

QUALITY OF LIFE STRATEGY 2022 - 2024

Summary:	The Quality of Life Strategy 2022 – 2024 and Action Plan is presented for approval and adoption.
Options considered:	The development and implementation of a Quality of Life Strategy is a key objective in the Council's Corporate Delivery Plan. The Strategy has been developed and is presented for approval.
Conclusions:	The development and implementation of a Quality of Life Strategy is a key objective in the Council's Corporate Delivery Plan. The Strategy has been developed and is presented for approval.
Recommendations:	It is recommended that Cabinet approves the Quality of Life Strategy 2022 – 2024 and Action Plan
Reasons for Recommendations:	The development and implementation of a Quality of Life Strategy is a key objective in the Council's Corporate Delivery Plan. The Strategy has been developed and is presented for approval by Cabinet and adoption by Full Council.

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(Papers relied on to write the report, which do not contain exempt information and which are not published elsewhere)

n/a

Cabinet Member(s) Cllr Gay	Ward(s) affected All
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1. Introduction

- 1.1 Quality of Life is one of the Council's six objectives. The Corporate Plan 2019 – 2023 sets out the Council's understanding of Quality of Life and the Corporate Delivery Plan included a number of actions which have for the most part been delivered (appendix 6 of the Quality of Life Strategy 2022 – 2024).

- 1.2 The Council had intended to undertake a Quality of Life Residents Survey to inform the development of the Quality of Life Strategy but this has been deferred due to the pandemic and inappropriate timing considering we are still managing our Covid response and in the early stages of Covid recovery. The lifespan of the strategy has been deliberately shortened such that it can be refreshed once we have been able to undertake this essential community engagement and include the voice of our residents in informing the priorities and actions of the strategy.
- 1.3 Priorities and actions for the Quality of Life Strategy 2022 – 2024 have been developed from consideration of the evidence (secondary data sources against indicators across common themes that are considered to be fundamental to Quality of Life) and the challenges that we are facing in the delivery of our services to our residents and communities.

2. Findings

- 2.1 In researching the area of Quality of Life we came across a number of pieces of work which we felt were helpful to us in developing the strategy. The Centre for Thriving Places has developed the Thriving Places Index which uses secondary data from a number of indicators across common themes that are considered to be fundamental to Quality of Life. This index provides for comparison at a district level and comparison against the England average. The Co-op Community Wellbeing Index provides data to an individual community level. The Quality of Life Foundation provides a framework which can be used to deliver Quality of Life initiatives. The main reason for detailing these in the strategy is that they triangulate the understanding of the components of Quality of Life and all include common themes.
- 2.2 Health and Wellbeing and Quality of Life are inextricably linked and again we can see this from key pieces of work looking at health inequalities and the wider determinants of health and the common themes that have emerged. We referenced three key pieces of work, the first being the Marmot Review which although over 12 years old is still relevant today as shown by the review undertaken in 2020 at its 10 year anniversary. The Chief Medical Officer's Annual Report 2021, Health in Coastal Communities and the All Party Parliamentary Group, Rural Health and Care – Parliamentary Inquiry February 2022 are much more recent and in some respects more directly relevant in that they identify the common issues experienced in coastal and rural communities and the general trend towards an increase in health inequality.
- 2.3 Considering Quality of Life in the context of Maslow's Hierarchy of Needs has a particular resonance developing a strategy during a pandemic. When the traditional role of the local authority has changed and become even more focused on the needs of the vulnerable as a greater proportion of our residents found themselves in need of our support to provide the most basic of needs. A Quality of Life Strategy could focus on support to reach the top of the pyramid but it is important to recognise that inequality and disadvantage are compounded hence the need to focus on helping people to get a good start in life from which they can build.

- 2.4 We have set out the Big Issues against which we have developed our action plan. The Big Issues are a combination of those areas against which we are doing less well than the England average in the Thriving Places Index and the challenges that we are facing or will increasingly face over the life time of the strategy. We have 11 Big Issues and 28 actions. Some of these actions are new and some of the actions recognise the work that is being already delivered or due to be delivered and which relates to other Corporate Plan priorities. In addition there is a lot of good work that is being delivered across the Council as part of the delivery against other Corporate Plan themes where although it will have a positive impact on the Quality of Life of our residents it has not been identified as a specific priority for our Quality of Life Strategy.

3. Corporate Plan Objectives

- 3.1 Quality of Life is one of the 6 Corporate Plan objectives.

4. Medium Term Financial Strategy

- 4.1 There are no implications for the Medium Term Financial Strategy. The Quality of Life Strategy 2022 – 2024 Action Plan will be delivered within existing allocated resource. The Action Plan highlights where there may be opportunities to lever in external funding.

5. Financial and Resource Implications

- 5.1 There are no implications for the Medium Term Financial Strategy. The Quality of Life Strategy 2022 – 2024 Action Plan will be delivered within existing allocated resource. The Action Plan highlights where there may be opportunities to lever in external funding.

6. Legal Implications

- 6.1 There are no legal implications arising from the Quality of Life Strategy 2022 - 2024.

7. Risks

- 7.1 There is reputational risk to the Council if it doesn't deliver against its Corporate Plan and Delivery Plan objectives.

8. Sustainability

- 8.1 The Quality of Life Strategy 2022 – 2024 highlights sustainability as one of the Big Issues and the action plan includes actions related to sustainability, these are actions however that have been highlighted by other pieces of work undertaken by the Council including the Net Zero 2030 Strategy and Action Plan, the Council's Environmental Charter, Green Flag status for open spaces and Air Quality in addition to the implementation of the new Local Plan.

9. Climate / Carbon impact

- 9.1 The Quality of Life Strategy 2022 – 2024 highlights sustainability as one of the Big Issues and the action plan includes actions related to sustainability, these are actions however that have been highlighted by other pieces of work undertaken by the Council including the Net Zero 2030 Strategy and Action Plan, the Council's Environmental Charter, Green Flag status for open

spaces and Air Quality in addition to the implementation of the new Local Plan.

10. Equality and Diversity

- 10.1 The Quality of Life Strategy 2022 – 2024 highlights People and Community as one of the Big Issues and the action plan includes an action to develop and implement an Equality, Diversity and Inclusion Strategy. The thrust of the Strategy is to highlight the importance of tackling inequalities and focusing our effort on the most vulnerable in our society.

11. Section 17 Crime and Disorder considerations

- 11.1 The Quality of Life Strategy 2022 – 2024 highlights working in partnership as one of the Big Issues and the action plan includes an action to continue to support the work of the Norfolk Community Safety Partnership.

12. Conclusion and Recommendations

- 12.1 The development and implementation of a Quality of Life Strategy is a key objective in the Council's Corporate Delivery Plan. The Strategy has been developed and is presented for approval by Cabinet.