

10 December 2021		ITEM: 6
Thurrock Health and Wellbeing Board		
Thurrock Health and Wellbeing Strategy refresh		
Wards and communities affected: All	Key Decision: None	
Report of: Jo Broadbent, Director of Public 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. An 8 weeks consultation exercise commenced, as planned, on Wednesday 13 October. The consultation was scheduled to close on Friday 3 December.

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

Have your say online

- Residents and partners have been provided with an opportunity to comment on the detailed Health and Wellbeing Strategy proposals and send us your comments online by going to the Council's online portal and completing the questionnaire¹

Have your say face-to-face

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

Have your say at a workshop / Presentations

- Residents and members of existing community forums or focus groups, as well as wider, professional partnership groups and forums have taken the opportunity to learn more about our proposals with officers attending events and meetings throughout the consultation period.

¹ [Have My Say: Thurrock Health & Wellbeing Strategy](#) and <https://consult.thurrock.gov.uk/thurrock-hwb-strategy-refresh>

The engagement activity has successfully engaged a wide audience. However, there are a number of wider consultation events planned that focus on the Local Plan and Housing Strategy that would provide additional evidence and feedback from the public on their priorities.

It is proposed to facilitate the additional consultation opportunities the consultation exercise is extended until the end of December. This will not delay the publication of the final Strategy, planned for summer 2022.

1. Recommendation(s)

1.1 That members

- Agree to extend the consultation exercise until the end of December and consider and propose opportunities to engage the public and interested parties during the remainder of the consultation period.
- Consider and provide feedback on the consultation activities to date described in this report.

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.

An eight week consultation process commenced on Wednesday 13 October and was scheduled to conclude on Friday 3 December 2021.

- 3.3. Following the consultation closing a report will be produced setting out the findings of the consultation exercise and how public feedback will be reflected in the refreshed Strategy. The report will be provided to Board at its meeting in February 2022, along with a draft Health and Wellbeing Strategy.

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.
- 4.1. To alert Health and Wellbeing members to the live consultation exercise on the Health and Wellbeing Strategy refresh, secure agreement to an extension to the end of December 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.
- 5.2 As set out in the Executive Summary there have been a number of ways that the public and professionals could provide their views during the consultation exercise:

Awareness raising

To support awareness raising and promotion of the consultation exercise materials, were developed to provide a consistent, recognisable approach for raising awareness of the consultation exercise. These included branding, standard text to share information about and promote the consultation exercise and posters providing a QR code to the consultation portal.

Substantial and sustained communication and engagement activity has taken place to raise awareness of the consultation exercise amongst residents and partners. This has included:

- A press release issued in October
- Targeted emails and promotional material circulated by officers across the council, the CCG and the Council's Corporate Communications teams Thurrock VCS and Health Watch
- Regular promotional material made available through social media including Twitter and Facebook.

- A banner being included in Housing News newsletter, Business Buzz newsletter, Essex Violence & Vulnerability Unit newsletter
- Promoted on the Council's staff Intranet carousel and on the Thurrock Council website carousel
- Attendance at strategic and operational partnership meetings such as Thurrock Integrated Care Partnership (TICP)
- Included it in all editions of Thurrock News resident newsletter throughout the consultation period
- Included articles in Team Thurrock, our weekly staff newsletter
- Promoted as part of the Council's Chief Executive's weekly blog and engagement of all council employees
- Discussion at all Council DMT and Overview & Scrutiny meetings
- Discussion at Conservative and Labour Group meetings
- Attendance at community forums and events including the Aveley Charrettes Local Plan, the Purfleet on Thames Community Forum and the Thurrock Diversity Network.
- Promotion via the Council Portal newsletter, reaching over 4000 residents.
- Joint engagement with other key plans such as the Local Plan and the Housing Strategy

Facilitating and supporting the public and partners to provide views

The Council's consultation portal provides detailed proposals for the refreshed Strategy. To facilitate and encourage feedback consultation respondents are only asked to provide feedback on areas that matter to them. Each of six proposed areas of people's lives, or domains, can be completed separately and will take between 10-30 minutes to complete.

User focused 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. The content of the consultation portal has been reviewed and is in line with the engagement materials being used by CVS / Healthwatch.

Additionally, as the Strategy consultation exercise developed members of the public attending forums and meetings were provided with opportunities to set out their thoughts and priorities on each of the six proposed Strategy domains as a simple and easy way to provide feedback.

Engagement overview

At the time of writing this report (30 November 2021) the consultation exercise had resulted in:

- Over 1300 visits to the Council's consultation portal with over 100 visitors being engaged in the consultation questionnaire.

- 258 people engaged via Healthwatch, Community Builders and Thurrock CVS – 258
- 305 user focused summaries completed via Healthwatch, Community Builders and Thurrock CVS
- Additional feedback provided by partners and members of the public attending forums which will be reflected in the final consultation report.

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 previously verified have not changed.

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 previously verified have not changed.

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

Implications have not changed since previous approval provided in July 2021. 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, 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. The focus of the strategy is to broadly focus on addressing inequalities in Thurrock.

8. Appendices to the report

Appendix 1 – Summary Slides of HWB Strategy content being consulted on

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