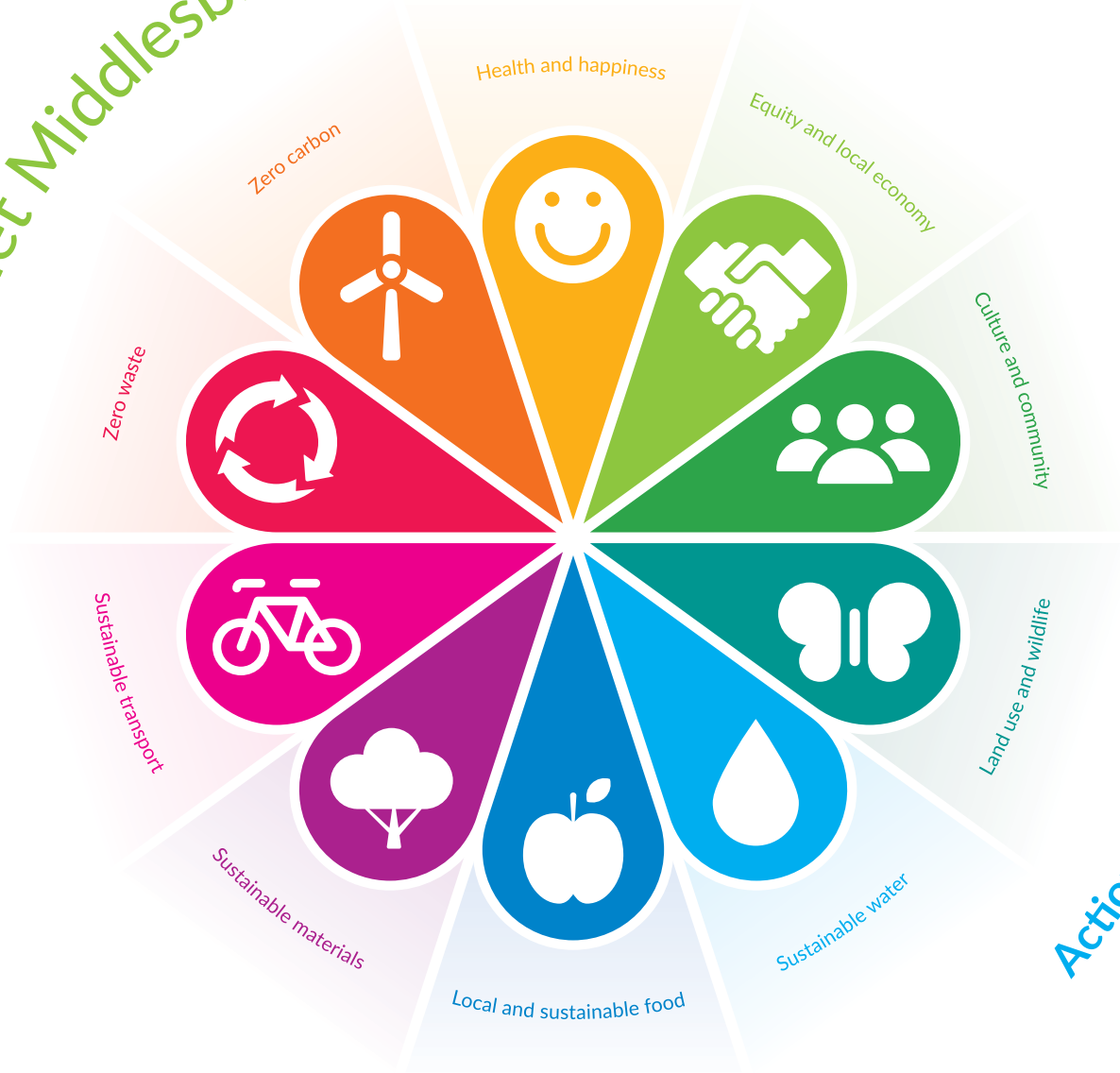


# One Planet Middlesbrough



Action Plan 2016-2025



## Foreword

The One Planet Living framework adopted by Middlesbrough Council and partners is built around ten principles of sustainability that relate to environmental, economic and social aims. By gradually making changes to the way we do things we are making Middlesbrough a more sustainable community - one which lives within the planets available resources.

Sustainable living is vital for the future of our town and improving the quality of life of our residents. We will continue to implement One Planet Living in Middlesbrough, working towards the sustainable use of our resources, addressing the causes and effects of climate change and improving well-being in our communities.



Mayor Budd

## Introduction

### Welcome

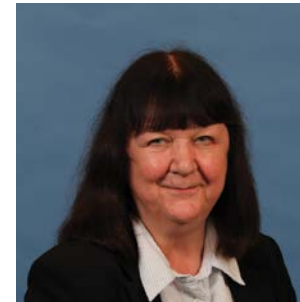
One Planet Living is the approach used in Middlesbrough to address sustainability and climate change. The One Planet Living framework, created by international charity Bioregional, provides us with a clear and practical framework to examine the town's sustainability challenges and deliver appropriate solutions; ultimately improving the quality of lives of local residents.

One Planet Living is based on the fact that if everyone lived like the average Middlesbrough or UK resident currently does, we would need three planets to sustain our lifestyles. To deliver sustainable environmental, economic and social improvements to the town, Middlesbrough is using the ten principles of One Planet Living. This broad framework enables individuals, communities and organisations to live greener, healthier and more affordable lifestyles, within their fair share of the Earth's resources.

Our endorsed Action Plan identifies our priority actions for 2016/17, as well as our longer term intentions to deliver environmental, economic and social improvements. Middlesbrough Council, through its own activities,



Councillor Tracy Harvey



Councillor Julia Rostron

support for and services to the local community leads the One Planet Middlesbrough partnership. Middlesbrough Environment City leads on the wider community engagement. Through the One Planet Living: Creating Sustainable Communities project the charity delivers practical interventions enabling local residents and community organisations to make their own contribution to the One Planet Middlesbrough initiative. Delivery of the programme is also supported through strategic partnership work by the Thirteen Group.



# Zero Carbon

Making buildings energy efficient and delivering all energy with renewable technologies



## Priority Actions

Work in conjunction with the Heat Network Delivery Unit of the Department of Energy and Climate Change, Tees Valley Unlimited, Redcar and Cleveland Council and Stockton Borough Council to complete the evaluation of a town wide district heating system

Install renewable energy generation equipment in Council buildings to provide at least 8% of the Council's energy requirements by 2020

Introduce flexible working practices, and monitor the extent to which energy reduction in town centre buildings is a by-product of this practice

Use training and events to promote energy efficiency measures and behaviours in the community and also raise awareness of the health impacts of cold, damp homes

## Milestones

Complete feasibility study by January 2017

Council to undertake an options appraisal on the delivery of a town wide district heating system subject to a sound business case, by March 2017

Deliver an options appraisal for the roll out of additional renewable PV energy to community hubs and town centre buildings

Deliver energy efficiency measures within town centre buildings and community hubs by March 2017

By April 2016 collect data from employees regarding interest in adopting agile working practices

Introduce agile working from June 2016 using an accommodation strategy based roll out programme

Hold ten targeted energy efficiency and fuel poverty workshops to support vulnerable householders by December 2016

Provide training in affordable warmth to 20 front-line staff by December 2016

Provide simple home energy efficiency measures to 250 homes by March 2017

Monitor energy consumption patterns in three central buildings pre and post implementation of agile working

Work with colleagues in facilities management to understand energy management practices out of hours

## Outcomes

- Reduced energy costs for Council operations
- More energy efficient Council buildings and more informed employees
- The Council will demonstrate good local leadership and best practice in reducing costs and carbon footprint
- Provide support for residents to help them reduce fuel costs
- Ensure that the most vulnerable within the community are protected from the consequences of fuel poverty
- Help to develop a more resilient community, reducing fuel poverty and the detrimental impact upon health and well-being





# Zero Carbon



Making buildings energy efficient and delivering all energy with renewable technologies

One Planet Middlesbrough aspires to significantly reduce the costs and carbon footprint associated with Council operations through investment in retro fit, investment in renewable energy and employee behaviour change programmes. Furthermore we will work towards delivering a carbon neutral energy management system in Council buildings, develop all regeneration and building projects to follow a zero carbon aspiration and work to significantly reduce the number of residents living in fuel poverty.

### Medium Term Outcomes

- Continue implementation of annual energy efficiency programme for Council buildings and develop flexible working practices to reduce energy costs
- Develop a coordinated approach across Middlesbrough for all medium and large organisations to reduce carbon and energy costs across the business, educational and voluntary sectors

### Long Term Outcomes

- Work towards a carbon neutral energy management system for Council buildings
- Year on year reduction in carbon emissions across Middlesbrough with energy efficient investment in housing stock
- Reduce the number of households suffering fuel poverty by half





# Zero Waste

Reducing waste, reusing where possible, and ultimately sending zero waste to landfill



## Priority Actions

Deliver a comprehensive annual programme of education to further improve performance on waste minimisation

Research and develop a communications campaign to aid all communities in fully understanding how to manage their waste correctly

Develop and build on current Street Champion project to improve the cleanliness of back alleys

## Milestones

Work with 5 schools by March 2017

Attend 5 roadshows by March 2017

Work with minority groups to design an information leaflet and fully understand associated issues by September 2016

Develop an information leaflet on waste minimisation in languages other than English by December 2016

Organise to deep clean 5 alleys by March 2017

Organise 10 litter picks for Street Champions and local residents by March 2017

## Outcomes

- Reduce waste sent for final disposal
- Engagement with school pupils across Middlesbrough
- Reduce the amount of waste sent to landfill
- Increase the amount of waste recycled
- Increase the number of residents participating in the recycling scheme
- Encourage and enable positive waste management and recycling behaviour





## Zero Waste

Reducing waste, reusing where possible, and ultimately sending zero waste to landfill



Through the use of One Planet Living principles achieve minimal waste to landfill, with all household waste either recycled, reused, reclaimed or composted.

### Medium Term Outcomes

- Deliver annual work programme of waste minimisation education, promotion of recycling and education on sustainability, all linked to the Council's waste management strategy
- Increase to 95% the proportion of office waste from Council offices and buildings, including confidential wastes, batteries, WEEE materials, which is recycled
- Ensure that the new waste disposal contract provides the infrastructure required for Middlesbrough organisations to follow a trajectory towards zero waste by 2025
- Contribute to the review of the Tees Valley Waste disposal contract

### Long Term Outcomes

- Incorporate into the new waste disposal contract measures to reclaim, recycle and compost at least 70% of domestic waste by 2025
- Coordinate measures to reduce to 2% the proportion of waste generated by Middlesbrough Council which is sent to landfill





# Sustainable Transport

Reducing the need to travel, and encouraging low and zero carbon modes of transport to reduce emissions



## Priority Actions

Deliver training to encourage and enable Middlesbrough residents and Council employees to travel sustainably, safely and cost effectively

Evaluate sustainable travel trends and the use of provided facilities

Undertake Independent Travel Training with residents in order to reduce dependence upon private and private hire vehicles, in favour of sustainable transport

Create, support and deliver a programme of events toward a successful Tour De Yorkshire, building in a post tour legacy

Gain funding to continue delivery of services for 2016 - 17 and identify funding opportunities to continue the provision of Sustainable Transport initiatives post 2016 - 17

## Milestones

Deliver Bikeability training to 1, 200 adults and children by March 2017

Deliver pedestrian training to 1, 600 children by March 2017

Monitor patronage at the James Cook rail halt, aiming to increase patronage by 10%

Monitor Town Rider bus service patronage toward a 10% increase

Attract 1,000 visits per month to use the free facilities provided at Middlesbrough Cycle Centre

Monitor data on a monthly basis to evaluate trends towards a 10% annual increase in cycle trips

Deliver independent travel training to 100 primary school age children during 2016 - 17

Deliver independent travel training to 100 children aged 12 - 18 during 2016 - 17

Deliver independent travel training to 10 adults during 2016 - 17

Create a programme of events set to increase awareness of the event

Use the momentum gained to increase cycling levels in the town

Successfully deliver the programme

Produce a successful funding bid for the 2016 - 17 financial year

Work with Tees Valley on combined transport authority status to develop regional wide transport strategys

Identify additional funding pots to bid for as part of a regional basis

## Outcomes

- Increases in the use of low and zero emission transport
- Increases in cycling for both leisure and business use across the borough
- Supports public health programmes - increases peoples fitness, mobility, confidence, daily flexibility, travel costs and employment prospects
- Reductions in traffic congestion and associated pollution
- Development of the boroughs sustainable transport infrastructure







## Sustainable Transport

Reducing the need to travel, and encouraging low and zero carbon modes of transport to reduce emissions



### Priority Actions

Install tracking systems in Council refuse vehicles to monitor vehicle utilisation and fuel management and advise drivers on emissions reduction measures

### Milestones

As part of the capital vehicle replacement programme fit tracking devices in all new vehicle purchases

Retro-fit tracking devices to a further 50 vehicles on the existing fleet during 2016 - 17





## Sustainable Transport

Reducing the need to travel, and encouraging low and zero carbon modes of transport to reduce emissions



In the longer term the One Planet Middlesbrough initiative aspires to have reduced congestion, improved road safety levels, reduced air pollution and contributed towards the creation of a fitter and healthier community by:

### Medium Term Outcomes

- Identify funding sources to continue to develop sustainable transport projects
- Continue monitoring sustainable transport levels, with a particular interest in the new rail station located at James Cook University Hospital

### Long Term Outcomes

- Increasing participation in sustainable transport modes for commuting as well as business and recreation. The 2012 baseline data of Sustainable Mode of Transport (SMOT) from Middlesbrough work places is 9% bus, 6% walk, 5% passenger in car, 4% cycle, 2% train (26% of Middlesbrough's workforce travel via sustainable modes – September 2012)
- Reducing the number of children travelling to school by car from 25% (in 2010) to 20% (School Mode of Travel baseline data)
- Investing in low emission pool vehicles (cycles and cars) for use by Middlesbrough Council employees for business travel





## Sustainable Materials



Using sustainable and healthy products, such as those with low embodied energy, sourced locally, made from renewable or waste resources

### Priority Actions

Work with each Outcome area in order to understand sustainable materials in their procurement

Continue to review and update procurement policies and procedures

### Milestones

Commissioning and Procurement Team to have consulted with all outcome area representatives in order to understand and highlight sustainable materials as part of procurements by December 2016

Periodic review and update procurement policies and procedures with a specific emphasis on sustainable materials in order to ensure staff are considering this as part of their procurement processes

### Outcomes

- Provides a comprehensive understanding of impacts of procurement activities relating to the One Planet Living sustainability principle
- Procurement evaluation process, incorporating assessment of sustainability criteria, used throughout the Council for all appropriate contracts
- Provide a comprehensive framework for all procurement activities
- Reduce the procurement of unsustainable resources
- Streamlines the Council's procurement processes
- Provides a comprehensive information resource for staff
- Enforces positive sustainable purchasing habits across the organisation
- Harnesses a culture of ethical spending
- Consideration of all sustainable materials when procuring goods and services





## Sustainable Materials



Using sustainable and healthy products, such as those with low embodied energy, sourced locally, made from renewable or waste resources

In the longer term the One Planet Middlesbrough initiative aspires to have reduced congestion, improved road safety levels, reduced air pollution and contributed towards the creation of a fitter and healthier community by:

### Medium Term Outcomes

- Ensure sustainability principles are applied to the delivery of all services commissioned by the Council
- Maximise the re-use and recycling of materials that the Council uses
- Provide information and advice on sustainability criteria for purchasing decisions
- Maximise reuse and recycling of materials used in the delivery of Council services whilst ensuring only healthy and no-toxic materials are utilised which are, where possible, from sustainable sources.
- Provide information and guidance on the need to reduce consumption and choose low impact goods
- Reduce procurement of unsustainable resources
- Streamline the Council's procurement process improving efficiency and effectiveness

### Long Term Outcomes

- Implementing changes to the procurement requirements and procedures following completion of review
- Minimising the use of non-recycled and new goods and materials in order to significantly reduce the environmental impact of the delivery of services provided by the authority.





## Local and Sustainable Food



Supporting sustainable and humane farming, promoting access to healthy, low impact, local, seasonal and organic diets and reducing food waste

### Priority Actions

Revise the Middlesbrough Food Plan to cover the period 2016 - 2019

Develop and implement a Food Insecurity Action Plan for Middlesbrough

Maintain Fairtrade Town status throughout the year

Promote local food procurement and production in Middlesbrough

### Milestones

Complete first End of Year Report by June 2016

Revision of Food Action Plan completed by September 2016

Finalise balanced scorecard to assess current actions and inform future plan by June 2016

Set up working group by June 2016 with representation from the public, private and voluntary sectors

Develop Action Plan by November 2016 and publish

Bimonthly meetings of the Steering Group

Undertake Fairtrade campaigns linked to the Town Meal, Christmas and Fairtrade Fortnight in March 2017

Develop Growing Middlesbrough brand through the One Planet Middlesbrough project by September 2016

Develop local procurement guidelines for local organisations by October 2016

### Outcomes

- Provide the community with opportunities to engage in food growing, increasing the number of residents growing and cooking their own produce
- Increase in the sustainable food offer of Middlesbrough based retail outlets





## Local and Sustainable Food



Supporting sustainable and humane farming, promoting access to healthy, low impact, local, seasonal and organic diets and reducing food waste

In the longer term the One Planet Middlesbrough initiative aspires to develop a town where people can eat healthy diets, high in local, seasonal and organic produce and where Middlesbrough Council is the demonstrable leader in the procurement and promotion of local, seasonal and sustainably sourced produce.

### Medium Term Outcomes

- Support food growing on Council owned allotments to achieve an improved occupancy and cultivation rate by 2017
- Support settings to improve the healthy and sustainable food offer in Middlesbrough
- Support an Urban Farming programme that engages the community in food growing, promotes other organisations to use land for growing and supports local producers and a local supply chain

### Long Term Outcomes

- Support food growing by enabling allotmenters to develop a system of self-management to cultivate 100% of allotment plots
- Increase the healthy and sustainable food offer in Middlesbrough provided by the Council, partner organisations and settings
- Work with schools and Middlesbrough Council to maximise opportunities for the consumption and purchase of healthy and sustainable food
- Retain Fairtrade Town status
- Continue to support an Urban Farming Programme that engages the community in food growing, promotes other organisations to use land for growing and supports local producers and a local supply chain





## Sustainable Water



Using water efficiently in buildings, farming and manufacturing. Designing to avoid local issues such as flooding, drought and water course pollution

### Priority Actions

Develop a maintenance plan for Middlesbrough becks to manage flood risk

Taking a collective approach to reducing flood risks, using all available resources and funds in an integrated way and in so doing derive enhanced overall benefit

Undertake a survey and map all highway drainage

### Milestones

To have a fully operational plan by March 2017, this is to be delivered in conjunction with the Environment Agency

Deliver a £100k Flood Risk study for Marton West Beck and Newham Beck to look at all aspects of flooding including current structures

By March 2017 propose schemes to be taken forward

Complete 50% of the drainage system, clean and carry out repairs where necessary by the end of March 2017

### Outcomes

- Reduce the risk of flooding in vulnerable areas
- Increased residential and business awareness of flood risk responsibilities



## Sustainable Water

Using water efficiently in buildings, farming and manufacturing. Designing to avoid local issues such as flooding, drought and water course pollution

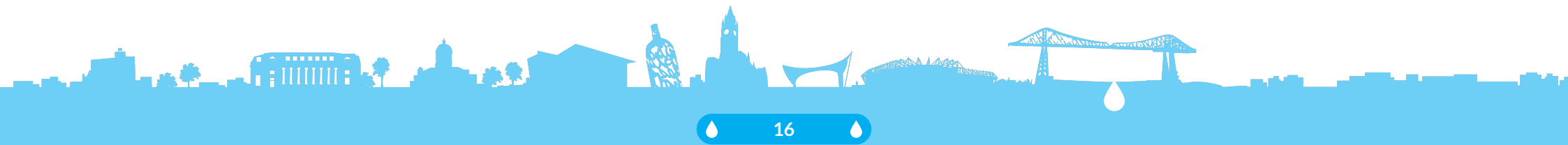
In the longer term Middlesbrough's One Planet Living initiative aspires to have a reduced flood risk, improved and developed natural habitats that are resilient to flooding and drought and to have reduced the consumption of treated water.

### Medium Term Outcomes

- Deliver an ongoing programme of maintenance works on Middlesbrough becks to manage flood risk
- Work with partners to develop schemes to promote water conservation and install and expand the use of water storage at property level
- Work with schools to promote use of improved natural habitats in beck valleys for teaching and learning with monitoring of species present
- Promote water efficiency to businesses

### Long Term Outcomes

- Improving flood defences and introduce technology to maximise early warnings of adverse risks
- Aiming for a zero overall increase in flows being received by sewers and watercourses
- Taking a collective approach to reducing flood risks, using all available resources and funds in an integrated way and in so doing derive enhanced overall benefit
- Continuing to promote and implement water conservation measures throughout Middlesbrough, to reduce consumption by 1.5% year on year







## Land Use and Wildlife



Protecting and restoring biodiversity and creating new natural habitats through good land use and integration into the built environment

### Priority Actions

Deliver management of Local Nature Reserves and Local Wildlife Sites in Middlesbrough in conjunction with volunteer groups

Begin putting allotments into self management

### Milestones

Attend Tees Valley Wildlife Trust (TVWT) 21st Century Meadow management course by the end of April 2016

Put 2 meadows back into positive management by the end of March 2017

Beechwood Allotment Association to be established by June 2016

Ensure that Beechwood is a self managed allotment by December 2016

### Outcomes

- Improvement of the quality and quantity of the environmental offer of local spaces for residents and visitors to use and enjoy
- Increase residents involvement with and ownership of the local environment





## Land Use and Wildlife



Protecting and restoring biodiversity and creating new natural habitats through good land use and integration into the built environment

In the longer term Middlesbrough's One Planet Living initiative aspires to sustain a biologically diverse landscape with a variety of habitats such as larger areas of woodland with varied age structure, grasslands, ponds and watercourses and to continue to actively engage local residents in the green environment.

### Medium Term Outcomes

- Deliver management of Local Nature Reserves and Local Wildlife Sites
- Ensuring that all sites are managed appropriately to improve biodiversity value
- Supporting volunteers and Friends groups in the management and involvement in natural green spaces

### Long Term Outcomes

- Achievement of a well used and valued network of well maintained Open Spaces which cover all the future requirements of Middlesbrough residents in terms of different types of land use such as allotments, parks and gardens and natural green spaces. Open Space and the green infrastructure should be, where possible, publicly accessible, well signed and welcoming. Open Spaces will be used to support health and recreational activities. Middlesbrough residents will be actively involved in the future of their local spaces. Areas of cultural, historic or natural significance will be restored and interpreted





## Culture and Community

Respecting and reviving local identity, wisdom and culture; encouraging the involvement of people in shaping their community and creating a new culture of sustainability



### Priority Actions

Delivery of Middlesbrough Town Hall Restoration and Refurbishment project, progressing towards re-opening in 2017/18 and creating a key cultural and heritage asset for Middlesbrough and the Tees Valley

Appointment of a new Heritage Development Officer role to take responsibility for the development of a Heritage Plan for Middlesbrough

Delivery and support of culture and heritage events programme to contribute to the development of Middlesbrough as a cultural destination, reaching at least 80,000 people

Development and creation of new Captain Cook learning and engagement facilities at the Captain Cook Birthplace Museum, supported by Art Council or Treasury funding, to open up Cook collections to more people

### Milestones

Appointment of main contractor and commencement of capital works by September 2016

Delivery of heritage engagement activities according to Heritage Lottery Fund Activity Plan commencing May 2016

Recruitment of 30 volunteers to support the delivery of the heritage activity programme by September 2016

Appointment of Heritage Development Officer April 2016

Consultation with partners and stakeholders by December 2016

Delivery of Heritage Plan by March 2017

Delivery of Tour de Yorkshire and Local History Month by May 2016

Delivery of BBC Music Day by June 2016

Delivery of Middlesbrough Mela by July 2016

Delivery of Discover Middlesbrough and Twisterella by October 2016

Delivery of Christmas programme by December 2016

Agreed project plan and secure corporate approvals by June 2016

Commence delivery of capital works November 2016

Completion of project and launch of new facilities and exhibitions by April 2017

### Outcomes

- Increased awareness, engagement, promotion and participation with Middlesbrough's culture, local heritage and identity
- Development of the town's cultural offering and generation of inward investment from visitors
- More external investment secured for culture and heritage projects and programmes for the benefit of residents and visitors
- Enhances people's feelings of belonging to a community and supports well-being
- Cultural facilities are improved and more environmentally sustainable events are hosted
- Preserves and promotes key heritage buildings showcasing the town's architectural culture





## Culture and Community



Respecting and reviving local identity, wisdom and culture; encouraging the involvement of people in shaping their community and creating a new culture of sustainability

In the longer term the One Planet Living initiative aspires to make Middlesbrough an affordable, inclusive, interactive destination delivering high quality programmes celebrating culture and heritage in sustainable and accessible venues and public spaces.

### Medium Term Outcomes

- Include adherence to sustainable event practices as part of the scoring matrix for all event commissioning and procurement procedures
- Consider sustainable event practices in all internal event planning processes and promote to external event organisers holding events on council land
- Identify opportunities to develop and deliver major cultural events and programmes
- Achieve Heritage Lottery Fund funding and deliver the capital redevelopment project for the Town Hall, to incorporate elements to improve environmental sustainability and a programme of heritage engagement activities
- Increase the use of environmentally friendly methods to promote cultural and heritage activities, and increase online sales where applicable

### Long Term Outcomes

- Establishing electronic based publicity and information campaigns across the majority of cultural service offerings
- Ensuring all internal and external event organisers adopt BS 8901
- Delivering a programme of cultural and heritage activities to engage with 350,000 people per year
- Identifying opportunities to develop and deliver major cultural events and programmes and leveraging appropriate external funding to support delivery
- Including environmental sustainability and accessibility objectives in future capital projects within culture and heritage





## Equity and Local Economy

Creating bioregional economies that support equity and diverse local employment and international fair trade



### Priority Actions

Improve the linkages between local business growth and unemployment

Support business growth, encourage development of local supply chains and promote resource efficiency programmes

Undertake Strategic Economic Planning to identify key sectors and opportunity for sector diversification

### Milestones

Monitor Middlesbrough Unemployment Rate monthly

Support the delivery of Talent Match to engage business with employment of young people

Ensure that the business community is linked with the Youth Employment Initiative to launch in Middlesbrough from April 2016

To deliver a recruitment fair in Middlesbrough in partnership with key partners to promote local employment opportunities by October 2016

Launch a contemporary artisan food market promoting locally sourced food suppliers in Middlesbrough Town Centre by June 2016

Link with the Transport Department to promote sustainable transport programmes through Middlesbrough Business Forum and Middlesbrough Means Business between April 2016 and March 2017

Complete economic planning workshops with key partners by June 2016

To promote business growth opportunities via Middlesbrough Means Business network, weekly

Continue to support new start-ups in the Bedford St. Redevelopment and across the town centre to provide assistance to new retailers occupying empty retail space (April - October 2016)

Work with Wilmot Dixon (developers of Teesside Advanced Manufacturing Park) to put in place work experience, apprenticeships and school engagement programmes as part of the overall development

Deliver Holiday Inn Extension with developer and hotel operator to create further bed space in the town and engage interest from a restaurant chain to create further jobs/supply chain opportunities by March 2017

Engage with 5 businesses, investors or developers to support business growth opportunities and attract inward investment

Identify key sectors for future growth in Middlesbrough by September 2016

### Outcomes

- A movement towards a low carbon economy utilising digital innovation and creating an environmentally aware business culture
- Increased levels of occupancy, footfall and consumer spend in the town centre leading to greater vibrancy and increased economic vitality
- Increased information sharing and partnership working within the business support community
- Increased local employment opportunities
- Strengthened local supply chain





## Equity and Local Economy

Creating bioregional economies that support equity and diverse local employment and international fair trade



In the longer term the One Planet Middlesbrough initiative aspires to have created a vibrant and diverse local economy with reduced unemployment.

### Medium Term Outcomes

- Move towards a low carbon economy creating an environmentally aware business culture, and promotion of sustainable employment
- Develop the town centre to increase footfall, business occupancy and have a balanced presence of retailers in the town centre

### Long Term Outcomes

- Encouraging businesses to continue to develop sustainable strategies to grow their business
- Improving the link between business growth and local employment





## Health and Happiness

Encouraging active, sociable, meaningful lives to promote good health and wellbeing



### Priority Actions

Implement the HeadStart programme across Middlesbrough to improve the emotional resilience of children and young people

Gain commitment and implement the Extra Life framework into a further three large settings and a schools pilot in Middlesbrough

Develop a workplace and settings engagement plan that integrates all strategic and operational workplace engagement in Middlesbrough to maximise efficiency in engagement

Implement the Breastfeeding Welcome Scheme in local businesses in Middlesbrough to encourage women to continue to breastfeed in a baby friendly environment

### Milestones

Implement the Young People's Peer Mentoring programme by March 2016

Emotional Wellbeing adopted as a key element of year 6 to 7 transition programmes by September 2016

Completion of Health Needs Assessments in Middlesbrough Council, Middlesbrough Football Club and Tees, Esk Wear Valley NHS Trust, as well as at least one pilot primary school

Establish Extra Life Framework and the creation of a minimum one year plan to tackle the health needs identified within the specific settings

Create draft framework and send out to consultation to include other workplace engagement across the town

Agree final format for plan and enact actions to maintain its outputs/outcomes

Implement scheme into 10 new businesses in Middlesbrough by March 2017

Revisit businesses already signed up to the scheme to ensure the scheme is still being implemented

### Outcomes

- Reduction in diagnosable mental health conditions in children and young people
- Increase in the number of young people accessing positive activities
- Support women to breastfeed
- Increase in venues where women are welcome to breastfeed
- Increased accuracy of MUST score
- Decrease in number of patients with a MUST score of 2 or more
- Decrease in number of patients on prescribed oral nutritional supplements (ONS)
- Increased knowledge and awareness of malnutrition and dehydration
- Reduction in need for expensive medical treatment
- Improved health and wellbeing and prevention in further ill health and early deaths





## Health and Happiness

Encouraging active, sociable, meaningful lives to promote good health and wellbeing



### Priority Actions

Provide accredited training and support on identifying and treating undernutrition in vulnerable adults

Engage with GP's and Practice Managers to showcase and create a more robust understanding of the exercise referral team and it's impacts on the wider community, whilst developing more efficient partnerships and increasing referrals

CSAF team to engage in local communities and hard to reach groups in targeted wards; providing sustainable and robust exit routes in local clubs and identify funding to support them

The commissioning of targeted fluoride varnish painting on teeth for primary school children

Ensure a series of young peoples focus groups are available to help shape public health campaigns

### Milestones

Continue to support 12 care homes to implement Focus on Undernutrition by providing new staff with training and refresher training annually to all staff

Identify and implement Focus on Undernutrition in 4 new care homes in Middlesbrough by March 2017

Re-promote the exercise referral team service through Middlesbrough wide GP consultation and seminar delivered to practice managers and GPs

Achieve an overall 15% increase in patients referred to the team by March 2017

Engage with 250 new participants and show exit routes and pathways for continuing sport and physical activity

Support clubs to secure a total of £4000 of funding to enable groups to be able to sustain participation by March 2017

To increase the number of children registered with the dentist within the target schools by March 2017

For the map of these groups to be available and utilised by December 2016

### Outcomes

- Offer opportunities for all to take part in targeted sport, especially those from low income families
- Improve health and social inclusion
- Reduce antisocial behaviour
- Reduction in the number of missing, decayed and filled teeth
- Ensure that health campaigns are relevant to young people and therefore more effective







## Health and Happiness

Encouraging active, sociable, meaningful lives to promote good health and wellbeing



One Planet Middlesbrough aspires to continue to make health improvements in line with the Joint Strategic Needs Analysis bringing life expectancy in line with the national average. Ensuring all key partners play an active role.

### Medium Term Outcomes

- Reduce absenteeism amongst Council employees by providing manageable practical opportunities for staff to improve their physical and mental well-being. Providing best practice leadership within the community
- Deliver innovative ways to increase participation in the Community Sports and Leisure hubs for all Middlesbrough stakeholders
- Improve the natural and urban environment to create healthy and sustainable opportunities to improve economic and social opportunities for community and volunteer engagement

### Long Term Outcomes

- Increase significantly the number of residents participating in regular physical exercise
- Improve awareness, opportunities and access to activities and interventions that increase knowledge and understanding of poor and good mental health
- Create a more resilient Council Workforce that helps reduce the number of days lost related to stress, depression and fatigue

