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| <b>Health and Wellbeing Board</b>                                   | <b>ITEM: 10</b> |
| <b>Thurrock Health and Wellbeing Board</b>                          |                 |
| <b>2018 Ward Profiles</b>   |                 |
| <b>Wards and communities affected:</b><br>All wards                 |                 |
| <b>Accountable Director:</b><br>Ian Wake, Director of Public Health |                 |
| <b>Report Authors:</b><br>Ian Wake, Director of Public Health       |                 |

## 1. RECOMMENDATIONS

- That Health and Wellbeing Board approve the Ward Profiles such that Public Health such that they can be shared with partners.
- That Health and Wellbeing Board members discusses how best to promote and publicise the Ward Profiles within their respective organisations and to wider stakeholders and the community

## 2. Introduction and Background

- 2.1 This paper seeks approval from Health and Wellbeing Board to approve 20 ward profiles for each of the wards in Thurrock using the format set out in PDF attachment that accompanies this report. It also invites comment from members of Health and Wellbeing Board as to how best to promote the ward profiles within their respective organisations and to the wider community and other key stakeholders.
- 2.2 The Director of Public Health is keen to improve engagement of all elected members in the Public Health agenda. Elected members are key stakeholders for public health. In representing their constituents and through casework and surgeries, ward councillors should have a good understanding of the needs and concerns of their constituents, providing a unique source of community intelligence that can be fed into wider policy and strategy work. Similarly, if ward councillors understand the public health issues within their wards, they can assist in communicating positive public health messages to their residents, and sign posting residents to existing commissioned services and wider community assets.
- 2.3 In order to improve members' understanding of the health issues faced by residents, and as a mechanism for engaging councillors in the health and wellbeing agenda, the public health team has developed ward profiles for each of Thurrock's 20 wards.
- 2.4 More widely, a detailed understanding of the health issues faced by residents in different wards could be useful to a range of stakeholder organisations when planning services, or developing external funding applications. The Public Health service are therefore keen that the ward profiles are promoted as widely as possible within individual Board member stakeholder organisation and to the third sector and community.

### **3. Discussion**

- 3.1 The PDF attachment that accompanies this report sets out the proposed format for each ward profile, and has used the data from the The Homestead ward as an example. Our vision was to create a high level ward profile, presented in an infographic style booklet that presents a summary of the key health and wellbeing issues within their ward in a visually appealing and engaging way.
- 3.2 The proposed indicators that we have included within the current draft were initially selected by the public health team, with the 'Your Voice, Your Place' and community assets information being added following discussions with colleagues in Adults, Housing and Health. As such, the profile highlights both issues and assets. The latest available datasets have been used for each indicator, and where data as available, comment is provided as to whether these are statistically better, worse or similar to England mean averages. The final box provides a helpful summary of the data contained within the profile.
- 3.3 The current profile format has been discussed and approved by the Adults, Housing and Health Directorate Management Team, and Director of Strategy. It has also been discussed with the Cabinet Portfolio Holder for Education and Health, and more widely with The Cabinet.
- 3.4 The Health and Social Care Public Health Team has developed the other 19 profiles, and will publish these once final approval is provided by Health and Wellbeing Board. The Public Health Service and propose running an event to launch the profiles with invitations extended to all ward members and more widely to Health and Wellbeing Board stakeholders and the third sector. The profiles could have further applications as useful resource on local health issues, assets and data for other key stakeholders including the third sector and community, and Directors Board may also wish to consider publishing them on the council's website.
- 3.5 Following feedback from The Cabinet Portfolio Holder for Education and Health, and more widely from Cabinet, GP and schools information that fall within a two mile radius of the ward boundary have also been included for wards that have few or none of these facilities within the ward boundary. For example, in The Homestead ward, information on The Hassengate Surgery has been included, as the majority of residents access this GP practice, despite the fact it is located slightly over the ward boundary.
- 3.6 Public Health will review and where possible update the information contained within the ward profiles on an annual basis.

### **4. Implications**

#### **4.1 Financial**

Implications verified by: Jo Freeman, Management Accountant Social Care & Commissioning, Corporate Finance

There are no direct additional financial costs arising from this report. All costs of the programme will be met from use of existing Public Health staffing resources.

## 4.2 Legal

Implications verified by: Sarah Okafor - Barrister (Consultant)

On behalf of the Director of Law, I have read the report in full. The recommendations are consistent with the duties upon Thurrock Council under the various Social Care and Health legislative frameworks to joint fund and pool resources to facilitate improved public health objectives across all residents within the area. Accordingly, there appears to be no external legal implications arising from the recommendations at this stage of the process.

## 4.3 Diversity and Equality

Implications verified by: Becky Price, Team Manager – Community Development & Equalities

The initiatives outlined in this report will assist in future strategic planning to address health inequalities, by highlighting variation in health outcome between different wards, and the assets and health and wellbeing challenges faced by residents within wards. In doing so they will have a positive impact on health inequalities and overall population health

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