

<b>24 June 2022</b>		<b>ITEM: 7</b>
<b>Health &amp; Wellbeing Board</b>		
<b>Thurrock Health and Wellbeing Strategy Refresh 2022-26</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 Director:</b> Ian Wake, Corporate Director Adults, Housing & Health		

## Executive Summary

This paper presents the final draft of the refreshed Thurrock Health & Wellbeing Strategy (HWBS) 2022-26 (attached at Appendix 1) and asks the Board for sign-off of the final Strategy and approval to launch the Strategy as per the Communications Plan (appendix 5).

### 1. Recommendation(s)

- 1.1 The Board is asked to:
- Review, comment on and approve the final draft Strategy at Appendix 1, considering the proposed Domains and Goals.
  - Review, comment on and approve the formats of the Accessible and Easy Read versions of the Strategy, and the Consultation Report (appendices 2-4).
  - Review, comment on and approve the plan to launch the Strategy as per the Communications Plan (Appendix 5).

### 2. Introduction and Background

- 2.1 The Health & Wellbeing Board (HWBB) has a statutory duty to produce a HWBS. 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 Proposals for the HWBS were developed by multi-agency stakeholders including Thurrock Council ADs and Subject Matter Experts from across the system. The HWBB considered the proposals for the HWBS at its meeting in July 2021, including the Vision, the 6 Domain structure, and plans to engage with the wider public. A twelve week consultation exercise took place October-December 2021 and the attached Strategy document has been further developed to reflect engagement outcomes.

### **3. Overview of the Refreshed HWBS 2022-26**

- 3.1. Preparatory work with system partners and HWBB Chair identified key influences on Health & Wellbeing 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 HWBB agreed that the Strategy would have a Vision of *Levelling the Playing Field* and tackling inequalities is reflected throughout the Strategy. Proposals to level the playing field have been developed based around six areas of people's lives, which we refer to as Domains, that cover the wider determinants of health and impact on people's health and wellbeing. These are:
1. Staying Healthier for Longer
  2. Building Strong & Cohesive Communities
  3. Person-Led Health & Care
  4. Opportunity for All
  5. Housing & the Environment
  6. Community Safety
- 3.3. Through engagement with residents and stakeholders, 3-4 priority Goals have been identified for each Domain, with public feedback leading refinements of these Goals in the attached final draft. These set out specific actions to improve outcomes and specifically level the playing field and address inequalities.
- 3.4. Delivery of the ambitions within the Goals is underpinned by a number of key topic-specific strategies (such as the Housing Strategy, Better Care Together Thurrock Strategy etc), plus the Local Plan and the Backing Thurrock Economic Growth Strategy. Content proposals in the HWBS have been agreed with leads for these other strategic plans.

### **4. Consultation outcomes**

- 4.1 A summary of the consultation exercise is provided below and a full Consultation Report has been produced. Proposals for the refreshed HWBS have been refined to reflect consultation outcomes, and the changes made in response to community feedback are detailed in the full Consultation Report (appendix 4).
- 4.2 Over 750 comments were received through a short 'user friendly' questionnaire developed in conjunction with the CVS and Healthwatch, which sought the public's views on the six Domains that have been proposed for the refreshed Strategy. In excess of 300 residents or professionals involved in the planning, commissioning or delivery of health and care services provided feedback on strategy consultation proposals through community and professional forums and meetings. This resulted in over 1,300 individual comments on the proposals.

4.3 Officers attended Scrutiny Committees, Group meetings and a range of stakeholder meetings to seek feedback. Direct face to face engagement was impacted by COVID-19 but Thurrock CVS and Healthwatch engaged directly with residents and also ran two workshops comprising representatives from several CVS organisations operating in Thurrock.

4.4 Key themes arising in feedback comprised:

### **Accessibility**

IT, digital exclusion. Feedback provided by elected members was reinforced by respondents across responding to priorities across a number of domains. It was acknowledged that digital exclusion is increasingly a barrier for some people to access services. It was felt that alternatives routes to access were still required and that services could not be completely digitally accessed as this would exclude some individuals.

Geographical locations and the importance of providing opportunities to access to residents across the borough through affordable and well connected public transport, active travel, provision of local based services and support

Capacity of services – access to primary care, mental health support and wider services and support was a key theme within feedback.

### **Informing residents**

Effectively communicating with residents using a range of methods  
Recognising that a range of approaches to community engagement and empowerment are needed - for example, online and social media approaches to engagement will not reach all community members, including many who are more vulnerable

Feedback recognised people wanting to improve their own health and wellbeing and the importance of providing information and guidance to facilitate that.

Communicating with residents and raise awareness of support and options that are available to them, single points of contact / lead support to help people navigate the system.

### **The Environment**

Mitigating the impact of housing and commercial developments by ensuring that supporting infrastructure is in place and developments consider health and wellbeing.

Providing access to green and open spaces, public transport and active travel across the borough.

Opportunities for people to remain active and socialise in a safe environment. The importance of supporting improvements in Air Quality.

## Mental Health

The impact of COVID on social isolation and loneliness and the adverse impact it has had on groups already marginalized

Respondents welcomed the refreshed Strategy providing specific focus on the provision of mental health support for residents, including access to mental health support, with appropriate capacity and timeliness of services.

The link between mental ill health and wider determinants of health such as long-term unemployment was acknowledged, a focus on employment and growth in relation to mental health was welcomed

## 5. Governance

- 5.1. The duty to produce the HWBS statutorily falls to the HWBB. Democratic Services have advised that this means that final sign-off must be by the partnership HWBB, and all other Council committees and partner agency governance structures are consultees to the Strategy. The proposed governance timetable for formal sign-off of the HWBS is therefore as below –

Action	Date
Council Directors Board	6-April 22
Health Overview and Scrutiny Committee	7-Jun 22
MSE ICS Board	9-Jun 22
Cabinet	15-Jun 22
Health & Wellbeing Board	24-Jun 22
Full Council	29-Jun 22

- 5.2. It is proposed that three versions of the Strategy will be produced to ensure broad accessibility to the report:
- The attached main Strategy document at Appendix 1
  - An Accessible version to comply with website publication guidance attached at Appendix 2
  - An Easy Read version, being produced in conjunction with Inclusive Communication Essex Team, Hertfordshire Partnership University NHS Foundation Trust. A non-complete draft is attached at Appendix 3 for the Board's information and to provide members with an example of the presentation and content of the easy read version.
- 5.3. A Communications Plan for the launch of the strategy has been prepared in conjunction with communications leads from HWBB member organisations (Appendix 5). Subsequent to the Strategy being agreed, further work will be

undertaken to establish appropriate ways of monitoring and reporting progress to the Board.

## **6. Reasons for Recommendation**

- 6.1. The HWBB has a collective statutory duty to produce a HWBS. It is one of two highest level statutory 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 Board (ICB) must have regard to it when planning their own strategy.

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

- 7.1. The proposals in this paper reflect substantial consultation with professionals and the public as detailed above and in the full Consultation Report.

## **8. Impact on corporate policies, priorities, performance and community impact**

- 8.1. The HWBS is one of three highest Place Shaping strategic documents for the Local Authority and system partners, the other being the Local Plan and Backing Thurrock Economic Development plan, with specific synergies between the three strategies being highlighted. 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.
- 8.2. 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 Strategy.

## **9. Implications**

### **9.1 Financial**

Implications verified by: **Mike Jones**  
**Strategic Lead – Corporate 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.

### **9.2 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.

### **9.3 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 – Final Draft Health and Wellbeing Strategy 2022-26

Appendix 2 – Web Accessible version

Appendix 3 – Incomplete draft of East Read version

Appendix 4 – Consultation Report

Appendix 5 – Communication Plan

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