

4. The Place That's Healthy, Caring and Fair



4. The Place That's Healthy and Fair

Context

Greenwich is only as strong as the health of its people. Our residents, communities and local organisations hold deep reserves of knowledge, resilience and mutual support, and this theme is built on that strength. Our role is to work alongside them, removing the barriers that stand in the way of a healthy life and creating the conditions in which everyone can flourish. This reflects the direction set by Health and Adult Services Vision 2025-2030 which is also informed by the NHS 10 Year Health Plan, with a shift towards prevention, earlier intervention and neighbourhood-based models of health and care that bring services closer to where people live, work and grow. Getting this right means working with communities, social care and other health services, schools, employers, housing, the voluntary sector so that people are supported to stay well, live independently, and shape the lives they want to lead.

Our vision for 2050 is that people in Greenwich live longer, healthier and happier lives, and that the gaps between communities have closed. That means health in the fullest sense, including physical and mental wellbeing,

strong relationships and a sense of purpose, and services that work together around people rather than around organisational boundaries.

Good Health is supported by prevention through public health and social care, access to a warm and secure home, a good job with a decent income, clean air, green space, healthy food within reach, and strong connections to others. By strengthening these building blocks together, we can extend that opportunity to every resident. Fairness sits at the heart of this theme because we believe a good, healthy life should be within reach of everyone in Greenwich, whoever they are and wherever they live. In Greenwich we face a challenge where our residents do not experience the same good health as other similar Boroughs in London as measured by healthy life expectancy. Healthy Life expectancy across the borough can still be predicted by your postcode, varying between our most and least affluent neighbourhoods, and closing that gap is one of the clearest measures of our progress.

Every child in Greenwich deserves to breathe clean air. Poor air quality is a health and an inequality issue, hitting

some of the most deprived residents and children the hardest. We will ensure that we take strategic measures to reduce air pollution across the borough, working closely with schools, the Government and local businesses to create healthier communities for all.

A commitment to independence, choice and control runs alongside that fairness. People are the experts in their own lives, and our aim is to empower residents with the information, support and confidence to make their own decisions and maintain their independence for as long as possible. By joining up across the system and acting earlier before problems become crises, and closer to where people live, we can help residents stay well, connected and independent.

Poverty and financial insecurity remain among the most pressing challenges facing our borough. Our approach to addressing this is set out in the Greenwich Supports strategy, which is our plan to prevent and reduce poverty. We are doing this by making our support offer more preventative and providing better wraparound support with our advice hubs and welfare support. The strategy is underpinned by three objectives: lessening the impact of

poverty and the chances a household's situation will worsen; preventing people from falling into poverty; and addressing the wider risk factors and causes. In practice this means we act quickly to stabilise households in crisis, help residents maximise their income in partnership with DWP and Jobcentre Plus, and build longer-term resilience by coordinating support around food, childcare, skills, housing and digital inclusion. Targeted help is already in place through the £1m Greenwich Supports Council Tax Hardship Fund for residents on the lowest incomes.

Our vision is for a borough where everyone feels seen, safe and at home, whatever their background, beliefs or story. We are proud to be one of the most diverse boroughs in the country, and that diversity is a strength we want every resident to feel part of. Over 90 languages are spoken across the borough, and we have the largest number of Nepalese speakers of any London borough. Belonging depends on people feeling safe and able to shape the place they live in. We will remain a Borough of Sanctuary by working alongside our voluntary and community sector to help refugees and people seeking asylum

settle here. We will support people to access the support they need and thrive as neighbours, colleagues and contributors to community life. We will also continue delivering our Equality and Equity Objectives for 2024-2028, our commitment to advance equality of opportunity, eliminate discrimination and foster good relations across the borough, built on our wider commitment to equity — removing the barriers

faced by residents and staff with all protected characteristics. We will explore developing a Children’s Impact Assessment so that the effect of our decisions on children and young people is understood before those decisions are taken. Finally, we will further develop our faith-based community forums to strengthen dialogue with the faith communities central to the borough’s civic life.



4.1 Residents live longer, more independent, healthier lives and inequalities narrow

What this means

- Prevention and Social Care are critical to support residents to live longer, healthier and more independent lives at every stage — from a good start in childhood to ageing well in later life — promoting wellbeing across our communities and narrowing the unfair gaps in health between them.
- We will help more residents to be active, eat well and enjoy good mental and physical health, acting earlier to prevent, reduce and delay the need for care and support.
- Working as one team in our neighbourhoods to join up the NHS, social care and community around people's lives, we will shift more care closer to home, intervene sooner to keep people well, ease pressure on hospitals, and support unpaid carers.

Commitments

Social Care and Independent Living

- Continuing to change the way adult social care works by enabling people to live the lives they choose, drawing first on their strengths, relationships and communities, with timely care and support that prevents, reduces and delays needs and helps people remain independent for longer
- Bringing the NHS, social care, the council and voluntary sector partners together in local neighbourhoods, so support wraps around each person and you only ever have to tell your story once. This will make it easier for everyone to get the right support at the right time, with no wrong door
- Launch a new Dementia Hub to help residents, families and carers to navigate the challenges of a dementia diagnosis

- Further develop our award-winning Digital Health and Care Technology service, helping more residents to live safely and independently in their own homes for longer. This fully integrated joint initiative between the council and local NHS services is the first of its kind. It uses technology such as voice assistants, video doorbells, smart home monitoring and remote health monitoring to give residents tailored support, so they can keep their independence and stay connected to the people and places that matter to them
- Helping people stay in their own home wherever possible, with early, preventative support that stops problems escalating and avoids unnecessary trips to hospital in the first place. When a crisis does happen, support will respond quickly, and when people do need a hospital stay, we will get them home as soon as they are well enough. Further work to create the conditions for independent living including: Recognise carers as essential partners in health and care, identifying carers earlier and improving access to assessments, breaks, information, financial advice and practical support to sustain their own health and wellbeing
 - Work with the NHS to ensure that investments are made to support our residents with mental health needs to thrive and live a fulfilling life
 - Developing more quality supported accommodation for people with care and support needs that result in them gaining employment and being part of a community. The Royal Hill development is a prime example of how we want to deliver this support
 - Develop new models of care, including extra care, that enable ethical partnerships, improved workforce conditions, local business growth and greater social value
 - Expanding supported employment for people with health conditions and disabilities

- Expanding options for people to decide how their care and support is delivered, like direct payments and individual service funds
- Maximise the use of funds like the Disabled Facilities Grant to enable people to live independently with adaptations to their properties
- Practical measures that remove barriers to getting around the borough, including improving information about facilities, including toilets, so that our town centres, parks and public space are more accessible
- We will double our number of Shared Lives carers, to enable people to live with, or alongside, a host family

Public Health and Equity

- Through our Neighbourhood Public Health Prevention Programme, we will work with the NHS and local partners to help all people improve their health and wellbeing. This will include further development and increasing accessibility to our health checks outreach initiative
- Through our Health Equity Programme, we will work with communities and partners to close the gap in health between different parts of the borough and our different communities
- We'll make it easier and cheaper for residents to get active, offering concessionary rates for those that need it at our leisure centres



Indicators (10)

Overall satisfaction of people who use services with their care and support (Council Indicator)	
This measures the satisfaction with services of people who draw on long-term support, which is directly linked to a positive experience of care and support	
Number of people receiving local authority-provided or organised long-term adult social care support (nursing, residential, and community) per 100,000 adults, (aged 18-64) (Borough Indicator)	Number of people receiving local authority-provided or organised long-term adult social care support (nursing, residential, and community) per 100,000 adults, (65+) (Borough Indicator)
The number of working-age adults receiving ongoing care and support arranged or paid for by the council, such as help at home or a residential care place, shown as a rate per 100,000 adults in that age group	The number of adults aged 65 and over receiving ongoing care and support arranged or paid for by the council, such as help at home or a residential care place, shown as a rate per 100,000 adults in that age group
Proportion of people who received reablement during the year, who were previously were not receiving services, where no further request was made for ongoing support (Council Indicator)	
This measures the proportion of completed episodes of reablement provided to new clients aged 18 and over during the year, where the follow up was either no ongoing support or support of a lower level	

Percentage of adults who are physically inactive (Borough Indicator)	Overall satisfaction of carers with social services (for them and for the person they care for) (Council Indicator)
The proportion of adults who do less physical activity than the recommended amount each week, based on national survey data	A score reflecting how unpaid carers rate their own quality of life, based on a national survey of carers in England. A higher score means a better quality of life
Obesity: Year 6 obesity prevalence (Borough Indicator)	
The proportion of children aged 10 to 11 years classified as living with obesity	
Smoking: percentage of those setting a quit date who successfully quit smoking (Borough Indicator)	
Cardiovascular disease prevention: Proportion of NHS health checks completed across the eligible population (Borough Indicator)	
The percentage of people eligible for an NHS Health Check who received one in the last quarter	
Healthy Life Expectancy Male and Female (Borough Indicator)	
The average amount of life a person can expect to live in “good” health	

4.2 Greenwich is a welcoming place where people feel they belong

What this means

- Greenwich is a diverse and vibrant borough, with many different communities that call it home. We will work with our partner organisations, to ensure that everyone, whatever their background, feels they belong, has an equal chance to thrive and can access the support they need.
- Equity, inclusion and belonging are at the heart of everything we do, from providing accessible services to our residents, to fostering good relations within and between our communities. Culture is central to this. The cultures, faiths and histories that make up Greenwich are a source of pride, and we will celebrate them openly — backing community-led events and using our parks, venues and civic occasions to bring people together across difference.
- We recognise that our residents and communities have different circumstances, barriers, and needs, and we commit to providing support in a way that gives everyone a fair opportunity to achieve similar outcomes. We will work with partners and communities right across the borough to make this real, challenging hate and division wherever they appear, and we will remain a place of welcome and sanctuary for those who need it.



Commitments

Borough of Sanctuary

- We will remain a borough of sanctuary, working with our voluntary and community sector to support refugees and people seeking asylum to settle and thrive here

Equality, Equity and Fairness

- We will continue delivering our Equality and Equity Objectives for 2024-2028 focused on making the borough a fairer and more inclusive place for all
- Exploring how Greenwich can become an age-friendly borough, working with older residents to shape a place that works well at every stage of life

Tackling Discrimination

- We will publish a new Hate Crime Strategy that will recognise how different forms of discrimination and vulnerability overlap, so that support reaches those most at risk. It will improve reporting pathways, strengthen individual and community resilience, and set out how we work with community organisations, public services and enforcement bodies to prevent hate crime, support victims and promote inclusive practice

Indicators (5)

Percentage of people who agree that people from different backgrounds get on well together in their local area (Borough Indicator)

Based on the government’s Community and Engagement Survey

Percentage of people experiencing loneliness (Borough Indicator)

Percentage of people reporting that they experience loneliness often

Any Notifiable Offence record which has had one or more Hate Crime flags added (Number) (Borough Indicator)

The amount of recorded crimes that have been identified as motivated by hate, against someone’s perceived race, religion, sexual orientation, disability or transgender identity identity

Slope index of inequality in life expectancy at birth (male) (Borough Indicator)

A single figure showing the gap in life expectancy between men living in the most and least deprived parts of the borough. A higher figure means a bigger gap, and therefore greater health inequality

Slope index of inequality in life expectancy at birth (female) (Borough Indicator)

A single figure showing the gap in life expectancy between women living in the most and least deprived parts of the borough. A higher figure means a bigger gap, and therefore greater health inequality



4.3 More households are financially secure

What this means

- We will work to reduce the number of households struggling to make ends meet, so that no one is left to struggle alone.
- We will help residents keep more money in their pockets, supporting them to claim what they are entitled to and to find their way easily to advice and support.
- We will work with families feeling the squeeze, not just those already in crisis, joining up support on money, benefits, housing and energy around them. We will not do this alone.
- We will work with key partners across the community to ensure there is a joined-up approach that best supports our residents.

Commitments

Support for those in financial crisis

- Continuing to bring council services and partners together through Greenwich Supports, so people get help as a whole person or family, not passed between services. Specifically, this will:
 - ensure that residents are supported to claim everything they are entitled to
 - identify people at risk of financial crisis and take targeted personalised action to support them
 - find routes into better paid and more secure jobs to give them long-term financial security

Cost of living support

- Support existing food pantries and establish new food clubs, so more residents can access affordable food and rely less on emergency food from foodbanks
- Continue to make improvements to council homes so they are more energy efficient, reducing bills for tenants

Indicators (4)

Income deprivation affecting children index (Borough Indicator)	
The proportion of all children aged 0 to 15 living in income deprived families	
Income deprivation affecting older people index (Borough Indicator)	
The proportion of all those aged 60 or over who experience income deprivation	
Percentage of children living in low-income families (Borough Indicator)	Gross disposable household income per capita (Borough Indicator)
The proportion of children living in households whose income falls below a set poverty threshold	The average amount of money each person has left to spend or save after tax and benefits