



Health and Wellbeing Action Plan 2024/25 Draft


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.

SMART Goals – Specific, Measurable, Achievable, Realistic, Time-Bound


Ensuring The Best Start (0-16 years)


Action Code	Action	Due Date	Communications Plan	Assigned to	Progress Update	Progress Status
						
HCW 1.1	Provide accurate information through social media of health risks of smoking during pregnancy and second-hand smoke to the unborn, children and adults.	E.g. 31 March 2026, recurring annual action.	E.g. Share Stoptober media posts in October on social media including Instagram, Nextdoor, Facebook & X.	E.g. Health and Wellbeing Officer, Communications Officer & Health and Wellbeing Portfolio Holder.	E.g. Promoted via Facebook, X and Instagram. Received 250 engagement views.	E.g.
HCW 1.2	Address nutritional needs					

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	and food insecurity through the BFIN network, events and social media.					
HCW 1.3	Promote and increase participation in the Breastfeeding Friendly Award programme.					
HCW 1.4	Workshop family hub. Refurbishment of the Manton Children's Centre to make it more suitable for use by older children and young people, and to improve the outdoor space					
HCW 1.5	Expand course availability within the Bridge Skills Hub and					


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	developing clear sector specialisms.					
HCW 1.6	Promote the uptake of vaccinations in children and young people.					


Suicide Prevention and Mental Health


Action Code	Action	Due Date	Communications Plan	Assigned to	Progress Update	Progress Status 
HCW 2.1	Health and wellbeing staff to undertake Zero Alliance Suicide Prevention Training					
HCW 2.2	Workshop: Thriving Neighbourhoods Programme. Additional to existing social prescribing and support service					

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	provisions tackling mental health, homelessness and LGBTQ+ issues for young people in Manton and Cheapside areas of Worksop					
HCW 2.3	Promote health and wellbeing programmes and initiatives, working with local health and education partners.					
HCW 2.4	Work to reduce rural isolation and loneliness.					
HCW 2.5	Support wider partners reach to local groups.					


Improving Healthy Lifestyles


Action Code	Action	Due Date	Communications Plan	Assigned to	Progress Update	Progress Status 
HCW 3.1	Promote the Healthy Options Takeaway Scheme (HOT)					
HCW 3.2	Promote the national calendar of health and wellbeing campaigns across the wellbeing blog, social media and partners.					
HCW 3.3	Deliver the Tobacco Control Action Plan					
HCW 3.4	Deliver breath awareness and meditation Zoom sessions to MS Society Retford.					
HCW 3.5	Adopt a BDC Biodiversity Strategy.					
HCW 3.6	Work with partners to provide health					


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	hubs to improve access to health and wellbeing services.					
HCW 3.7	Support migrant communities by promoting local services.					
HCW 3.8	Deliver national health and wellbeing campaigns.					
HCW 3.9	Introduce a new Armed Forces Plan for the Council, building on our Armed Forces Covenant Gold Award to ensure key services are accessible to serving personnel and their families.					
HCW 3.10	Promote community					

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	allotments, allowing more people to grow healthy food without the commitment to a plot.					
HCW 3.11	Promote positive health messages and uptake of services and self-help through our monthly health blog.					


Tackling Physical Inactivity


Action Code	Action	Due Date	Communications Plan	Assigned to	Progress Update	Progress Status 
HCW 4.1	Deliver physical activity sessions throughout the year in our parks and open spaces.					
HCW 4.2	Deliver SAND (see the ability					

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	not the disability) sports club sessions. In partnership with BPL and Inspire Youth Arts.					
HCW 4.3	Install sun cream stations across the splash park sites.					
HCW 4.4	Create and install activity routes across our four identified parks (distance markers)					
HCW 4.5	Through the Local Plan site allocations promote walking and cycling opportunities.					
HCW 4.6	Through the Local Plan ensure open space provision meets the needs of local people.					


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HCW 4.7	Workshop Priory Centre delivering a bowling alley and activity centre.					
HCW 4.8	Encourage residents to be more active in green spaces through walking, cycling and physical activity in the Council's parks and open spaces					
HCW 4.9	Continue to invest in the Council's leisure facilities to maintain high-quality local exercise options.					


Cost of Living Support


Action Code	Action	Due Date	Communications Plan	Assigned to	Progress Update	Progress Status 
HCW 5.1	Undertake an assessment with partners of the effectiveness of the local programme and identify priorities for winter 24/25.					
HCW 5.2	Within the BFIN partnership create prevention of food waste resources.					
HCW 5.3	Explore funding opportunities for the community and voluntary sector to deliver local initiatives.					
HCW 5.4	Continue to support the Bassetlaw Financial Inclusion Forum to enable multi-agency working around local					

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	issues and impacts.					
HCW 5.5	Host and lead on the cost of living conference.					


Improving The Place People Live


Action Code	Action	Due Date	Communications Plan	Assigned to	Progress Update	Progress Status 
HCW 6.1	Undertake enforcement action in relation to fly tippers.					
HCW 6.2	Promote the work of WISE in relation to littering and dog fouling.					
HCW 6.3	To seek Health Impact Assessment for each housing development of 50 or more homes from Local Plan adoption.					

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HCW 6.4	To adopt a Healthy Bassetlaw Spatial Planning Document.					
HCW 6.5	Improvement to town centres in Retford, Worksop, Tuxford through designing out crime/ASB, improving signage and wayfinding from Retford and Worksop train stations and creating four vibrant and attractive town centres.					
HCW 6.6	Implement a new Community Safety Plan for the district, including preventative					


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	measures to address factors that contribute to risk and vulnerability.					
HCW 6.7	Support the delivery of healthy hubs / diagnostic units in prominent public locations to take health and wellbeing services to the public.					
HCW 6.8	Promote small public and / or shared transport schemes to improve rural connectivity.					


Addressing The Needs of The Ageing Population


Action Code	Action	Due Date	Communications Plan	Assigned to	Progress Update	Progress Status 
HCW 7.1	Deliver wellbeing activities to Retford Memory Group, dementia Alzheimer's.					
HCW 7.2	Promote dementia friends training to councillors, colleagues and residents.					
HCW 7.3	From Local Plan adoption, to contribute to the delivery of homes to meet the needs of an ageing population.					
HCW 7.4	Retford banking hub within the town hall.					
HCW 7.5	Harworth and Bircotes: Rebuilding community infrastructure.					


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	Redevelopment of a derelict building on a prominent brownfield site and to enable future housing and community infrastructure.					
HCW 7.6	Support and host health and wellbeing events in rural Communities.					

Partnership Working

Action Code	Action	Due Date	Communications Plan	Assigned to	Progress Update	Progress Status 
HCW 8.1	Continue being an active part of the Bassetlaw Place Based Partnership and linking in with the					

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	community voluntary service.					
HCW 8.2	Engage with the Nottinghamshire County Council Health and Wellbeing Board and the Public Health team.					
HCW 8.3	Build on the annual new year networking event, invite new and existing partners to work with us.					
HCW 8.4	Work closely with the communications team to consult with the public about health and wellbeing activities and services.					

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HCW 8.5	Development of a communications plan for health.					
HCW 8.6	Utilise the staff newsletter to share events and health and wellbeing information.					
HCW 8.7	Work closely with parks and open spaces to deliver allotments and health events in our parks and open spaces.					
HCW 8.8	Enable grass roots sport clubs and Community Interest Companies to improve their offer to residents of Bassetlaw.					
HCW 8.9	Multiagency Vulnerable People Panel.					

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HCW 8.10	Partnership problem solving meeting.					