

Objective	Suggested actions	Healthy Norwich action
1. Embed reducing inequalities across the council's operation, policies, spend and culture	Integrate reducing inequalities objectives within the council's transformation programme	
	Increase use of data to support prioritisation and targeting of resource to reduce inequality	
	Ensure the Greater Norwich Local Plan maximises its contribution to reducing inequalities	Y
	Embed the council's social value framework within procurement and more widely	Y
	Implement the work experience review and new apprenticeship requirements to support reducing inequalities	
2. Trial and develop preventative approaches to supporting healthy, resilient communities	Deliver the Get Involved programme to build capacity within communities, particularly in deprived areas	
	Work with Healthy Norwich partners to complete the social prescription pilots at Tuckswood and Gurney GP Surgeries and consider wider roll out of the programme	Y
	Deliver the locality pilot in Lakenham (including through the district public health project) and consider wider roll out within the city	Y
	Support wider health prevention work via Healthy Norwich (including delivery of Healthy Norwich projects - see tab 3)	Y
3. Develop a collaborative inclusive growth agenda	Develop a shared council inclusive growth framework	
	Engage services within the council and external partners to stimulate action around agreed priorities	
	Develop a tool for measuring progress towards inclusive growth within Norwich	

Objective	Suggested actions	Healthy Norwich action
4. Promote financial inclusion through awareness raising of available support	Roll out pupil premium take up campaign across city	
	Consider benefits uptake information provision at other key life events (births, deaths, moving into council property)	
	Develop a poverty premium communications/engagement plan focussing on evidenced largest costs (contents insurance, switching energy supplier, low cost credit and supermarket shopping)	
	Engage residents with affordable warmth and home improvement services and wider related support via a Healthy Homes partnership campaign and the Fuelling Connections Facebook page	Y
	Reshape Go for Less to increase its impact on reducing inequality	
5. Work with partners to tackle food poverty	Provide facilitative support to food poverty related projects	
	Work with the community and wider partners to trial approaches to promoting food literacy, including via an intergenerational approach	
	Raise awareness about food poverty related projects, including available options for growing food affordably (Go4less allotment rates and food growing projects within the city)	
	Raise awareness of available financial advice and support (including Free School Meals and Healthy Start benefits - see objective 4)	
	Consider possible funding sources for food poverty related projects, for example social supermarkets	