

2016-21 **MALVERN HILLS DISTRICT
HEALTH AND WELL-BEING PLAN**



FOREWORD

Welcome to the second Malvern Hills District Health and Well-being Plan for the period of 2016 to 2021. This plan builds on the excellent work undertaken in partnership by partners over the previous three years.

Local political leadership continues to be key in bringing together all those who influence the environment in which we live, and making sure that everyone who can exert influence does so in a coordinated way. This plan is the district's partnership response to addressing the key health and well-being priorities identified by the Worcestershire Joint Health and Well-being Board, and in identifying local need and responding to that need.

We're proud of our place, so read on and see how we work together to make everyone proud to live, visit and work here. We look forward to continuing to deliver improved health and well-being outcomes over the next five years.



A handwritten signature in black ink that reads "David Watkins".

Cllr David Watkins

Chairman of Malvern Hills District Health and Well-being Partnership
Portfolio Holder for Healthier Communities
Malvern Hills District Council



A handwritten signature in black ink that reads "Frances Howie".

Dr. Frances Howie

Interim Director of Public Health
Worcestershire County Council

EXECUTIVE SUMMARY

Overall the health of residents in Malvern Hills district is good, however there are a number of concerns highlighted which will pose a challenge to the public, private, voluntary and community sectors over the next five years.

Worcestershire Health and Well-being Board has made improving mental well-being, tackling inactivity and reducing the harm caused by drinking too much alcohol as its priorities up until 2021, all of which pose significant risk to the health of our residents. This document sets out district partner's collective response to these challenges.

Firstly it's worth summarising these challenges. When it comes to mental health and well-being, research shows Malvern Hills district residents are amongst the most satisfied with life in Worcestershire. However, there are still challenges to address. A total of 128 people were admitted to hospital during 2015 for self-harming. In parts of the district the problem is more pressing, with admissions for self-harm 145 per cent higher than the England average. Dementia is also an area of concern locally, considering our ageing population and that Malvern Hills district has the second highest number of care homes in the county and provides nearly a quarter of all of the care home dementia provision in Worcestershire. The focus will be early detection and supporting people with dementia to live well.

In Malvern Hills district it is reported that 58.6% of the population are physically active at the recommend levels, which is statistically above the England average. However, that means that over 40% are not physically active at levels to benefit their health. Lack of physical activity can lead to obesity and increase the risk of developing a number of long

term conditions; including heart diseases, cancer and type 2 diabetes. Malvern Hills district has the highest recorded prevalence rate of type 2 diabetes across the county. Therefore, ensuring that residents increase everyday physical activity will help to prevent diabetes and support those who are diagnosed to better manage their condition.

Alcohol is the leading risk factor for preventable death in 15-49 year olds. Seven per cent of over 16 year olds who drink do so at a high risk level which is harmful to their health. Additionally, 18% admit to binge drinking regularly. During 2015 there were 471 hospital admissions due to harm related alcohol. People with mental illness are more likely to misuse alcohol. The fifth most deprived populations suffer up to three times greater loss of life attributable to alcohol. This is demonstrated locally with 15 people in Pickersleigh having died from alcohol abuse since 2010. In Malvern Hills district we have a limited night time economy so unlike other districts we do not have the high level of street drinkers, but we do have a high proportion of middle aged people drinking in their home. This will therefore be the main focus moving forward.

Malvern Hills District Council has already recognised the importance good health plays in improving people's lives in our five year plan (2016-21) through our commitment to build stronger and healthier communities and make better use of our superb environment. However, tackling these issues cannot be done by one organisation alone, but will require many people from the public, private, voluntary and community sectors to come together and work in partnership. The foundations for that partnership working have already been laid over many years through the work of the Malvern Hills District Health & Well-being Partnership. The Health & Well-being Partnership is responsible for this plan and will continue to work in partnership to ensure the actions are delivered, so that Malvern Hills district *"...residents are healthier, live longer and have a better quality of life, especially those communities and groups whose health is currently poorest"*.

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1. INTRODUCTION

Health and well-being is influenced by a range of factors over the course of people's lives. To ensure that Malvern Hills district residents are healthier, live longer and have a better quality of life, there needs to be a greater emphasis on prevention, early intervention and early help.

The Malvern Hills District Health and Well-being Plan 2016-21 sets out the local response to delivering against the Joint Worcestershire Health and Well-being Board¹ priorities. By creating and developing opportunities for residents to improve their health and well-being, whilst responding to local needs and demands.

¹The Health and Well-being Board oversees the new system for local health commissioning. It leads on the strategic planning and co-ordination of NHS, Public Health, Social Care and related Children's Services. Health and Well-being Boards were formally established in April 2012 and became statutory bodies from April 2013.

FACT:

IN WORCESTERSHIRE:

70,000
ADULTS
AND
7,000
CHILDREN



ARE LIVING WITH
MENTAL
ILL HEALTH
AT ANY TIME

AT LEAST A THIRD

OF PEOPLE DO NOT MEET THE

RECOMMENDED
GUIDELINES

FOR BEING



PHYSICALLY ACTIVE

85,000
PEOPLE



DRINK MORE
ALCOHOL
THAN THE
RECOMMENDED LIMIT



WHICH PUTS THEIR PHYSICAL AND MENTAL WELL-BEING AT RISK



2. WORCESTERSHIRE JOINT HEALTH AND WELL-BEING STRATEGY 2016-21

This is Worcestershire's second Joint Health and Well-being Strategy. It is a statement of the Worcestershire Health and Well-being Board's vision, priorities and goals for 2016-21, which are based on the findings of the Joint Strategic Needs Assessment². The vision of the board is:

Worcestershire residents are healthier, live longer and have a better quality of life, especially those communities and groups with the poorest health outcomes.

The board work to six key principles which underpin the strategy; working in partnership, empowering individuals and families, taking local action, using evidence in decision-making, involving people and being open and accountable.

The board will ensure that actions to implement this strategy align with our five approaches to prevention:

- **Creating a health promoting environment** by developing and enforcing healthy public policy and taking health impact into account systematically in decision-making.
- **Encouraging and enabling people to take responsibility for themselves, their families, and their communities** by promoting resilience, peer support and the development of community assets.
- **Providing clear information and advice** across the age-range, so that people make choices that favour good health and independence.
- **Commissioning prevention services** for all ages based on evidence of effectiveness and within the funding available.
- **Gate-keeping services** in a professional, systematic and evidenced way, so that services are targeted to the people who would benefit most, regardless of their personal characteristic or circumstances.

²The Joint Strategic Needs Assessment provides health and well-being intelligence to inform the production of the Worcestershire Joint Health & Well-being Strategy.

The Worcestershire Health and Well-being Board has identified three key health and well-being priorities for 2016-21.

1. Mental health and well-being throughout life - The focus will be on building resilience to improve mental well-being, and dementia. There will be four focus groups; under fives and their parents, young people, older people and populations with poorer health outcomes.

Key documents that support this priority:

- Worcestershire Mental Health & Suicide Prevention Plan 2016-21
- South Worcestershire Clinical Commissioning Strategy 2013-18
- Worcestershire Children and Young People's Plan 2014-17

2. Being active at every age - The focus will be on increasing everyday physical activity. There will be three focus groups; under fives and their parents, older people and populations with poorer health outcomes.

Key documents that support this priority:

- Worcestershire Physical Activity Plan 2016-2021
- Sport Partnership Herefordshire & Worcestershire Business Plan 2016

3. Reducing harm from drinking too much alcohol - The focus will be on reducing consumption of alcohol and risky behaviour. There will be three focus groups; middle aged, older people and populations with poorer health outcomes.

Key documents that support this priority:

- Worcestershire Alcohol Plan 2016-2021
- South Worcestershire Community Safety Partnership Strategic Assessment 2016-17

In addition to the county priorities it is recognised that there are local areas of need, which are highlighted in the Malvern Hills Health Profile (Annex 3). The activity to address these areas of need is reflected in the action plan and in the work undertaken by the Malvern Hills District Health and Well-being Partnership.



3. MALVERN HILLS DISTRICT – KEY PARTNERSHIPS

In Malvern Hills there are a number of key organisations that work in partnership to improve the health and well-being of residents. These partners are members of the **Malvern Hills District Health and Well-being Partnership**.

The partnership has developed this plan as a district response to addressing the countywide health and well-being priorities and local areas of need. One of the key partners is Malvern Hills District Council. A list of other key partners is shown in Annex 2

Malvern Hills District Council's vision is:

“To make life better for everyone who lives, works in and experiences the Malvern Hills district.”

The council's Five Year Plan 2016-21 sets out its ambitions and a clear direction to help it prioritise its resources and deliver its actions that benefit everyone living, working in and visiting the district over the coming years.

Two of the council's three priorities relate to health and well-being objectives, with one action explicitly referencing support for the Joint Worcestershire Health and Well-being Strategy. These are:

1. Building stronger and healthier communities

- Deliver quality and affordable housing
- Improve people's health, in line with the County Health Plan
- Support and promote volunteering

2. Making the most of our superb environment

- Improve our parks and open spaces

The diagram below demonstrates how the council's business plan supports its priorities and the links with other key strategies and plans.



Key partnerships

There are a number of key partnerships that also contribute to improving the health and well-being of residents, and support the work of the Malvern Hills District Health and Well-being Partnership:



The **Malvern Hills Community Safety Partnership** is a statutory partnership. It brings public sector agencies, that are working together to ensure that crime and anti-social behaviour are reduced, together to ensure the district is a place where residents are safe and feel safe.



Worcestershire Regulatory Services provide services such as environmental health, licensing and trading standards and food safety, all of which contribute to protecting the health and wellbeing of the local population.



The **Sports Partnership Herefordshire & Worcestershire** work with Sport England, National Governing Bodies of Sport, local authorities, clubs, volunteers, coaches and communities to create more opportunities for everybody to be more active, more often.

FACT

- In Pickersleigh admissions for self harm are at least **145%** higher than expected in England. In Malvern Link they are **35%** higher and **10.6%** higher in Chase.
- **58.6%** of the population are physically active; this is statistically significantly above the England percentage of **56.03%**.
- The rate of alcohol related harm hospital stays are **580** per **100,000** population, better than the average for England. This represents **471** stays per year.

DID YOU KNOW?



Malvern Hills Volunteering has been running for six years and can link those wanting to volunteer in the district to vacancies. Visit www.malvernhillsvolunteering.org.uk for more information



Free swimming is available for over 75s and under 8s at Malvern Splash and Tenbury Pool



The council's **Sportivate programme** for 11-25 year olds offers a range of activities such as rock climbing, indoor kayaking and dance fitness at discounted rates.



4. LOOKING BACK 2013-16

These are the key achievements under the previous health and well-being priorities:

Older People and Management of Long Term Conditions:

Ageing Well Befriending Scheme

- **108** clients have been identified and are being supported by Ageing Well Befrienders
- **54** volunteers were recruited to deliver the project

Ageing Well 50+ Volunteer Recruitment Project

- **528** volunteer enquiries, **379** volunteer referrals and **142** confirmed volunteer placements

Ageing Well Small Grant Scheme

- **Seven** individual grants were awarded to residents to support them to live independently for longer in their own home
- **Four** community grants were awarded to support local community and social groups

OUR MALVERN HILLS COMMUNITY SAFETY PARTNERSHIP



AND IN 2015
FUNDED OVER



COMMUNITY
FIRST AID
COURSES ACROSS THE
DISTRICT WITH OVER
**100 PEOPLE
TRAINED**

Mental Health and Wellbeing:

Five Ways to Wellbeing

- **Four** Showcase of Services for Older People Events have been held across the district in Malvern, Tenbury and Upton
- Over **100** service providers showcased their services and over **500** attended the events

Digital Inclusion Hub

- **272** unique client visits and **335** enquiry issues dealt with, which included giving information and advice on benefits, debt, housing and relationships.

Volunteering Forum

- **biannual** forum with over **30** groups and organisations in attendance

Obesity:

Malvern Community Food Worker

- **Eight** Cook 4 Life courses delivered to over **80** residents.
- **Three** Healthy Eating on a Budget Training sessions delivered to over **40** front line members of staff and volunteers.
- **516** Healthy Eating Resource Packs distributed

Worcestershire Works Well

- **Five** businesses actively working towards their **Level 1** accreditation
- **Three** businesses have received their **Level 1** accreditation and are actively working towards their **Level 2**

Malvern Hills District Sport and Leisure Strategy 2014-2024

- Procurement of leisure and community facilities
- Purchased Langland Stadium, Malvern
- Almost **500** participants in our Sportivate programme
- Production and adoption of the Malvern Hills Playing Pitch Strategy 2015-30
- Hosted an Annual District Community Sports Awards

**FREEDOM
LEISURE,**
OUR NEW LEISURE
OPERATOR,
WILL DELIVER



The Big Pickersleigh Project



Alcohol:

Pickersleigh Alcohol Campaign

- Raised awareness to over **2,500** Pickersleigh residents through a targeted campaign

Health Chats Training

- **13** Health Chats Training sessions delivered, **141** people trained
- There is also a 'Train the Trainer' programme being delivered.



5. ACTION PLAN



Malvern Hills health and well-being plan in action 2016-17

The Malvern Hills Health and Well-being Partnership has had a successful first year in delivering against the three priority areas within the Health and Well-being Plan 2016-21 and contributing to our vision:

Malvern Hills district residents are healthier, live longer and have a better quality of life, especially those communities and groups whose health is currently poorest.

Here are some of the partnerships key achievements in 2016-17:



Good Mental Health and Well-being Throughout Life

- Supported almost 2,200 people living with dementia, and their families and friends.
- Delivered 28 low level mental health support groups to 130 young people and new parents with postnatal depression.
- Hosted two Volunteer Forums, supporting organisations that offer volunteering opportunities, with 30 organisations in attendance.
- More than 50 residents are now first aid trained as a result of five first aid sessions delivered across the district.
- Visited 793 households, referred 179 people for support and issued 394 pieces of advice as part of the Rural Communities Project.



Being Active at Every Age

- Hosted the sixth annual Malvern Hills District Community Sports Awards with 65 nominations and over 200 people attending the awards ceremony.
- Delivered 18 Sportivate Activities to 203 hard to reach inactive people aged between 11 and 25.
- Strength and balance classes have been provided to 231 people to help reduce the risk of falling.
- More than 3,000 young people attended holiday camps and play schemes, increasing the number of children being physically active during school holidays.
- Unlimited swimming schemes at Tenbury Pool and Malvern Splash resulted in 3,916 visits by under-8s and 2,750 visits by over-75s.



Reducing Harm from Alcohol

- Launched a social media campaign and video to raise awareness of the impact of drinking too much alcohol. The video was viewed more than 235,000 times and over 3,700 people liked, shared, commented or tweeted about it.
- Distributed 2,500 leaflets to local residents raising awareness of the risks of drinking too much alcohol and to reduce consumption.

Priority:
Mental health and well-being through life

Aim:
Building resilience to improve mental well-being, and dementia



Project Title/Objective	Actions	Annual performance targets / milestones	Lead Officer / Lead organisation
Five Ways to Well-being - Improve mental health and wellbeing by connecting, being active, taking notice, learning and giving	Promotion of mental health campaigns locally	One mental health campaign will be delivered across Worcestershire in 2017-18 Electronic information will be distributed to local partners	Sam Roberts (Worcestershire County Council) Sophie Jackson (Malvern Hills District Council)
	Delivery of Health Chats Training session	1 Health Chats Training session will be delivered in 2017-18 10 attendees	Andy Boote (Worcestershire County Council)
	Host an Older People's Showcasing Event in Upton in October 2017, providing targeted information and delivering a range of activities e.g. Health Checks	Invite 25 services providers 60 attendees	Sophie Jackson (Malvern Hills District Council)
Malvern Hills Dementia Action Alliance - To raise awareness of dementia and support those living with dementia	Deliver dementia friends sessions	Six sessions	Mark Hammer (Malvern Dementia Action Alliance)
	Support business to become dementia friendly	35 businesses engaged	
	Promotion of dementia friendly communities	Attending two awareness raising events	
Dementia Advice Service - Support people living with dementia or memory loss, and their family and friends	Provide advice and information to individuals, their families, carers and friends to enable them to live well with dementia	2000 people supported Individual outcomes achieved	Jane Longmoore (Age UK Herefordshire & Worcestershire)
Alzheimer's Society Side by Side – Reduce social isolation and improve the confidence of those with a diagnosis of dementia. To enable and facilitate them to link into existing, or new networks in their local communities	Provide volunteer led, person-centered support to anyone with a diagnosis of dementia helping improve a positive sense of well-being, and re-gaining confidence	119 referrals to date. Supported 45 people in total.	Janet Smith (Alzheimer's Society)

Project Title/Objective	Actions	Annual performance targets / milestones	Lead Officer / Lead organisation
South Worcestershire Rural Communities Project - To reduce social isolation and loneliness for our most vulnerable residents	Work with Parish Councils and community groups to target and support their older and most vulnerable residents	Eight parish councils engaged	David Manning (Wychavon District Council) - commissioned by Malvern Hills District Council
	Deliver parish Door Knocks to promote these services and make referrals where appropriate	Six Door Knocks	
Reconnections – Reduce feelings of loneliness and social isolation in the 50+ population by reconnecting them with activities and interests in their local communities	Provide personalised support to people over 50 to reduce their feelings of loneliness and enhance their wellbeing	Average number of referrals per month - 30 Average point reduction – 1.3 (using the UCLA Loneliness Scale) 6 mth Collection rate (the number of scores collected) – 60% Percentage of participants matched to a caseworker/volunteer – 90%	Sophie Pryce (Age UK Herefordshire & Worcestershire)
Safe Place Scheme - Ensure that vulnerable members of the community have somewhere safe to go	Ensure local venues sign up to the Scheme and provide a safe and protected place	20 venues across the district	Rob Rich (Malvern Hills District Community Safety Partnership)
Malvern Hills Volunteering - To support and promote volunteering across the district, by supporting volunteers, and organisations that offer volunteering opportunities	Support the work of the Malvern Hills Volunteer Forum including hosting bi annual event.	Host biannual event: 30 groups and organisations in attendance	Jo Cross (Malvern Hills District Council)
	Provision of information and advice and brokering services through Malvern Hills Volunteering	180 referrals to organisations recruiting volunteers 60 confirmed placements	Richard West (South Worcestershire Citizen's Advice Bureau) – commissioned by Malvern Hills District Council

MALVERN HILLS DISTRICT HEALTH AND WELL-BEING PLAN 2016-21

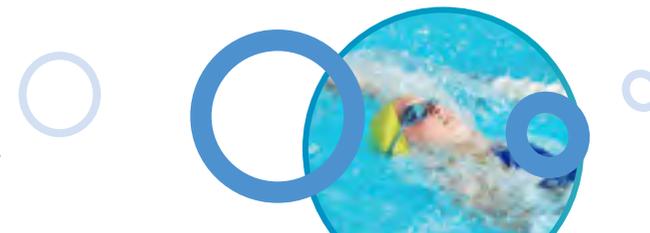
Project Title/Objective	Actions	Annual performance targets / milestones	Lead Officer / Lead organisation
<p>Digital inclusion - To support local residents to self manage conditions by having access to online services</p>	<p>Malvern Hills Digital Connector providing information and support sessions to service users</p>	<p>579 people are supported to get online</p> <p>23 volunteer digital champions will be trained</p> <p>These volunteers will support an additional 224 people in Malvern to get online safely</p>	<p>Tim Marsh (Fortis Living) – commissioned by Worcestershire County Council</p>
	<p>Providing free super fast broadband at Malvern Town Football Club, with additional support for Pickersleigh residents to get online</p>	<p>Providing drop in support sessions</p>	
	<p>Prospect View Digital Inclusion Hub offers not only access to online services, but also low level advice in terms of welfare benefits, housing, employment and relationships</p>	<p>200 client visits</p>	
	<p>Community First Aid - To ensure residents have the knowledge of how to keep themselves and members of their community safe</p>	<p>Delivery of Community First Aid Courses, which includes training on how to deal with serious conditions and incidents involving a casualty of any age</p>	<p>630 participants</p> <p>Five courses 60 participants</p>

MALVERN HILLS DISTRICT HEALTH AND WELL-BEING PLAN 2016-21

Project Title/Objective	Actions	Annual performance targets / milestones	Lead Officer / Lead organisation
Mental Health Awareness - To raise awareness of mental health issues, in particular self harm, and to support people to gain further specialist support	Delivery of Mental Health First Aid Courses	1 young people's course to be delivered in 2017-18 15 participants	Serena Hadley (Worcestershire County Council)
	South Worcestershire Youth Detached Team to deliver 'Empower' educational sessions in schools, to raise awareness of mental health issues and signpost for further support	Delivery of the 'Empower' programme to: Five High Schools 300 pupils	Rob Rich (Malvern Hills Community Safety Partnership)
	Phase 2 of the successful 'Selfie Where's The Harm' project, will see the creation of a DVD of the production with distribution to 5 high schools and 10 other settings.	Production of Selfie DVD Distribution to 5 high schools and 10 other settings	Amanda Smith (Malvern Hills District Council)
YMCA Worcestershire Mental Health Champions - Prevention support for young people with mental health issues	Improve the mental health of young people through the delivery of counselling support	12 young people accessing counselling support	Geoff Taylor-Smith (YMCA Worcestershire)
Living Well Service - Support individuals, families and communities to improve their health and wellbeing with targeted support to improve mental and physical health	Support Malvern Hills residents through referrals to the Living Well Service	240 Participants referred	Jayne McCullough (The Independence Trust)

Priority:
Being active at every age

Aim:
Increase everyday physical activity



Project Title/Objective	Actions	Annual performance targets / milestones	Lead Officer / Lead organisation
Balanceability - supporting youngsters aged 4+ to learn the key skills required to learn to ride a bike.	Deliver monthly level 1 and 2 balanceability courses, alternating between Upton and Tenbury	24 Sessions 120 Participants	Mark Hammond (Malvern Hills District Council)
Malvern Hills District Council Community Sports Awards - Host the annual district community sports awards	Host the annual district community sports awards	60 Nominees 200 attendees	
Club / coach development – provide support to sports clubs and individuals	Provide club / coach and volunteer development support to sports clubs and individuals throughout the district in partnership with the council	60 attendees	Emma Gardner (Sports Partnership Herefordshire & Worcestershire)
Strength and Balance Classes - To reduce the risk of falling by improving a person's core strength and balance	To ensure Malvern Hills residents are referred onto the Strength & Balance Exercise Programme	Participation: 130 referrals	
YMCA Worcestershire Active holiday play schemes –To provide activities during the holidays	Increase the number of physically active children 5 – 19 years	Participation: 200 young people	Geoff Taylor-Smith (Worcestershire YMCA)
Freedom Leisure Holiday Activity Programme - Deliver holiday programmes to 5-14 years including sports and games	Increase the number of children taking part in physical activity during the school holidays	Participation: 800 attendances	Dave Pugh and Adele Hodges (Freedom Leisure)
Sportivate - Increasing the number of inactive 11-25 year olds playing sport	Deliver new targeted projects to identified inactive young people, supporting them to take part in new and sustained activity	5 projects Participants: 46	
Multi Skills/Sports Club - supporting young people to increase their levels of activity within the Pickersleigh Ward.	Deliver new multi skills/sports club within Pickersleigh	Participation: 12 participants	

MALVERN HILLS DISTRICT HEALTH AND WELL-BEING PLAN 2016-21

Project Title/Objective	Actions	Annual performance targets / milestones	Lead Officer / Lead organisation
Unlimited swimming for over 75's and under 8's – Increase the number people being physically active	Increase the number of under 8's and over 75's being physically active through unlimited swimming	U8's participation: 4000 visits Over 75's participation: 2500 visits	Dave Pugh and Adele Hodges (Freedom Leisure)
Swim Inspiration - Delivering targeted inclusive swimming opportunities at the Malvern Splash	Supporting the development of the Swim Inspiration Group at the Malvern Splash, to increase the current capacity for people with disability, low confidence and long term health conditions	300 visits	
Couch to 5K - Develop Couch to 5k for over 50's groups in the District across local parks and targeted communities	Deliver a programmes that encourages people to get active through running	3 programmes Participants: 20	
		1 Programme Participants: 10	Mark Hammond (Malvern Hills District Council)
Walking for Health - To increase everyday physical activity through walking	To ensure that Malvern Hills residents join their local health walk and become walk leaders	45 regular walkers 10 new walkers	Lynn Yendell (Worcestershire County Council)
	Sustain new Croome Park Walking group and develop one additional walk within targeted community	Sustain 1 group Develop 1 new group Participants: 10 new participants	Mark Hammond (Malvern Hills District Council)
Fortis Lifestyle Programme - To increase physical activity and improve wellbeing among Fortis Living tenants, employees and others in Fortis communities	To deliver a range of free or low cost exercise classes in community venues within Fortis communities with supportive tutors. Work with partners to seek funding to develop courses to increase resilience in the Fortis communities. Increase awareness of health and wellbeing issues through promotional campaigns	100 classes and activities. Deliver 4 Community Events 500 total attendees	Caroline Winnall (Fortis Living)
Fortis 55s Programme - To increase activity among Fortis tenants (and others in Fortis communities) aged 55+	To deliver a programme of trips, lunches, entertainment, college courses, sports sessions, information sessions and health & wellbeing activities across worcestershire	50 lunches. 20 trips 5 sports sessions for over 55s	

Priority:
Reducing harm from drinking too much alcohol

Aim:
To reduce consumption of alcohol and risky behaviour



Project Title/Objective	Actions	Annual performance targets / milestones	Lead Officer / Lead organisation
Alcohol awareness and education - To raise awareness of the risks of drinking excess alcohol and to reduce consumption	Development and delivery, via social media, of a short 60 second video raising awareness of the risk of excess drinking in the home, titled 'Tea Party' based on a child mimicking her mothers behaviour	Development and initial launch of the video in March 2017 Re-launch in November 2017 linking in with pre-Christmas drinking campaigns The stills from the video including the 'One You' link will be launched via social media during May, July & September. The video will be distributed vial social media using facebook, twitter and you tube (reach 20 - 27k via facebook and a further 4k via twitter)	Helen Perry-Smith (South Worcestershire Clinical Commissioning Group)
Peer mentor support - Identify and support individuals who are drinking at levels harmful to their health	Delivery of peer mentor support: Relapse Prevention Group Resource Café	50 sessions 50 session	Matt Burke (Swanswell) – commissioned by South Worcestershire Clinical Commissioning Group
	Identify young people who are drinking at levels harmful to their health, and then raise awareness in schools for pupils and parents	12 outreach sessions 20 young people engaged	
Worcestershire Works Well Scheme - To improve the health and wellbeing of employees across the district (One of the nine standards is alcohol awareness and reduction among employees)	Ensure as many local businesses are singed up to the Worcestershire Works Well Scheme as possible	Five new sign up's every year 50% having reached minimum Level one accreditation	Andy Boote (Worcestershire County Council)
Best Bar None Scheme - Best Bar None is a National Award Scheme supported by the Home Office and aimed at promoting responsible management and operation of alcohol licensed premises.	To sign up 6 licensed premises in 2018 and 6 more in 2019	Sign up to BBN Scheme and complete assessor training Six premises signed up by March 2018 <i>Six premises signed up during 2019</i>	Jude Allen (Malvern Hills District Council)



6. PERFORMANCE MANAGEMENT

Governance

The governance of the Malvern Hills District Health and Well-being Plan 2016-21 is the responsibility of the Malvern Hills Health and Well-being Partnership. The partnership comprises of key partners that have a responsibility for health and well-being. The plan demonstrates partners' contribution to delivering against this agenda. It is an expectation that all partners contributing to this plan have effective safeguarding policies and procedures in place.

The plan will be monitored on a quarterly basis at the Malvern Hills Health and Well-being Partnership meetings and reviewed on an annual basis. Annual progress reports will be produced to show progress against the plan. This will be reported to the Joint Worcestershire Health and Well-being Board, via the Health Improvement Group, as well as Malvern Hills District Council's Overview and Scrutiny Committee.



7. ACKNOWLEDGEMENTS



For their time, thoughts and commitment to this plan, thanks go to:

Amanda Smith - Malvern Hills District Council

Carmen Jennings – Department of Work and Pensions

Chris Reed – Fortis Living

Dave Pugh – Freedom Leisure

David Watkins - Malvern Hills District Council

Eric Brooker – Worcestershire County Council

Frances Howie – Worcestershire County Council

George Waugh – Age UK Malvern and District

Helen Perry-Smith – South Worcestershire Clinical Commissioning Group

Jane Longmore – Age UK Herefordshire and Worcestershire

Karen Edwards – Citizens Advice Bureau

Mark Hammer – Malvern Dementia Action Alliance

Mark Hammond - Malvern Hills District Council

Melanie Whistance – Worcestershire County Council

Maureen Oliver – Worcestershire Association of Carers

Richard West – Citizens Advice Bureau

Vanessa Cole - Action for Children

ANNEX 1: ACRONYMS



Name	Abbreviation
Association of Public Health Observatories	APHO
Chronic Obstructive Pulmonary Disease	COPD
Community Infrastructure Levy	CIL
Homes and Communities Agency	HCA
Information, Advice & Guidance	IAG
Malvern Hills District Council	MHDC
Postural Stability Instruction	PSI
South Worcestershire Citizens Advice Bureau	SWCAB
South Worcestershire Clinical Commissioning Group	SWCCG
South Worcestershire Community Safety Partnership	SWCSP
South Worcestershire Development Plan	SWDP
Standardised Mortality Ratios	SMR
Standardised Reg. Ratio	SRR
Supplementary Planning Document	SPD
Worcestershire County Council	WCC
Worcestershire Welcomes Breastfeeding	WWBF
Worcestershire Young Man's Christian Association	YMCA

ANNEX 2: KEY PARTNERS PROFILE



Age UK Malvern and District



It is important that older people are enabled to live independent lives, and our support services can help with that. Age UK Malvern and District provides vital services which focus on the needs of older people in the Malvern Hills Area. Age UK Malvern and District provide a number of varied services including information and advice, visiting and befriending, Handyperson Scheme, Reconnections, foot care, Happy Home Workers, computer classes, wheelchair loan, coffee mornings and charity shop outlets.

Age UK Herefordshire and Worcestershire



Age UK Herefordshire and Worcestershire is part of the 164 local independent charities affiliated nationally to Age UK. Our role is to create awareness of issues facing older people and to promote a positive attitude towards ageing. We achieve these aims by providing direct support and services, training to raise standards of care, and by acting as a voice for older people. Our services include information and advice, benefit checks, dementia advice and support, support when returning home from hospital, services to reduce loneliness and isolation, DIY around the home, home adaptations, keysafe installation and a range of training solutions.

Fortis Living



Fortis Living is a not-for-profit housing association based in Worcestershire. Fortis provides over 15,000 homes, with the highest concentrations in Malvern, Droitwich and Worcester. Fortis has a strong social purpose, working closely with customers and stakeholders to help create successful and resilient local communities and providing homes and services for those needing extra support, including supported, sheltered and extracare.

Freedom Leisure



Freedom Leisure is a not for profit leisure trust that manages Malvern Splash, Sport Dyson Perrins and Sport Martley on behalf of Malvern Hills District Council as well as Tenbury Swimming Pool. Freedom Leisure is committed to improving the quality of life for all our communities and to increase participation levels in physical activity and sport through effective partnerships, outreach delivery and inclusive initiatives.

Malvern Hills Early Help



Malvern Hills Early Help (MHEH) offers support to children and young people aged 0-19 and their families, in the Malvern Hills District. Services include packages of family support around a range of issues, children's centre provision offering early years support, parenting courses and a range of partnership projects, to promote positive parenting.

South Worcestershire Clinical Commissioning Group



NHS South Worcestershire Clinical Commissioning Group (CCG) is formed of 32 member GP practices across South Worcestershire and is the organisation responsible for arranging health services on behalf of local patients. These responsibilities include planning health services based on local need, paying for services that meet the needs of patients and monitoring the quality of the services and care provided to patients. South Worcestershire CCG is the largest of the three CCGs in Worcestershire, encompassing GP practices across Droitwich, Evesham, Malvern, Pershore, Tenbury and Worcester. They commission hospital, community and mental health services for a population of just over 292,000 patients

South Worcestershire Citizens Advice Bureau



South Worcestershire Citizens Advice provides information, and generalist advice on a wide range of topics particularly money advice, welfare benefits, employment, housing, family and personal matters, taxes, consumer, immigration and nationality, health, education and discrimination to all members of the public across the region. The bureau provides additional specialist services in welfare benefits and employment rights via caseworkers by appointment. Additionally we run standalone projects to meet local needs, in response to national initiatives, or legislative changes that affect the public such as a welfare reform.

South Worcestershire Development Plan



(Planning for Health Supplementary Planning Document)

The South Worcestershire Development Plan (SWDP) is a joint plan prepared by the South Worcestershire Councils of Malvern Hills District Council, Worcester City Council and Wychavon District Council and will guide development in the area up to the year 2030 with the aim of ensuring that future development within South Worcestershire is well planned and managed effectively, having a positive impact on the environment. The Planning for Health Supplementary Planning Document (SPD) will assist with the successful implementation of SWDP policies relating to health and once adopted, it can be used as a material consideration in the determination of planning applications. The SPD will help to meet the health and wellbeing priorities by ensuring health and wellbeing is considered in planning and development policy. Further information relating to the SWDP can be found online at: www.swdevelopmentplan.org

Worcestershire Association of Carers



Worcestershire Association of Carers is a registered charity providing an independent source of information, advice and support for the 63,000 unpaid adult carers in Worcestershire. We provide representation for carers at a local and national level and support carers to have a voice in decisions that affect them. We offer a range of services including Carer Support Groups, Carer Talktime, Carer Helpline, Face to Face support, Training and various sources of information and guidance.

Malvern Hills District Profile

Demographics

- Latest estimates show that the total population of Malvern Hills is 75,000, this equates to just over 13% of the total population of Worcestershire.
- Malvern Hills has a particularly high proportion of elderly people living in the district, with 24.1% of the population being aged over 65 (above the Worcestershire average of 20.5%)
- There is correspondingly a low percentage of people under the age of 45 in Malvern Hills at only 43%, compared to Worcestershire at 52.2%
- The population is forecast to increase by 4.5% overall across Malvern Hills between 2014 and 2024, however there is considerable variation across age groups. The over 75 year old age group is forecast to substantially increase by 38.5%, whereas young adults (20-30 age group) is showing a substantial decrease by 25.1% as is the 45-49 age group by 26.2%.
- Malvern Hills has a higher life expectancy compared to the England average, with male life expectancy statistically significantly higher than average. The average life expectancy at birth for males in Malvern Hills is 79.9 years, for women it is 83.4 years, therefore women in Malvern Hills are expected to live, on average, three and a half years longer than males.
- These demographics have health consequences as the higher proportion of older residents mean that Malvern Hills district will most likely have a greater number of deaths from cancer, heart disease and stroke, and more people living with dementia and long term conditions such as diabetes, hypertension, cardiovascular disease and COPD



Wider determinants of Health

- Malvern Hills has the highest percentage of its population (2/3rds) classified as least deprived and only 2.2% classified as deprived. Compared to Worcestershire the Malvern Hills population is wealthier and can be referred to as 'affluent achievers'.
- In contrast Pickersleigh has a long-term profile of socio-economic disadvantage and in 2008 and 2014 was identified as a 'health hotspot'. In 2014 two emerging areas; Deblin's Green and Madresfield was identified as having above average under 75 mortality rate. However this maybe an artefact of the data and therefore needs to be monitored over a longer time frame before any robust conclusions regarding its 'health hotspot' status can be made.
- Unemployment is associated with an increased risk of ill health and mortality. The unemployment rate in Malvern Hills is 3.54 per 1,000 which is significantly lower than the regional rate of 10.36 per 1,000. However Pickersleigh has a much higher long term unemployment rate at 15.3.
- Housing quality and availability is considered to still be a key wider determinant of health (WHO 2011). In Malvern Hills over two-thirds (23,146) of homes are owner-occupier with 13,680 (nearly 60%) owned outright with no mortgage.
- There are also a large number of households, 9,555 that only have 1 occupier. Over 5,000 of these are people aged 65+, which is something to be aware of in terms of tackling social isolation and loneliness.
- The 2011 Census reported that Malvern Hills had a total of 43 Residential Care Homes of which 13 provide nursing care. A total of 997 individuals were resident within these homes. Malvern Hills has also recently seen two new extra care developments; Clarence Park and Cartwright Court.





ANNEX 3: MALVERN HILLS HEALTH PROFILE

This health profile gives a summary of the overall health of the population, highlights any areas of concerns and interest, along with the positive activity that is being delivered to address these local health needs.

The Association of Public Health Observatories (APHO) every year produce a health profile which gives a snap shot of the overall health of the local population, and highlights potential problems through comparison with other areas and the national average. A summary of this profile is shown opposite:

Malvern Hills Health Summary

- The health of people in Malvern Hills is varied compared with the England average.
- Deprivation is lower than average, however about 13.9% (1,600) children live in poverty.
- Life expectancy for both men and women is similar to the England average, although life expectancy is lower for men in the most deprived areas of Malvern Hills than in the least deprived areas.
- In Year 6, 16.9% (115) of children are classified as obese.
- The rate of alcohol-specific hospital stays among those under 18 was 41.9 per 100,000 population. This represents 7 stays per year.
- Levels of GCSE attainment are better than the England average.
- In 2012, 16.6% of adults are classified as obese, better than the average for England.
- Recorded diabetes is 6.5 per 100,000 population, which is worse than the England average.
- The rate of alcohol related harm hospital stays was 580 per 100,000 population, better than the average for England. This represents 471 stays per year.
- The rate of self-harm hospital stays was 187.3 per 100,000 population. This represents 128 stays per year.
- The rate of smoking related deaths was 212 per 100,000 population, better than the average for England. This represents 126 deaths per year. Estimated levels of adult smoking are better than the England average.
- Rates of sexually transmitted infections and TB are better than average.
- The rate of new cases of malignant melanoma is worse than average but equate to only 20 cases per year.
- Rates of statutory homelessness, violent crime, long term unemployment, drug misuse and early deaths from cancer are better than average.

Priority Concerns for Malvern Hills District

There are two areas of priority concern for Malvern Hills; diabetes and malignant melanoma.

Diabetes

Diabetes is a common life-long health condition. Type 2 diabetes accounts for between 85% and 95% of all cases and usually develops in people over the age of 40. Obesity is the most potent risk factor for Type 2, however whilst Malvern Hills has the highest recorded prevalence rate of diabetes out of the six Worcestershire districts, it has the lowest estimated rate for adult obesity. This suggests that other factors may be influencing the recorded prevalence, namely the ageing population and its comorbidities such as high blood pressure, heart attack or stroke. The risk of developing Type 2 diabetes can be reduced by changes in lifestyle and is treated with increased physical activity and healthy diet.

Positive activity: To enable people to live a more active lifestyle, physical activity is now one of the counties key health and wellbeing priorities; the local activity is reflected in the action plan. To support residents to eat a healthy diet there are a number of healthy eating courses being delivered across the county, along with training for front line members of staff and the availability of healthy eating resource packs.

Malignant melanoma

About 13,300 people are diagnosed with melanoma in the UK each year. It is the fifth most common cancer overall in the UK, excluding non-melanoma skin cancer. It is the second most common cancer in people under the age of

50. The highest incidence is in people over 85. Although cases of malignant melanoma across Malvern Hills has doubled since 2010 this equates to a small number (10 new cases in 2010 and 20 new cases in 2015). Caution is therefore required in regard to interpreting the results. The higher incidence is most likely to be reflected by the ageing demographic, which is attributed to historical rural and agricultural activity during a time where safer sun exposure was less known about.

Positive activity: The higher incidence may also be due to an increase in diagnosis which is positive, as early detection and treatment is critical. There are also a number of 'Sun Awareness' campaigns that are delivered to raise awareness of being safe in the sun and regular self-examination.



Other Concerns for Malvern Hills District

Fuel poverty

Households are considered to be fuel poor where they have fuel costs that are above average, and after paying fuel costs their residual income is below the official fuel poverty line. When using this indicator it shows that Malvern Hills has a statistically significant higher level of fuel poverty compared to England (15.2% to 10.4% respectively in 2012). 15.2% equates to 4774 of the total 31,487 households in Malvern Hills. However local data for 2013 shows a reduction in the % of households facing fuel poverty to 12.6% (4086 of the total 32,340 households in Malvern Hills).

Positive activity: The Warmer Worcestershire Network is leading on a number of initiatives to reduce fuel poverty. This includes information, guidance and advice in the form of thermo cards and campaigns. The network has also offered grants towards the cost of insulation, and a boiler replacement programme for fuel poor homes. The network is currently writing a Fuel Poverty Plan for the county.

Chlamydia detection

Chlamydia is the most commonly diagnosed sexually transmitted infection. Chlamydia screening is recommended for all sexually active people under 25 and on partner change. Malvern Hills has the lowest proportion of 15-24 year olds undertaking a screen compared to the other districts and is significantly below both the expected rate of detection and the England rate.

Positive activity: To help increase the detection rate, the Lead Provider of the new Integrated Sexual Health Service will work with all relevant services

and agencies to proactively target the 15 – 24 age group. The Lead Provider will also work in partnership to increase levels of testing, raise awareness and facilitate direct referral to long acting forms of contraception.



Indicators of interest for Malvern Hills District

Mental health and well-being

Positive mental health is an important aspect of overall well-being. Throughout life a high proportion of the population will experience at least one episode of poor mental health. One measure of this is self-harm. The UK has one of the highest rates of self-harm in Europe, at 400 per 100,000 population and results in more than 98,000 inpatient admissions to hospital a year in England, 99% of which are an emergency. Although the overall profile for self-harm appears similar in Malvern Hills to its statistical neighbours upon further investigation there are significant differences within Malvern Hills at ward level. The data suggests that in Pickersleigh the admissions for self-harm are at least 145% higher than expected in England, in Malvern Link it is 35% higher and in the Chase it is 10.6%. There is no particular age group that stands out in regard to reported self-harm across Malvern Hills, although across Worcestershire majority of hospital admissions were reported in the 10-24 year old age group.

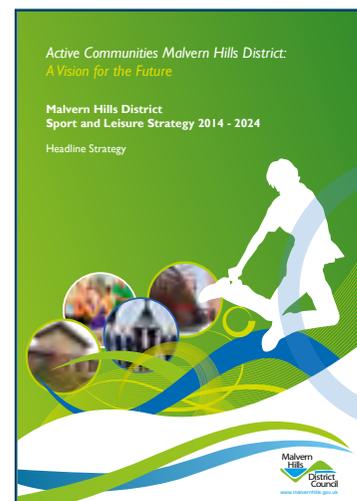
Positive activity: Mental health and wellbeing through out life remains one of the counties key health and well-being priorities. The focus will be on building resilience to improve mental well-being and dementia. The local activity is reflected in the action plan, which includes raising awareness and supporting people who self-harm.



Physical activity

The Sport England Active People Survey is used to measure the percentage of physically active adults by recoding the number of people aged 16+ who are doing at least 150 minutes of moderate intensity physical activity per week. In 2015 Malvern Hills reported that 58.6% of the population was physically active, this is statistically significantly above the England percentage of 56.03%.

Positive Activity: Being active at every age and increasing everyday physical activity is one of the counties key health and well-being priorities. The local activity is reflected in the action plan, which includes delivery of the Malvern Hills Sport and Leisure Strategy 2014-24.



Obesity

Malvern Hills has the lowest prevalence of obesity (16.6%) compared to the other districts and England (23%). Malvern Hills also has the highest proportion of its population reporting a healthy weight (37.2%) compared to the other districts and England (23%). The prevalence of underweight is very low across the county, although Malvern Hills has the largest prevalence at 2.5%. This may be due to the local ageing population and the associated risk of malnutrition. In regards to childhood obesity in 2007/08 Malvern Hills had the lowest prevalence of children that are obese at year 6 (13.5%) and the second lowest in 2012/13 (15.55). However there has been an upward trend and now Malvern Hills is only just statistically significantly lower than the national average.

Positive activity: To support residents to eat a healthier diet, referrals can be made to the Living Well Service (please refer to the Action Plan). There are also a number of community healthy eating courses being delivered, along with training for front line members of staff and the availability of healthy eating resource packs. In terms of childhood obesity a pre-school obesity service is available through the Health Visitor Programme, School Nurses offer weight management support to children and their families and the School Food Plan ensures the nutritional standard of food served within schools.

Breastfeeding initiation

Malvern Hills has seen a downward trend of breastfeeding initiation between 2012 and 2014 (75.6% - 72.7%). It is now performing below the England average of 73.9% (2014). Whilst the % difference is small (2.9%) it is important to acknowledge the trend and establish what can be done to change its direction.

Postive activity: To encorgae more mothers to breastfeed the Worcestershire

Welcomes Breastfeeding Scheme ensures that local venues are breastfeeding friendly. There are also a number of weekly breastfeeding groups that offer support and guidance on breastfeeding.

Alcohol

The local alcohol profiles for England (LAPE) estimate that 14% of the 16+ population in Malvern Hills abstain from drinking, 73% drink at 'lower risk' level (in line with recommended guidance), 20% drink at 'increasing risk' level (above the recommend guidance), 7% drink at 'higher risk' level (drinking at a level which is harmful to your health) and 18% 'binge drink' (drinking more than two times the recommend guidance). These are similar to the England estimates. In regards to the rate of alcohol-specific hospital admissions for under 18 year olds, although Malvern Hills had a higher than average rate initially that has fallen consistently since 2006/07 and is now closely aligned to the England rate.

Positive activity: Reducing the harm from drinking too much alcohol remains one of the counties key health and wellbeing priorities. The local activity is reflected in the action plan, which includes the Pickersleigh Alcohol Campaign.



Smoking

The percentage of adults, aged over 18 who smoke in Malvern Hills has reduced from 15.4% in 2012 to 12.8% in 2015. Although this may be considered a small change it should be noted that Malvern Hills continues to remain significantly below the England average (5.6% lower), and because smoking has many associated morbidities and is a key cause of premature mortality this reduction should be commended. However in contrast Malvern Hills District has maintained an above England average percentage of smoking in pregnancy for the last four years.

Positive activity: To support pregnant women to quit smoking there is a Pregnancy Stop Smoking Service available that offers face to face specialist support and nicotine replacement therapies. Malvern Hills District Council has signed the Local Government Declaration on Tobacco Control to reduce smoking prevalence and health inequalities across the district. One way this is being achieved is by making all Malvern Hills District Council's children's play areas smoke free.

Older people and management of long-term conditions

The 2011 Census asked residents to self-report their level of long-term health. The responses were categorised into three categories; day to day activities are not limited at all; day to day activities are limited a little; and, day to day activities are limited a lot. Compared to the other districts Malvern Hills had the second highest proportion of the population self-reporting that their 'day to day activities are limited a lot' at 8.7%, above the national average of 8.3%. This is perhaps not surprising taking into account the significantly older than average population in Malvern Hills. However encouragingly Malvern Hills reports a higher proportion for both 'activities limited a lot' and 'activities limited a little', compared to Wychavon district, one of Malvern Hills statistical neighbours. As people age there are associated health risks; namely the onset of dementia, stroke and falls.

Dementia

It is estimated that more than 800,000 people in the UK have dementia, and this is projected to increase to over 1 million by 2021 and over 2 million by 2051. In the absence of a treatment or cure, it is important that action is taken to reduce the numbers of people getting dementia, postpone the onset of dementia and/ or mitigate its impact. This can be done by early diagnosis and supporting people to live healthier lives and manage pre-existing conditions that increase their risk of dementia, such as depression or diabetes. In regards to diagnosis the Malvern's Ageing Well Needs Assessment (AWNA) in 2013 showed that some districts were performing better than others. The England average is 45% and Malvern Hills is diagnosing 40.7%, this is the second lowest of the six districts. Also Malvern Hills has the second highest number of care homes in the county and provides nearly a quarter of all of the care home dementia provision within the county.

Positive activity: Mental health and well-being through out life remains one of the county's key health and well-being priorities. The focus will be on building resilience to improve mental well-being and dementia. The local activity is reflected in the action plan, which includes raising awareness and supporting people who are living with dementia.



Stroke

In the UK, strokes are a major health problem. Every year, around 110,000 people have a stroke in England and it is the third largest cause of death, after heart disease and cancer. Smoking, being overweight, lack of exercise and a poor diet are risk factors for stroke, as are high cholesterol, atrial fibrillation and diabetes. Emergency hospital admissions for stroke, using a standardised admission ratio for 2008/09 - 2012/13 showed Malvern Hills District as having a ratio of 91.2, lower than the Worcestershire ratio of 95. However, there is evidence to suggest that rural populations are particularly vulnerable to stroke because access to services and preventative measures are not readily available compared with urban areas.

Positive activity: The Stroke Association, in partnership, raise awareness of the risks of stroke and support stroke survivors. There is a Malvern Hills District Stroke Club that meets fortnightly to offer peer support for stroke survivors. There are a number of stroke awareness and prevention events held locally and the Worcestershire Stroke Recovery Service has supported 31 stroke survivors from the district.

Falls

Anyone can have a fall, but older people are more vulnerable and likely to fall, especially if they have a long-term health condition. In the UK, falls are the most common cause of injury related deaths in people over the age of 75. There is an estimated 5,000 falls in the 65+ population in Worcestershire every year. Most falls don't result in serious injury; however a large proportion lead to broken bones particularly hip fractures. There are a similar number of hip fractures recorded in Malvern Hills compared to its statistical neighbours, but due to the local significant ageing population this remains an area of concern.

Positive activity: Falls Prevention remains a priority in Worcestershire. There is a Falls Prevention Pathway that identifies people who are at risk and refers them to an appropriate intervention. There is a community based Postural Stability Instruction (PSI) Programme to reduce the risk of people falling through improving strength and balance, and public awareness raising campaigns.





Comments about the plan

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A copy of this plan is available on the Malvern Hills District Council website
www.malvernhills.gov.uk/health-and-wellbeing