

Report to

Health and Wellbeing Board

on

10 February 2015

Report prepared by:

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Southend Joint Health and Wellbeing Strategy Refresh 2015-16

1. Purpose of Report

- 1.1 To request the Health and Wellbeing Board's approval for the recommended approach to refresh Southend's Joint Health and Wellbeing Strategy for 2015-16 and beyond.

2. Recommendations

- 2.1 That Southend's Health and Wellbeing Strategy be refreshed in two stages;
- a) **Short term refresh** from April 15 – April 2016 (Appendix 1)
 - b) **Longer term** priorities to then be developed for 2016-2020
- 2.2 That the nine Ambitions within the current Strategy are retained for 2015-16 in addition to three new "broad impact" goals as follows;
- a) Increased Physical Activity (prevention)
 - b) Increased Aspiration and Opportunity (addressing inequality)
 - c) Increased Personal Responsibility and Participation (sustainability)

3. Background

- 3.1 Southend's Health and Wellbeing Strategy has been in place since 2013 and runs until April 2015 (Appendix 2). The strategy contains nine thematic ambitions for improved health and wellbeing in the Borough with commitment to deliver a number of associated outcomes.
- 3.2 The Health and Wellbeing Board (HWB) and Joint Executive Group (JEG) have been involved in ongoing strategic discussions to review progress of the Strategy and Action plan and to identify key areas for priority focus going forward.

4. Strategic analysis

- 4.1 It's been recognised that the focus of the Board is categorised on two strategic levels;

- a) Core business: That which is already being delivered through the nine ambitions and associated outcomes of the Health and Wellbeing Strategy.
- b) Added value: This looks at the “above and beyond” and how the Board can add value to what’s already being delivered through the Strategy.

Reviewing the current Strategy

- 4.2 It’s recognised that the outcomes within the HWB strategy are being delivered through strategic activity across the partnership. Detailed activity mapping will identify potential gaps and opportunities to strengthen what’s already being delivered.
- 4.3 A refreshed Joint Strategic Needs Assessment (JSNA) for Southend-on-Sea is currently in development and is expected to be completed by Spring 2015. This foundational tool will accurately inform strategic decision making.
- 4.4 To enable meaningful analysis of the pending JSNA, it’s recommended that the refresh of Southend’s Health and Wellbeing Strategy be developed in two stages;

Stage 1; Short term refresh Apr 15 - Apr 16

Adding Value / narrowing focus

- 4.5 Analysis of current data intelligence, strategic plans, ongoing system pressures and current messages from consultation and engagement activity across the partnership has informed the recommended approach for the short term refresh of the current HWB Strategy. Consideration of these factors has identified that the nine ambitions and associated outcomes within the current strategy remain relevant.
- 4.6 In addition to the nine current HWB Strategy ambitions, it’s recommended that the HWB Board intensifies its focus on a small number of new ‘broad impact’ goals for 2015-16 which respond to current challenges and;
 - Increase collective impact and progress
 - Add value to work already being delivered through the Strategy
 - Improve quality of life for local people

It’s recommended that the broad impact goals are;

1. Increased physical activity (prevention)
2. Increased aspiration & opportunity (addressing inequality)
3. Increased personal responsibility/participation (sustainability)

Stage 2; Long term priorities 2016-2020

- 4.7 Following the launch of April’s short term refresh, longer term priorities will be developed for HWB approval, through quality analysis of the pending Joint Strategic Needs Assessment (JSNA) and informed by feedback from engagement activity in Spring 2015.

- 4.8 A range of appropriate indicators will be put in place to measure progress.
- 4.9 It's intended that stage two clearly identifies practical opportunities for local people to become more directly involved in contributing to positive health and wellbeing in Southend-on-Sea should they want to.

5. HWB Strategy refresh timeline

Date	Stage	Process
10/02/15	HWB Board	Proposed approach and latest position
11/02/15	Joint Executive Group (JEG)	Review position of HWBS refresh following HWB
28/02/15	JSNA estimated completion	JSNA to inform reviewed HWB Strategy priorities
28/02/15	Activity mapping deadline	Identifies strengths, weaknesses, opportunities
09/03/15	Joint Executive Group (JEG)	Latest refresh draft for comments/approval
17/03/15	Cabinet (Southend Council)	Approval/comments
25/03/15	HWB Board	Final draft refresh for discussion/approval
26/03/15	Southend CCG Gov Body	Approval/comments
14/04/15	SBC People Scrutiny	Scrutiny process
23/04/15	Full Council	Approval to adopt
May 15	Engagement activity	Engaging with stakeholders/residents to inform longer term priorities

6. Appendices

- Appendix 1. Draft HWB Strategy refresh appendix 2015-16 v1
- Appendix 2. Southend's HWB Strategy 2013-15