

Southend-on-Sea Borough Council

Report of Director of Public Health

to

Cabinet

on

17 March 2015

Agenda
Item No.

Report prepared by:
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Southend Joint Health and Wellbeing Strategy Refresh 2015-16

People Scrutiny Committee –

Executive Councillor: Councillor David Norman, MBE

1. Purpose of Report

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

2. Recommendations

- 2.1 **It is recommended that the Southend Health and Wellbeing Strategy be refreshed in two stages:**

Stage 1 - Short term refresh from April 2015 – April 2016 (Appendix 1)

Stage 2 - Longer term priorities to then be developed for 2016-2020.

- 2.2 **For 2015-16 it is recommended that three new “broad impact” goals are added to the nine Ambitions within the current Strategy. These goals are:**

a) Increased Physical Activity (prevention)

b) Increased Aspiration and Opportunity (addressing inequality)

c) Increased Personal Responsibility and Participation (sustainability)

3. Background

- 3.1 The Southend 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 and commits to deliver a number of outcomes associated with each ambition.

- 3.2 The Health and Wellbeing Board (HWB) and its Joint Executive Group (JEG) have reviewed progress of the Strategy and Action Plan to identify key areas for priority focus going forward.

- 3.3 The recommendations within this report were approved at the Southend Health and Wellbeing Board on 10/02/15. The Board includes statutory members from Southend-on-Sea Borough Council, NHS Southend Clinical Commissioning

Group, NHS England and Southend Healthwatch, plus co-opted members from Southend Hospital, South Essex Partnership University NHS Foundation Trust (SEPT) and Southend Association of Voluntary Services (SAVS)

4. Reasons for recommendations

4.1 The Board have recognised that its focus can be 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: That which 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 The Board has also recognised that the outcomes within the Health and Wellbeing 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 is recommended that the refresh of the Southend Health and Wellbeing Strategy be developed in two stages:

Stage 1 - Short term refresh April 2015 – April 2016

Adding Value / narrowing focus

4.5 The recommended approach for the short term refresh of the current Southend Health and Wellbeing Strategy has been informed by reviewing data intelligence, strategic plans, ongoing system pressures and current messages from consultation and engagement activity across the partnership. 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 current ambitions, it is recommended that the Health and Wellbeing 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 is 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 the short term refresh of the Southend Health & Wellbeing Strategy, longer term priorities will be developed for approval by the Health and Wellbeing Board, 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 is 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 wish to.

5. Corporate implications

- 5.1 Contribution to Council's Vision & Corporate Priorities
The proposed Health and Wellbeing Strategy refresh for 2015-16 contributes to the Council's Corporate Priorities 2015-16 as follows;

Safe

3. Look after and safeguard our children and vulnerable adults.

Healthy

6. Promote healthy and active lifestyles for all.
7. Work with the public and private rented sectors to provide good quality housing.
8. Enable the planning and development of quality, affordable housing.

Prosperous

9. Ensure residents have access to high quality education to enable them to be lifelong learners and have fulfilling employment.
10. Improve the life chances of our residents, especially our vulnerable children and adults, by working to reduce inequalities and social deprivation across our communities.
11. Ensure the town is 'open for businesses' and that new, developing and existing enterprise is nurtured and supported.
12. Ensure continued regeneration of the town through a culture led agenda.

Excellent

13. Work with and listen to our communities and partners to achieve better outcomes for all.
14. Enable communities to be self-sufficient and foster pride in the town.
15. Promote and lead an entrepreneurial, creative and innovative approach to the development of our town.

- 5.2 Financial Implications
No direct implications. It is anticipated that Health and Wellbeing Strategy related activity will be covered within existing budgets across the partnership.

5.3 Legal Implications

None

5.4 People Implications

It's proposed that related activity will be covered within existing resources

5.5 Property Implications

None

5.6 Consultation

To complement the comprehensive engagement that was undertaken during the development of the original Health and Wellbeing Strategy, partners have fed back key themes and messages from a variety of engagement activity with stakeholders and service users during the past year. This is reflected within the draft Health and Wellbeing Strategy refresh.

It's proposed that stakeholders and service users be engaged further during May 2015 to inform the development of longer term Health and Wellbeing Board priorities for 2016-20.

5.7 Equalities and Diversity Implications

Deprivation is a significant contributor to increased poor health outcomes and so the refreshed proposals place an important focus on addressing health inequality through increased aspiration and opportunity.

This is further supported by the emphasis on increasing personal responsibility for individual health in order to reduce over reliance on an increasingly strained health and care economy and empower local people to make informed and responsible lifestyle choices.

It's intended that particular focus is given to identifying any barriers which prevent more deprived communities from experiencing increased health and wellbeing in order to support practical, transformative change.

5.8 Risk Assessment

N/A

5.9 Value for Money

A particular focus of the three new Broad Impact Goals is around prevention and sustainability whilst continuing to ensure quality and that patients are central in their own care.

It's clear that we need to develop an increased sense of shared responsibility for individual health and wellbeing to reduce costly over reliance on strained services.

5.10 Community Safety Implications

N/A

- 5.11 Environmental Impact
Potential positive reduction in carbon emissions through increased walking and cycling in place of motor vehicles
6. Health and Wellbeing Strategy refresh timeline

Date	Stage	Process
10/02/15	HWB Board	Proposed approach for approval - Approved
17/03/15	Cabinet (Southend Council)	Approval/comments
25/03/15	HWB Board	Final draft refresh for approval
26/03/15	Southend CCG Gov Body	Comments/agreement
14/04/15	SBC People Scrutiny	Scrutiny process
May 15	Engagement activity	Engaging with stakeholders/residents to inform longer term priorities

7. Appendices

- 7.1 Appendix 1. Draft Health and Wellbeing Strategy refresh appendix 2015-16 v1
- 7.2 Appendix 2. Southend Health and Wellbeing Strategy 2013-15