

COUNTY COUNCIL LOCAL COMMITTEE FOR SOUTH LAKELAND
Meeting date: 30th September 2022
From: Assistant Director - Customer and Community Services

COMMUNITY DEVELOPMENT AND PUBLIC HEALTH ACTIVITY - UPDATE

1.0 EXECUTIVE SUMMARY

- 1.1 *This report draws attention to key Community Development and Public Health Activity undertaken by the South Lakeland Area Support Team and the Locality Public Health Manager.*

2.0 STRATEGIC PLANNING AND EQUALITY IMPLICATIONS

- 2.1 *Community Development and Public Health Activity contribute to achieving the outcomes set out in the Council Plan 2018-2022 in particular;*

- *People in Cumbria are healthy and safe, and,*
- *Places in Cumbria are well-connected and thriving.*

The activity embraces the 'New ways of working' with a focus on

- *Working with partner organisations and communities to achieve shared aspirations, and,*
- *Exploring new ways to deliver services and maximise our resources.*

Additionally, Community Development and Public Health Activity addresses the overarching ambition of the Cumbria Health and Wellbeing Strategy 2019-2029 "To enable Cumbrian communities to be healthy and to tackle health inequalities". By identifying and

productively connecting unconnected local assets the Area Support Team and the Locality Public Health Manager are working to progress the Cumbria Joint Public Health Strategy which emphasises the importance of building five types of community assets, namely;

- ***Natural assets: A high quality natural environment that provides opportunities for engagement with the natural world.***
- ***Human assets: People with the skills, knowledge, and experience that give them the capacity to take part in society and have meaningful and fulfilling lives.***
- ***Social assets: A good social infrastructure, with networks and institutions that allow people to connect to each other.***
- ***Physical assets: A good physical infrastructure including housing, transport, and a commercial environment that promotes healthy behaviours.***
- ***Financial assets: Adequate financial resources that are fairly distributed.***

2.2 ***All activities undertaken are assessed to ensure that the equality and diversity impacts are understood and appropriately addressed.***

3.0 ***RECOMMENDATION***

3.1 ***Members are asked to note the content of this report.***

4.0 ***BACKGROUND***

4.1 This report draws members attention to growing concern about the increasing cost of living. The report describes activity being undertaken by the South Lakeland Area Support Team and the Public Health Locality Manager to help support the local community in an effort to continue to progress the council's strategic aims as set out in the Cumbria Joint Health & Wellbeing Strategy 2019-2029 and the Cumbria Joint Public Health Strategy.

4.2 ***“Healthcare leaders warn that rising rates of fuel poverty will be a public health emergency, causing and exacerbating physical and mental illness across the whole population and further straining already stretched health and care***

services.” (NHS Confederation [Could the energy crisis cause a public health emergency? | NHS Confederation](#)).

“The cost-of-living crisis will be disproportionately felt by those in poverty, as they have the least disposable income and fixed essential bills. This means that the inflation rate experienced by people living in poverty is higher than the national average..... the cost-of-living crisis will therefore negatively affect the health of the poorest the most and will increase health inequalities.” (William Roberts, CEO Royal Society for Public Health [RSPH | Blog: RSPH CEO William Roberts: The cost-of-living crisis will be a protracted public health crisis](#)).

“As annual inflation rates in high-income countries approach 10%, a growing number of people are being forced to choose between feeding their children and paying their bills. Stories of families missing meals, wearing winter coats in unheated homes, and living in the dark fearful of escalating energy prices are becoming too common. The cost-of-living crisis has surpassed COVID-19 as the main concern for many communities.” (The Lancet [The cost of living: an avoidable public health crisis - The Lancet Public Health](#)).

There is increasing agreement among health and care leaders that the rapidly rising cost of living poses the greatest current threat to health; in particular to the health, both physical and mental, of those least affluent. There is general consensus that existing health inequalities will be exacerbated. This challenges the aspirations of both the Cumbria Joint Health & Wellbeing Strategy and the Cumbria Joint Public Health Strategy.

Fig I. UK Annual Inflation Rate (Consumer Price Index)

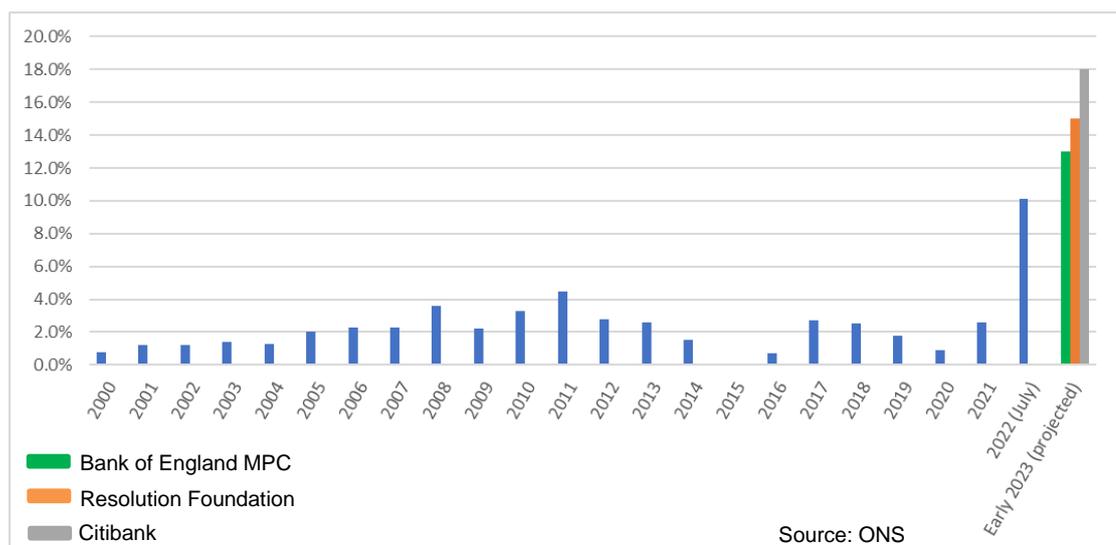
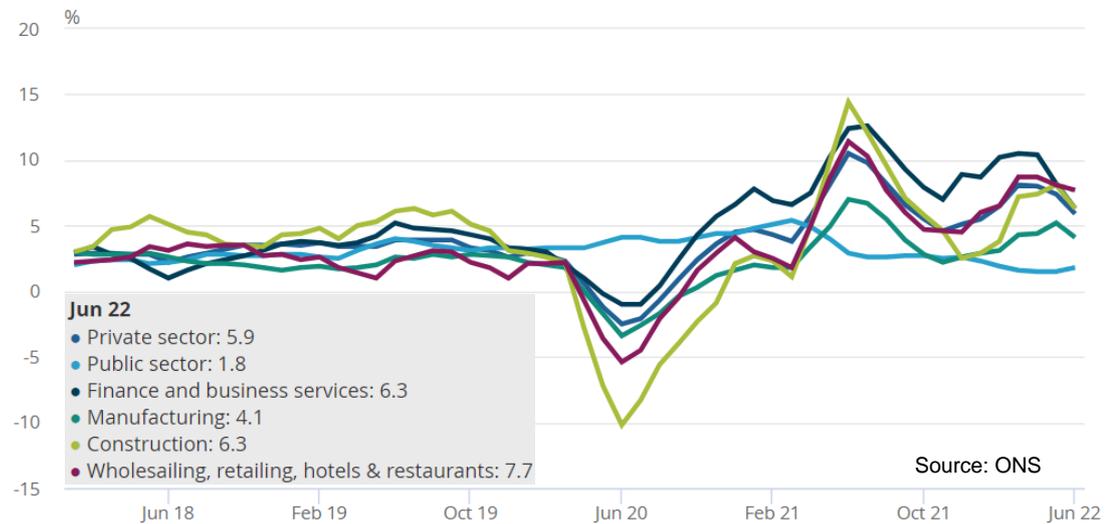


Figure I shows that by July 2022 UK annual inflation (as measured by the Consumer Price Index, CPI) was 10.1%, more than double that seen at any time in the past 20yrs. By late 2022/early 2023 the Bank of England Monetary

Policy Committee predict CPI inflation of 13% with more alarming predictions from the Resolution Foundation (15%) and Citibank (18%).

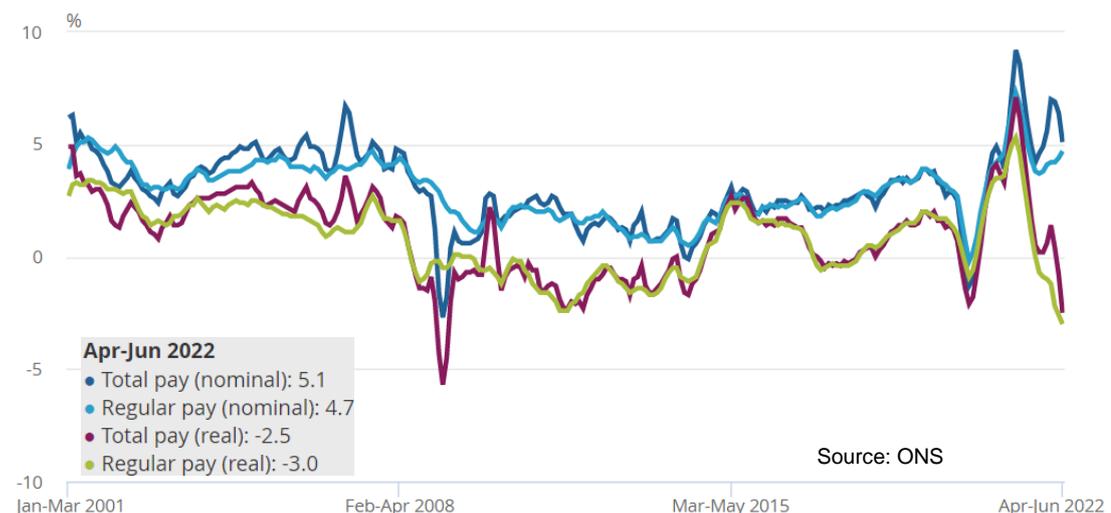
Fig II. Average weekly earnings annual growth rates for total pay (including bonuses) by sector in Great Britain, seasonally adjusted, January to March 2018 to April to June 2022



Earnings growth across all sectors is failing to keep pace with inflation (Fig II). As of June 2022, public sector earnings were rising at less than a third of the rate in the private sector.

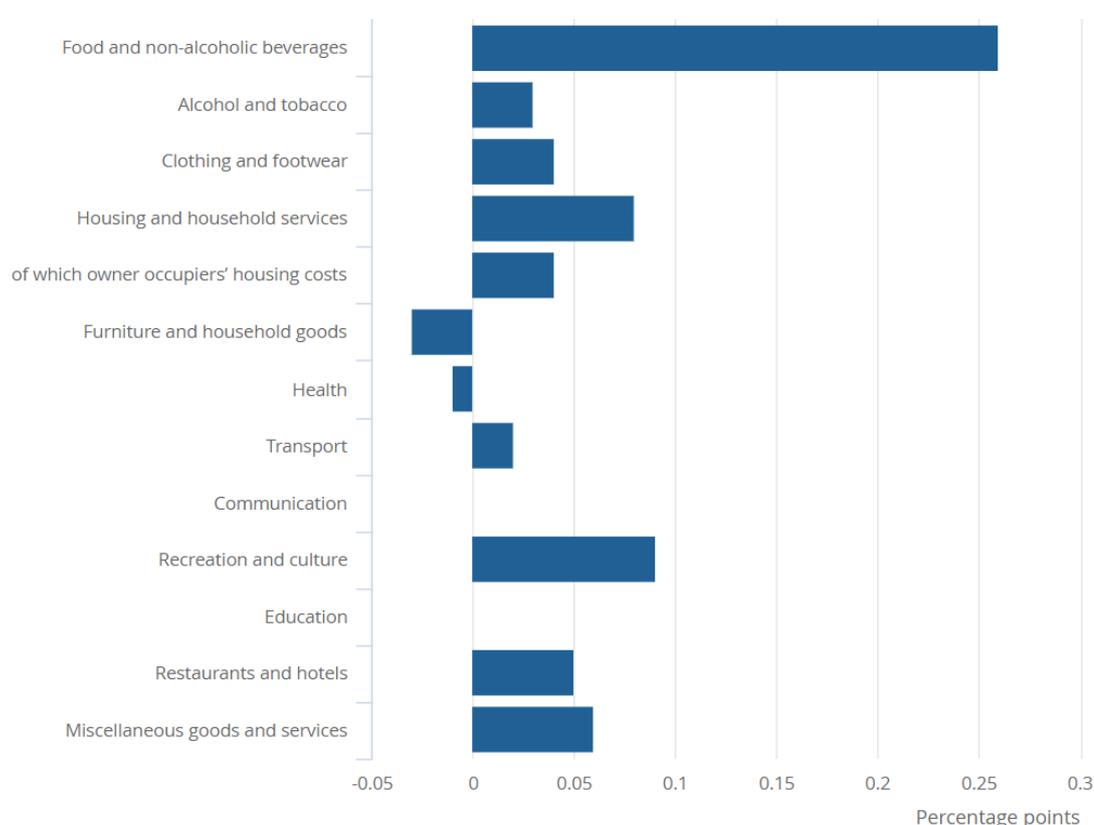
Real pay reflects the relationship between earnings growth and inflation; change in real pay provides a measure of change in the purchasing power of earnings. Total real pay (including bonuses, overtime etc.) and regular real pay were down in June 2022 (Fig III). Those sectors of the economy with the lowest increases in earnings experience the greatest reduction in real pay.

Fig III. Average weekly earnings annual growth rates in Great Britain, seasonally adjusted, January to March 2001 to April to June 2022



At the time of writing (7th September 2022) it remains unclear what support, additional to that previously announced, may be provided to households or business with regard to meeting the costs of energy, albeit the government has indicated further support will be available. There is no indication that financial support will be provided across the population to meet the demands of inflation in other areas of which perhaps the most pressing is food and non-alcoholic beverages where annual inflation to July 2022 was 12.7%. In the period June to July 2022 food and non-alcoholic beverages made the largest upward contribution to the change in the annual Consumer Price Index with Housing (CPIH), Fig IV.

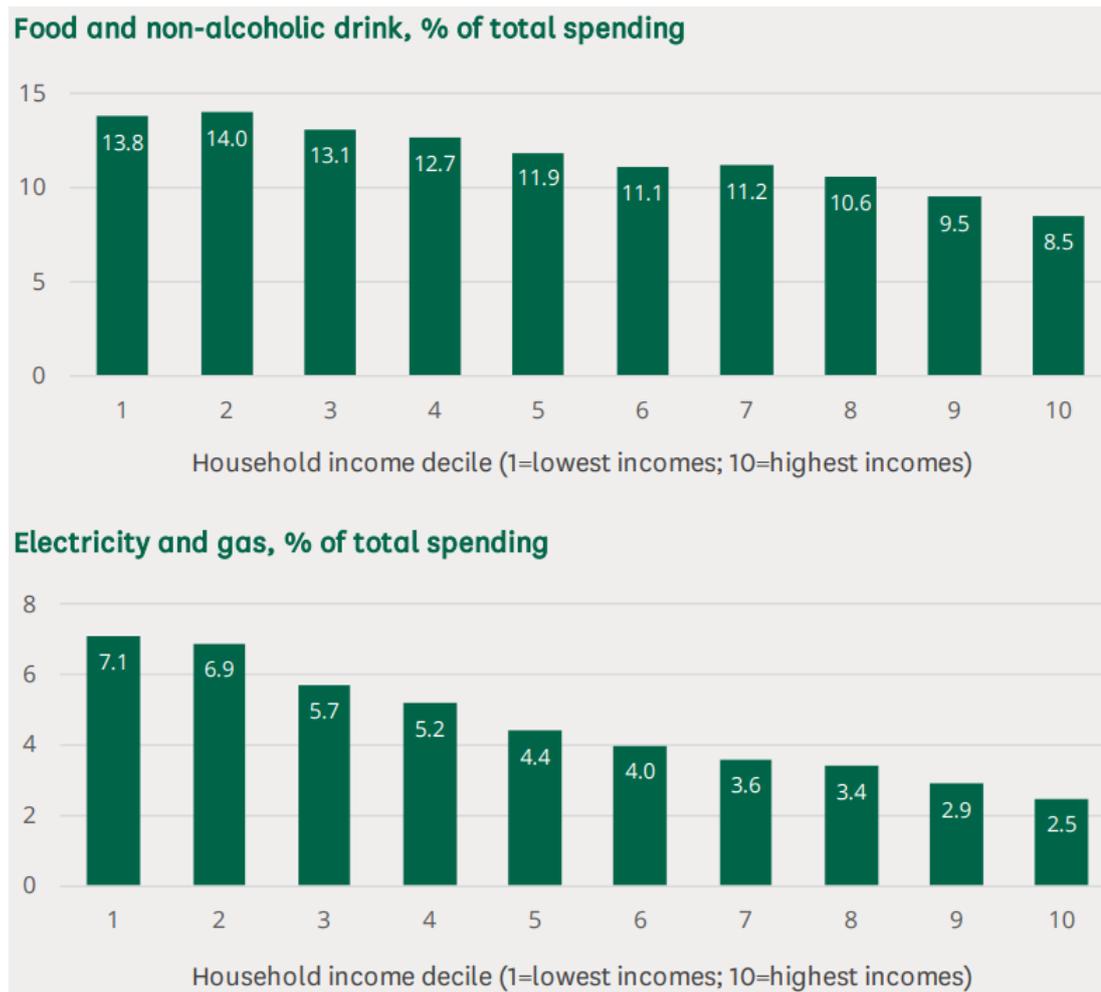
Fig IV. Contributions to change in the annual CPIH inflation rate, UK, between June and July 2022



(Source: ONS [Consumer price inflation, UK - Office for National Statistics](#))

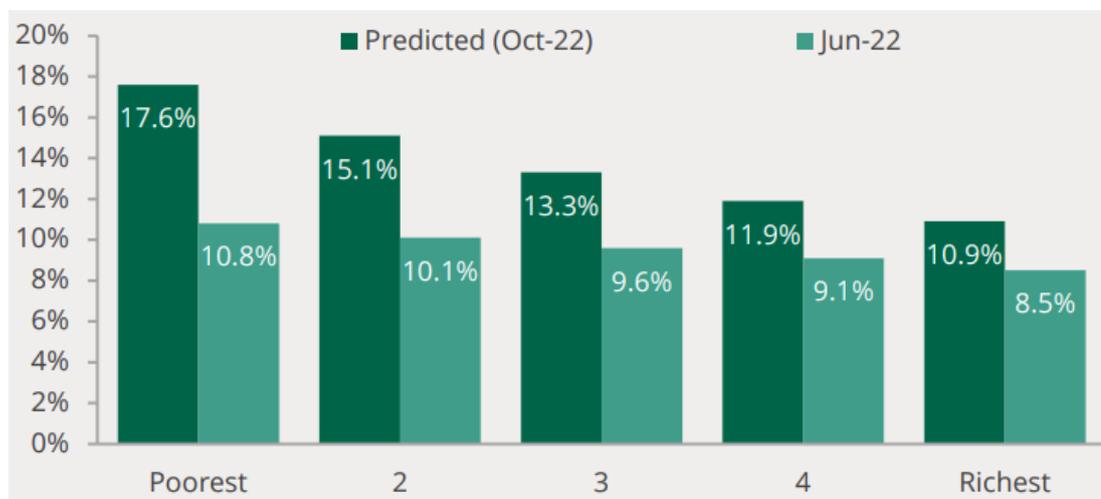
Unlike most other categories of spend, food and energy along with housing, are largely non-discretionary. Research shows that before the COVID-19 pandemic lower income households spent a greater proportion of their income on food and energy (Fig V), poorer households will therefore be relatively more affected by increases in their prices. In consequence inflation for lower income households is notably higher than for more affluent households with the Institute for Fiscal Studies predicting that by October 2022 inflation for those in the lowest income quintile will average 17.6%, for those in the highest income quintile 10.9% (Fig VI).

Fig V. Household spend on food and energy



(Source: ONS [Family spending in the UK - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk))

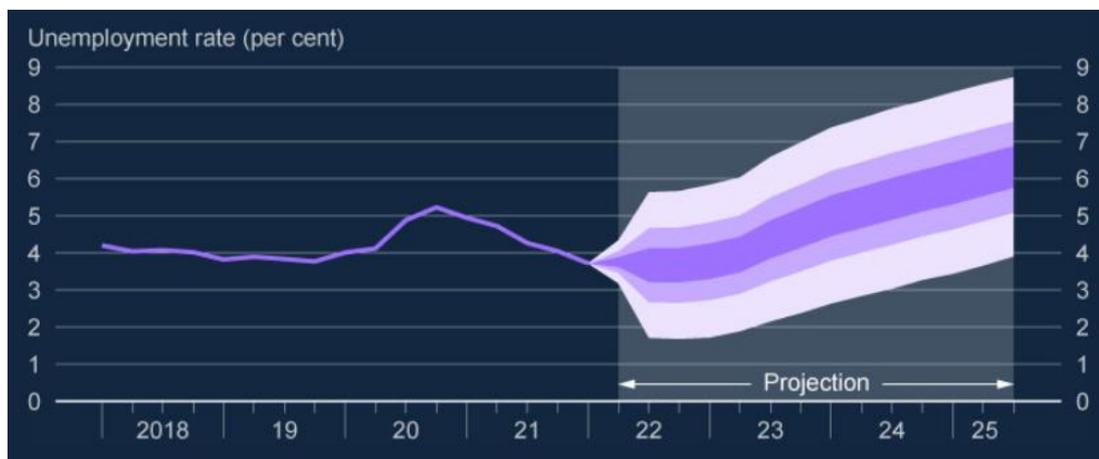
Fig VI. Expected inflation (CPI) by income quintile



(Source: Institute for Fiscal Studies [The long squeeze: rising inflation and the current government support package | Institute for Fiscal Studies \(ifs.org.uk\)](https://ifs.org.uk))

At the time of writing the UK government has not announced any direct support for business to assist with rising energy costs. Increasing energy costs, increasing supply chain costs and reduced household discretionary spend are expected to place significant pressure on many businesses. The South Lakeland economy, which has a relatively large hospitality sector, is likely to be particularly vulnerable. The Bank of England Monetary Policy Report August 2022 predicts the UK economy will enter recession from 2022 Q4. The report predicts an increase in the unemployment rate from 3.8% in the three months to May 2022 to between 6% and 7% by Q2 2025 with a projected range of approximately 4% to 9% (90% confidence limit) Fig VII. The nature of the local economy places South Lakeland at risk of being at the higher end of this projected range albeit this risk may be mitigated by current labour supply pressures.

Fig VII. Unemployment projection based on market interest rate expectations, other policy measures as announced (August 2022)



(Source: Bank of England [Monetary Policy Report - August 2022](#) | Bank of England)

The South Lakeland Area Manager, Public Health Locality Manager and Area Team are working closely with corporate colleagues, partner organisations and communities to both implement measures to help alleviate some of the pressures likely to be felt by local households in the coming months and to be positioned to respond as effectively as possible to developments.

Food price inflation is a challenge for many local households; the area team provides support and guidance for food hubs across South Lakeland and facilitates mutual engagement across the network. These hubs vary in how they operate. Available figures suggest that collectively they may be supporting in the region of 700 households with activity including delivery of food bags, lunch clubs, school holiday lunches, refugee/asylum seeker support and food for vulnerable elderly residents. £42,000 in grants ranging from £1,000 to £5,000 has been provide to 18 of the local food clubs and

regular network meeting ensure that officers are well sighted on changing demands and any issues arising.

“Cold homes contribute to excess winter mortality and morbidity. Most of the health burden can be attributed to both respiratory and cardiovascular disease, especially for older people. In children, the excess winter health burden is mostly due to respiratory disease.” ([Low indoor temperatures and insulation - WHO Housing and Health Guidelines - NCBI Bookshelf \(nih.gov\)](#))

Those living in older homes are at greater risk of morbidity and mortality associated with indoor cold in the winter, South Lakeland has a relatively high proportion of such homes. The County Council Public Health Team are working closely with the South Lakeland Area Team and teams across the county to explore opportunities to make warm places available for those struggling to heat their homes during the coming winter months. While many community settings may undertake to offer a warm space to local residents without reference to statutory agencies ideally we will deliver a countywide coordinated approach around this issue. A communications plan is being explored, with a proposed centralized hub for both the general public to get information about locations and for organisations/individuals wanting to develop a space to get some basic information and possible support. It is suggested that a basic toolkit will be provided for small organisations/groups who may want to set up their own warm spot, this to include some basic infection prevention guides etc. It is hoped that parts of council estate, libraries, archives centres etc. might contribute.

The Area Manager, Area Team and Public Health Locality Manager will continue to work closely with South Lakeland Members to ensure that Local Committee initiatives to provide support are nimble and timely.

4.3 Dates for your Diary:

1st to 31st October 2022 – **Black History Month**

To celebrate the achievements and contributions of black people not just in the UK, but throughout the world and to educate all on black history.

[Black History Month 2022 - Time for Change: Action Not Words](#)

1st to 31st October 2022 – **Breast Cancer Awareness Month**

Every ten minutes a woman is diagnosed with breast cancer in the UK. So, don't be ignorant, during breast cancer awareness month 2022 go for a medical check-up, it might save your life.

[Campaign with us | Breast Cancer Now](#)

4th to 19^h October 2022 – **National Curry Week**

National Curry Week applauds the diverse culture in the UK and as a result of this, the many delicious dishes available to us on a daily basis.

[National Curry Week](#)

7th October 2022 – **World Smile Day**

Do an act of kindness, help one person, SMILE.

[Welcome to the World Smile Day® Website](#)

10th October 2022 – **World Mental Health Day**

The theme of 2022's World Mental Health Day is 'Make mental health and wellbeing for all a global priority'.

[World Mental Health Day | Mental Health Foundation](#)

17th to 23rd October 2022 – **National Adoption Week**

The objective of the week is to improve the level of awareness about adoption.

[NATIONAL ADOPTION WEEK - October 17-23, 2022 - National Today](#)

An extensive list of national and international awareness days and events can be found using the link below.

<https://www.awarenessdays.com/awareness-days-calendar/list/page/2/?tribe-bar-date=2022-10-01>

5.0 **OPTIONS**

- 5.1 Members are asked to note the content of the Community Development and Public Health Activity Report.

6.0 **RESOURCE AND VALUE FOR MONEY IMPLICATIONS**

- 6.1 There are no direct financial implications from this report as it is for noting only. The content of the report may have wider financial implications in the longer term for the Local Committee (SR 8/9/2022).

7.0 **LEGAL IMPLICATIONS**

- 7.1 The report is for Members to note the content, and there are no legal implications arising from the report. PS 9.9.23

8.0 CONCLUSION

8.1 Progressing the Council's strategic aims and public health objectives is dependent upon robust community engagement and community development. With the support of officers members are ideally placed to ensure effective community development promotes public health and contributes to achieving these aims and objectives in South Lakeland. As a consequence engaged and empowered residents benefit from healthier, happier and more resilient communities.

Colin Cox
Director of Public Health
07/09/2022

APPENDICES

None

Electoral Division(s): All South Lakeland

Executive Decision

	No*
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Key Decision

	No*
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If a Key Decision, is the proposal published in the current Forward Plan?

		N/A*
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Is the decision exempt from call-in on grounds of urgency?

	No*
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If exempt from call-in, has the agreement of the Chair of the relevant Overview and Scrutiny Committee been sought or obtained?

		N/A*
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Has this matter been considered by Overview and Scrutiny?
If so, give details below.

	No*
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Has an environmental or sustainability impact assessment been undertaken?

		N/A*
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Has an equality impact assessment been undertaken?

		N/A*
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N.B. If an executive decision is made, then a decision cannot be implemented until the expiry of the eighth working day after the date of the meeting – unless the decision is urgent and exempt from call-in and necessary approvals have been obtained.

PREVIOUS RELEVANT COUNCIL OR EXECUTIVE DECISIONS *[including Local Committees]*

No previous relevant decisions.

CONSIDERATION BY OVERVIEW AND SCRUTINY

Not considered by Overview and Scrutiny.

BACKGROUND PAPERS

No background papers.

REPORT AUTHOR

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