

North Somerset Council

REPORT TO THE HEALTH AND WELLBEING BOARD

DATE OF MEETING: 5 July 2023

SUBJECT OF REPORT: Joint Health and Wellbeing Strategy – Quarterly Update

TOWN OR PARISH: All

OFFICER PRESENTING: Dr Georgie MacArthur, Consultant in Public Health

KEY DECISION: No

REASON: Paper for information and discussion.

RECOMMENDATIONS:

The Health and Wellbeing Board are invited to:

- (i) Note ongoing progress in implementing the joint Health and Wellbeing Strategy and the refresh of the action plan and the process for advancing the Equality, Diversity and Inclusion workstream.
- (ii) Approve the recommendation to evolve and refresh the joint Health and Wellbeing Strategy building on the existing structure, guiding principles, overarching themes and priority topic areas, and responding to recent strategic development in the system, rather than developing an entirely new structure and strategy.
- (iii) Share views and perspectives about any critical considerations, strategic developments, insight and engagement activities and/or health and wellbeing needs to be taken into account during development of the next joint Health and Wellbeing Strategy 2024-2028.

1. SUMMARY OF REPORT

This report provides an update on implementation of the Health and Wellbeing Strategy, including the original actions, those included in the refresh of the action plan of 2022 (phase 1), and the actions being shaped as part of phase 2.

Since the joint Health and Wellbeing Strategy reaches the end of its timeline in 2024, this paper also intends to provide a foundation for discussion around the scope, design and content of the next joint Health and Wellbeing Strategy 2024-2028.

2. DETAILS

2.1. Delivery of the original Health and Wellbeing Strategy actions

The latest update of progress in implementing actions outlined in the HWB strategy, highlighting progress across quarters 3 and 4, is outlined below. Further detail can be found in the [data dashboard](#).

Table 1. Summary of progress in implementing Health and Wellbeing Strategy actions in Q3 and Q4 of 2022/23.

Status	Q3		Q4	
	Actions (n)	Actions (%)	Actions (n)	Actions (%)
Completed	16	22	21	29
In-Progress	16	22	18	25
In-progress	29	40	22	31
In-progress (but delayed) or Not Started	10	14	10	14
Update pending	1	1	1	1
Total	72	100	72	100

In summary, progress in implementing actions continues as expected, although a minority of actions that have not progressed. In most cases, these actions have been delayed owing to a lack of capacity and prioritisation of other actions in the plan or owing to a re-prioritisation of work linked to strategy development. In the most recent quarter (2022-23 Q4), there were eight red RAG-rated actions, where progress has not been possible, and two actions where progress has been delayed but is now underway. Further detail regarding mitigation for the eight actions that have not started is provided in Table 2 below.

Table 2. Actions lacking progress and next steps to progress implementation.

Action	Detail and mitigation
We will develop a food award programme for food businesses to improve the quality and sustainability of food offered to local residents.	<p>This action would require considerable capacity and this has not been available for this action to date, as originally anticipated.</p> <p>However, an options appraisal is underway focused on where we can best invest capacity and resource to bring about the best outcomes for our population to enable a healthy diet. This options appraisal includes how we can work as a system to enable healthy eating.</p>
We will collaborate with libraries to facilitate community engagement,	Initial discussions have scoped possible actions. The role of libraries in health and

<p>participation in public health campaigns, links to volunteering opportunities and promotion of mental health-related materials</p>	<p>wellbeing is supported by a range of actions already in place through other linked strategies and programmes. Discussions will be re-initiated in 2023/24.</p>
<p>We will review all policies in light of health and wellbeing among partners of the Health and Wellbeing Board, sign up to the Local Authority Declaration on Healthy Weight, Sugar Smart and review advertising and planning policies.</p>	<p>Capacity has not been available to take this action forward to date. However, there is now scope and capacity in the public health team for 2023-24 to consider opportunities to take this action forward working as a system. Progress is therefore anticipated in this year, for instance relating to the declaration on healthy weight. Further details will be shared for approval in a future meeting of the Health and Wellbeing Board.</p>
<p>We will run campaigns to encourage children and young people to be active locally, including a campaign to encourage children to take part in the daily mile either within, or outside of, school.</p>	<p>A number of actions are included in the action plan to enable our population to be active and to engage with North Somerset's green infrastructure, including ParkPlay, Wellbeing Walks, the Get Active scheme, active travel, physical activity classes for older people, community programmes etc.</p>
<p>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.</p>	<p>The actions included in this table reflect a proportion of these. A physical activity strategy for North Somerset will be published in 2023 which will build on actions outlined in the Health and Wellbeing Strategy and which will outline actions to support physical activity in children, young people and adults.</p>
<p>We will use behaviour change principles and run social marketing campaigns about local opportunities to be active in North Somerset linking with the Better Health North Somerset website.</p>	<p>Development of the physical activity strategy has built on assessment of need and extensive engagement and consultation and so will most effectively capture the actions required and therefore provide a more timely summary of the actions required to provide population benefit.</p>
<p>We will work with sheltered and social housing providers to ensure that opportunities to be physically active are available, information provided, and links made to local activities. We will explore feasibility of a health and wellbeing co-ordinator.</p>	

2.3. Delivery of the Phase 1 refresh Health and Wellbeing Strategy actions

An additional 21 actions and programmes were funded through the Phase 1 refresh process completed in June 2022 (with the refreshed actions listed in Appendix 1). A proportion of these activities commenced in Autumn 2022, while others have been initiated in quarter 4. The updates across quarters 2, 3 and 4 is provided in Table 3 below. The table demonstrates the increase in the proportion of actions that moved to being 'in progress' as the year progressed, with 81% now being in progress. Project leads provide regular updates and case studies and a summary of these will be provided in the next meeting of the Health and Wellbeing Board.

Table 3. Progress in implementation of actions included in the phase 1 refresh of the Health and Wellbeing Strategy Action Plan

Status	Q2		Q3		Q4	
	Actions (n)	Actions (%)	Actions (n)	Actions (%)	Actions (n)	Actions (%)
In Progress (Green/Green Amber)	6	29.6	8	38	12	57
In progress (Amber)	5	23.8	5	24	5	24
In-progress / Not Started (Red Amber/Red)	5	23.8	3	14	3	14
Update pending	5	23.8	5	24	1	5
	21	100*	21	100	21	100

*Note: rounding error in calculation to 100%

There are a minority of actions for which progress has been delayed and colleagues are addressing obstacles and challenges to enable actions to move forward. These include actions regarding: the health and wellbeing of taxi drivers; the provision of eat well and weight loss groups in workplaces, for which challenges are being addressed; and work with licensed premises that aims to reduce alcohol use, which is progressing at the current time in 2023/24. One project led by Springboard Opportunity Group providing holiday playschemes for children aged 0-5 with complex needs was also due to start in the Easter holiday period in 2023-24, so an update has not yet been provided but will follow in 2023/24 Q1.

2.4. Indicative Phase 2 priority workstreams and allocations

At the October 2022 Health and Wellbeing Board, seven themes were deemed to be priority areas for allocation of remaining funding, given their importance to population health and/or the need to strengthen activity within the existing Health and Wellbeing Strategy action plan. These were (with their indicative financial allocations):

- Adult mental health (£100,000)
- Children and young people mental health (£100,000)
- Children and young people risk behaviours (£50,000)

- Physical activity (£80,000)
- Green infrastructure (£65,000)
- Equality, diversity, and inclusion (£50,000)
- Carers' health and wellbeing (£40,000)

Updates on these workstreams are provided below.

2.5.1. Adult mental health and children and young people's mental health

As outlined to the Health and Wellbeing Board previously, actions are linked to the all-age North Somerset Mental Health Strategy in development, overseen by a multi-agency stakeholder group.

Funding has been allocated to two projects:

1. A Wellbeing Practitioner (for an 18-month period) with Off the Record to deliver the MindAid and Shameless group workshops, based on CBT principles, with young people in secondary schools who may be self-harming and for those impacted by low self-esteem and poor body image. It is anticipated that this project will commence in early July 2023.
2. Embedding of a trauma-informed approach in primary and secondary schools via training; topic-specific seminars; peer supervision; a pilot programme in two schools and a dedicated role to co-ordinate this work. Led by North Somerset Council Children's Directorate.

The mental health strategy group have considered broadly the topic areas that should be the focus of remaining funding. This is outlined in a separate paper to the Health and Wellbeing Board for consideration.

2.5.2. Children and Young People and Risk Behaviour

The Health and Wellbeing Board previously approved a recommendation to focus this workstream on training of school staff and other professionals to recognise exploitation and/or risk of exploitation for the strengthening of pathways of support. Progress has been limited in 2023 but further action on this workstream is anticipated in the remainder of 2023-24.

2.5.3. Physical activity

The all-age North Somerset Physical Activity Strategy is due to be published in July 2023. The strategy's action plan is being developed further with key stakeholders and a Physical Activity Strategy Steering Group is being formed. The steering group will oversee action planning and allocation of the £80K budget afforded by the Health and Wellbeing Board for physical activity interventions that will deliver the objectives and actions related to the strategies four shared outcomes, which are: Active Environments, Active Communities, Healthy Individuals, Partnerships and Collaborative Working.

2.5.4. Green infrastructure

Following approval by the Health and Wellbeing Board in February 2023, four projects have been funded, which are led by colleagues in North Somerset Council's Place Directorate:

- Green infrastructure ranger: increasing the WTE of an existing ranger to expand their impact, including linking to green social prescribing.
- Pier-to-Pier cycle route: funding to support promotion of the route linking Clevedon and Weston-super-Mare.
- Weston Central Liveable Neighbourhood: Funding to support existing work and to add further active travel elements to the project.
- Improvements to pedestrian wait times at signalised crossings: funding to expand the number of crossings being considered for reconfiguration.

Updates will follow in line with the timing of funding, from 2023/24 Q1.

2.5.5. Equality, diversity, and inclusion (EDI)

This workstream intends to focus on addressing health inequalities among people with protected characteristics (e.g. disability, race, sexual orientation) and/or in health inclusion groups (people who are socially excluded and who typically experience overlapping risk factors for poor health, including people experiencing homelessness, vulnerable migrants, people in contact with the criminal justice system, people with substance dependence). It is proposed that this work is taken forward via:

- Analysis of the JSNA and existing health needs assessments across health topics through an EDI lens, and collation of audits of service delivery, to identify gaps in provision for people with protected characteristics and/or in health inclusion groups and recommendations for action to address health inequalities, supported by the use of case studies, best practice and the evidence base.
- Application of guidance or a toolkit to provide assurance that our services meet the needs of all groups in our communities.
- Establishment of a task-and-finish group to lead this work in 2023/24, reporting to the Health and Wellbeing Board, with involvement of the NSC Equalities Implementation Group for guidance and assurance that duplication is avoided.

The Health and Wellbeing Board are asked to approve the above approach.

2.5.6. Carers' health and wellbeing

A needs assessment of the health and wellbeing needs of unpaid carers of adults and children and young people will be completed using data from a range of national and local sources and partner organisations. Recommendations from the needs assessment will guide action, ensuring that stakeholders are involved in decision-

making prior to proposals returning to the Health and Wellbeing Board for approval later in the year.

3. Health and Wellbeing Strategy 2024-2028

The current strategy will finish in 2024 and it is therefore timely to consider design and development of the next iteration of the Health and Wellbeing Strategy 2024-2028.

Overall, the Health and Wellbeing Strategy has been well-received and the guiding principles¹, structure and themes, focused on Prevention, Early Intervention and Thriving Communities, and incorporating lifecourse thinking, are in line with strategic direction, programmes and activities in the wider system. The Health and Wellbeing Strategy also reflects the values and objectives in North Somerset Council's Corporate Plan.

It is therefore proposed that the next strategy represents an evolution of this iteration of the strategy, building on what has been achieved so far, and maintaining the existing guiding principles and overarching themes, rather than a completely refreshed strategy with a new structure.

Nevertheless, while recommending a similar overarching structure, it is acknowledged that much has changed since this strategy was drafted and it will be important to:

- Reflect and link with the forthcoming ICS strategy as well as strategic plans and programmes of North Somerset's two Locality Partnerships.
- Reflect and be integrated with recent strategies and plans for North Somerset Council, wider partners, and the VCFSE sector.
- Build on an understanding of actions included in the strategy that have led to the greatest impact on health and wellbeing and health inequalities
- Build on analysis of the JSNA, more recently conducted health needs assessments, and updates to the evidence base, to guide action.
- Be responsive to changes to the wider context since the existing strategy was developed e.g. the cost-of-living crisis and long-term impacts of the COVID-19 pandemic.
- Respond to the latest findings of consultation and engagement that have been conducted in North Somerset and the ICS.
- Be developed using a collaborative process, enabling views and perspectives to be incorporated from a range of partners, and ensuring shared involvement and ownership.

The Health and Wellbeing Board are asked to:

¹ The guiding principles of the Health and Wellbeing Strategy include: Partnerships and Collaboration; tackling health inequalities, using a place-based approach; taking a life course approach – starting well, living well, ageing well; using and building on data, insight and ongoing learning; and empowering communities.

(i) approve the recommendation to refresh the joint Health and Wellbeing Strategy rather than developing a new structure, principles and themes

(ii) share their views about critical considerations for development of the next strategy.

1. FINANCIAL IMPLICATIONS

Funding for the Phase 1 and Phase 2 refresh of HWB Strategy action plan has been facilitated by joint funding from the public health ringfenced grant and BNSSG ICB. Governance for funding proposals is provided by the Health and Wellbeing Board.

2. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The Health and Wellbeing Strategy incorporates a range of plans which support action in addressing climate change, such as a focus on community-based initiatives that aim to provide local activities and services closer to people's homes, reducing the need for travel. In addition, the Phase 2 refresh includes new actions under the 'green infrastructure' workstream that will support climate action by focusing on promoting or facilitating active travel.

3. RISK MANAGEMENT

Delivery and implementation of the strategy and action plan is overseen by the Health and Wellbeing Board, and risks to delivery of this work will be identified to the Board for discussion and resolution.

4. EQUALITY IMPLICATIONS

The Health and Wellbeing Strategy includes actions which are targeted to areas of greatest deprivation or health need, or which prioritise activities that address needs in particular population groups. Decisions around funding of phase 1 and phase 2 actions have been informed by how projects address inequalities, while the workstream on 'equality, diversity and inclusion' intends to provide dedicated funding to address inequalities between population groups.

5. CORPORATE IMPLICATIONS

The joint Health and Wellbeing Strategy reflects North Somerset Council's vision of being open, fair, and green, through community-based actions, projects focused on green infrastructure, and processes for development and prioritisation of actions and funding that build on community and stakeholder engagement.

AUTHOR

Dr Georgie MacArthur, Consultant in Public Health

APPENDICES

Appendix 1. New actions included in the refreshed Health and Wellbeing Strategy (refresh phase 1), approved in June 2022.

1. Civic interventions

Title/ topic area	Lead	Summary
Licensing-related interventions to reduce alcohol-related harm	NSC PHRS	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	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	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	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	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	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	Summary
Alcohol-liaison (early help and support) at Weston General Hospital	WAWY & NSC PHRS	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	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	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	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	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	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	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	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	Summary
Community food projects: grants programme	NSC PHRS	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	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	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	Support for project worker over two years to enable an asset-based approach in Weston-super-Mare South Ward.
Befriending Alliance	VANS	Aims to strengthen the befriending offer, via a co-ordinator role, grant funding for befriending programmes.
Physical activity programmes for older people	Age UK	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	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.
---	--------------------	---

REFERENCES

N/A