

2024 - 2027

# Bassetlaw District Council Health and Wellbeing Strategy

A Systems Thinking Approach

To improve the well-being of all in Bassetlaw,  
promoting healthier and happier lives, community  
prosperity, and lifelong independence.



**Bassetlaw**  
DISTRICT COUNCIL  
— North Nottinghamshire —





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The development of the strategy was informed by a Systems Thinking approach which brought together internal stakeholders including Officers from a range of services and the Cabinet Member for Health and Wellbeing to co-create key elements of the strategy to ensure its effectiveness and embed the approach across the Council.

This strategy document has been reviewed by our wider partners, including representative community subgroups, for constructive feedback. The Youth Parliament for Bassetlaw said ‘this is a really informative and useful strategic document, which can be read by all with ease. If you see this lying around, pick it up and have a look!’

Please note this strategy remains a dynamic, working document accompanied by an action plan.



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# Health and Wellbeing Strategy

## An executive summary

### Overview

Our Health and Wellbeing Strategy 2024-2027 is designed to improve the well-being of all in Bassetlaw, promoting healthier and happier lives, community prosperity, and lifelong independence.

It embraces our values of being;

- Collaborative
- Inclusive
- Commitment to assisting all of our community

This strategy seeks to enable communities to improve lifestyles and health outcomes.

We want local people to live in thriving communities that they feel proud of. It is important to reduce the gap between the most and least deprived Bassetlaw areas; improve equity for all.

### Where do we want to be?

- Bassetlaw District Council is working together as a whole system to prioritise health in all we undertake and deliver the foundations of [Vision 2040 Bassetlaw](#)
- Continuing to invest in the Council's leisure facilities to maintain high-quality local exercise options
- Running outdoor activities and events in local parks to promote physical and mental wellbeing
- Promoting health and wellbeing programmes and initiatives, working with local health and education partners
- Minimising the impacts of the rising cost of living on Bassetlaw residents by working in partnership with residents, businesses and the voluntary sector

### Our Priorities

Ensuring the best start  
0-16 years



Improving healthy lifestyles



Improving the places that people live



Tackling physical inactivity



Suicide Prevention and Mental Health



Cost of living support



Addressing the needs of the ageing population



Partnership working



### How has the Health and Wellbeing Strategy been developed?

In developing a strategy for 2024 onwards, Bassetlaw District Council has taken into account:

- [Vision 2040 Bassetlaw](#)
- [Public Health Outcomes Framework](#)
- [Census 2021 Data](#)
- [Office of National Statistics Data](#)
- [Joint Strategic Needs Assessment](#)
- Latest national guidance, strategies and plans
- Insight from subgroups indicative of our communities and other key stakeholders
- Other key local partnership and organisational plans, priorities and activity

# Glossary

<b>Health</b>	The state of complete physical, mental, and social wellbeing, and not merely the absence of disease or infirmity.
<b>Health Inequalities</b>	Health inequalities are unfair and avoidable differences in health across the population, and between different groups within society. Health inequalities arise because of the conditions in which we are born, grow, live, work and age. These conditions influence our opportunities for good health, and how we think, feel and act, and this shapes our mental health, physical health and wellbeing.
<b>Life Expectancy</b>	The average number of years that someone can expect to live.
<b>Healthy Life Expectancy</b>	The length of time a person spends in good health- in other words not disadvantaged by long- term conditions, illnesses or injuries.
<b>Health Promotion</b>	Giving people the information or resources, they need to improve their health.
<b>Intervention</b>	A term used to describe a programme or policy designed to have an effect on a health problem. Health interventions include specific prevention, treatment and rehabilitation.
<b>Outcomes</b>	Changes in health and wellbeing because of an intervention or action, either by an individual (exercising more), community (starting a running group) or organisation (creating more green spaces for people to exercise in).
<b>Vision 2040 Bassetlaw</b>	The <u>Vision 2040</u> is Bassetlaw District Council's Corporate Vision. "Our vision is for Bassetlaw to become the greenest, most sustainable district in which to live and work. Delivered through six strategic pillars: identity, skills, business, environment, facilities for all, and healthy district."



# Foreword

In Bassetlaw, the importance of Health and Wellbeing resonates with every individual, enriching lives and fostering active engagement within our diverse community. It is at the heart of what we do. Recognising the pursuit of good health varies across social, cultural, political, economic, commercial, and environmental contexts; our refreshed strategy aims to address those factors influencing our health throughout our life span. We have worked to establish a strategy that seeks to allow people to feel engaged, safe, and able to achieve.

Bassetlaw is a great place to live, work and visit. We have historic town centres, a patchwork of villages, stunning countryside, friendly communities, and superb connectivity. Our collective health and wellbeing serves to allow us to make the most of our district and all it has to offer. As a result, we present our renewed Health and Wellbeing Strategy, guiding us forward to better health.

Aligned with our new corporate plan, [Vision 2040](#), we envision improved resident lifestyles and health outcomes. We are committed to encouraging sustainable living and promoting good mental health and physical health for all.

Success lies in a coordinated, collaborative effort involving the local authority, health and social care, local businesses, and the voluntary and community sector. We aim to make the most of partnerships in improving health and reducing inequity within our area, with our primary partner being the people of Bassetlaw. The true measure of success will be reflected in the positive impact felt by individuals, enhancing overall health and wellbeing.

We would like to thank everyone who has contributed to this strategy, a strategy which represents an important step in improving the health and wellbeing of Bassetlaw residents. Together, we can continue to make our district a great place to live, work and socialise.



**Cllr Lynne Schuller**  
Cabinet Member for  
Health and Wellbeing



**Peter Clark**  
Head of  
Neighbourhood  
Services



# What is Vision 2040 Bassetlaw?

## VISION2040 BASSETLAW



Our vision is for Bassetlaw to become the greenest, most sustainable district in which to live and work, building on its legacy of energy production, manufacturing and logistics to power the net zero economy.

To deliver this vision, we have identified six strategic 'pillars' or foundations on which the Bassetlaw of 2040 should be built.

### IDENTITY

We will build a stronger sense of identity for Bassetlaw as a place to live and work, rooted in its commitment to powering the net zero economy.

### SKILLS

We will develop the skills that will be needed to power the UK's manufacturing industry and green economy, using wage growth to address deprivation and inequality.

### BUSINESS

We will become a great place to 'do business' by proactively investing in offices, connectivity and supporting infrastructure.

### ENVIRONMENT

We will mitigate the impacts of climate change through green energy planning, improving building efficiency and enhancing natural environments.

### FACILITIES FOR ALL

We will promote partner investment in high-quality education, health and other facilities which should be easy for everyone to access.

### HEALTHY DISTRICT

We will encourage sustainable living and promote good mental and physical health for all Bassetlaw residents.





# Introduction

## What is Health and Wellbeing?

Mental and emotional health, physical health and a healthy lifestyle all contribute to an individual's health and wellbeing. It is not merely the absence of disease or infirmity (World Health Organisation, 2024).

## What is a Health and Wellbeing Strategy?

A Health and Wellbeing Strategy identifies priorities for the health and wellbeing of local communities and the approaches that will be taken to bring about improvements in these areas. A health and wellbeing action plan has been developed to monitor the delivery of the strategy in line with our Vision 2040, healthy district.

## How has the Health and Wellbeing Strategy been developed?

In developing a strategy for 2024 onwards, Bassetlaw District Council has taken into account:

- Vision 2040 Bassetlaw
- Public Health Outcomes Framework
- Census 2021 Data
- Office of National Statistics Data
- Joint Strategic Needs Assessment
- Other key local partnership and organisational plans, priorities and activity
- Latest national guidance, strategies and plans
- Insight from subgroups indicative of our communities and other key stakeholders
- Bassetlaw District Council policies and strategies

## The Importance of The Health and Wellbeing Strategy

In December 2022, Bassetlaw District Council unanimously approved the development of a new vision for Bassetlaw. This strategy seeks to enable communities to improve lifestyles and health outcomes.

We want local people to live in thriving communities that they feel proud of. It is important to reduce the gap between the most and least deprived Bassetlaw areas; improve equity for all. Our health and wellbeing is a valuable resource which enables us to develop goals and achieve them. This is why we are committed to encouraging sustainable living and promoting good mental and physical health for all.



# Our Ambitions



## Our Vision

We strive for all residents of Bassetlaw to achieve the highest possible levels of health and happiness. Through the implementation of our six strategic pillars in Vision 2040 Bassetlaw, we aim to build capacity, capability, and resilience, with health being the essential thread that enables our success. We aim to transform our district into a greener, fairer and more sustainable district, it will need laser-sharp focus and lots of collaborative working.



## Our Ethos

We are committed to encouraging sustainable living and promoting good mental and physical health for all. We prioritise collaboration, inclusivity, and evidence-based approaches to address the needs of Bassetlaw people. Our goal is to provide individuals with accurate information to make informed choices, enhance community resilience, and reduce health inequalities, ensuring a healthier and happier Bassetlaw.

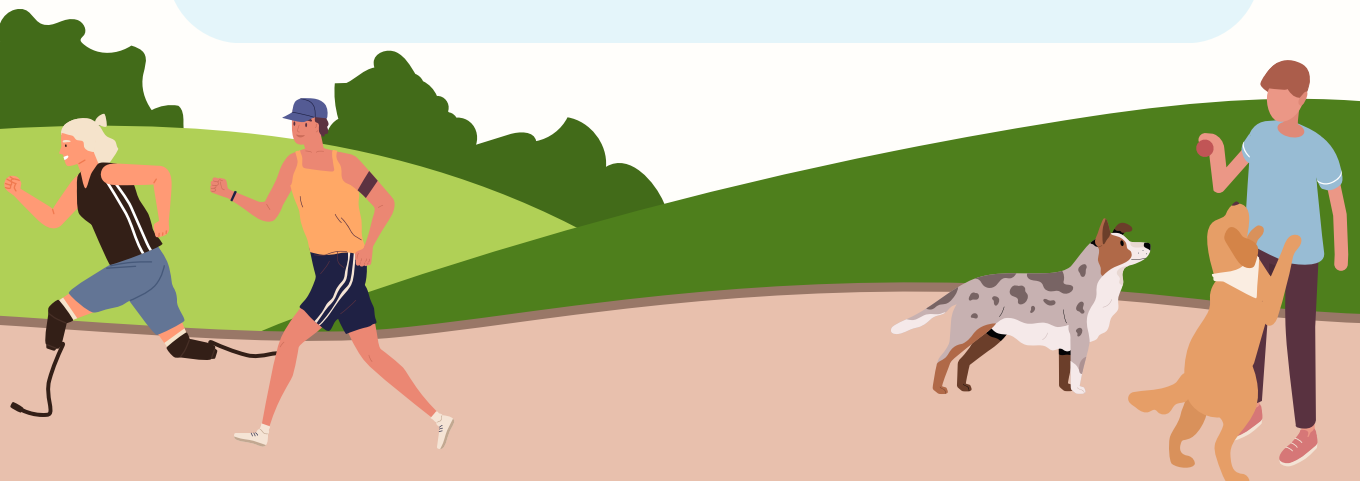


## Our Values

**Collaborative** - We work together with partners to provide resources for our community.

**Inclusive** - We strive to ensure accessibility, encompassing the needs of all of our residents.

**Commitment** - We are dedicated to helping every person in Bassetlaw achieve better lifestyles, improving health outcomes.



# About Bassetlaw

Bassetlaw is a great place to live, work and visit with historic town centres, a patchwork of villages and parishes, stunning countryside and superb connectivity.



**117,800**  
residents



**106th**  
most  
deprived  
district

**55,780** homes  
spread across  
**63,688** hectares  
of stunning  
countryside and  
benefits from  
over **10,000**  
acres of  
woodland.



**7/10**

people are  
generally happy  
and satisfied with  
life in Bassetlaw



**95.2%**

of the working age  
population has at least  
one qualification



Average  
of 'Good'  
Official  
OFSTED  
rating



As little as 10% of health and wellbeing is linked to the ability to access health care. The other 90% of health and wellbeing is a result of wider determinants of health. These factors shape the conditions in which we are born, grow, live, work and age. Much has been achieved in Bassetlaw but there is more to do.

A 'whole system' approach to health and wellbeing focused on achieving positive health outcomes for the population, reducing inequalities in health, and ensuring safety and protection are integrated into this strategy.

Bassetlaw Place Based Partnership has identified its priorities through the Core 20+5 framework. As a place partner, our strategy and action plan adopts their 'starting well, living well, and ageing well' model, as well as the Core 20+5 priorities. The ambitions of the Nottinghamshire Health and Wellbeing Board have been embedded throughout this strategy.

## PCNS (Health Care)

**Newgate Medical Group**  
Chronic Kidney Disease 5.2%  
Diabetes 8.4%  
COPD 3.0%  
Dementia 0.9%

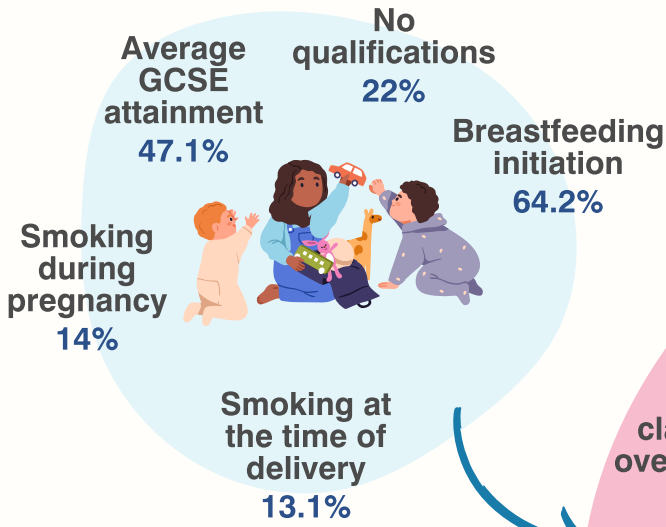
**Larwood & Bawtry**  
Depression 18.8%  
Diabetes 8.5%  
Hypertension 14.9%  
Osteoporosis 2.4%  
COPD 2.9%

**Retford & Villages**  
Coronary Heart Disease 3.6%  
COPD 2.4%  
Dementia 0.9%  
Hypertension 16.5%  
Osteoporosis 2.2%

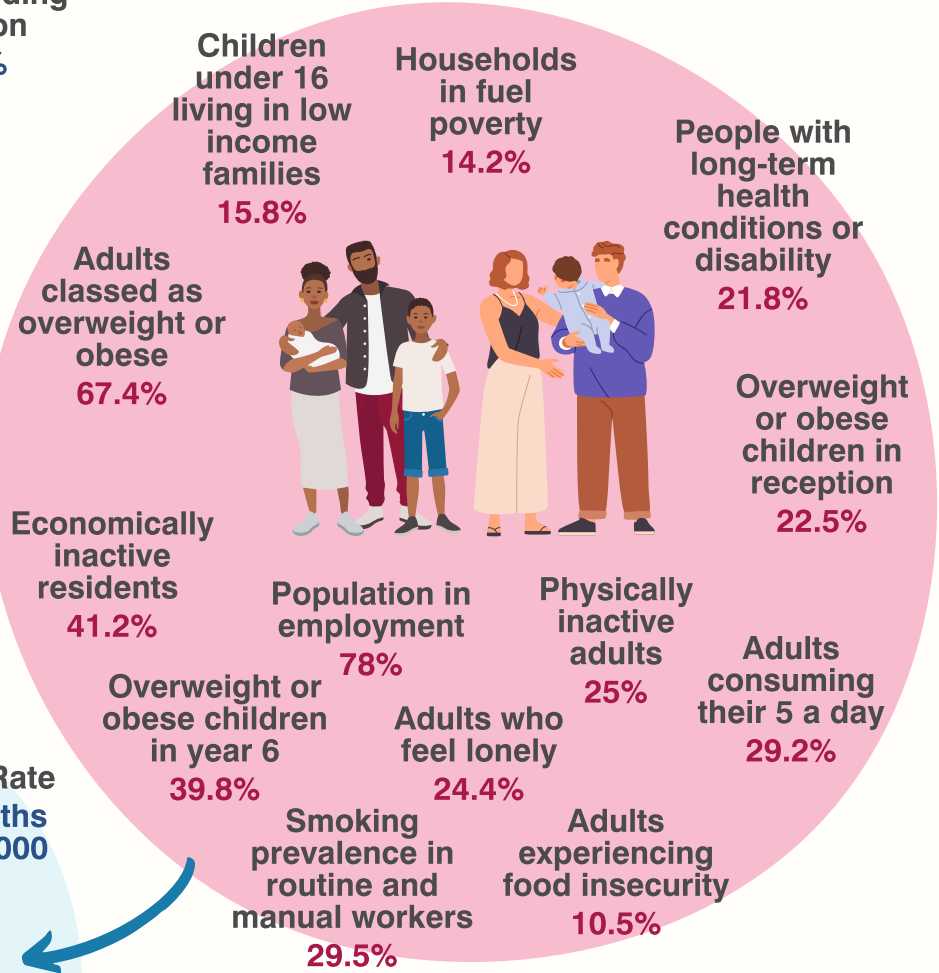


# The Health of Bassetlaw

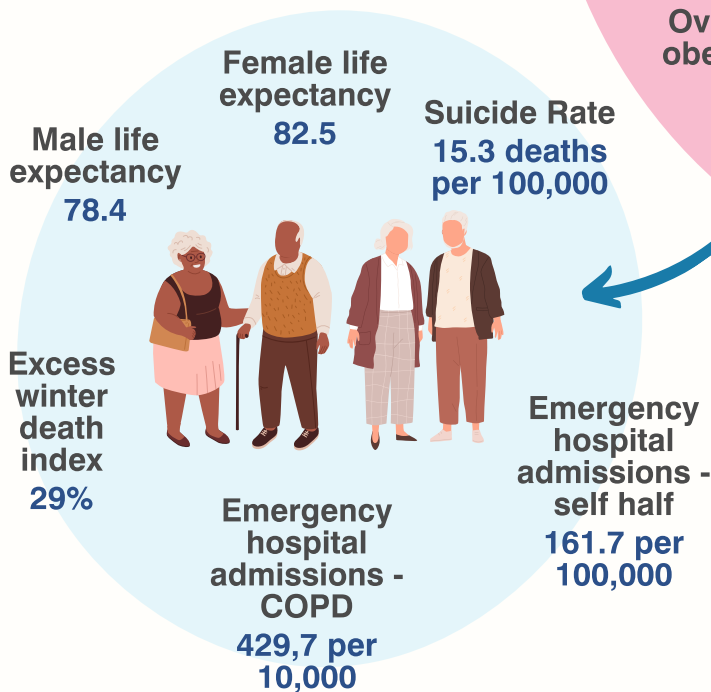
## Starting Well



## Living Well



## Ageing Well



**Sources**  
Appendix A, B & C.



# Our Shared Priorities

**Ensuring the  
best start  
0-16 years**



**Improving  
healthy  
lifestyles**



**Improving the  
places that  
people live**



**Tackling  
physical  
inactivity**



**Suicide  
Prevention  
and Mental  
Health**



**Cost of living  
support**



**Addressing the  
needs of the  
ageing population**



**Partnership  
working**



# Where are we? Brief reflections on the last 4 years (2019 – 2023)

## Ensuring the best start 0-16 years



- Collaborated on the Peace of Mind Toolkit for children and young people
- Supported the young carer's Christmas parties
- Promoted breastfeeding-friendly initiatives
- Delivered NCC Holiday & Food Activity Programme

## Improving healthy lifestyles



- Partnership with Change Grow Live for substance misuse
- Developed a partnership with Your Health Notts for alcohol reduction and information
- Promoted Stoptober campaign
- Delivered smoking cessation support sessions in Greencore
- Re-signed NCC Tobacco Control Declaration
- Healthy Options Takeaways
- Body MOTs delivered to promote healthy weight management

## Improving the places that people live



- Developed draft Health Impact Assessment
- Bench restorations
- Canch park, splash park restoration
- Inclusive play park equipment
- Introduced CCTV Refuge Points across Bassetlaw
- Signed up to Domestic Abuse Housing Alliance (DAHA) Accreditation



# Where are we? Brief reflections on the last 4 years (2019 – 2023)

## Tackling physical inactivity



- Supported SAND (see the ability not the disability) activities
- Delivered NCC Holiday & Food Activity Programme
- Learn to ride your bike sessions
- Bike Maintenance Sessions
- Operated and maintained 36 council-owned play areas and 3 splash parks
- Customer focused rebrand of BPL leisure centres to Your Space

## Suicide Prevention and Mental Health



- Supported ex-service personnel through our commitment to the Armed Forces Covenant
- Supported young carers
- Suicide Prevention Training and promoted campaigns
- Collaborated on the Peace of Mind Toolkit for children and young people

## Cost of living support



- Cost of living events
- Supported Food Bank with allotment creation for food insecurity
- Provided communications support for cost of living information
- Delivered Cost of Living Summits to identify local needs
- Provided support for keeping people in employment for example, Wilko Job Events





# Where are we? Brief reflections on the last 4 years (2019 – 2023)

## Addressing the needs of the ageing population



- Supported the Kilton Forest Memory Group
- Body MOTs delivered to promote healthy weight management
- Promoted dementia friends training

## Partnership working



- Managed BPL Leisure Services Contract
- Worked in partnership with Bassetlaw Place Based Partnership on networking events, Move More in May and Cancer Campaigns
- Partnered with BPL delivering Body MOTs
- Attended community engagement events, partner conferences and training opportunities.





# Addressing Our Priorities

In line with our Vision 2040 Bassetlaw, we have a unique opportunity to transform our district and genuinely improve the opportunities and life chances for Bassetlaw residents of all ages and backgrounds. We need to have a clear set of priorities that will enable resources to be focused where they will have the biggest impact.

Below are our 6 areas of focus to enable use to deliver our priorities:



**Strong, sustainable partnerships**



**Greater community engagement**



**Increase awareness of preventative healthcare services**



**Improve the links to rural communities**



**Facilities for all**



**Improve cross-departmental communication**

Using a systems approach will allow us to look at what we have done in the future and how we can improve it with the help of all the relevant departments within the organisation.

N.B. Annual actions will be identified and monitored through an action plan and KPIs.



# Measuring our success

Each year an annual evaluation and strategy refresh will be undertaken internally by the health and wellbeing team to ensure the health and wellbeing strategy is suitable for Bassetlaw people at that time. We will seek feedback from stakeholders and provide a report to the Overview and Scrutiny Committee to share successes, learning and future plans building ensuring our strategy remains fit for purpose.

We will gather information on specific projects, data, reflections, and case studies. Many of the targets and objectives within this strategy will take a generation to deliver significant change and are influenced by a wide range of external and individual factors. Performance will therefore be measured by several outputs and case studies to ensure actions are delivering for individuals and lead to lifestyle changes that overtime will contribute to people living longer in good health and reducing inequalities. These will be circulated internally, with our wider partners and local residents through our communications strategy.

We will improve collaboration and partnership working, empowering communities and increasing the opportunities in our district for residents and tenants to improve their own health and wellbeing.

Annual evaluations will consider more than just numbers, but will explore the insight gained, the learning and how this has been shared, the stories we are now able to tell, both about the priority places and groups, but also the successes and impacts, and the connections and partnerships that have developed, the purpose of these and the difference they have made.



# How do we incorporate a systems thinking approach?

We will work together across departments to deliver health and wellbeing outcomes for Bassetlaw residents. Health and Wellbeing is embedded throughout the council and as such it is important to share this strategy across departments.



**Growth and Enterprise**



**Housing**



**Youth Council**



**Markets**



**Community Safety**



**Strategy and Engagement**



**Communications**



**Planning**



**Policy and Performance**



**Corporate Services**



**Environmental Health & Services**



**Climate Change**



**Parks and Open Spaces**



**Customer Services**



**ICT**



# Our partners

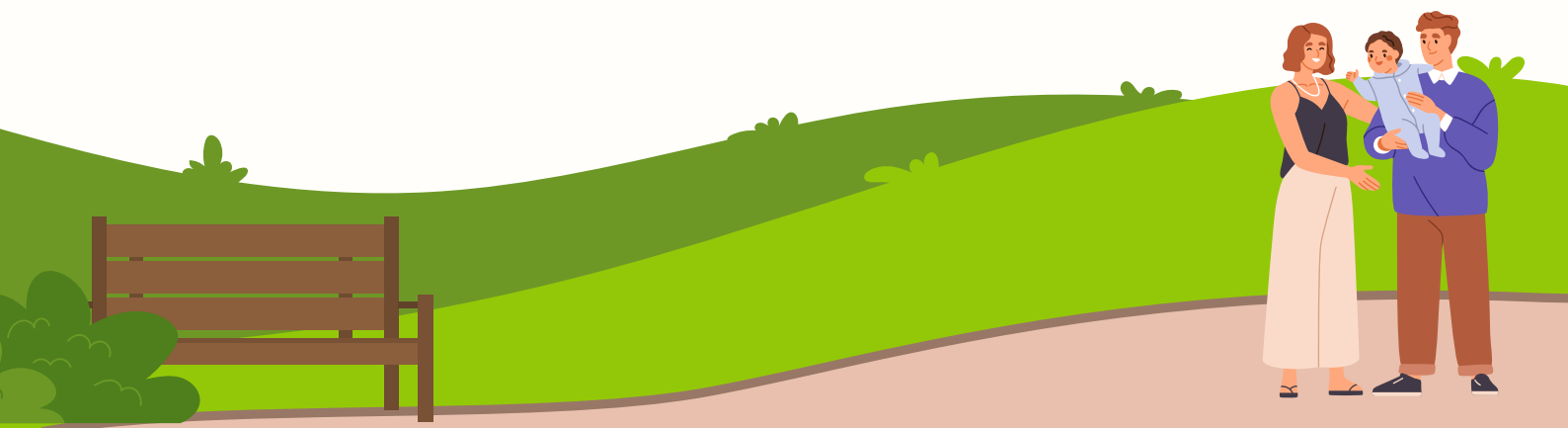


and you...



# Appendix

Bassetlaw District Council Health and Wellbeing Strategy 2020	A
<u>State of District Report 2023</u>	B
<u>Bassetlaw Place Based Partnership Plan 2023-2024</u>	C
<u>Nottinghamshire Joint Health and Wellbeing Strategy 2022-2026</u>	D
<u>National Association of Local Councils 2024</u>	E
<u>Vision 2040 Bassetlaw</u>	F
<u>Core 20 + 5 Adults</u>	G
<u>Core 20 + 5 Children and Young People</u>	H
<u>Bassetlaw District Council H&amp;W Strategy Systems Thinking Approach</u>	I
<u>Bassetlaw District Council Draft H&amp;W Action Plan</u>	J





# Bassetlaw

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