

**To the Chair and Members of the
Health and Adult Social Care Scrutiny Panel**

Health on the High Street

Relevant Cabinet Member(s)	Wards Affected	Key Decision
Councillor Pat Knight Cabinet Member for Public Health and Well-being	All	No

EXECUTIVE SUMMARY

1. This report is to highlight the importance of the role that the High Street can have on the health and wellbeing of Doncaster residents. A report by the Royal Society of Public Health (RSoPH) in 2015 ranked Doncaster in the top 25% of healthiest retail areas but also provided recommendations on how the High Street has an important role to play in supporting the public's health.
2. This report uses the RSoPH document as a basis to map the existing work that is taking place to address the negative aspects of some business activities but also on the positive health promoting aspects that we can encourage (see appendix 1).

EXEMPT REPORT

3. There is no exempt information contained in this report.

RECOMMENDATIONS

4. Based on the information provided by the RSoPH and the existing work taking place the panel is asked:-
 - a. To take note of the existing work of licensing, environmental health, trading standards and public health to address business activities that may be detrimental to health (Appendix 1).
 - b. Support future work to ensure that health is integral in the policies of the Council including Doncaster's emerging local plan
 - c. Support work with local businesses to create opportunities for health promotion activities.

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

5. Creating Doncaster as a healthy place to live, work and play is vital if we wish to improve the health and wellbeing of our residents. The high street can have a role to play in supporting our residents to lead healthy lives in relation to the design of the environment and the businesses that are placed there.
6. In Doncaster, life expectancy for both men and women is lower than the England average and within the borough there are clear inequalities. Life expectancy is 9.4 years lower for men and 6.3 years lower for women in the most deprived areas of Doncaster than in the least deprived areas (Health Profile for Doncaster 2014, APHO).
7. There are 22.8% of over 18's who smoke in Doncaster which compares poorly to the national average of 18%.
8. Alcohol related admissions to hospital have increased over the last few years and are now significantly higher than the national average.
9. Overweight and obese adults are a significant issue with 74.8% of adults in Doncaster carrying excess weight (overweight or obese) resulting in Doncaster having the 2nd highest rate in England (Active People Survey, 2014).
10. The costs of physical inactivity are significant to Doncaster an estimation of the total cost of physical inactivity to the economy including treating diseases and sickness absence being £21,434,207 (Turning the Tide of Inactivity, 2014).
11. Loneliness affects many residents especially those that are older or more vulnerable and we have 40-45% of Doncaster carers feeling that they are socially isolated.
12. Healthy high streets can provide opportunities to meet friends, support communities and meet the needs of local people by connecting people and being a place for people to meet.
13. With the health and wellbeing challenges that we face in Doncaster it is imperative that health is a key priority and taken into account in all aspects of policies and work that relate to the environment where Doncaster residents live, work and play.

BACKGROUND

14. The Royal Society of Public Health published their report "Health on the High Street" in 2015. It was written in light of the negative changes that have happened to some high streets in the country owing to the rise of out of town and internet shopping and the economic downturn.
15. The report places importance on the high street as an important part of vibrant communities and that they have an important role to play in supporting the public's health. Unfortunately high streets can be home to business activities that may undermine and harm the public's health such as fast food restaurants, bookmakers and tanning salons.

16. The report researched the positive and negative impact that businesses on the high street can have from the public's health. They reviewed evidence as well as using input from public and expert opinions to develop a table of the best and worst businesses in relation to health promotion.

Most health promoting	Least health promoting
Health services	Tanning shops
Pharmacies	Fast food takeaways
Leisure centres/health clubs	Bookmakers
Libraries	Payday lenders
Museum and art galleries	
Pubs and bars	

17. They used this alongside a scoring system based on to what extent these businesses:-

- Encourage healthy lifestyle choices
- Promote social interaction
- Allow greater access to health care services and/or health advice
- Promote mental wellbeing.

18. The report authors used desk based research in 70 of the largest towns and cities to provide a ranking of the unhealthiest retail areas. This highlighted that the 10 unhealthiest retail areas are situated in some of the areas with the worst health outcomes. Doncaster was ranked **in the top 25% healthiest retail areas**.

19. The area used for Doncaster is unknown and the information was requested from the RoSPH but unfortunately they were unable to provide the specific location but they do not have access to the data that they used in the report.

20. It is worth noting with this survey the definition of least and most health promoting. The scoring was on the basis of several factors, including 'promoting social interaction' and 'promoting mental well-being' – it could be argued that whilst we recognise the dangers of out of control gambling and the effect this has on personal economy and wellbeing, it also provides opportunity for social interaction that would otherwise not take place. Alternatively pubs and bars provide social interaction but in some cases where there is proliferation and discount bar promotions which encourage irresponsible drinking behaviour can contribute to unhealthy behaviours.

21. Therefore it is advised that future work using this approach must consider areas individually based on the specific characteristic of that community and residents.

OPTIONS CONSIDERED

22. It is recognised that the influence that planning and environmental functions can have on improving health and wellbeing and reducing inequalities. There are a number of opportunities to strengthen joint working between Public Health and Environment & Regeneration.

- Build on the existing good work that has already taken place and

consider further ways that Public Health and Environment & Regeneration can work closely together on shared priorities and areas of focus.

- Provide dedicated Public Health Officer resource to provide support and expertise on the evidence based approaches to creating Doncaster as a healthy place to live.
- Through the development of Doncaster’s Local Plan, review how to update and improve planning policy controls over health issues such as betting shops, payday lenders as well location of development, creating accessible & safe places, community interaction, green infrastructure in order to create healthy inclusive communities.
- Investigate the development of Supplementary Planning Guidance on Creating a Healthy Environment for Doncaster’s Local Plan so that it includes some of the principles in the RSoPH report as well as addressing wider health and wellbeing issues.

REASONS FOR RECOMMENDED OPTION

23. Effective joint working will enable health and planning colleagues to integrate their joint priorities and influence wider partners such as developers and the private sector.

IMPACT ON THE COUNCIL’S KEY OUTCOMES

	Outcomes	Implications
	<p>All people in Doncaster benefit from a thriving and resilient economy.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Be a strong voice for our veterans</i> • <i>Mayoral Priority: Protecting Doncaster’s vital services</i> 	<p>Designing attractive places can create strong economic benefits with more walkable high streets having increased footfall and trade.</p>
	<p>People live safe, healthy, active and independent lives.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Safeguarding our Communities</i> • <i>Mayoral Priority: Bringing down the cost of living</i> 	<p>Healthy high streets can provide residents with healthy choices, be a place to meet people and provide health promoting services.</p>
	<p>People in Doncaster benefit from a high quality built and natural environment.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Safeguarding our</i> 	<p>Designing attractive high street environments that are accessible easily by walking and cycling encourage residents to visit and support local businesses.</p> <p>Well designed and maintained high</p>

	<p><i>Communities</i></p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Bringing down the cost of living</i> 	streets can be the heart of the community providing opportunities for interaction helping reduce social isolation for some residents.
	<p>All families thrive.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Protecting Doncaster's vital services</i> 	
	Council services are modern and value for money.	
	Working with our partners we will provide strong leadership and governance.	

RISKS AND ASSUMPTIONS

24. Health outcomes in Doncaster are improving but are significantly worse than the national average. There are many risks associated with not providing an environment that makes healthy choices, easy choices, which can contribute to a reliance on health and social care services and impact on overall health and wellbeing.

LEGAL IMPLICATIONS

25. There are no significant implications associated with this report

FINANCIAL IMPLICATIONS

26. There are no significant implications associated with this report

HUMAN RESOURCES IMPLICATIONS

27. There are no significant implications associated with this report.

TECHNOLOGY IMPLICATIONS

28. There are no significant implications associated with this report

EQUALITY IMPLICATIONS

29. There are no known implications at this time.

CONSULTATION

Officers

30. The Health on the High Street report has been discussed with colleagues from Licensing, Development Control, Environmental Health and Public Health. Information has been provided by colleagues to populate the mapping of existing work.

Members

31. The portfolio holder for Public Health has been briefed on the recommendations proposed in this paper.

BACKGROUND PAPERS

32. Royal Society for Public Health (2015) Health on the High Street. London.
<https://www.rsph.org.uk/en/about-us/latest-news/press-releases/press-release1.cfm/pid/792B0BEF-F0FF-4349-B34BB5E5041A2D17>

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