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Dear Colleague

I am inviting you to help finalise Thurrock's first Health and Well-Being Strategy. You have already decided the priorities and shaped the aims and objectives.

As community leaders, we know we face an uncertain and challenging future. We have an opportunity to build a strategy that creates the conditions to maximise the life chances of people, especially the most vulnerable.

The Strategy is in two parts: part one focuses on adults and part two on children. Taken together they address the whole population of Thurrock. I think this ensures the interests of children stay at the heart of the Health and Well-Being Board. It also communicates clearly that the long term well-being of the population depends upon improving the well-being and life chances of children and young people.

### **What do you think?**

The Strategy has to 'tell the story' of Thurrock. Historically Thurrock has told a self-deprecating and somewhat apologetic story, not always recognising its own strengths.

### **What do you think?**

#### **How well does the strategy 'tell the story' of Thurrock?**

The Strategy is deliberately short and high level, providing hyperlinks to more detailed information. It will be supported by one year implementation plans and other strategies and delivery plans. We intend to publish only electronically.

### **What do you think?**

Local Government resourcing has shrunk by 28% over the last three years and is expected to shrink further over the life-time of the Strategy. We anticipate increased need. In this context we have to fundamentally change what we do and how we do it.

**What do you think?**

**Is the Strategy sufficiently future-proofed and is the approach sufficiently radical?**

In the Strategy we have elected to focus on the priorities, rather than trying to describe everything we do. That risks leaving out important things

**What do you think?**

**Are there important things missing?**

The Strategy belongs to the Health and Well Being Board. It will be signed off by all the constituent partners during February and March 2013 and be implemented from 1<sup>st</sup> April 2013.

**Responses to the questions I have asked, as well as any other feedback you have, must be with Ceri Armstrong by 31<sup>st</sup> December 2012:**

([carmstrong@thurrock.gov.uk](mailto:carmstrong@thurrock.gov.uk) or 01375 652945).

There has never been a more challenging time for the public sector. Our capacity to continue to improve the lives of people in Thurrock depends crucially upon using all of our resources as well as we possibly can. I have had the privilege of leading the Council's services for people in Thurrock for over a year (and Children's Services for three years). I know that the leadership of all partners is the most important resource we have. We are indeed stronger together!

I am grateful to you for your contribution to the strategy development to date and for your wise contributions in this final phase.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jo Olsson', written in a cursive style.

**Jo Olsson**

*Corporate Director of People Services*

Thurrock Council