

Southend Health & Wellbeing Board

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Borough Council

to

Health & Wellbeing Board

on

2nd December 2020

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**Agenda
Item No.**

For discussion		For information only	x	Approval required	
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Livewell Southend Website Update

Part 1 (Public Agenda Item)

1 Purpose of Report

To update the Board on the development of the [Livewell Southend website](#) and discuss how the partnership can support its growth and use it to strengthen their own public campaigns and messaging.

2 Objective of the website

Providing citizens with the information to support themselves and connect with their community is a crucial element in preventing ill health and has proved to be a successful approach across the country. This website can help us tackle wider health inequalities, and other non-digital initiatives must work alongside this to ensure the Livewell Southend offer is accessible to everyone. We especially need to make sure people who are shielding/lonely have access to the information they need during this period.

Livewell Southend holds a wealth of information regarding statutory services, health and wellbeing-related information and guidance, as well as a directory of local organisations and community groups.

It also has hosts the statutory Southend Local Offer, with information about services for children and young people with special educational needs and disabilities (SEND) and their families.

The aim is for it to be simple to use, avoid duplicating lots of similar webpages, and reduce the need for community groups to update multiple websites.

Livewell Southend needs to become the place we go for health and wellbeing info and should be driven by the people who are going to use it – citizens and professionals.

3 Progress so far

- Rebrand of the former SHIP website to Livewell Southend
- SEND local offer section of the website coproduced and tested by parents and young people with SEND and launched in January 2020
- Wide-scale engagement with citizens, partners and staff in January/February 2020
- Accessibility action plan being actioned so that website meets [Web Content Accessibility Guidelines 1.0](#), to Level AA by September 2020 to ensure that no individual is excluded due to disability
- [Interactive asset map](#) built using the Smart Southend platform – this shows the entire Livewell Southend directory on an interactive map. This is being expanded to include assets that will assist the community response to Coronavirus such as mapping foodbanks and food shops that do deliveries to support people self-isolating
- Carried out the second refresh of the website following engagement earlier this year with citizens and professionals
- Started up monthly reporting to share web analytics such as top used search words, top viewed pages
- Delivered a virtual [Livewell Southend launch event](#) on 2nd October 2020, showcasing a range of community support and activity sessions that you can find on website – 95 people attended throughout the day, one video has had 800 views
- Built a health and wellbeing [News section](#). Users from across the community are able to create their own news articles in this section

4 Next Steps

1. Deliver a Livewell Southend campaign to raise awareness of the site with citizens, SEND families, organisations, community providers – to encourage more groups to create an account on Livewell and share their offer
2. Buy-in to community-focused News section so that it can become a way of celebrating volunteers, organisations, charities and good news stories and inspiring people to look after their health.
3. Confirm a process with partners for sharing information in periods of crisis eg. pandemic

4. Move past disseminating information via large email chains and distribution lists to sharing updates on Livewell Southend instead.
5. Buy-in from all SBC staff – esp. commissioning of services. Need to agree a process for uploading information onto the website, keeping it up to date and how this links in with the comms team’s process for the SBC website. Need to clearly communicate the difference between SBC and Livewell website.
6. Link with social prescribing referral management tool regarding the directory that will be used
7. Need to have an easy way of linking in with the public health campaign annual schedule so that messaging is planned and in sync with public health social media.
8. Define the role of Livewell Southend social media.
9. Continue to move across information from SBC site to Livewell Southend
10. Buy-in from all partners and community providers – they will be able to create their own posts in the news section when they want to raise awareness of their offer/service, and they are responsible for keeping the pages they own up to date
11. Carry out engagement with young people so they can build on their section with information they need – and displayed in a format/tool they will use. This will include specific engagement and co-production with young people who have SEND.
12. We need a plan for how we share information on the website with those who are not digitally literate (in a printed format) – whether that’s through working with the resident association newsletters or a regular SBC newsletter to ensure those that are not digitally literate have this information to hand. There will be specific requirements around this for the SEND Local Offer.

Co-production is a fundamental requirement of the SEND Local Offer. So, we will need to consider how the Local Offer is represented in engagement, and ensure that SEND young people and families continue to be heavily involved. We need to ensure that we continue to engage residents around the website throughout the pandemic.

5 FINANCIAL / RESOURCE IMPLICATIONS

- 5.1 Some costs were incurred for the development of the website, through the Public Health Grant.

6 LEGAL IMPLICATIONS

- 6.1 None at this stage

7 EQUALITY & DIVERSITY

- 7.1 A diverse number of groups were involved during the engagement period.

8 APPENDICES

See attached slides