

Agenda Item: ?
Communities, Housing and Planning Policy Development Panel
5 April 2023

Broadland Health and Wellbeing Partnership's Health and Wellbeing Strategy

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Portfolio: Communities, Housing and Planning

Ward(s) Affected: All

Purpose of the Report:

The purpose of the report is to present the Broadland Health and Wellbeing Partnership's Health and Wellbeing Strategy for endorsement and adoption by the Council.

Recommendations:

1. To recommend to Council to endorse the Health and Wellbeing Strategy as a partner organisation in the Broadland Health and Wellbeing Partnership.

1. Summary

- 1.1 The Council is a leading partner within the Broadland Health and Wellbeing Partnership. The Partnership, as a place-based group, is established along local authority boundaries with the Portfolio Holder for Communities, Housing and Planning as Chair, the Director of People and Communities as District Lead. The development of the Partnership is supported by the Health and Wellbeing Partnership Officer and Coordinator who are jointly funded by the Council and the Integrated Care System.
- 1.2 Due to the Council's role as a convenor of place, officers took on the task of leading the development of the Strategy to set the direction and future priorities of the Partnership. The Strategy was endorsed by the Broadland Health and Wellbeing Partnership on 1st March 2023 following which each member organisation of the Partnership is invited to take the Strategy through their own governance processes for adoption. As such we are now seeking adoption of the Strategy by the Council as a member of the Partnership.
- 1.3 The Committee endorsed the approach of revising the Broadland Health and Wellbeing Strategy in February 2022 jointly with the Health and Wellbeing Partnership. The Broadland Health and Wellbeing Partnership is now in a position to present the Health and Wellbeing Strategy.

2. Background

- 1.4 The Health and Care Act 2022 mandates that every local area must have a Joint Health and Wellbeing Strategy setting out priorities that partners will deliver together to improve health and wellbeing outcomes. In Norfolk, this will take the form of an overarching strategy, developed by the Norfolk and Waveney Integrated Care System, supported at a local place level by health and wellbeing strategies developed by the Health and Wellbeing Partnerships.
- 1.5 Health and Wellbeing Partnerships were set up as part of the newly formed concept of 'place' within the Integrated Care System. They are based on local government boundaries to bring together colleagues from county and district councils, health services, wider voluntary, community and social enterprise sector organisations, and other partners, bringing together the levers which affect the wider determinants of an individual's health and wellbeing. They enable the district councils to play their natural place-based leadership and convening role, on behalf of their residents, and also to draw more delegated authority and resources to a local level and closer to the community it will serve.
- 1.6 The Broadland Health and Wellbeing Partnership was established in May 2022 and meets regularly, Chaired by the Portfolio Holder for Communities, Housing and Planning. The Partnership works within the framework of the Norfolk Health and Wellbeing Board and the Norfolk and Waveney Integrated Care Partnership, in which the Portfolio Holder sits as a voting member.
- 1.7 Council officers are investing time as members of the Health and Wellbeing Partnership focusing on prevention and addressing the wider determinants of

health that district councils have so much influence over. The vision is to give every person in Broadland equal opportunities to live healthier, happier lives, and the purpose is to collectively drive strategies and activities for Broadland that:

- Promote good health and wellbeing of communities
- Address the wider determinants of poor health
- Tackle health inequalities
- Develop and deploy support which prevents crises
- Align, develop, and influence health and wellbeing services and commissioning
- Support people to live well in their own homes.

1.8 The Partnership's Health and Wellbeing Strategy establishes the framework to guide the work of the Partnership, and draws on the local data, experiences, and knowledge of the members of the Partnership. The Strategy lays out the intended direction of travel of the Partnership to implement local programmes and projects aimed at improving the health and wellbeing of Broadland residents.

1.9 The development of the Strategy has involved extensive engagement throughout 2022 with members of the Health and Wellbeing Partnership and key stakeholders working across Broadland. Workshops with officers and partners from a variety of sectors gave qualitative feedback that was overlaid with local and national evidence and statistics to develop themes and priority action areas.

1.10 The Council's role in the Health and Wellbeing Partnership enables us to fulfil our leadership ambitions as the natural convenor of place and local partnerships as a district authority. The Partnership also provides the Council with more leverage to influence and direct the full resources of the extensive range of local partners, to positively impact residents' lives. Critically at this time of diminishing resources the Partnership provides a vehicle to enable investment in local place by the Integrated Care Board and Norfolk County Council following the principle of subsidiarity.

2 Current position/findings

2.1 After receiving delegation to receive and spend money held by the Council for allocation by the Partnership, a programme of work previously presented to Cabinet is in progress and outcomes will be reported on.

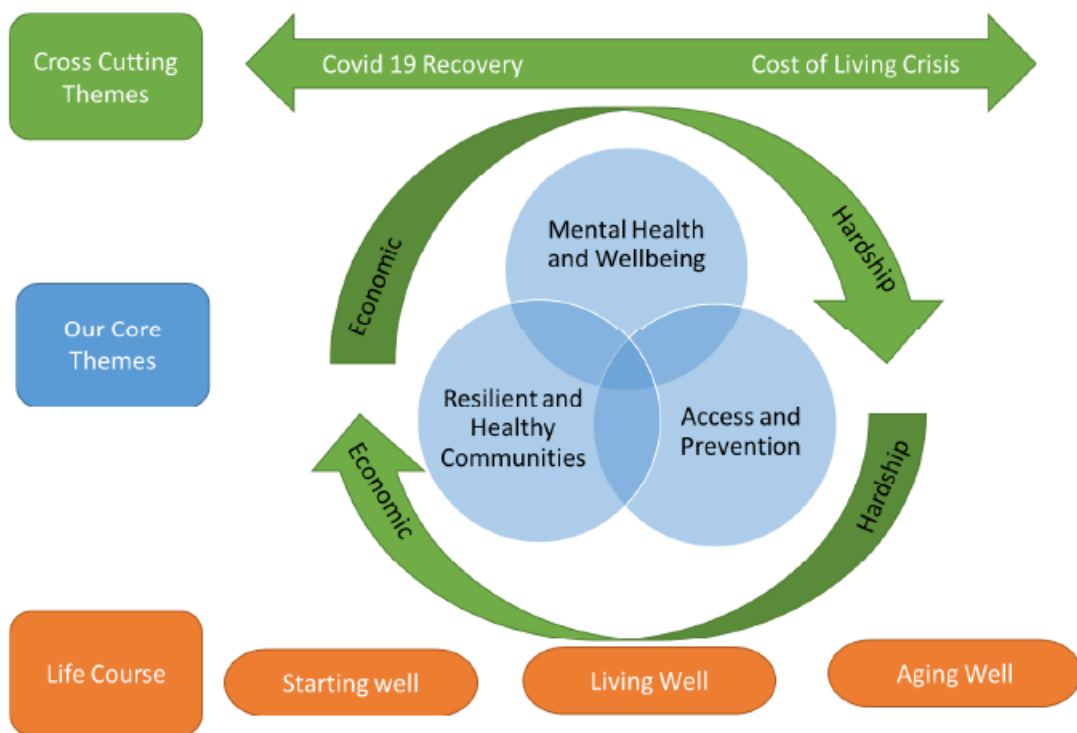
2.2 The Strategy included in Appendix 1 identifies three core themes as:

- **Mental Health and Wellbeing:** The state of a person's mental health can have an effect on every aspect of their life, and by helping someone find a better way of managing their mental health and wellbeing, a more meaningful impact can be had on their quality of life. For example we can provide mutual support and build individual resilience by working at a local level.
- **Access and Prevention:** Access to health and wellbeing services is crucial to residents' health and wellbeing. The earlier they can access them, the more likely it is to prevent the worsening of conditions. By addressing inequitable

access to services such as doctors' surgeries or tackling loneliness and isolation we can help people get the help when they need it.

- **Resilient and Healthy Communities:** By supporting residents to be healthy and independent, we can help be an active part of their neighbourhood or community. A strong health community is better able to help its own residents. Therefore, this priority area seeks to build personal and community resilience.

The cost-of-living crisis and Covid-19 recovery are also recognised as a cross-cutting focus underpinning the work the Partnership intends to do across all three themes. In addition it is also important to recognise that we are living against a backdrop of increasing economic hardship even as we see the current cost of living crisis diminishing. The interaction of these themes and factors is illustrated below.



- 2.3 To guide the Partnership's work around these priority themes, the Strategy sets out a series of priority action statements based on robust evidence, designed to inform the development of detailed action plans under the direction of the Health and Wellbeing Partnership.
- 2.4 The Health and Wellbeing Partnership is still in its infancy and will develop in responding to rapid changes as part of the Integrated Care system. Therefore the Partnership has taken the approach to developing a two-year strategy which will require frequent monitoring and revision as the partnership matures.
- 2.5 The Strategy is aligned with the Integrated Care System's Transitional Integrated Care Strategy whilst also taking into account the needs of the local population.

- 2.6 The role of the Council is crucial in delivering projects within the themes identified in the Strategy. The Cost-of-Living crisis has only highlighted the impact that the Council has as a local delivery body, a convener of local partners, and holders of localised intelligence. A key example of this is the Mindful Towns and Villages project that creates sustainable support for residents' wellbeing at a community level, provides training for residents as mental health first aiders, with the goal of improving community resilience and reducing pressure on mental health services in the area. A further example is supporting local GP practices through our economic growth and planning teams to have facilities which meet the access need of our growing population.
- 2.7 The Council is integral to the preventative agenda of the Health and Wellbeing Partnership. A leading example of this is the Council's Help Hub, which offers a service accessible to all in need of help and support. The Help Hub service improves wellbeing, prevents crises, and empowers people to help themselves and their communities. The ethos of the Help Hub is centred around partnership working, and the outcomes are significant in reducing pressure on the NHS, preventing homelessness, and ensuring people get the support they need at the earliest opportunity. This model has demonstrated the value of integrated working and the resulting significant positive outcomes for residents.
- 2.8 Building on this experience, the Council has been able to provide the leadership and shaping of the Broadland Health and Wellbeing Partnership since its inception, and the Council is leading on several projects funded by the Partnership. This Strategy will support the vital work the Council does by setting the direction for a multi-partner response to complex problems, ensuring better outcomes for Broadland residents.
- 2.9 The Strategy ties to our corporate ambition to work with partners to drive the best health and wellbeing outcomes for residents, through working to improve mental wellbeing and resilience, encouraging active and healthy lifestyles, and supporting those who are frail by keeping people independent in their home for longer.

3 Other options

- 3.1 Members could choose to not adopt the Strategy, as a result Broadland District Council would not publish or be associated with the Strategy.

5. Issues and risks

- 3.2 **Resource Implications** –There are no additional resource requirements as Officers are working with the Health and Wellbeing Partnership within existing resources, and partnership working has been consistently carried out by the Council for a number of years already. The partnership offers the Council the opportunity to see its resources matched by partners to deliver better outcomes.

- 3.3 **Legal Implications** – there are no legal implications.
- 3.4 **Equality Implications** – where there is funding, any bids put forwards to the Partnership will undergo Equality Impact Assessments to ensure they do not present any barriers to participation or disadvantage any protected groups. Partnership members are undergoing Co-production training to ensure this approach is utilised within the long-term ambitions of the Partnership.
- 3.5 **Environmental Impact** – the Strategy considers the impact of environmental change on health, ensuring the work the Partnership does will not contribute to this, but mitigate the impacts on health and wellbeing.
- 3.6 **Crime and Disorder** – the proposal will have no impact on crime and disorder.
- 3.7 **Risks** – There is a risk that the aims of the Strategy are not fulfilled, thereby risking the reputation of the Councils as a partner of the Health and Wellbeing Partnership. To mitigate this, the Strategy will be periodically reviewed, and resulting projects will be monitored and issues reported regularly to the Health and Wellbeing Partnership and Council.

6. Conclusion

- 3.8 This Strategy has been developed together with partners and provides the direction of the Partnership's work to enable Broadland residents to live healthier, happier lives. The themes and resulting priority action areas are based on local data and partners' local knowledge.
- 3.9 Endorsing and adopting this Strategy will demonstrate Broadland District Council's support of integrated working, and enable the Council to continue to demonstrate leadership at a Place level.

7. Recommendations

1. To recommend to Council to endorse the Health and Wellbeing Strategy as a partner organisation in the Broadland Health and Wellbeing Partnership.

Background papers

Integrated Care System's Transitional Integrated Care Strategy and Joint Health and Wellbeing Strategy 2022-2023- Norfolk and Waveney Integrated Care Partnership.

Appendix 1: Broadland Health and Wellbeing Strategy



A Bold and Healthy Broadland

Health and Wellbeing Strategy for Broadland Health and Wellbeing Partnership

1st March 2023

1. Foreword

I am delighted to present the Broadland Health and Wellbeing Partnership's Health and Wellbeing Strategy to you. The Partnership is an integral part of the new Integrated Care System, bringing together leaders from organisations that have an impact on the social, economic, and environmental factors that affect your lives every day.

We know that there is so much more that shapes our health than the support provided through health and care services, making this a really exciting new opportunity that recognises the vital role each partner has to play. We recognise that collaboration can have the greatest impact. Working together, understanding the strengths partners bring, forms the foundation of our Partnership.

As a Partnership we want to present our plan, to support your health and wellbeing, within this Strategy. The Strategy has been developed together, focusing on three emerging themes, based on evidence and the partners' local expertise. The impact of the current cost-of-living crisis will be considered in everything we do. Whilst we are already undertaking several projects, the Strategy emphasises our ambition to work towards an approach where our priorities are defined by a true understanding of what would enable you, the people who live in Broadland, to live healthier and happier lives.

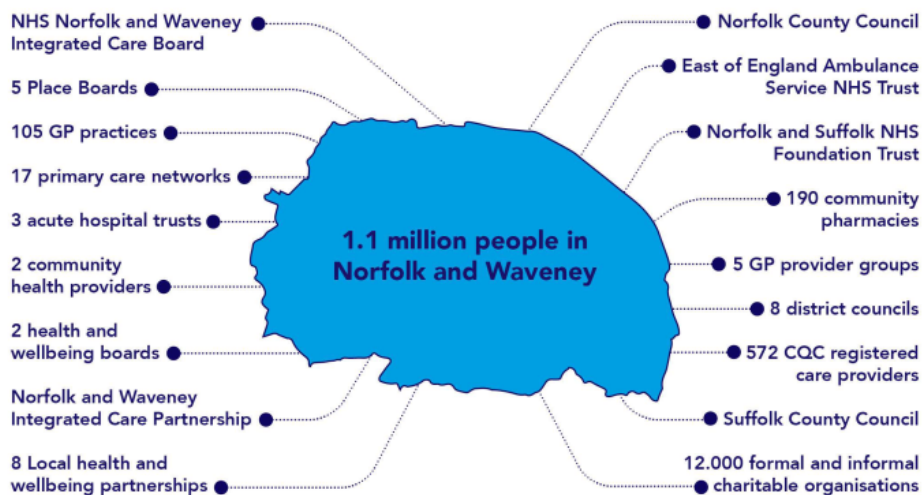
The Strategy will be used to provide the direction the Partnership strives for, helping Broadland residents to live happy, healthy lives, and we will hold ourselves accountable to the aims and plans laid out within it.

Fran Whymark, Chair of Broadland Health and Wellbeing Partnership

2. Our Local Health and Care System

We know from national and local evidence that taking a strategic approach to addressing local population needs drives more effective, more efficient and better targeted improvements in health and wellbeing. When delivery partners come together to share meaningful insights into local challenges, building on trusted relationships with local people and one another, they deliver more effectively than organisations operating in silos.

Norfolk and Waveney Integrated Care System (ICS) brings together organisations from all areas of health and care, aiming “to help the people of Norfolk and Waveney to live longer, healthier and happier lives.” The image below shows the range of organisations involved, which also includes this Health and Wellbeing Partnership and others across Norfolk and Waveney:



The overarching health and wellbeing strategy developed by the ICS will be supported at a local level by health and wellbeing strategies like this one, so we set out to ensure that we were broadly aligned with the ICS strategy, which is currently in development. Early drafts of the Transitional and Joint Health and Wellbeing Strategy for Norfolk and Waveney identifies the following themes for the strategy:

- Driving integration
- Prioritising prevention
- Addressing inequalities
- Enabling resilient communities

3. Our Health and Wellbeing Partnership

We are one of eight Health and Wellbeing Partnerships in Norfolk and Waveney, working closely with the five Place Boards, which are aimed at bringing together colleagues from health, local authority, voluntary and community sector organisations and social care to integrate services. The development of a single ICS provides a timely opportunity for us to build on the valuable work already done, increasing focus on local solutions for local challenges. By bringing people together, and sharing ideas and resources, we will break down institutional boundaries, finding new ways to collaborate and achieve synergy, reflecting the work taking place at ICS-level.

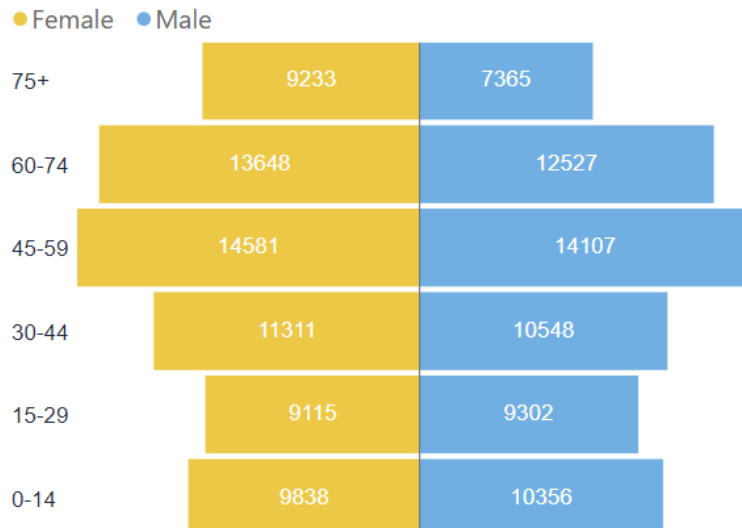
Our **vision** for Broadland's Health and Wellbeing Partnership is that every person in Broadland will have equal opportunities to live healthier, happier lives and our **mission** is to work together to improve the health and wellbeing of communities of Broadland.

The work of the Health and Wellbeing Partnership is guided by a number of principles, as follows:

- Be bold, confident and transparent in our decision making
- Use intelligence and evidence to set priorities
- Focus on the person, not the system
- Work collaboratively and proactively for the partnership
- Embrace trust, honesty and kindness between all partners
- Innovate, test and review regularly

4. Living in Broadland

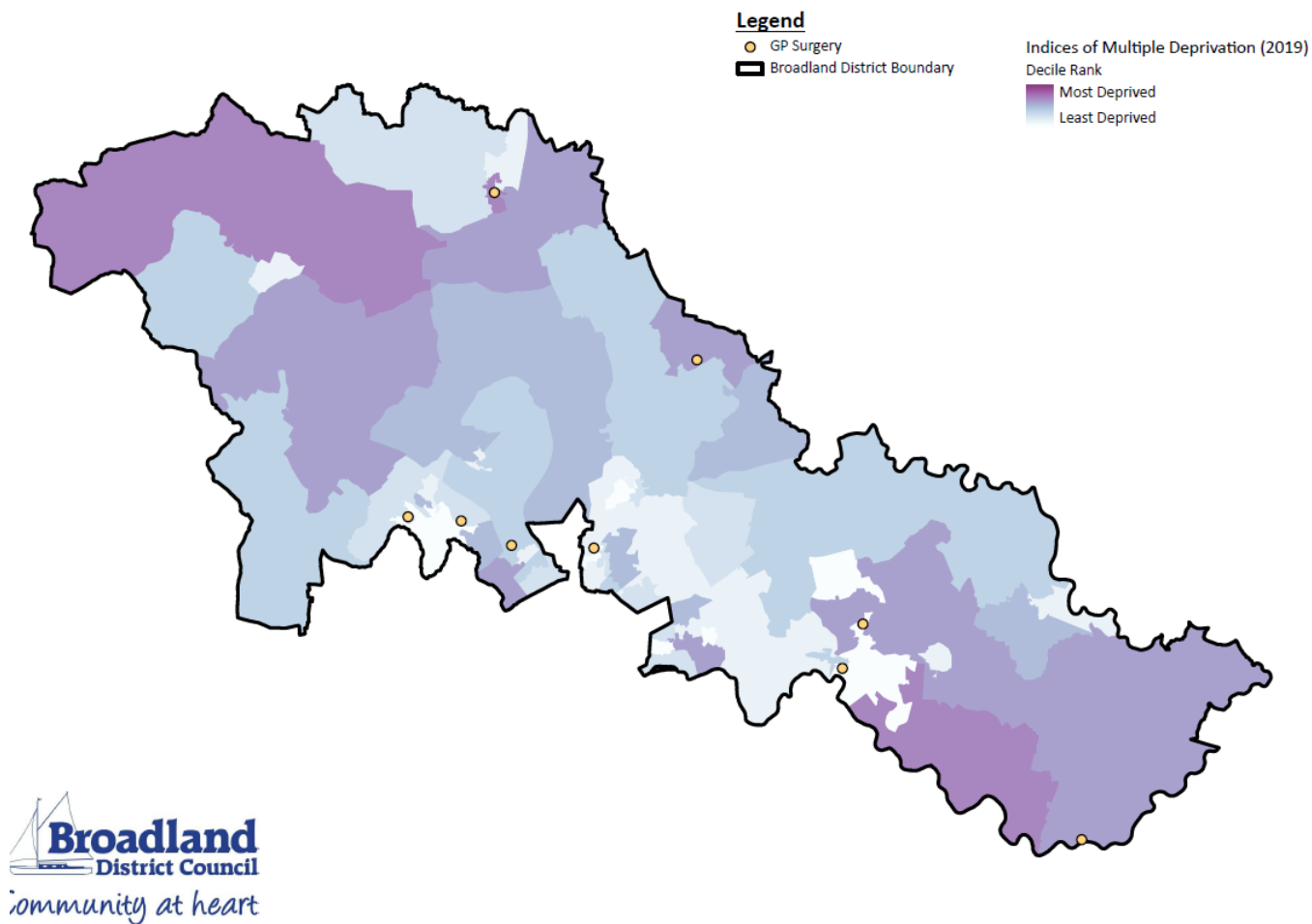
The population in Broadland is 131,931 and is expected to grow to 150,881 by 2043. The table below shows the age and sex distribution of this population. Our population is generally older with 26% of people aged 65 or over and with a significant part of our population aged 50-59 we expect that the number of residents in the 65 and over age bracket will rise significantly over the next 15 years.



Our population is less ethnically diverse than average in England with 8,458 people from ethnic minorities.

As our average life expectancy in Broadland is higher than both Norfolk and England as a whole and while our population lives longer on average it therefore faces specific health care needs. For example we know that the risk of dementia increases with age.

Broadland is a very rural area as the 15th least densely populated of the East of England 45 local authority areas which presents problems accessing services for those residents who are dependent on public transport to access services. The map below displays locations of GP surgeries in Broadland alongside the pockets of deprivation.



Although Broadland does not have any identified communities where people live in the 20% of the most deprived areas in England, we still have pockets of deprivation where people are struggling to make ends meet. This issue has become particularly acute since the onset of the cost-of-living crisis.

Understanding our population and the makeup of our communities presents an opportunity for us to deliver targeted preventative interventions to tackle the inequalities and improve peoples' health and wellbeing in Broadland.

4.2% of adults aged 65 years and over have dementia (approx. 1208 people), the main cause of late life disability. This is significantly higher than the Norfolk average

61% of adults over the age of 18 are overweight or obese, and 21% of Year 6 children are obese.

Over 4,560 children are living in low income households and 11,318 households are living in fuel poverty

5. Our Journey to a Health and Wellbeing Strategy

Our newly formed health and wellbeing partnership is still in its infancy. As we grow and develop, we will need to be agile in responding to changes in demand for services and policy. This strategy is therefore more short-term than future strategies are likely to be, as we will review and revise it as the partnership matures.

The development of our strategy has involved extensive engagement throughout 2022 with members of the Health and Wellbeing Partnership and key stakeholders across Broadland.

We will continue to engage stakeholders including the wider public as we co-produce detailed action plans to support the themes and priorities described below, ensuring that we align with current work being delivered by the council and our partners as well as future plans.

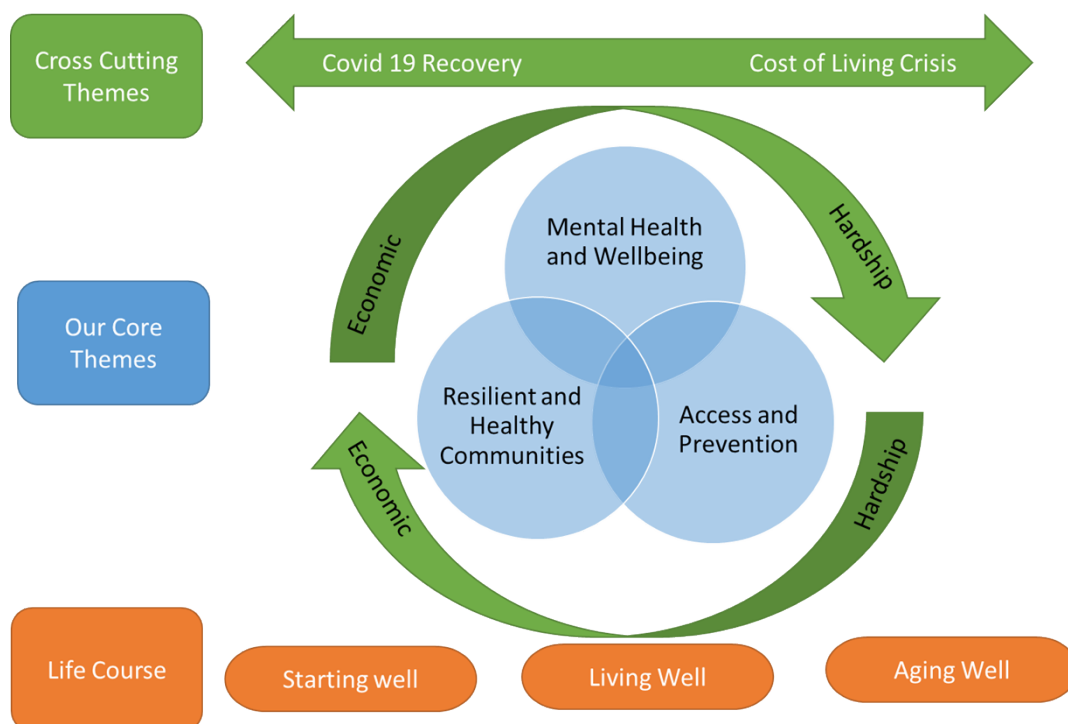
Early intervention and laying the foundations for better health are key to helping people stay healthy, happy and independent for as long as possible. This includes a focus on the wider determinants of health such as economic hardship, education, employment, housing and climate change.

Risk factors for poor health and inequalities are also important considerations at particular stages of life and can have detrimental effects on health and wellbeing as they accumulate across the life cycle.

Therefore we have developed our strategy from a life course perspective, recognising that experience and need changes as people progress through the stages of life, from starting well (children, young people and families) to living well (working age adults) and aging well (older adults).

6. Our themes

With input from local stakeholders and organisations that work locally, we have identified three core themes that are appropriate to the health and wellbeing needs of the people of Broadland, while also taking into account the existing health and wellbeing work streams, and the themes of the ICS in their transitional strategy. The image below shows these core themes, under the cross-cutting themes of Cost of Living Crisis and Covid-19 Recovery set against the context of economic hardship.



Each of these core themes overlaps with the others in many ways, as indicated in the image above. Our intention is to identify our priorities, and ensure that there are projects established that address each of the themes taking into account the economic hardship people are currently facing with the understanding that projects may cover more than one theme. This highlights the importance of not considering our responses to improving health and wellbeing in our community in isolation.

Mental Health & Wellbeing

A person's mental health affects every other area of their life. If we can help people find ways to better manage their mental health and wellbeing, we can have a meaningful impact on their quality of life. Working at a local level to build community resilience and mutual support will be a key underpinning principle. This might include mindfulness approaches, community groups and other group activities. The challenges we face here include:

- Nationally among 17- to 19-year-olds, the proportion with a probable mental disorder increased from 17.4% in 2021 to 25.7% in 2022.
- Suicide rates, while not comparatively high at 8 deaths per 100,000 residents during 2019-21, do present an increased risk for our male population
- There are over 1200 people over 65 years living with dementia in Broadland
- We know there is a 50% increased risk of dementia for people who report experiencing loneliness or isolation, comparable with other dementia risk factors

Access and Prevention

In order to benefit from health and wellbeing services, we first have to be able to access them. And the earlier we can access them, the more likely it is that we can prevent the worsening of conditions. We will address inequitable access to services, tackling loneliness and isolation, ensuring that people are able to get the help they need when they need it. This will include signposting and access to health and community services. The challenges we face here include:

- The average cost of private transport across England has increased by 13.5%, affecting people travelling to work and for leisure.
- Broadland residents without access to a vehicle are at significant risk of rural isolation. The average time taken to reach key services by foot or public transport is 57.0% higher than the England average.
- The number of emergency admissions per head of population for strokes is considerably higher than England average.
- In Broadland, 24% people often or sometimes feel lonely.

Resilient and Healthy Communities

By supporting people to be healthy and independent, we can help them be an active part of their neighbourhood or community. A strong and healthy community is better able to help its residents, so we will seek to build personal and community resilience through projects around self-care, exercise, healthy eating and other individual and group activities. The challenges we face here include:

- 12% of births (125 annual births) were to mothers who were smokers at the time of delivery, which is above the England average.
- Smoking accounts for 15% of preventable cancers in UK.
- With food prices increasing there will be far-ranging health impacts— whether this is eating less, or changing diets to eat cheaper, less balanced meals
- Musculoskeletal disorders are a barrier to physical activity with some 20.5% of Broadland residents experiencing issues with bones, joints and/or muscles.
- The rate of hip fractures in those 65 and over is above the England average.

7. Cross Cutting Themes

In developing our strategy we have viewed the cost-of-living crisis and Covid-19 recovery as cross cutting themes impacting all aspects of people's health and wellbeing.

Cost of Living

The current cost of living crisis has the potential to have profound impacts on the health and wellbeing of our local population, particularly those in lower-income brackets. As the cost of meeting essential needs such as housing, food, and energy continue to rise, many people are struggling to make ends meet.

This can lead to financial hardship, which in turn can have negative effects on both physical and mental health. For example, people may be forced to choose between paying for food or heating, which can lead to serious ongoing health issues precipitated by poor nutrition or living in a cold home. The stress of financial insecurity can also contribute to mental health problems such as anxiety and depression. People living in deprivation are most affected by the cost-of-living crisis as follows:

- Costs of energy, food, transport and housing are all increasing and with inflation at 10.1 % this is putting financial pressure of individuals and families.
- Average energy bills could reach as high as £3,000/year resulting in more people falling into fuel poverty.
- Nationally the difference in life expectancy between the most and least deprived areas is 9.2 years for men and 7.2 years for women
- Under the age of 75 preventable mortality and deaths from cardio vascular disease are three times worse in the most deprived populations.

Covid-19

The Covid -19 pandemic has had short, medium and long-term effects on peoples' health and wellbeing, including increased levels of anxiety about illness, depression caused by loneliness and isolation and grief caused by bereavement.

Deaths from Covid-19 were also higher in areas with worse social determinants of health, including obesity, poor mental health and lower socio-economic status. This underlines the need for our health and wellbeing partnership to tackle health inequalities and the underlying economic and social causes of ill health.

One of the key learning outcomes from the response to the Covid-19 pandemic was how local agencies were able to come together in times of crisis to share data, information and resources to rapidly respond to the needs of vulnerable people in our communities. We can build on this experience to develop our partnership to address some of the health and wellbeing priorities of our communities. Research shows that nationally:

- Inequalities in Covid 19 mortality persist with mortality rates 3-4 times higher in most deprived areas.
- Vaccination uptake for people living in poorer areas and people from some minority ethnic groups is low.

- The significant deterioration in mental health has not returned to pre pandemic levels.
- Long term health conditions as a result of Covid -19 are keeping people out of work
- There are education gaps due to lost learning resulting in a cohort of 'left behind children' facing significant risks to long term health and living standards.

8. Priority Action Areas

Within our Health and Wellbeing themes we have identified particular priority areas where we can focus our efforts to improve the health outcomes at each stage of the life course and this approach will help to bring together different agencies and also allow consideration of the wider determinants which affect people's health. This will include identifying areas of unmet need through collaboration between organisations.

Mental Health and Wellbeing

- We will support co-production of services and projects, ensuring that people of all ages are engaged to offer insights into what they want mental health support offerings to look like
- We will establish a project to look at ways to support people experiencing social isolation, helping alleviate loneliness
- We will encourage early diagnosis and promote and develop dementia friendly environments and services.
- We will work together to create easily accessible referral routes for young people to access support for anxiety and depression
- We will support men's mental health by establishing community spaces such as men's sheds to connect, converse and create
- We will ensure that there is accessible, coordinated information available at the right time and place to enable people to take greater control over their own health and wellbeing

Access and Prevention

- We will work together to promote local and national initiatives for healthier lifestyles, including making better food choices and reducing smoking and alcohol.
- We will encourage parents to exercise with their children in open spaces and in local leisure facilities to maintain health and mobility.
- We will teach our collective workforce that prevention is everyone's business and 'Make Every Contact Count'
- We will support the creation of community hubs to combat loneliness and isolation.
- We will support the development of healthy places and promote the use of parks and green spaces.
- We will help people access the support needed to return home quickly and safely to independent living after a hospital stay.

Resilient and Healthy Communities

- We will identify opportunities to establish warm spaces within our communities to minimise excess death and ill health during winter months
- We will support the development of safe, healthy, warm homes by promoting the retrofitting of homes to be more energy efficient and through installing insulation and clean heat.
- We will work together to identify our older frail residents to make sure they have access to all available support.
- We will work collectively to reduce the number and impact of falls in our elderly population.
- We will work to empower our communities to build resilience to meet the mental and physical impacts of a changing climate and adverse weather events
- We will support children and young people to have a healthy weight by developing opportunities to deliver evidence-based interventions around a healthy diet.

Cross Cutting Themes

- We will work together to explore sharing data and intelligence to better target individuals and families in need of help
- We will provide structured support for individuals in or entering crisis by creating personal plans offering help from multiple partners.
- We will work with people who have socio-economic vulnerabilities to help them access physical activities.
- We will promote all government sources of financial help to support people through the cost-of-living crisis.
- We will encourage people to access services aimed at getting them back into work.
- We will explore funding opportunities to enable us to jointly tackle inequalities and deliver prevention activities.

9. Moving Forward

This Health and Wellbeing Strategy provides a roadmap for the direction of travel for the Health and Wellbeing Partnership. Guided by the themes and priority action areas we will co-produce detailed action plans over the coming year (2023-24), working with partners and key stakeholders to identify the required funding and resources. This will enable us to deliver tangible health and wellbeing outcomes for Broadland residents.

We recognise that to effectively deliver for our residents it is essential that we now make haste in organising ourselves within the Health and Wellbeing Partnership to create working groups under the strategic leadership of thematic leads that are well resourced to produce the work needed to design and implement the action plans. In order to achieve this we will endeavour to ring fence any future funding available to the Partnership to secure the resources needed to deliver on this Strategy.

Our Strategy is intended to be a live document and will be reviewed on a regular basis to ensure that it continues to reflect what is best for the people who call Broadland home. There will be a formal review at the end of 2023, with a view to refreshing the Strategy in full at the end of 2025.