

AMBITION 3 - A HEALTHY, ACTIVE CITY

AMBITION - We will improve the well-being of residents by tackling inequalities in health, the causes of ill health and improving access to health services.

WHY

The health of residents in the City is poorer than anywhere else in the county, with the 3 most deprived wards in terms of health ^(ix) and the highest incidence of heart disease ^(x). The teenage pregnancy rate is the highest in the South West ^(x). Some people face a less healthy future because of poverty or where they live.

WE WILL

Increase resources to neighbourhoods with the poorest health

Reduce the incidence of heart disease

Encourage active lifestyles to combat poor diet, smoking, alcohol, and lack of exercise, social isolation and stress

Raise young people's self esteem and aspirations and perceptions of health issues

Meet the needs and aspirations of older people by helping them to live more independent lives, and encouraging best use of the contribution they can make to communities

Promote the mental well-being of individuals and communities

Increase the provision of affordable rented or shared ownership housing in the city including maximising the benefits from housing developments

Increase energy efficiency in homes and address fuel poverty

Bring all social housing up to Decent Homes standard

Improve houses in multiple occupation by encouraging landlords to raise the standards of their rented accommodation and improving the quality of housing in the inner city

Reduce accidents and injuries on our roads

Reduce the numbers of those injured or killed by fires or accidents in the home

Examples of Strategies

Coronary Heart Disease Strategy & Action Plan
Gloucester Health Improvement Plan
Housing Strategy
Road Accidents Strategy
Teenage Pregnancy Strategy
Strategy for Mental Well-Being
West Glos Primary Care Trust Local Delivery Plan

Key Partnerships

Crime and Disorder Reduction Partnership
Community Counts - Neighbourhood Management
Gloucester Neighbourhood Projects Healthy Living Centres
Gloucestershire Healthy Living Partnership
Gloucestershire Housing Market Partnership
Gloucestershire Neighbourhood Projects Network
Healthy Living Schools Initiative
Neighbourhood Partnerships

TARGETS - by 2008

At least 5000 people accessing healthy living activities

Increase access to health services for people from Black and Minority Ethnic communities and for people facing disabling barriers

Teenage conception rates reduced by 50%

Engage an additional 150 older people per year in community-based healthy living, lifelong learning, culture and leisure activities, and thereby contribute to them maintaining their independence

Reduce by 10% per year housing that does not reach Decent Homes standards and provide 1000 new affordable homes

Reduce year-on-year the number of accidents on the roads, at work and at home

Links to other Ambitions

Success in this ambition will also contribute to:

Inclusive City - people with poor health often have no jobs and low income

Strong & Vibrant City - improved housing helps regenerate an area

Safe Clean & Pleasant City - better housing will improve the appearance of neighbourhoods

