

**Caerphilly County Borough Council
Gyngor Bwrdeistref a Sirol Caerffili**

Corporate Health Standard

The Journey

Welcome to Caerphilly County Borough Council

Croeso i Gyngor Bwrdeistref a Sirol Caerffili

Thank you for your visit to assess our progress against the Corporate Health Standard.

This has been an interesting journey for us and to introduce you to Caerphilly County Borough Council, here are some facts and figures about the Authority, the area we serve, the services we provide and, most importantly, the people who work for us to deliver the highest possible standard and quality services.

Caerphilly county borough

Caerphilly county borough is situated in the valleys area of south east Wales. It has a population of nearly 173 thousand. It stretches over 40kms (25 miles) from north to south, taking in the valleys of the rivers Rhymney, Sirhowy and Ebbw. There are 50 distinct towns and villages – many of which are linear settlements located on valley floors. The largest town in Caerphilly itself, other large towns include Bargoed, Blackwood, Newbridge, Risca and Ystrad Mynach.

We have a newly opened local hospital, Ysbyty Ystrad Fawr in Ystrad Mynach. Treatment services are delivered by the Aneurin Bevan Health Board.

Map of Caerphilly county borough



The County Borough of Caerphilly occupies 28,000 ha of the valleys area of SE Wales and is well positioned with easy access to the M4 in the south and the A468 Heads of the Valleys road in the north. Over 80% of the County Borough is rural, making it an attractive location for business. The county borough is home to 20 mountain peaks over 1,000 feet, 4 major reservoirs, 6 lakes and over 50 rivers and waterways.

The economy and landscape within the county borough has been transformed from its roots in heavy industry to a vibrant and modern economy with excellent transport links and infrastructure in a green and clean environment.

The manufacturing industry still retains an important role in the economy, with both UK and international businesses locating into the county borough. As the landscape has transformed, the tourism and leisure sectors are becoming increasingly important.

With the majority of the County Borough being classified as rural, there are opportunities for growth in the tourism and leisure industries, which contribute over £85 million to the local economy. Caerphilly County Borough is part of the National Cycle Way and there are a further 10 cycle tracks throughout the county borough.

This is where the workforce of the Authority predominantly lives and the Authority is very aware of the facilities and opportunities it has on its doorstep. Further, this

demonstrates the breadth of roles within the authority from law to highways, schools to catering and park rangers to bereavement officers.

The Authority is fully aware of the many factors which influence people's health and well-being. These include individual medical factors, the income people have, the quality of the accommodation they live in and whether they feel safe in their community. The environment has a big impact on health and well-being. The Authority in every service it delivers is a key determinant in achieving better health and well-being in the county borough.

Our health profile

The county borough doesn't have a particularly healthy profile – residents face the following challenges:

- Premature death rates remain significantly higher than the average for Wales (i.e. deaths under 75)
- 62% of adults can be categorised as obese or overweight, again, one of the highest obesity rates in Wales
- Two thirds of adults do not eat the recommended 5 portions a day of fruit and vegetables
- Only some 28% of the adult population are active enough to meet the recommended guidelines
- 26% of adults smoke - again higher than the Welsh average and
- The consumption of alcohol is high, with the levels of binge drinking increasing
- 11% of adults are being treated for a mental illness – 2% higher than the average for Wales

Caerphilly's Workforce

In terms of the workforce of Caerphilly county borough council, as of March 2012 we have 9655 employees (headcount), which equates to 6723.03 FTE. 31.82% of the workforce is over 50; 1.02% of the workforce considered themselves to be disabled and 0.83% of the workforce is from an ethnic minority background. 27% of the workforce is male and 73% female.

A statistical analysis of the home addresses of employees has revealed that in excess of 75% are residents of Caerphilly County Borough.

Well-being in Caerphilly

Caerphilly has long recognised the benefits of promoting the health and well-being of its employees and values the contribution of its employees to delivering high quality services. The Authority has been engaged with the Corporate Health Standard process since 2001, securing a Silver Award in 2003.

The Authority has adapted its approach to promoting well-being to reflect the strategic direction from Welsh Government (WG), the Welsh Local Government Association (WLGA) and Public Health Wales (PHW).

This has ensured that we have adapted to changes but have reflected with each driver, how best to implement the work stream within the Authority.

The Corporate Health Improvement Group (CHIG) grew out of the Health At Work Group and we were very fortunate to secure high level support from Corporate Management Team and Cabinet. This facilitated the involvement of the Cabinet Member for Human Resources to be a part of the group – high level buy in which continues today.

Much work was done to establish the Authority's role in improving corporate health both internally for employees and in our external facing role, focussing on the Well-being Power held by Local Government. Our external role in improving health and well-being is well-established and we deliver on the *Health and Well-being Strategy* for Caerphilly, *Creating and Active Caerphilly*, *Our Healthy Future*, and the *Public Health Strategic Framework* for Aneurin Bevan in particular.

As this Group developed, it became apparent that we needed to address the operational approach taken by the Authority and a review followed, assessing the work of the CHIG and its Sub Groups. The review concluded that, in terms of employee health and wellbeing, the process needed to be streamlined and the Employee Health and Wellbeing Group was established.

The Group has been working together for about 12 months to identify its priorities, consolidate its membership and work towards the Corporate Health Standard Award. During this time, the Group has adhered to the key principles of workplace health promotion, ensuring that the frameworks are in place to support the delivery of key wellbeing activities. A great deal of work has been accomplished on key workplace policies – for example the Employee Wellbeing policy which replaced the existing Stress at Work policy - and we have progressed through the key stages of health at work theory in terms of our review, reflection and evaluation of progress.

As a result of the journey that the Authority has taken within the employee health and well-being arena, we have realized that officers who were currently in outward facing roles also have an inward facing role as such a large percentage of our employees live within the County Borough area. This has allowed the Council to make more effective use of resources and use our employees to be ambassadors within their own communities. A recent example of this is the fact that the Council's Over 50 Officer has been co-opted on to the Employee Health and Well-being Group to allow her role in the Community to be dovetailed into the work going on within the Council. This is even more important as over 30% of our employees are over 50 years of age.

We learned much from our Mock Assessment in December 2011 and a huge amount of progress has been made since in particular the policy documentation and enhanced use of the communication tools available to us. Further, the Group has worked exceptionally hard to gather evidence of all of the activities ongoing across the Authority – both formal and informal – and somehow it still feels that there is more going on!

Our journey continues!