

North Somerset Council

Report to the Health Overview and Scrutiny Panel

Date of Meeting: 18 March 2021

Subject of Report: Health and Wellbeing Strategy 2021-2024

Town or Parish: All

Officer/Member Presenting: Dr Georgie MacArthur, Consultant in Public Health

Key Decision: No

Reason:

For information.

Recommendations

The Health Overview and Scrutiny Panel are asked to review and consider the proposed approach and timelines for developing and delivering the joint Health and Wellbeing Strategy and Action Plan and the overarching narrative. Members of the Health Overview and Scrutiny Panel are also asked to contribute views regarding themes and priorities to be considered in the strategy.

1. Summary of Report

The joint Health and Wellbeing Strategy aims to meet local health needs identified in the Joint Strategic Needs Assessment, and must be taken into account by local authorities, CCGs and NHS England when preparing or revising commissioning plans.

The Health and Wellbeing Strategy (HWBS) for North Somerset (2021-2024) will provide a unified vision for improving health and wellbeing and reducing health inequalities, priorities for action (taking account of the challenges presented by Covid-19), and a detailed action plan highlighting the process, timeline, lead organisation and target outcomes by which to measure success. As such, the HWBS provides a timely and important opportunity to deliver a collectively owned action plan to bring about change to residents and communities in North Somerset. It is suggested that the vision could specifically relate to a shared ambition to reduce health inequalities, with this featuring as a helical theme running through the strategy and action plan, with acknowledgement that prevention and early intervention will be the focus of collective efforts.

The Health and Wellbeing Board endorsed development of a new Joint Health and Wellbeing Strategy in September 2020 and in February 2021, also endorsed the approach outlined above with anticipated publication of the strategy in July 2021.

The HWBS Steering Group (Appendix 1) have a clear and unified view that a collaborative approach, focused around consultation and engagement, and enabling buy-in and ownership of the linked action plan, is required to enhance the likelihood of success. The HWBS also provides an opportunity to encompass North Somerset Council's new way of

working openly and collaboratively with members of the public and our partners, building on the momentum of the community Covid-19 response. As such, a broad consultation and engagement process has been undertaken with the public, stakeholders and partners to date, which will continue through March 2021. The Health Overview and Scrutiny Panel are also asked to contribute views regarding the consultation process as well as themes, priorities and relevant programmes and services to be considered in the strategy. A dedicated workshop for the will be held in April to enable more in-depth contribution to development of the HWBS.

2. Policy

Guidance states that Health and Wellbeing Boards must develop a joint Health and Wellbeing Strategy (HWBS) (*Health and Social Care Act 2012, s193*) and that these HWBS should meet the needs of the local population and must be taken into account by local authorities, CCGs and NHS England when preparing or revising commissioning plans.

3. Details

3.1. Overview of approach and structure

The Health and Wellbeing Strategy will build on an assessment of population need, review of evidence of what works best, and consultation and engagement with residents and stakeholders to understand what matters most to local communities. Together, analysis and synthesis of each of these three workstreams will identify priorities along key themes. Within themes, consideration will be given to a lifecourse approach that addresses needs of children and young people (0-24 years), working age adults (25-64 years) and older people (>65 years). Overall, it is suggested that the overarching vision and narrative of the HWBS focus on health inequalities, enabling priority areas and actions to focus on improving health and wellbeing, but reducing the gap in outcomes among the living in the most and least deprived areas of North Somerset.

The new HWBS will build on work completed to date regarding the place-based approach to addressing health inequalities and the priority areas already identified (mental health, physical activity, healthy places), with renewed consultation, engagement and data analysis to provide an understanding of the new landscape regarding the wide-ranging impacts of the Covid-19 pandemic. For instance, prevention and management of poor mental health or mental illness is likely to remain a priority area, while risk factors for more serious Covid-19 illness *and* other long-term conditions that are known to be leading causes of premature mortality in North Somerset will also be included. In this way, preventive actions that address leading causes of preventable and premature mortality (cancer, cardiovascular disease, respiratory disease, liver disease) will be a central focus through action on risk factors: tobacco use, alcohol use, physical activity and unhealthy diet. In addition to the factors above, the HWBS will include consideration of how action on the wider determinants of health, such as education, employment, transport and housing can improve health and wellbeing and reduce inequalities, working across North Somerset Council and with our partners.

The public health outcomes framework, data regarding deprivation across North Somerset, and subject-specific data from public health teams and the Business Intelligence team will be used alongside findings from the consultation and engagement exercise to inform the vision, priorities and interventions required in the HWBS and action plan.

Lastly, the HWBS will align with the North Somerset Council Corporate Plan and council strategies, NHS Long Term Plan, and strategies and programmes of Healthier Together and Integrated Locality Partnerships, while drawing on frameworks and reports such as the

Health in All Policies approach, Marmot Review of Health Equity (10 years on), systems approaches, and place based approach to reducing inequalities.

The HWBS Steering Group will provide strategic oversight to design, structure and content of the strategy, brokering of wider consultation and engagement, strategic appraisal of data and evidence, and monitoring of progress. Membership is outlined in Appendix 1.

4. Consultation

A consultation and engagement plan has been developed to ensure that the HWBS is informed by views and perspectives of a broad range of groups, including residents, partner organisations, stakeholders and North Somerset Council (Appendix 2). The plan outlines the local networks and forums with whom we planned to engage, groups and stakeholders targeted and the method of consultation. The majority of consultation and engagement occurred during February 2021 with additional activities planned for March and April 2021 where appropriate. Consultation to date has included: bespoke surveys for residents, stakeholders and businesses, online workshops for residents and stakeholders, three dedicated workshops with Town and Parish Councils (representing North, Central and East localities of North Somerset) and consultation of the VCSE Leaders' Forum, Wellbeing Collective, North Somerset Together, Integrated Locality Groups and a range of engagement activities within North Somerset Council. All activities have sought to identify views and perspectives to inform the vision, priority themes and topics, action required, and opportunities for partnership working and collaboration with communities using a strength-based approach.

Initial responses to consultation and engagement suggest that mental health, physical activity, the impacts of Covid-19, social isolation, and healthy diet are key concerns for North Somerset residents and stakeholders; while there is also interest in a focus on prevention and early intervention and tailored community and strengths-based approaches to improving health and wellbeing. Analysis of feedback from the surveys and workshops with residents and stakeholders is ongoing and it is anticipated that this will be completed by the end of April 2021.

5. Financial Implications

Delivery of the HWBS and action plan, including the consultation and engagement plan, will be met through existing officer time and resources.

No direct costs will be incurred at this stage apart from officer time. Implementation of the HWBS action plan will require additional resources, to be defined in relation to the Public Health and Regulatory Services budget and partners and reviewed by the Health and Wellbeing Board at a later date, prior to publication of the HWBS.

6. Legal Powers and Implications

Local authorities and clinical commissioning groups (CCGs) have equal and joint duties to prepare a Health and Wellbeing Strategy, through the Health and Wellbeing Board. Full details of the national guidance (2013) can be found [here](#).

7. Climate Change and Environmental Implications

The scope of the Health and Wellbeing Strategy is broad and includes wider social, environmental and economic factors that impact on health and wellbeing such as access to green space, housing, community safety, transport and employment. Consideration will be given to evidence demonstrating the co-benefits to health of action to address climate change.

8. Risk Management

The HWBS is overseen by the Health and Wellbeing Board, with ongoing strategic oversight by the HWBS Steering Group. Any risks to delivery of this work will be identified to the Board for discussion and resolution and will be monitored by the Steering Group on a regular basis during development of the HWBS.

9. Equality Implications

The HWBS will highlight priorities and actions to be implemented to improve the health and wellbeing of all residents of North Somerset, including a focus on how we will act to reduce health inequalities. Consultation and engagement to inform the HWBS will include individuals from equalities groups to ensure that the views and perspectives of individuals with protected characteristics inform strategy development.

10. Corporate Implications

The HWBS will link with, and reflect, North Somerset Council's vision and priorities outlined in the Corporate Plan and will incorporate relevant strategies and programmes already in place, such as the Economic Plan and Weston Placemaking Strategy. The HWBS will also reflect priorities of Integrated Locality Groups and Healthier Together plans and priorities.

11. Options Considered

This paper is for information and discussion only.

Author:

Dr Georgie MacArthur, Consultant in Public Health.

Appendices:

Appendix 1: HWBS Steering Group Membership

Appendix 2: Consultation and Engagement Plan

Appendix 3: Summary Powerpoint Presentation

Background Papers:

None.

Appendix

1. HWBS Steering Group Membership

Name	Role, Organisation
Georgie MacArthur (Chair)	Consultant in Public Health, Public Health, North Somerset Council
Matt Lenny	Director of Public Health, Public Health, North Somerset Council
Charlotte Cadwallader	Specialty Registrar in Public Health, Public Health, North Somerset Council
Emma Diakou	Service Leader, Business Intelligence, North Somerset Council
Vanessa Andrews	Marketing and Communications Manager, North Somerset Council
Richard Blows	Transformation Programme Manager, North Somerset Council
Jane Harrison	Head of Economy, Place Directorate, North Somerset Council
Shelley Caldwell	Service Leader East CFT and Principal Social Worker, North Somerset Council
Gerald Hunt	Head of Commissioning, North Somerset Council
Kirstie Corns	North Somerset Area Lead, BNSSG CCG
Dr Kevin Haggerty	GP and former Chair, One Weston Partnership
Dr Natasha Ward	GP, Woodspring Integrated Group
Mark Graham Paul Lucock Fiona Cope Ian Morrell	Wellbeing Collective Board (rotating representative): For All Healthy Living Centre Voluntary Action North Somerset (VANS) North Somerset Citizen's Advice Bureau Nailsea Town Council

2. Health and Wellbeing Strategy Communication and Engagement Plan

This Communication and Engagement Plan outlines the process of consultation with stakeholders and residents to hear their views and perspectives regarding:

- The meaning of good health and wellbeing to different groups
- Priority areas for improving health and wellbeing and reducing health inequalities
- Different ways in which health and wellbeing can be improved among different groups and in different areas of North Somerset
- How best communities and stakeholders can work together and build on existing strengths and maximise health and wellbeing.

The process will be led by Georgie MacArthur, Consultant in Public Health, and Charlotte Cadwallader, Specialty Registrar in Public Health, with strategic and practical support from the marketing and communications team and Health and Wellbeing Strategy Steering Group.

Stakeholder/ audience	Channels	Activity	Timeline	Lead
Residents				
<ul style="list-style-type: none"> • Whole population • Groups with protected characteristics • Service users • Residents in different areas/localities 	<ul style="list-style-type: none"> • E-consult survey • Citizen's Panel • Workshops • Social media • See dissemination section below 	<ul style="list-style-type: none"> • Survey questions • Ideas generation for themes and actions • Prioritisation • Development of themes 	Feb-Mar 2021	GJM, CC, ED, VA, AB
Town and Parish Councils				
Town and Parish Councils	<ul style="list-style-type: none"> • Town and Parish Council meetings 	<ul style="list-style-type: none"> • 3 x workshops (North, Central, South) • Presentation and discussion • Ideas generation for themes and actions • Prioritisation 	February 2021	GJM, CC
System-wide stakeholders				
<ul style="list-style-type: none"> • Voluntary organisations, community groups, support organisations, charities, North Somerset Together, VANS • Community Groups • BNSSG CCG and NS area team • Primary and Secondary Care (GPs, nurses, 	<ul style="list-style-type: none"> • E-consult survey • Online workshops 	Online workshop(s) <ul style="list-style-type: none"> • Presentation and discussion • Ideas generation for themes, actions, interventions • Prioritisation 	February 2021	GJM, CC

pharmacists, NHS Trusts- AWP, UHBW, SWAST) <ul style="list-style-type: none"> • Allied Health professionals • Patient groups • One Weston, Woodspring locality group • Education forums; school networks; children's centres, childcare providers, 0-19 public health nursing team (Sirona) • Social care forum, Senior Community Link • Carers Forum, Care Leavers Forum, North Somerset Parent Carers Working together • Social care and service providers • Police & community safety • Employers representatives • Topic and setting-specific networks (via PH team) • Schools via noticeboard and Healthy Schools link 				
North Somerset Together	Workshop (see table below)		February 2021	GJM, CC
VCSE Leaders Forum	Workshop (see table below)		February 2021	GJM
Integrated Locality Group Meetings	Meeting (see table below)		February - March 2021	GJM
Businesses				
Businesses and employers	Bespoke SNAP survey		February 2021	GJM and Jane Harrison
North Somerset Council				
Public Health Team	Team meeting		Mid-October to mid-November	ML, GJM, CC
North Somerset Council Officers	<ul style="list-style-type: none"> • Pulse Survey • The Knowledge 		Mid-December	GJM, CC

	<ul style="list-style-type: none"> • Staff fora/ special interest groups • Team meetings 		to mid-January	
NSC Corporate Leadership Team	CLT meeting		December 2020 – February 2021	GJM, ML
NSC Health Overview and Scrutiny Panel and Members	Workshop		January - March 2021	ML, GJM, CC
NSC Executive	Briefing		January - February 2021	ML
System Partner Boards				
Healthier Together Executive	<ul style="list-style-type: none"> • Meeting paper and discussion 		February - March 2021	ML, GJM
Health and Wellbeing Board	<ul style="list-style-type: none"> • Meeting paper and discussion 		Next meeting: February 2021	ML, GJM
Wider dissemination among residents and stakeholders				
E-consult survey	https://www.n-somerset.gov.uk/hwbconsultation			GJM, VA, AB
The Knowledge				GJM
Social media	Twitter, Facebook, Instagram			VA, AB
Press release				VA, AB
E-life	To n=50,000 residents			NC
Town and Parish Digest				RB, GJM, VA, AB
Stakeholder Update	Media, businesses, NSC members, NST, primary care			VA, AB
Citizen's Panel				GJM, RJ
Members Only	NSC Members			NY

Consultation and Engagement Workshop plan

Workshop/ Event	Date and Time
North Somerset Together	Wednesday 3 February: 10:30am
VCSE Leaders Forum	Thursday 11 February: 14:00-15:00
(A) Public workshop	Thursday 4 February: 10:00-11:30
(B) Public workshop	Thursday 11 February: 17:30-19:00
(C) Public workshop	Friday 12 February: 10:30-12:00
(D) Stakeholder workshop	Thursday 4 February: 14:00-16:00
(E) Stakeholder workshop	Tuesday 9 February: 13:00-15:00
(F) Stakeholder workshop	Tuesday 9 February: 17:30-19:00
Town and Parish Council workshop (1) (South/Central/North)	Tuesday 23 February: 17:00-18:30
Town and Parish Council workshop (2) (South/Central/North)	Wednesday 24 February: 17:00-18:30
Town and Parish Council workshop (3) (South/Central/North)	Thursday 25 February: 17:00-18:30
One Weston Partnership	Thursday 11 February
Woodspring Integrated Group	March 2021

Appendix 3:

Powerpoint presentation summarising the content of this paper, to be presented to the Health Overview and Scrutiny Panel on 18/3/21.