

North Somerset Council

REPORT TO THE HEALTH AND WELLBEING BOARD

DATE OF MEETING: 29 JUNE 2022

**SUBJECT OF REPORT: JOINT HEALTH AND WELLBEING STRATEGY
ACTION PLAN 2021-2024 REFRESH**

TOWN OR PARISH: ALL

**OFFICER/MEMBER PRESENTING: DR GEORGIE MACARTHUR,
CONSULTANT IN PUBLIC HEALTH**

KEY DECISION: YES

**REASON: APPROVAL OF RECOMMENDED OPTIONS FOR REFRESH OF THE
HEALTH AND WELLBEING STRATEGY ACTION PLAN**

RECOMMENDATIONS

Members of the Health and Wellbeing Board are invited to review the options outlined for refresh of the joint Health and Wellbeing Strategy 2021-2024 Action Plan and to approve recommended next steps.

1. SUMMARY OF REPORT

The North Somerset joint Health and Wellbeing Strategy 2021-2024 (available [here](#)) sets out the vision, shared ambitions, principles, and actions to be taken over this time period to improve health and wellbeing and reduce health inequalities across the local authority. The Health and Wellbeing Strategy (HWBS) action plan (available [here](#)) incorporated in the strategy was intended to be a live and iterative document, subject to refresh on an annual basis to account for changes in need, service provision and evidence, guidance or policy.

The refresh process for 2022- 2024 commenced in April 2022 and allows for an expansion of activity across priority theme areas as well as greater integration of action to improve health and wellbeing and to address inequalities across partners. This process has been facilitated by additional resource contributed by Bristol, South Gloucestershire and North Somerset Clinical Commissioning Group (BNSSG CCG) alongside funding already allocated from the public health ringfenced grant as well as support from external funders (the Office for Health Improvement and Disparities (OHID) and Pier Health Group Ltd).

The action plan refresh has included a call for proposals for grants to support new actions to be included in the action plan, a stakeholder workshop and engagement, and review of existing actions in light of new strategy, policy and/or need, with ongoing oversight from the HWBS Oversight Board. This paper summarises the refresh process, the recommended

actions to be incorporated, and next steps. The Health and Wellbeing Board are invited to consider the options presented and to approve recommended next steps.

2. DETAILS

The North Somerset joint Health and Wellbeing Strategy 2021-2024 centres around the three main approaches of prevention, early intervention, and thriving communities, using the Population Intervention Triangle (Figure 1) as a framework, and with actions addressing seven priority themes: mental health and wellbeing; food, nutrition and food insecurity; physical activity; tobacco use; alcohol use; substance use; and the wider determinants of health. Actions aim to encompass the vision *'for people to be enabled to optimise their health and wellbeing and to lead long, happy and productive lives in thriving communities, building on their strengths in a way that reduces inequalities in health'*.

During the first year of the strategy and action plan, 90% of actions for 2021/22 have been completed or have been initiated and are in progress with the remaining actions to be completed in 2022/23.

The action plan is now in the process of being refreshed to ensure that it most effectively addresses local need and incorporates actions across partners that contribute to meeting our shared objectives. The refresh process for 2022-24 is underway and supported by funding allocated via the public health ringfenced grant and recent investment from BNSSG CCG for 2022-2024, together totalling £1.4 million for this process, as well as support for specific actions via external funding from Pier Health Group Ltd and OHID.

2.1. Process

The first stage of the refresh process in April 2022 involved a call for proposals for grants of up to £99,999 each, for actions addressing the objectives of the action plan. A total of 53 proposals were received. Proposals were evaluated by the Public Health Directorate Leadership Team (PH DLT) using criteria including: the extent to which the proposal addressed health and wellbeing need; alignment with the ambitions of the HWBS; evidence of effectiveness and cost-effectiveness; anticipated outcomes and impact on inequalities. Review and prioritisation of proposal summaries was also conducted as part of the HWBS action plan refresh stakeholder workshop held at Weston Museum on 5 May.

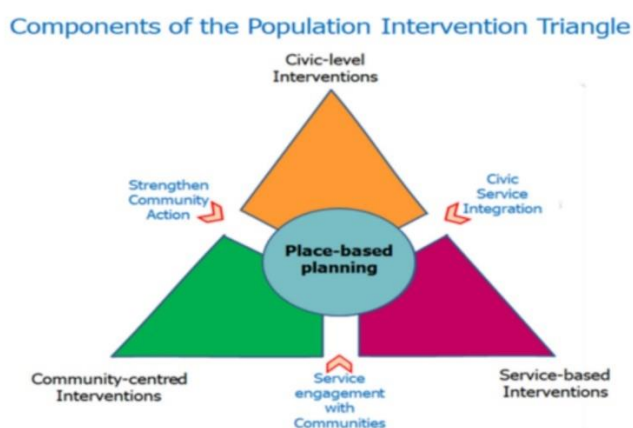
Proposals were considered in relation to the Population Intervention Triangle (PIT): (i) civic, (ii) service and (iii) community interventions. The PIT provides a framework for action as part of the place-based approach to addressing health inequalities,¹ by bringing together the constituent elements for effective place-based working. The framework highlights how:

- Each element of the PIT can contribute to reducing inequalities individually
- How the three segments relate to each other
- How joined up, place-based planning is required to maximise impact, ensuring that action is implemented in civic, service and community interventions and that action also focuses on the interfaces between segments to further enhance impact.

The existing action plan aimed to ensure that actions were balanced across each segment of the PIT. Refresh of the action plan has similarly aimed to ensure that actions span each segment.

¹ <https://www.gov.uk/government/publications/health-inequalities-place-based-approaches-to-reduce-inequalities/place-based-approaches-for-reducing-health-inequalities-main-report>

Figure 1. Place-based approach for reducing inequalities: Population Intervention Triangle²



An outline of the steps taken as part of the refresh process is provided in Table 1 below.

Table 1. Process and timeline for review, prioritisation and approval of action plan refresh.

Group/ Forum	Date	Purpose
Proposals for action received	25/4/22	
Public Health Directorate Leadership Team	3/5/22	Proposal review, evaluation and prioritisation.
Health and Wellbeing Strategy Action Plan Refresh Workshop	5/5/22	Engagement with stakeholders and partners to review and prioritise proposals and to help to generate recommendations for a set of clearly defined, measurable actions to be included in the updated action plan.
Health and Wellbeing Strategy Oversight Board	16/5/22	Review and discussion of workshop outcomes and next steps
Public Health Directorate Leadership Team	23/5/22	Review of workshop outcomes alongside feedback from HWBS Oversight Board and DLT prioritisation with consideration of evidence of impact on health and wellbeing and inequalities, evidence of need, costs, and sustainability. Identification of gaps for refreshed action plan.

² <https://www.gov.uk/government/publications/health-inequalities-place-based-approaches-to-reduce-inequalities/place-based-approaches-for-reducing-health-inequalities-main-report>

Health and Wellbeing Strategy Oversight Board	30/5/22	Review, discussion and agreement regarding options and recommendations.
Public Health Directorate Leadership Team	6/6/22	Review and finalisation of options and recommendations for action plan refresh.
NSC Member briefing	13/6/22	Review and overview of HWBS and action plan refresh process and discussion.
NSC Corporate Leadership Team	15/6/22	Review and consideration of proposed recommendations for action plan refresh and timeline for next steps.
Health and Wellbeing Board	29/6/22	Review of options and approval of next steps.

2.2. Outcome and recommendations for action plan refresh

The outcomes of the steps outlined in Table 1 together have enabled the development of options for action.

- **Option 1:** commit all of the available budget to proposals now.

This option is not recommended since it is considered that only proposals that fit most closely with the objectives of the HWBS and are most likely to maximise beneficial outcomes be funded.

- **Option 2:** fund only those bids viewed as high priority by PH DLT and stakeholders.

This option is not recommended owing to the opportunity to allocate resource to targeted action that will address gaps and support the implementation of forthcoming strategies.

- **Option 3 (recommended):** fund the bids reviewed and considered a high priority by PH DLT and/or stakeholders; and maintain part of the total budget for a focus on high priority areas or gaps to support forthcoming strategy action plans.

This option is recommended owing to allocation of resource to high priority actions alongside a targeted process enabling a greater focus on additional priority themes. It is considered that this option would bring about the best outcomes for the North Somerset population.

Option 3 involves allocation of part of the budget to twenty-one proposed interventions at an indicative cost of approximately £840K. The interventions recommended for funding are outlined in Appendix 1 and span civic, service and community-level interventions across the priority topic areas of mental health and wellbeing; food, nutrition and food insecurity; physical activity; tobacco use; alcohol use; and the wider determinants of health. Of the 21 proposals recommended for funding: 6 are civic interventions (approximate indicative budget £197K); 8 are service-level interventions (approximate indicative budget £329K), and 7 are community interventions (approximate indicative budget £314K).

Option 3 also includes a proposal to retain part of the budget to enable a focus on priority areas or gaps in the current action plan, where more in-depth and targeted work would enable investment in priority actions to ensure greatest impact. This would also enable resource to be provided to support implementation of action plans for forthcoming strategies, due to be published by December 2022. Areas considered for further investment include:

1. **Mental health – adults:** development of an all-age mental health strategy is currently underway, building on the findings of adults and children and young people (CYP)'s needs assessments, and will be published towards the end of 2022. As such, it is proposed that part of the budget be retained and used to support implementation of actions relevant to the adult population in the forthcoming linked action plan. Proposed investment £100K.
2. **Mental health – CYP:** as highlighted above, the forthcoming mental health strategy will focus on the mental health needs of CYP, and actions required, and it is therefore proposed that part of the budget be retained and used to support implementation of priority actions. Proposed investment £100K.
3. **Risk behaviour and harm in young people:** Linked with growing mental health need among CYP and the prevention and early intervention approaches outlined in the HWBS, it is proposed that targeted work be undertaken to address risk behaviours and/or determinants of harm, such as alcohol use, drug use and sexual health among young people to reduce short- and long-term harms to health and wellbeing and to reduce the likelihood of a widening of inequalities through the lifecourse. Analysis of need, evidence for effective interventions and stakeholder engagement would be used to outline priority actions to be undertaken to address these themes. This work would link to CYP-related actions in the mental health strategy. Proposed investment £50K.
4. **Physical activity:** development of a physical activity strategy is due to commence in July 2022, with publication anticipated in December 2022. As outlined for the mental health strategy above, it is proposed that budget be retained to enable support to be provided to implementation of the action plan. Any physical activity-related actions not funded in phase 1 of this process may be considered during phase 2. Proposed investment £80K.
5. **Green infrastructure and sustainability:** this area would facilitate targeted investment in nature-based actions and those that focus on developing sustainable and health-promoting environments through place-based approaches to health and wellbeing. Proposed investment £65K.
6. **Equality, diversity and inclusion:** a significant proportion of actions are focused on geographical inequalities in North Somerset, and it is proposed that resource be allocated to targeted programmes focused on population groups experiencing health inequalities, including Black, Asian and minority ethnic groups, people with disabilities and LGBTQ+ people. Proposed investment £50K.
7. **Health and wellbeing of carers:** several proposals focused on carers of adults and children and young people were received and it is considered that further targeted work is needed to examine carers' health and wellbeing needs and how best to support the carers' strategy to address priorities in this field and to achieve the greatest impact for carers. Proposed investment £40K.

2.3. Refresh of existing actions in the action plan

In light of the above refresh process, it is proposed that two actions in the existing action plan be refreshed and removed at this stage, but incorporated into the updated action plan within the themed workstreams above during phase 2 if identified as priority actions to be implemented. These two actions are:

- We will explore opportunities to develop interventions or modes of advice and support to address high levels of screen time, sedentary behaviour and/or gaming among young people (2022/23 and 2023/24)
- We will promote active travel for journeys to school among children by creating a pilot programme including school reward-based games and resources linked to support for schools, using targeted mapping to identify where this is needed most. (2022/23 and 2023/24)

3. FINANCIAL IMPLICATIONS

The total budget indicatively allocated to implementation of the HWBS action plan 2022-2024 via phase 1 and phase 2 outlined above is approximately £1.32 million, with approximately £840K to be allocated in phase 1 and £485K to be allocated in phase 2. This comprises budget from the public health ringfenced grant and BNSSG CCG. Additional actions have been resourced by Pier Health Group Ltd and OHID. Implementation of the action plan and allocation of this budget will be monitored by the Health and Wellbeing Strategy Oversight Board and reviewed by the Health and Wellbeing Board.

4. LEGAL POWERS AND IMPLICATIONS

Funding is to be allocated as grant funding, including a requirement to monitor health and wellbeing outcomes of activity in line with the HWBS objectives.

5. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The option for funding recommended includes plans to allocate resource towards actions and interventions that address sustainability and access to, and use of, green spaces as well as physical activity, which may incorporate actions around active and sustainable travel. Existing and proposed actions in the action plan aim to strengthen accessible and locally available community programmes to improve health and wellbeing which is likely to reduce travel and associated emissions.

6. RISK MANAGEMENT

Delivery and implementation of the HWBS and action plan is overseen by the Health and Wellbeing Board via quarterly updates and any risks to delivery of this work will be identified to the Board for discussion and resolution. The Health and Wellbeing Strategy Oversight Board also has regular oversight of implementation of the HWBS action plan and any risks or issues to be discussed and managed.

There is a risk that service pressures in the health and care sector might affect capacity in the wider system to support actions to improve health and wellbeing, while the cost-of-living crisis may deleteriously affect health and wellbeing thus potentially affecting the impact of the actions being implemented. However, the actions incorporated aim to provide effective and accessible support and interventions to mitigate such impacts and ongoing monitoring and evaluation is in place to examine impact of the action plan in relation to a range of outcomes over the course of the strategy.

7. EQUALITY IMPLICATIONS

Almost all of the actions proposed in phase 1 of the action plan refresh are targeted to groups experiencing health inequalities, either via a geographical focus in areas of greatest deprivation (e.g. in and around Weston-super-Mare) or via a focus on particular demographic groups that are at highest risk of poor outcomes. In this way, the action plan is oriented around a central aim to reduce health inequalities across all priority themes. In addition, it is proposed that in phase 2, resource be allocated to programmes that aim to improve health and wellbeing in demographic groups experiencing health inequalities (e.g. people in Black, Asian and minority ethnic groups, people with disabilities and complex needs and LGBTQ+ people).

8. CORPORATE IMPLICATIONS

The HWBS reflects North Somerset Council's vision of being open, fair and green outlined in the Corporate Plan 2020-2024, via its central aim to reduce health inequalities, the focus on green infrastructure, insight and engagement, and enhanced community-focused action. The strategy also links with, and/or supports, North Somerset Council strategies including the Empowering Communities Strategy, Green Infrastructure Strategy, Active Travel Strategy, Carers Strategy, and Social Isolation and Loneliness Strategy among others. Implementation of the strategy and delivery of a range of actions is led by North Somerset Council, but the plan also crosses organisational boundaries and through the refresh, a greater proportion of actions will be implemented by partners.

AUTHOR

Dr Georgie MacArthur, Consultant in Public Health

APPENDICES

Appendix 1: Table of Proposed Interventions Recommended for Funding as Phase 1 of Health and Wellbeing Strategy Action Plan Refresh.

Appendix 2: Table of Proposals Received Not Included in Recommended Phase 1 of Action Plan Refresh.

Appendix 3: Summary powerpoint presentation

BACKGROUND PAPERS

None

Appendix 1. Table of Recommended Interventions to be Funded as Phase 1 of Health and Wellbeing Strategy Action Plan Refresh.

1. Civic interventions

Title/ topic area	Lead	Indicative budget	Summary
Licensing-related interventions to reduce alcohol-related harm	NSC PHRS	£30,000 (2 yrs)	Activity in Weston-super-Mare to implement multi-agency interventions including inspections, purple flag award support, Security and Vulnerability Initiative (SAVI) award for good practice, MAVIS bus outreach, and multi-agency nights of action programme.
Warmer Homes, Advice and Money scheme to support the most 100-120 more vulnerable residents living with fuel poverty	NSC PHRS	£96,000	Support for additional caseworker for Warmer Homes, Advice and Money service enabling access to fuel and financial advice and repairs.
Adult Weight Management	NSC PHRS	£63,000 (18 mo) (p/f)	Adult weight management groups lasting 12 weeks, delivered to an anticipated 12 groups of 20-30 people.
Workplace-based Eat Well and Weight Loss groups (pilot scheme)	NSC PHRS	£2,540 (6 mo)	Fortnightly weight management and lifestyle support for groups in workplaces over a 6-month period (Weston College and employers in Weston-super-Mare).
Understanding the health and wellbeing needs of taxi drivers	NSC PHRS	£5,000	Evaluation and assessment of health and wellbeing needs of taxi drivers with a view to identifying interventions to improve health and wellbeing.
Parkplay initiative on a weekly basis in four local parks/ open areas	NSC PHRS	£28,000 (2 yrs)	Programme to encourage families in areas of highest deprivation to play together and connect with others in local parks and open spaces at no cost.

2. Service-level interventions

Title/ topic area	Lead	Indicative budget	Summary
Alcohol-liaison (early help and support) at Weston General Hospital	WAWY & NSC PHRS	£99,000 (2 yrs)	Providing early help and more intensive support to individuals at highest risk to reduce alcohol use, hospital admissions and health and social care costs.
Wellbeing Walks	NSC PHRS	£18,000 (2 yrs)	Expansion of Wellbeing Walks (supported by core PH funding) to give increased availability of sessions e.g. locations, times.
Oral health programmes for children and young people	NSC PHRS	£60,000 (18 mo)	Targeted toothbrushing packs, commissioning of fluoride varnishing programmes, and targeted interventions to support specific groups of children and young people at higher risk of poor oral health.
Healthy Lifestyle Support following Health Trainer programme	NSC PHRS	£2,900 (1 yr)	Support groups for adults who have successfully used the Eat Well and Weight Loss support from Healthy Lifestyle Advisor 1:1 service for 12 weeks and wish to continue to access light-touch support, to maintain their healthy lifestyle behaviour changes.
Breastfeeding peer support	NSC PHRS	£20,000 (2 yrs)	Creation of a bank of paid breastfeeding peer supporters who can support with coordinating local community activities linked to local Breastfeeding Support Groups.
Smokefree homes	NSC PHRS	£32,753 (1 yr pilot)	Awareness raising, and provision of tailored, behavioural stop smoking support and aids to assist people to stop smoking and to create smokefree homes.

Reclaim Counselling for adults and children who have experienced domestic violence and abuse	VANS	£79,800 (18 mo)	Free counselling for people who have experienced domestic violence and abuse, including children and young people aged 11-17.
Holiday playschemes for early years disabled children	Springboard Opportunity Group	£17,000 (p/f)	Holiday playschemes for EY disabled children during summer holidays 2023. Family support 'stay and play' sessions. Enables respite, peer support, parent-sibling time, and professional support and advice.

3. Community interventions

Community-level interventions	Lead	Indicative budget	Summary
Community food projects: grants programme	NSC PHRS	£62,500 (2 ys)	Grants for community organisations to strengthen accessibility and consumption of healthy foods to address diet and food insecurity. Targeted to those with greatest need and experiencing inequality.
Mental health community grants programme	NSC PHRS	£50,000 (1 yr)	Grants for community organisations to improve mental health, incorporating social prescribing destinations and support for perinatal mental health. Targeted to those with highest need and experiencing health inequality.
Weston-super-Mare Food Club Development	Weston-super-Mare Food Bank	£35,000 (1 yr) (p/f)	Food club aiming to recruit 50 members in year 1 and 50 in year 2. Incorporates provision of emergency food; financial advice; life skills support; Food Club enabling fresh food provision (via surplus food); and community hub supporting education and food/cooking skills development.
South Ward Asset Build	For All Healthy Living Company	£77,750 (2 yrs)	Support for project worker over two years to enable an asset-based approach in Weston-super-Mare South Ward.

Befriending Alliance	VANS	£25,000 (18 mo) (p/f)	Aims to strengthen the befriending offer, via a co-ordinator role, grant funding for befriending programmes.
Physical activity programmes for older people	Age UK	£32,000 (p/f)	A project to increase the number and variety of exercise and movement classes and events for older people and establishment of a referral pathway for Weston Hospital to access events.
Outdoor activities and skills development	Osprey Outdoors	£31,500 (2 yrs)	Engagement activity days and nature-based short courses (including skills development) in Weston-super-Mare. Core members to be those with mental health needs or disabilities.

Appendix 2. Table of Proposals Received Not Included in Recommended Phase 1 of Action Plan Refresh.

Civic-level interventions		
Intervention	Organisation	Proposal value
Housing retrofit assessment	Burnham and Weston Energy CIC	£98,900
Physical activity co-ordinator	NSC	£48,000
Active travel guides in different languages	NSC	£63,680
Evaluation of healthy weight intervention for children and young people	NSC	£10,000
Training around men's health	NSC	£75,000
Young adult safeguarding pathway development	NSC	£99,999
Writing club for retired people who have experienced scams	NSC	£12,000
Expansion of the Get Active Pass Scheme	NSC	£90,000

Nature and Health Ranger Service	NSC	£85,000
Service-level interventions		
Intervention	Organisation	Proposal value
Dementia wellbeing service: new delivery model	BNSSG CCG	£97,000
Dementia training for professionals in social care	NSC	£99,999
North Somerset Online Directory	NSC	£99,999
Wellbeing activities for parent carers of children and young people aged 0-25 with disabilities or additional needs	North Somerset Parent Carers Working Together	£99,787
Unpaid carers wellbeing check	NSC	£14,700
Contingency planning for carers	NSC	£24,400
Wellbeing group courses for carers	Wellspring Counselling	£27,210
Community-level interventions		
Intervention	Organisation	Proposal value
Physical activity bursary for children and young people	NSC	£96,000
Green social prescribing	BNSSG CCG	£25,000
Nature-based mentoring	Uncle Paul's Chilli Farm	£91,000
Improved provision of activities for adults with learning disabilities	Clevedon YMCA	£13,312
Community gardens	Alliance Homes	£95,282

Men's Shed	NSC	£10,000
Mentoring for children and young people	Clevedon YMCA	£14,662
Community Youth Worker	Clevedon YMCA	£40,000
One Stop Shop for youth and community support	Portishead Youth Centre	£90,000
Cold Water Therapy	Open Minds Active	£8,480
Embracing Complexity	Wellbeing Collective	£30,360