

23 July 2021		ITEM: 7
Health and Wellbeing Board		
Health & Wellbeing Strategy Refresh		
Wards and communities affected: All	Key Decision: No	
Report of: Jo Broadbent, Director of Public Health		
Accountable Head of Service: Ian Wake, Director Adults, Housing & Health		
Accountable Director: Ian Wake, Director Adults, Housing & Health		
This report is Public		

Executive Summary

This paper provides an update on progress in refreshing the Health & Wellbeing Strategy (HWBS) for 2021-26. The attached slide set (Appendix A) sets out the scope, arrangements and timeline for the refresh.

1. Recommendation(s)

- 1.1 The Health & Wellbeing Board is asked to comment on and approve the project scope outlined in the attached slide set (Appendix A) and the arrangements for completing the strategy refresh:**
- 1.2 The overarching Vision for the refresh should be “Levelling the Playing Field”, with each chapter identifying ambitious actions required to do that.**
- 1.3 The actions to Level the Playing Field will be arranged around 6 key influences on health and wellbeing, including wider determinants of health, around which the strategy will be structured:**
 - 1. Quality Care Centred Around the Person**
 - 2. Staying Healthier for Longer**
 - 3. Building Strong & Cohesive Communities**
 - 4. Opportunity for All**
 - 5. Housing & the Environment**
 - 6. Community Safety**
- 1.4 Review & sign-off of the draft strategy document will be at the HWB Board meeting in October 2021, before review through the Council’s committee structure.**

1.5 Operational oversight of the refresh process will be via: HWB Strategy / TICP Strategy Group, chaired by Ian Wake, AD Oversight Group, chaired by Cllr James Halden, and HWBS Engagement Group chaired by Dr Jo Broadbent.

1.6 The Strategy will be finalised and launched in January 2022.

2. Introduction and Background

2.1 The HWBS is a whole system plan for health & wellbeing and a means to engage all partners in the wellbeing agenda, co-ordinating strategic thinking of all elements of the council and all system partners to deliver quantifiable gains in health and wellbeing of residents.

2.2 Thurrock agreed its first HWBS in 2013. The second and current HWBS was launched in July 2016 and can be accessed here:

<https://www.thurrock.gov.uk/strategies/health-and-well-being-strategy>

3. Issues, Options and Analysis of Options

3.1 Preparatory work with system partners and HWBB Chair to date has identified the 6 key influences and suggested that the HWBS needs to:

- Be high level and strategic
- Be highly ambitious and set out genuinely new plans rather than just describe what has already been done
- Provide a clear narrative that drives the work of all aspects of the local authority, NHS and third sector
- Address resident priorities and be co-designed with residents
- Be place and locality based and take a strengths and assets approach, not focused only on deficits or services

3.2 The attached slide set (Appendix A) sets out the scope, arrangements and timeline for the refresh of the HWBS 2021-2026. The pressures of Covid-19 have impacted on the timeline for the strategy refresh. It is intended that the strategy will be finalised by January 2022.

4. Reasons for Recommendation

4.1 The Health & Wellbeing Board (HWBB) has a collective statutory duty to produce a HWBS. It is one of two highest level strategic documents for the Local Authority and system partners, the other being the Local Plan. The statutory status of the document means that the new Integrated Care System (ICS) must have regard to it when planning their own strategy.

5. Consultation (including Overview and Scrutiny, if applicable)

5.1 A plan for engagement on the HWBS is attached at Appendix B, underpinned by an engagement framework, attached separately at Appendix C.

6. Impact on corporate policies, priorities, performance and community impact

6.1 The HWBS is one of two highest level strategic documents for the Local Authority and system partners, the other being the Local Plan. It is a whole system plan for health & wellbeing and a means to engage all partners in the wellbeing agenda, co-ordinating strategic thinking of all elements of the council and all system partners to deliver quantifiable gains in health and wellbeing of residents.

6.2 In order to support delivery of the Council's Vision, the 6 Domains of the HWBS Strategy each relate to one of the Council's key priorities of People, Place and Prosperity, as outlined in the attached slide set.

7. Implications

7.1 Financial

Implications verified by: **Not provided by Finance Implications**

The cost associated with the strategy refresh will be delivered within existing budgets or agreed through existing Council and partner agencies governance finance arrangements.

7.2 Legal

Implications verified by: **Not provided by Legal Implications**

The Health and Social Care Act 2012 established a responsibility for Councils and CCGs to jointly prepare Health and Wellbeing Strategies for the local area as defined by the Health and Wellbeing Board.

7.3 Diversity and Equality

Implications verified by: **Becky Lee**
Community Development and Equalities Team

The aim of the strategy is to improve the health and wellbeing of the population of Thurrock and reduce health and wellbeing inequalities. A community equality impact assessment (CEIA) will underpin the strategy and mitigate the risk of disproportionate negative impact for protected groups. This approach will ensure the strategy itself and implementation supports delivery of the council's equality objectives while maintaining compliance with the Equality Act 2010 and Public Sector Equality Duty.

7.4 Other implications (where significant) – i.e. Staff, Health, Sustainability, Crime and Disorder)

The refreshed Health and Wellbeing Strategy will facilitate crime and disorder priorities that relate specifically to health and wellbeing, further strengthening the relationship between the Health and Wellbeing Board and Community Safety Partnership.

8. Appendices to the report

- Appendix A – Refresh Scope
- Appendix B - Communication and Engagement Plan
- Appendix C – Engagement Framework

Report Author:

Jo Broadbent, Director of Public Health (Adults, Housing & Health)

Thurrock Health and Wellbeing Strategy Refresh 2021 Communication and Engagement Plan

Introduction

1. This paper considers communication and engagement activity to support the refresh of Thurrock's Health and Wellbeing Strategy (HWBS).

Background

2. Health and Wellbeing Boards are partnership boards that include the Council, NHS, Voluntary and Community Sector, and local councillors. The Boards are responsible for improving the health and wellbeing and reducing inequalities in health and wellbeing of their local areas. They do this through the setting health and wellbeing priorities which form part of a Health and Wellbeing Strategy.
3. Thurrock agreed its first HWBS in 2013. The second and current HWBS was launched in July 2016. It is a five year Strategy which focusses on preventing poor health and wellbeing from occurring by addressing the wider determinants of health.
4. The revised strategy for 2021-2026 is being produced, however the pressures of Covid-19 have impacted on the timeline for the strategy refresh. It is intended that the strategy will be finalised by January 2022.

Engagement of system partners and the population of Thurrock

5. Thurrock Integrated Care Partnership (TICP) is considering a new approach to community engagement, co-design and locality based commissioning for health and care. It is proposed that development of this community engagement and co-design approach is included as a key element of the revised HWBS aspirations under Domain 3 of the strategy (Building Strong & Cohesive Communities).
6. In developing Thurrock's refreshed Strategy, it is proposed that potential priorities are tested out with both local citizens and stakeholder groups.

Key Partners

7. The engagement of system partners is essential in helping determine local priorities and how improved outcomes can be achieved through adopting a genuine partnership approach for planning, commissioning and delivery services at the appropriate geographical levels comprising System (Mid and

South Essex Health and Care Partnership); Place (Thurrock Clinical Commissioning Group and the Council); and Neighbourhood /Locality levels.

8. System topic experts have engaged informally over the last year and this, alongside JSNAs, Health Needs Assessments and other key policy and research documents, have informed the development of HWBS potential priorities. However, it is vital that system partners and professionals with an interest in the health and wellbeing of the people of Thurrock are provided with an opportunity to formally respond to HWBS refresh consultation exercise.

The public

9. Part of the engagement approach is to ensure Thurrock's citizens have the opportunity to input to priorities for community health and wellbeing improvement as well as helping to identify how health and care services can and should improve.
10. The final refreshed Strategy will reflect and incorporate the range of evidence and information provided through data and comprehensive assessments of specific needs, system experts and the population of Thurrock.

Methods of consultation

11. It is proposed that the consultation exercise comprises opportunities for professionals and the public to inform the refreshed Health and Wellbeing Strategy priorities by responding to an online consultation via the Thurrock Council Engagement HQ or providing their views at one of the online engagement opportunities that will be available.
12. The scope and timescale of the up-front engagement exercise has unfortunately been limited by the restrictions caused by Covid-19. However, the development of a Strengths and Assets Based Approach to co-production of initiatives in the strategy, based on the Collaborative Communities Framework, will be a core element of the Strategy itself.
13. Thurrock CVS have a tool for collating qualitative insight from communities called Air Table. This is currently being used by the Community Builders to log records of the themes of the conversations they are having with residents, along with outcomes (e.g. where the feedback was passed onto). The tool can collate these to be passed onto commissioners as required to inform each of the six areas.

Online consultation

14. It is proposed that there will be an online consultation on proposed priorities, supported by two written summaries of key challenges under each of 6 areas of health and wellbeing, one being easy-read. The written summaries will provide headline information about the challenges in Thurrock in each areas of health and wellbeing, and set out potential priorities identified through reviewing evidence and dialogue with system partners. The aim of this will be to help people identify their top priorities for each domain.
15. The approach for Domain 1 - Quality Care Centred around the Person will differ slightly to align with work on the Adult Placed-Based Strategy / Better Care Together.

Online engagement

16. Working in partnership with Thurrock CVS and Healthwatch, existing stakeholder forums and partnership groups will be asked to consider the proposed priorities through. A brief overview video will be recorded, that can be shared at partnership meeting, alongside some targeted questions on proposed priorities, with groups then asked to feed back.
17. This will be supplemented by an online engagement meeting for stakeholders and partners
18. Stakeholders that we intend to engage with as part of the Strategy refresh are provided at Appendix C.

Elected Member and Council Committee Oversight

19. Both TICP and the Health and Wellbeing Board will keep an overview of the strategy development process. To secure engagement across the Council's Directorates, an Oversight Board of ADs for PH, Skills, Economic Development, Place, Children's, Housing & Adults will be set up, chaired by Cllr James Halden as HWB Board Chair.
20. Review of the draft HWBS will be undertaken by:
 - Directors' Board
 - Council DMTs
 - Health and Wellbeing Board
 - Cabinet
 - Health Overview and Scrutiny Committee – 4th November 2021
 - Housing Overview and Scrutiny Committee
 - Children's Overview and Scrutiny Committee – 1st December 2021
 - Community Safety Partnership

- Full Council

Timeline

21. Communication and engagement activity will be taking place from July to September 2021. The Air Table insight plus the outputs from the various strands of engagement will be drawn together into a single view of Community priorities for health and wellbeing to inform the HWB strategy by end of September

Engagement Summary Timeline

Activity	Date	Lead/s
Draft for each of 6 Domains: <ul style="list-style-type: none"> • key challenges • 12-15 potential priorities 	19 th July	Domain T&F Groups x6
AD Oversight Board	c. 20 th – 22 nd July	Cllr Halden / Jo Broadbent
HWB Engagement Group meeting	Week beg 19 th July	Darren Kristiansen / Jo Broadbent
Health & Wellbeing Board Review of progress	23 rd July	Jo Broadbent
Online consultation via Council Engagement HQ	26 th July – 6 th Sept	Roxanne Scanlon
Video for stakeholder meetings recorded	26 th - 30 th July	Jo Broadbent / Kristina Jackson
Paperwork for stakeholder meetings completed	30 th July	Smita Nagmoti / Domain T&F Groups x6
HWB Engagement Group meeting	Week beg 2 nd August	Darren Kristiansen / Jo Broadbent
Stakeholder forums and partnership groups	2 nd August – 2 nd Sept	CVS / CCG / various
Online consultation meeting/s held	2 nd August – 2 nd Sept	Jo Broadbent / Kristina Jackson
Health & Wellbeing Board Review of progress	?August tbc	Darren Kristiansen / Jo Broadbent
All consultation feedback collated via Air Table	6 th Sept	CVS
Consultation summary findings drafted	10 th Sept	TBC
HWB Engagement Group meeting	Week beg 13 th Sept	Darren Kristiansen / Jo Broadbent
Final priorities for each domain agreed for review by HWB Board	c.17 th Sept	Domain T&F Groups x6
AD Oversight Board	27 th Sept – 8 th Oct	Cllr Halden / Jo Broadbent

Draft Strategy review by Health & Wellbeing Board	?October tbc	Darren Kristiansen / Jo Broadbent
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Appendix C – Engagement Framework attached separately