

# **North Somerset Council**

## **REPORT TO THE HEALTH AND WELLBEING BOARD**

**DATE OF MEETING: 18 FEBRUARY 2021**

**SUBJECT OF REPORT: APPROACH AND TIMESCALES FOR DEVELOPMENT OF HEALTH AND WELLBEING STRATEGY AND ACTION PLAN**

**TOWN OR PARISH: ALL**

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

**KEY DECISION: YES**

**REASON: UPDATED TIMELINES FOR PUBLICATION OF HEALTH AND WELLBEING STRATEGY**

## **RECOMMENDATIONS**

Members of the Health and Wellbeing Board are asked to endorse the suggested approach to developing and delivering the Health and Wellbeing Strategy and Action Plan, the overarching narrative, and the slightly extended timescales suggested, which would move publication of the strategy from March 2021 to July 2021. Members of the Health and Wellbeing Board are also asked to contribute views regarding themes, priorities and relevant programmes and services to be considered in the strategy and to consider how best to support and champion the strategy and engagement process externally.

### **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. 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 will be the focus of collective efforts.

The Health and Wellbeing Board endorsed development of a new Joint Health and Wellbeing Strategy following discussion on 17 September 2020 with anticipated completion of a project plan by March 2021. However, between October and December 2020, capacity

within the public health team was significantly diverted to the Covid-19 response. In addition, 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 Steering Group agree that the HWBS provides a timely and important opportunity to deliver a collectively owned action plan to bring about beneficial improvements in health and wellbeing and inequalities. The group also agree that the HWBS 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. However, such an approach requires additional time to enable:

1. In-depth engagement to understand a range of views and perspectives regarding challenges, priorities, community strengths and new opportunities.
2. Mapping of existing programmes to avoid duplication and identify gaps in delivery.
3. Extensive consultation and engagement to ensure buy-in to the strategy and to enable partnership and shared ownership and oversight of the action plan.

Additional time would also account for the time pressures of the Covid-19 response on those with whom we need to engage, including community partners and clinical and health professionals.

The Health and Wellbeing Board are asked to endorse:

1. The focus of the vision or overarching theme as a shared ambition to reduce health inequalities.
2. The collaborative approach to development and delivery of the strategy recommended by the HWBS Steering Group.
3. The extended timeline resulting in publication of the strategy in July 2021, which would enable more extensive consultation and collaboration with the public and partners.

The Health and Wellbeing Board are also asked to contribute views regarding themes, priorities and relevant programmes and services to be considered in the strategy and to consider how best to support and champion the engagement process and strategy externally.

## **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. Initial responses to consultation suggest that mental health, physical activity, Covid-19 and healthy diet are key concerns for North Somerset residents. 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.

Lastly, the HWBS will align with the North Somerset Council Corporate Plan, NHS Long Term Plan, Healthier Together strategies and programmes and Integrated Locality Partnership-driven programmes, 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.

### **3.2. Consultation and Engagement**

A consultation and engagement plan has been developed to ensure that views and perspectives of a broad range of groups inform the HWBS, including residents, partner organisations, stakeholders and North Somerset Council (Appendix 2). The plan outlines the local networks and forums with whom we will engage, groups and stakeholders targeted and the method of consultation. Current activities include bespoke surveys for residents, stakeholders and businesses, online workshops for residents and stakeholders, dedicated meetings with Town and Parish Councils and consultation of the VCSE Leaders' Forum, Wellbeing Collective and North Somerset Together, Integrated Locality Groups and a range of engagement activities within North Somerset Council. All activities seek 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.

### **3.3. Analysis of health need**

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.

#### **4. FINANCIAL IMPLICATIONS**

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

##### **Costs**

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 returned to the Health and Wellbeing Board for review at a later date, prior to publication of the HWBS.

#### **5. 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](#).

#### **6. 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, air quality, housing, community safety, transport and employment. Consideration will be given to evidence demonstrating the co-benefits to health of action to address climate change.

#### **7. 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.

#### **8. 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.

#### **9. 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 Healthier Together plans and priorities.

#### **10. OPTIONS CONSIDERED**

The option being presented is to extend the timeline of development of the HWBS so that it is published in July 2021 rather than March 2021.

#### **AUTHOR**

Dr Georgie MacArthur, Consultant in Public Health

#### **APPENDICES**

Appendix 1: HWBS Steering Group Membership

Appendix 2: HWBS Communication and Engagement Plan  
Appendix 3: Summary powerpoint presentation

**BACKGROUND PAPERS**

None

## Appendix

### 1. HWBS Steering Group Membership

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

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



	<ul style="list-style-type: none"> <li>• Staff fora/ special interest groups</li> <li>• Team meetings</li> </ul>		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
<b>System Partner Boards</b>				
Healthier Together Executive	<ul style="list-style-type: none"> <li>• Meeting paper and discussion</li> </ul>		February - March 2021	ML, GJM
Health and Wellbeing Board	<ul style="list-style-type: none"> <li>• Meeting paper and discussion</li> </ul>		Next meeting: February 2021	ML, GJM
<b>Wider dissemination among residents and stakeholders</b>				
E-consult survey	<a href="https://www.n-somerset.gov.uk/hwbconsultation">https://www.n-somerset.gov.uk/hwbconsultation</a>			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	TBC
Woodspring Integrated Group	

### Appendix 3:

Powerpoint presentation summarising the content of this paper, to be presented to the Health and Wellbeing Board on 18/2/21.