Corby Borough Council to support improving the health of their workforce and their families. Furthermore, it harnesses the capacity of this large workforce to deliver broad health messages to customers across the community.

The Choosing Health White Paper states that the only effective way to reduce health inequalities and improve the health of the population is to adopt the “fully engaged” scenario, where individuals and communities are engaged in their own health care and wellbeing. However, people are likely to need support to tackle health related issues and to undertake lifestyle changes.

The Countywide Healthier Communities and Older People (HCOP) Board agreed to a proposal to develop a Charter for Health and Wellbeing which would make a positive contribution to the delivery of health related priorities and targets in the LAA, the County Sustainable Communities Strategy, the Borough’s Local Strategic Partnership Community Strategy and the work of the local HCOP group.

The Health and Wellbeing Charter was jointly developed between a number of organisations who have a strong presence on the Countywide HCOP Board and involvement with its core business. These were primarily the PCT, the County Council and the Borough and District Councils.

2. Report

This report has been written to introduce and demonstrate the benefits of signing up to the Health and Wellbeing Charter.

The Northamptonshire Health and Wellbeing Charter has two key deliverables:

- To support the workforce of LAA partners to make healthier choices and lifestyle changes
- To support this workforce to provide accurate and consistent health messages to customers and the wider community

Corby Borough Council as an employer is providing opportunities for staff to give up smoking, weight management programmes and physical activity. Signing up to the Charter will demonstrate that the Council recognises the importance of Health and Wellbeing for staff and customers.

Adopting the charter will improve, staff health and wellbeing, staff engagement and satisfaction, staff recruitment and retention, productivity, product and service quality and
customer satisfaction. It will help to reduce stress, sickness and absence, staff turnover, recruitment costs, agency cover costs, health related employee payments, liability cover and litigation costs.

It is important that the Council identifies a lead officer responsible and accountable for implementing the Charter. The PCT Health Improvement Team and the County Council Healthier Communities and Older People Team will provide support to LAA organisations to assist them in developing their policies and practices and will encourage learning by spreading examples of good practice.

3. Options to be considered
The Committee is requested to consider signing up to the Charter and to appoint a lead officer.

4. Issues to be taken into account:-

Policy Priorities
As an LAA organisation, the Council is required to implement the following effective and supportive policies with the help of the PCT Health Improvement team and the County HCOP team -

- Smoking cessation, healthy eating, alcohol/substance harm reduction, physical activity, breast feeding, mental health and well-being;

The Council will also promote access to healthy lifestyle options in the workplace – e.g. physical activity programmes.

Financial
According to the Health and Wellbeing Charter, studies have shown that every pound spent on promoting health in the workplace could lead to a £2.50 saving for organisations by reducing absenteeism. Health promotion measures have led to between 12% and 36% reduction in sickness absence.

There are no direct costs involved in signing up to the Charter.

Legal

Performance Information
The implementation of Health and Wellbeing Charter will be monitored through the LAA.

Equalities
The Charter sets out how Corby Borough Council can support staff and customers to improve health and tackle health inequalities and how all can benefit from having a healthier workforce.

Signing up to Charter demonstrates recognition of the importance of health and well-being in improving individual life chances, creating sustainable communities and improving the local economy.

5. Conclusion
It is important Corby Borough Council as an LAA partners sign up to the Charter to demonstrate their commitment to being a healthy employer – by improving the health of their employees and developing their staff as health ambassadors to contribute to health improvements in the community.
6. Recommendations
   i) For the Committee to endorse, sign up and adopt the Health and Wellbeing Charter for Corby Borough Council

Background Papers
The Northamptonshire Health and Wellbeing Charter
Choosing Health
Northamptonshire Sustainable Community Plan
The Local Area Agreement

External Consultations
The draft Charter went out to consultation from December 2007 to January 2008 including the Charter being tabled at the last Countywide HCOP Board meeting on 12 December 2007 requesting comments. Whilst the number of responses was small they were all favourable to the overall purpose and direction of the Charter. A number of amendments have been made to the draft Charter in response to the feedback.

List of Appendices
Northamptonshire Health and Wellbeing Charter

Wards
All

Officer to Contact
Shireen Mears, Principal Regeneration Officer, ext 4019
Shireen.mears@corby.gov.uk