

<b>Committee</b>	<b>Dated:</b>
Health and Wellbeing Board	18.09.2015
<b>Subject:</b> Better Health for London: Next Steps	<b>Public</b>
<b>Report of:</b> Director of Community and Children's Services	<b>For Decision</b>

### Summary

The City of London Health and Wellbeing Board (HWB) selected a number of key recommendations from the London Health Commission's *Better Health for London* report for further exploration at their meeting in February 2015. An officer working group was asked to analyse the implications of each of these opportunities. This report sets out the research and makes recommendations to Members about whether each opportunity should be pursued

### Recommendation(s)

Members are asked to:

- Consider the analysis of each of the opportunities from *Better Health for London*.
- Approve the following recommendations to the HWB:
  - Smoke free parks and open spaces: It is not recommended that Members pursue this opportunity, owing to the limited health benefits of banning smoking in parks and open spaces in the City. However, the HWB should continue to champion smoke free children's playgrounds and seek to expand this scheme.
  - Encouraging more Londoners to walk 10,000 steps a day and supporting employers to incentivise their employees to walk to work: It is recommended that the HWB continues to support active travel by implementing some local schemes that specifically encourage workers and residents to walk or cycle more. If Members approve, then a costed proposal outlining specific initiatives will be brought to the HWB.
  - Promotion of workplace health initiatives: Members are asked to support the work of the Business Healthy initiative and ensure the City's ongoing commitment to healthy workplaces across the Square Mile.
  - 'Imagine Healthy London' Day: It is not recommended that the HWB seeks to introduce public health awareness raising activity, specifically focused on exercise and healthy lifestyles, at existing events in the City. If Members approve, then a full plan will be brought to the HWB.
  - Additional GP services: Members are asked to give their ongoing support for the Workplace Health Centre feasibility study, in order to help meet the identified healthcare needs of City workers.

## Main Report

### Background

1. At the 28<sup>th</sup> November 2014 meeting of the Health and Wellbeing Board, Members received a presentation from Dr Yvonne Doyle, London Regional Director for Public Health England, regarding the Better Health for London report from the London Health Commission. Members discussed the implications for the City of London and how the report can shape the work of the Health and Wellbeing Board.
2. The Better Health for London report was a The report is a “call to action” for London and proposed measures to combat the public health threats posed by tobacco, alcohol, obesity, lack of exercise and pollution, as well as a raft of recommendations around the provision of health services in London, to make London a healthier place.
3. Officers then presented a paper to the 20<sup>th</sup> February meeting of the Board, suggesting the recommendations that it would be most appropriate for the City of London’s Health and Wellbeing Board to champion. The overall aim was for the HWB to lead some major public health and health service changes in the City and make a tangible impact on the health and wellbeing of our resident and working populations.
4. Members approved the formation of an officer working group to further explore a number of the recommendations from the Better Health for London report, selected because they closely reflect the HWB’s strategic priorities. The working group would identify if and how these recommendations could be implemented in the City. The recommendations from the Better Health for London report for the City that were selected for further exploration were as follows:
  - Smoke free parks and open spaces
  - Encouraging more Londoners to walk 10,000 steps a day and supporting employers to incentivise their employees to walk to work
  - Promotion of workplace health initiatives
  - Local health promotion day (‘Imagine Healthy London Day’)
  - Additional GP services
5. In the interim, the Mayor of London has published his response to the recommendations (*Mayor’s response to the London Health Commission*), and the GLA, London Councils, London CCGs, NHS England and Public Health England have published *Better Health for London: Next Steps*, setting out the work that is already underway in support of the recommendations as well as future actions. These reports have helped to inform the conclusions of the officer working group.

### Current Position

6. The research and analysis carried out by the officer working group is set out below. For each of the recommendations under consideration we have summarised the strengths and weaknesses of the opportunity, made a recommendation to the HWB as to whether the opportunity should be pursued further, and if so the steps to be taken.

**Recommendation 2: Smoke free parks and open spaces**

The Mayor, Royal Parks, City of London and London boroughs should use their respective powers to make more public spaces smoke free, including Trafalgar Square, Parliament Square, and parks and green spaces.

**Strengths**

- The key health benefit of banning smoking in parks and open spaces relates to adults modelling positive behaviour for children and young people. Essentially not smoking in front of children sets a good example. Gradually limiting opportunities for smokers to smoke is also believed to reduce smoking rates by making smoking more difficult and less socially acceptable.
- Parks should be places for people to come together for better health. Banning smoking would result in a healthier, more pleasant environment.
- The Corporation is already piloting smoke free children's playgrounds in four locations in the City. This is a voluntary ban within the playgrounds, with the aim of reducing children's exposure to harmful smoke, deterring young people from taking up smoking, and making playgrounds more attractive. There is the opportunity to expand this initiative as new play areas are developed in the City.

**Weaknesses**

- There is limited evidence that a ban on smoking in parks would result in public health benefits. Exposure to cigarette smoke outdoors poses almost no health risk, since the exposure to the smoke is so small, dissipated and transitory.
- In terms of modelling behaviour, the health impact might also be limited due to the nature of the open spaces in the City. The majority are located in business areas and predominantly used by adults, so the exposure of children to smoking is already low.
- Open spaces in the City tend to be small, so banning smoking would not necessarily deter smokers who could easily relocate to the streets. This would mean that overall levels of smoking are unlikely to decrease.
- Enforcing a ban would require significant additional resource input from the City's enforcement officers to carry out awareness raising work and issue fixed penalty notices or pursue prosecutions in appropriate cases.
- There is some concern that if the ban is voluntary rather than enforced its impact will be limited. Other local authorities that have banned smoking in open spaces in the UK have done so on a voluntary basis. Smoke free children's playgrounds are now common and are self-policing, although there are doubts that a similar approach would work if it applied to all parks and open spaces, especially if they are not designed to be specifically used by children.
- Whilst it is possible to use City byelaws to implement a ban, no precedent for this exists within local government. All other local authorities have only implemented voluntary smoking bans in outdoor areas. A

	<p>new set of byelaws would need to be developed and publicly consulted on and their use approved by the Secretary of State.</p> <ul style="list-style-type: none"> <li>• Further resources would need to be identified to pay for signage and smoking litter bins at all entrances to parks.</li> <li>• The Mayor of London does not endorse this particular recommendation. In his response to the London Health Commission he states that 'people should be able to get on with their lives without interference - as long as they do not break the law and do not harm anybody else'.</li> </ul>
<p><b>Consulted:</b></p> <ul style="list-style-type: none"> <li>• Parks &amp; Open Spaces, City of London Corporation</li> <li>• Comptroller &amp; City Solicitor's, City of London Corporation</li> <li>• Tobacco Control team, City &amp; Hackney Public Health</li> <li>• Built Environment (Street Scene, Enforcement and Cleansing), City of London Corporation</li> <li>• Markets &amp; Consumer Protection (Public Protection), City of London Corporation</li> </ul>	
<p><b>Recommendation to HWB:</b></p> <p>It is not recommended that Members pursue this opportunity, owing to the limited health benefits of banning smoking in parks and open spaces in the City. However, the HWB should continue to champion smoke free children's playgrounds and seek to expand this scheme.</p>	

## Recommendations 7 & 8

### Recommendation 7: Encouraging more Londoners to walk 10,000 steps a day

The Mayor should invest 20% of his TfL advertising budget to encourage more Londoners to walk 10,000 steps a day, and TfL should change signage to encourage people to walk up stairs and escalators.

#### Strengths

- The City of London can play a leadership role ensuring local partners (e.g. leisure, transport and planning) are collaborating to promote physical activity, active travel and access to green spaces.
- In London 43% of adults do not achieve the recommended minimum level of 150 minutes of physical activity each week according to national statistics. A significant proportion of the population (27%) are categorised as 'inactive' – achieving less than 30 minutes of physical activity a week. This is the case for up to 40% of the population in some London boroughs and a case for why we should promote more walking.
- Short trips or 'active travel' – walking or cycling for utility purposes – is part of the daily routine for many people in London using public transport, as well as those who walk or use a bike for shorter trips. As a result Londoners do more active travel than the England average.
- More walking and cycling would result in significant health benefits to Londoners and cost savings to London's economy. One estimate is that 60,000 years of perfect health could be gained each year across London's population if people swapped motorised modes for those short journeys that could realistically be walked or cycled instead. This can be monetised as over £2bn each year in health economic benefits.
- If this high level of walking and cycling were achieved we could expect that the proportion of Londoners achieving their physical activity needs through travel alone would increase from 25% to 60%.

#### Weaknesses

- The recommendation is likely to have limited health and wellbeing impact due to the following:
  - At present the average steps per person per week is only 3,000.
  - 10,000 steps a day is ambitious for the average person in London to make. However, the City is dissimilar from most London Authorities with high commuter levels and many travelling by foot from tube/train stations so City of London data may differ.
  - Unless someone has a pedometer they will be unaware of the number of steps they are walking each day. In order for people to take part in this recommendation, people would need to also be encouraged to buy a pedometer, be given one for free, or have mapped out signs between destinations telling people the average number of steps between those two locations.
  - The likelihood of effective change on behaviour from ad hoc posters is not very high. This use of signage can make people aware of issues or events but in order to facilitate behavioural change there would need to be a targeted campaign.
- One main barrier that would stop the City implementing this recommendation is a lack of resources – we would need a higher budget to spend on an expensive advertising campaign, which may

<ul style="list-style-type: none"> <li>Walking is a particularly important activity as it is the one that people are most likely to do consistently through their life. Remaining active into older age is vital for health because it protects against a range of health risks including dementia, depression, stroke and social isolation – therefore saving money within other services in the long-term.</li> </ul>	<p>include providing Londoners with pedometers.</p>
<p><b>Recommendation 8: Supporting employers to incentivise their employees to walk to work</b>  The NHS, Public Health England, and TfL should work together to create a platform to enable employers to incentivise their employees to walk to work through the Oyster or a contactless scheme.</p>	
<p><b>Strengths</b></p>	<p><b>Weaknesses</b></p>
<ul style="list-style-type: none"> <li>See Recommendation 7 strengths above.</li> </ul>	<ul style="list-style-type: none"> <li>Most people do not live in walking distance from work so could not switch to walking the entire route.</li> <li>People using public transport will probably already be walking a fair distance.</li> <li>Those who are car dependant are not using Oyster (public transport) and are not walking.</li> <li>The public health perspective is that you do not want to pay people money who are already walking to walk even further. The focus needs to be on people finding it hard to include activity into their every day.</li> <li>There is not currently a way of adding a user's walked distance into the oyster system. Therefore, if TfL is unsure how they travelled a certain distance they cannot award prizes.</li> <li>This recommendation would also be expensive as in order to target the proportion of the population whose behaviour you want to change, you would need to pay the people who are already walking.</li> <li>A possible negative consequence is that the people already walking will not value the prize and this will need to be increased in order to keep people motivated.</li> </ul>
<p><b>Consulted (Recommendations 7 &amp; 8):</b></p> <ul style="list-style-type: none"> <li>Lucy Saunders, Public Health Specialist, Transport &amp; Public Realm, Transport</li> </ul>	

for London / Greater London Authority

- Steve Presland, Transportation & Public Realm Director, Built Environment, City of London Corporation
- *Improving the health of Londoners: Transport action plan*

**Recommendation to HWB (Recommendations 7 & 8):**

The weaknesses for both recommendations would rule out implementing these in their current form. However, the focus on encouraging City residents and workers to walk is the essence of both these recommendations and therefore should be considered in this light. The City could extend this remit to also consider a better cycling environment.

The City is designed largely for people to walk around, but it also has a lot of traffic meaning there is tension between pedestrians and vehicles. A “whole street” approach is needed to make streets more conducive to health and attractive places to walk and cycle. There is already a great deal of work underway in the City of London to encourage more walking and cycling:

- Transportation and Public Realm currently spend in excess of £10m per annum on green spaces, improving the built environment and generally making areas more attractive for pedestrian use (and cyclists).
- In new developments planners are actively seeking to locate stairs next to lifts to encourage walking.
- The City is actively looking to put in place cycle quietways to support the Mayor of London’s strategy.
- The City has supported the installation of “Boris Bike” stands, arranged Dr Bike sessions for cyclists and has a programme of installing cycle stands.

The City should consider initiatives to get people out onto the streets and walking or cycling, such as:

- doing more to encourage residents to walk through better advertising of visitor trails and resident discounts for guided walks
- actively promoting ground level tube maps for residents and through businesses as many stations are closer by foot
- promoting both safer cycling routes and safer pedestrian routes based both on Road Danger assessment and air quality
- promoting a ‘walk London’ initiative, similar to the recent ‘cycle London’ initiative
- working with Transport for London’s Business Engagement Team who work with London employers to encourage cycling and walking to and from work, and for work purposes. Businesses could encourage employees to take short trips for meetings within the City on foot, and not by car or taxi.
- supporting businesses to reconsider how they receive deliveries in order to reduce road traffic and make streets more attractive to pedestrians.

It is recommended that the HWB continues to support active travel by implementing some local schemes that specifically encourage workers and residents to walk or cycle more (such as those outlined above). If Members approve, then a costed proposal outlining specific initiatives will be brought to the HWB.

**Recommendation 9: Promotion of workplace health initiatives**

The Mayor should encourage all employers to promote the health of Londoners through workplace health initiatives. The NHS should lead the way by introducing wellbeing programmes, including having a mental health first aider for every NHS organisation.

**Strengths**

- There is significant evidence to show that a healthy workforce is more productive. Businesses that have implemented workplace health initiatives report improved staff engagement, recruitment and retention, as well as reduced absenteeism and improved productivity.
- The City of London has developed the Business Healthy, providing City businesses with expert-led workshops, member forums and a central resource hub through our website. Business Healthy brings together businesses in the City to ignite and support positive change in the health and wellbeing of their workforce. The initiative has been running since March 2014 and has been a great success, with over 200 members signed up.
- The GLA’s Healthy Workplace Charter provides a useful framework and accreditation for employers seeking to improve the health and wellbeing of their workforce. This is promoted through Business Healthy and City businesses are also supported through the process.
- The City of London Corporation is also keen to lead by example by is developing a workplace health programme for its own staff and gaining ‘Achievement’ accreditation in the Healthy Workplace Charter.

**Weaknesses**

- Although Business Healthy has a large and growing number of members, there is still more we can do to engage those businesses that have not yet implemented workplace health initiatives, particularly smaller businesses.

**Consulted:**

- Dr Nicole Klynman, Public Health Consultant, City Of London Corporation

**Recommendation to HWB:**

Members are asked to support the work of the Business Healthy initiative and ensure the City’s ongoing commitment to healthy workplaces across the Square Mile.



**Recommendation 10: 'Imagine Healthy London' Day**

London boroughs, the GLA and the NHS should work together to organise an annual Mayor's 'Imagine Healthy London' Day in London's parks, centred on an 'All-Borough Sports Festival' with health professionals offering health checks, and exercise and healthy eating workshops.

**Strengths**

- The City of London is keen to support local sporting, exercise and health initiatives. For instance the routes of 2012 Olympic marathons, the 2014 Tour de France, the annual London marathon and various road races pass through the City, including the Great City Race which is an inter-company competition. Similar inter-company sporting leagues exist throughout the City.
- Sports development activities aimed at residents are provided by Fusion and include health walks, exercise on referral and sports programmes for young people.
- Although there are no plans for a pan-London day, it would be possible for the City to introduce some public health activity at existing events, such as health checks, or information stands focused on exercise, healthy eating, quitting smoking and responsible drinking. Events could include the large sporting events already mentioned, or events that attract large numbers of visitors such as the Community Fair, the Lord Mayor's Show or the Mayor's City of London Festival in the summer.

**Weaknesses**

- There are no plans for a pan-London 'Imagine Healthy London' Day coordinated by the GLA, so it would not be possible to link in with a higher profile event. The GLA has stated that it supports a local approach, and gives examples of a range of sporting events that already take place in London and encourage people to take up sport and increase their levels of physical activity.
- The resource implications for organising and marketing a large-scale event would be considerable, and might be difficult to justify given the funding that is already invested in community sports activity in the City. Instead, we could consider how we can use existing events to encourage increased levels of physical activity and better awareness of healthy lifestyles.

**Consulted:**

- City and Hackney Public Health Team
- Commissioning and Performance Team, Community and Children's Services, City of London Corporation (responsible for sports development)

**Recommendation to HWB:**

It is not recommended that the HWB seeks to introduce public health awareness raising activity, specifically focused on exercise and healthy lifestyles, at existing events in the City. If Members approve, then a full plan will be brought to the HWB.

**Recommendation 26: Additional GP services**

NHS England and CCGs should put in place arrangements to allow existing or new providers to set up new GP services in areas of persistent poor provision in London.

**Strengths**

- There is a significant need and demand from City workers for health services, including GP access and specialist services that address issues such as stress, depression, smoking and alcohol. Although a number of workers in higher paid jobs are able to use these services in the City through facilities at their own companies or private health insurance, many lower-paid workers only have access to these services at home and may be unable to access primary care due to their working hours.
- The City Of London Corporation is responding to this need with the proposed Workplace Health Centre. The feasibility study is ongoing, and potentially may include:
  - GP
  - Mental health services
  - Gym facilities
  - Public health services such as drug and alcohol treatment, health checks and smoking cessation.
  - Services aimed at City businesses such as occupational health, travel vaccines and visa medicals.
- The overarching aim is to provide health services where a significant need has been identified, using a self-financing model.

**Weaknesses**

- The key limitation of the Workplace Health Centre proposal is timescales, with the centre not due to be operational until 2018.

**Consulted:**

- *The Public Health and Primary Healthcare needs of City workers*, 2012
- *Mapping public healthcare and private healthcare provision in the City*, 2015
- Community and Children's Services, City of London Corporation
- City and Hackney Public Health team

**Recommendation to HWB:**

Members are asked to give their ongoing support for the Workplace Health Centre feasibility study, in order to help meet the identified healthcare needs of City workers.

## Proposals

7. Members are asked to consider each of the recommendations from *Better Health for London* described above, and to approve the following recommendations to the HWB:

- Smoke free parks and open spaces: It is not recommended that Members pursue this opportunity, owing to the limited health benefits of banning smoking in parks and open spaces in the City. However, the HWB should continue to champion smoke free children's playgrounds and seek to expand this scheme.
- Encouraging more Londoners to walk 10,000 steps a day and supporting employers to incentivise their employees to walk to work: It is recommended that the HWB continues to support active travel by implementing some local schemes that specifically encourage workers and residents to walk or cycle more. If Members approve, then a costed proposal outlining specific initiatives will be brought to the HWB.
- Promotion of workplace health initiatives: Members are asked to support the work of the Business Healthy initiative and ensure the City's ongoing commitment to healthy workplaces across the Square Mile.
- 'Imagine Healthy London' Day: It is not recommended that the HWB seeks to introduce public health awareness raising activity, specifically focused on exercise and healthy lifestyles, at existing events in the City. If Members approve, then a full plan will be brought to the HWB.
- Additional GP services: Members are asked to give their ongoing support for the Workplace Health Centre feasibility study, in order to help meet the identified healthcare needs of City workers.

## Corporate & Strategic Implications

8. The recommendations listed above were selected because they reflect the priorities of the HWB, as outlined in the Joint Health and Wellbeing Strategy.

## Conclusion

9. The HWB selected a number of key recommendations from the *Better Health for London* report for further exploration. An officer working group has analysed the implications of each of these opportunities and made recommendations to Members about whether they should be pursued.

10. Members are asked to approve a set of recommendations around smoke free children's playgrounds, encouraging more walking and cycling in the City, promoting workplace health initiatives, raising awareness of exercise and healthy lifestyles and meeting the healthcare needs of City workers.

## Background Papers

20<sup>th</sup> February 2015 – City of London response to London Health Commission

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