

<b>4 November 2021</b>		<b>ITEM: 8</b>
<b>Health and Wellbeing Overview and Scrutiny Committee</b>		
<b>Thurrock Health and Wellbeing Strategy Refresh</b>		
<b>Wards and communities affected:</b> All	<b>Key Decision:</b> None	
<b>Report of:</b> Jo Broadbent, Director of Public Health		
<b>Accountable Assistant Director:</b> n/a		
<b>Accountable Director:</b> Ian Wake, Corporate Director Adults, Housing & Health		
<b>This report is</b> Public		

## Executive Summary

This paper provides an update on progress in refreshing the Health & Wellbeing Strategy (HWBS) for 2021-26. An 8 weeks consultation exercise commenced, as planned, on Wednesday 13 October. The consultation closes on Friday 3 December.

There are a variety of ways that people can get involved and provide their views on proposals for the refreshed Health and Wellbeing Strategy:

### Have your say online

- Residents and partners can read our proposals and send us your comments online by going to [Have My Say: Thurrock Health & Wellbeing Strategy](https://consult.thurrock.gov.uk/thurrock-hwb-strategy-refresh) @ <https://consult.thurrock.gov.uk/thurrock-hwb-strategy-refresh>

### Have your say face-to-face

- The consultation is being supported by Healthwatch Thurrock and Thurrock CVS (Community & Voluntary Services). People from these independent organisations will attend events across the borough and run community sessions to ask what residents what they think about our proposals.

### Have your say at a workshop

- If you residents would like to discuss ideas by attending a workshop, we will arrange workshops, subject to demand. Residents can let us know if they would like to attend a workshop with details being provided on the Council's website.

## **Invitations to community meetings**

- If a community forum or community group would like us to attend one of their meetings to discuss the proposals they can express an interest, with details being provided on the Council's website on how to do so.

Materials have been developed to provide a consistent, recognisable approach for raising awareness of the consultation exercise. Branding is provided at **Annex A**.

A live communication activity grid helps to ensure we capture opportunities to consult with members of the public and partners, while providing a record of communication activity undertaken as part of the consultation exercise. The current communication activity grid is provided at **Annex B**.

Standard text has been created to provide to partners to support a consistent approach to raising awareness of the consultation exercise, provided at **Annex C**.

User focussed questionnaires have been created to facilitate members of the public providing feedback on specific domains and priorities that have been proposed for the refreshed Strategy, provided at **Annex D**.

## **1. Recommendation(s)**

- 1.1 That members note the consultation exercise, consider and propose opportunities to engage the public and interested parties during the consultation period.**

## **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>
- 2.3 The Health and Wellbeing Board considered proposals that had been developed and were being refined at its meeting in July, including plans to consult with the wider public.

## **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 Proposals have been developed based around six areas of people's lives, which we refer to as domains, that impact on people's health and wellbeing.

3.3 An eight week consultation process commenced on Wednesday 13 October and concludes on Friday 3 December 2021.

#### **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.

4.2 To alert Health and Wellbeing members to the live consultation exercise on the Health and Wellbeing Strategy refresh and request support to raise awareness of the opportunity for people to get involved.

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

5.1 The consultation material and approach has been considered and informed by a number of key council and partner strategic boards and governance structures.

#### **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: **Mike Jones**  
**Strategic Lead Finance\***

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

\*Implications remain as previously verified.

### **7.2 Legal**

Implications verified by: **Lindsey Marks**  
**Deputy Head of Law\***

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.

\*Implications remain as previously verified.

### **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.

\*Implications remain as previously verified.

### **7.4 Other implications** (where significant) – i.e. Staff, Sustainability, Crime and Disorder, Health Inequalities or Impact on Looked After Children

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. Annexes**

Annex A – Branding

Annex B – Communication Activity Grid

Annex C – Standard text provide to Partners

Annex D – User Focussed Questionnaires

## **Report Author**

Dr Jo Broadbent

Director for Public Health