

# North Somerset Council

## Joint Health & Wellbeing Strategy 2021-2024 Action Plan Refresh



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# Introduction

- **Year 1 (2021/22) completed:** 90% of actions completed *or* in progress
- Action plan refresh underway for 2022/2023 and 2023/2024
- BNSSG CCG match-funding for strategy implementation alongside public health ringfenced grant
- Aim to expand action plan incorporating new multi-agency actions across priority themes, building on stakeholder engagement

# Action plan refresh: process and timeline



# Evaluation of bids

- Evaluated on the basis of:
  - Fit with strategy and objectives
  - Responsiveness to health and wellbeing need
  - Duration, reach and/or intensity
  - Costs
  - Evidence of effectiveness
  - Likely beneficial impact on HWB and inequalities

# Place-based approach as a framework for action

## Components of the Population Intervention Triangle



- **Actions balanced across the three 'segments'**
- **A focus on the 'seams'**
  - Community-based action
  - Engagement with people and communities
  - Integration of services
- **Place-based planning**
  - Strong partnerships & multi-agency action
  - Shared vision & planning
  - Linked strategies
  - JSNA

# Recommendation

- **Recommended option:**
  - Fund bids evaluated and considered high priority by PH DLT and/or stakeholders
  - Maintain budget for focus on high priority areas/ gaps/ to support forthcoming strategy action plans
- Option 2: Commit all of budget to proposals now
  - Not recommended in order to maximise beneficial outcomes and tackle inequalities most effectively
- Option 3: Fund only those bids viewed as high priority by PH DLT and stakeholders
  - Not recommended owing to opportunity for targeted work to address gaps and support forthcoming strategies

# Proposed successful bids: 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 'WHAM' 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 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.

\*p/f: part-funding

# Proposed successful bids: service 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.



# Proposed successful bids: 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.

# Summary of proposed funding

Support proposed for **22** proposals:

- Civic interventions: **6** (~£197K)
- Service interventions: **8** (~£329K)
- Community interventions: **7** (~£314K)
- Total indicative funding for first wave **~£840K**

# Target areas for further investment

## Addressing gaps for addressing inequality

HWB of carers	£40K
Equality, Diversity, Inclusion	£50K
Green infrastructure & sustainability	£65K

## Linked to forthcoming strategy development

Mental health - adults	£100K
Mental health - CYP	£100K
Risk behaviour – YP	£50K
Physical activity	£80K

Total indicative funding for second wave **~£485K**

Thank you

Questions and Comments

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