Cabinet – 13 February 2019

The Walsall Plan: Our Health and Wellbeing Strategy 2019-2021

Portfolio: Councillor Bird

Related portfolio: All

Service: Not applicable

Wards: All

Key decision: No

Forward plan: No

1.   Summary

1.1   Improving the Health and Wellbeing of the people who live and work in Walsall is a key aim of Walsall Council and its strategic partners. To support this aim, and to fulfil its statutory duty, the Health and Wellbeing Board (HWBB) is required to ensure that there is a Health and Wellbeing Strategy in place for the Borough.

1.2   The Walsall Plan: Our Health and Wellbeing Strategy 2017-2020 was approved by Council in May 2017. In the intervening time, work has progressed against the 31 priority areas identified therein. A review of the strategy in conjunction with partners and in consultation with relevant Partnership Boards has concluded that there are too many priorities and that governance is too complex to enable rapid and meaningful and measurable progress to be made. In October 2018, a refresh of the strategy commenced, starting with work to update the Joint Strategic Needs Assessment (JSNA). Engagement has taken place with a range of partners, Boards and Scrutiny committees. Partners across the Borough have agreed three priority areas, which form the basis of the plan and will be the focus for 2019-2021.

2.   Recommendations

2.1   That Cabinet recommend to Council that the Walsall Plan: Our Health and Wellbeing Strategy 2019-2021 is approved as the overarching plan for the Walsall partnership.

3.   Report detail

3.1   The Walsall Plan: Our Health and Wellbeing Strategy (2017-2020) was approved by Council in May 2017. The Plan had 31 priorities to be addressed across seven partnership Boards. A review and refresh of the Plan was initiated in October 2018. Feedback was sought from across the partnership and key issues identified included:

- Too many priorities making it difficult to capture progress against them.
- Priorities have not necessarily been 'owned' across the system as a whole
- Partners lack clarity on what the Walsall Plan is
- Complex governance and accountability in delivery of the Plan.

3.2   The Plan has been refreshed with the aim of agreeing a smaller number of priorities that are:

- Focused
- Achievable
- Measurable
- Tangible to allow delivery of some key activities within a 12 month time frame
- Cross cutting to ensure partner organisations contribute and have an impact.

There is consensus that the strategy should focus on not more than three priority areas to ensure that the energy of the partnership is not dissipated.

3.3   To help inform the refresh of the strategy, the Walsall Joint Strategic Needs Assessment (JSNA) has been updated with the most recent data available. Key issues identified include violence, childhood poverty, obesity in adults and children and fuel poverty. Full details of this update can be found at the link under background papers.

3.4   A series of engagement meetings have taken place to consider what the three key priority areas should be for 2019 to 2021. These have been agreed as:

- Prevention of violence
- Getting Walsall on the move
- Improving the environment of Walsall town centre.

3.5   Themes have been collated capturing the actions that partners will commit to undertake to contribute to the three priorities. These are emerging as:

- *Prevention of violence*:

    - Providing opportunities to our residents – employment/ volunteering
    - Education through promotion of messages to prevent violence

- *Getting Walsall on the move*:

    - Increasing the numbers of the workforce or residents who are physically active
    - Promoting the use of social prescribing which has a focus on physical activity

- *Improving the environment of Walsall town centre*:

    - Education/Advice/Support to businesses and traders about licensing, health and safety, training in key areas linked to wider health and wellbeing issues
    - Making the built environment more appealing so that it contributes to health and wellbeing in the widest sense e.g. encouraging a sense of pride in Walsall Town Centre, increasing the number of residents who use local green spaces.

3.6 Workshops have taken place with strategic and operational leads in most partner agencies to refine their commitments and to ensure that they are tangible and measurable. These will be brought to the Health and Wellbeing Board (HWBB) for discussion and agreement.

3.7 Discussions around governance have focussed on the need to ensure accountability is clear and straightforward and that there is a robust process to measure progress against the refreshed Walsall Plan. A governance framework has been developed whereby the work of the Walsall Plan is overseen by the HWBB. The Walsall Proud Partnership would be responsible for ensuring Chief Executive level commitment for action against all priorities.

3.8 The HWBB will receive a final summary report highlighting key achievements relating to the previous set of 31 priorities.

4. Council Corporate Plan priorities

4.1 The priorities in the Walsall Plan refresh map across to the priorities below in the Corporate Plan:

Economic Growth – for all people, communities and businesses

People – Have increased independence, improved health and can positively contribute to their communities

Children – Have the best possible start and are safe from harm, happy, healthy and learning well

Communities – are prospering and resilient with all housing needs met in safe and healthy places that build a strong sense of belonging and cohesion.

5. **Risk management**

The risk of not approving The Walsall Plan refresh is that the Council could be seen as not fully participating in the local Partnership, and could miss opportunities to work with other partners to improve health and wellbeing.

6. **Financial implications**

All costs identified with this plan can be met from existing budgets.

7. **Legal implications**

There is a legal requirement to produce a joint Health and Wellbeing Strategy as required by the Health and Social Care Act 2012.

8. **Procurement implications/Social Value**

None.

9. **Property implications**

None.

10. **Health and wellbeing implications**

HWBBs have a duty to ensure a Joint Strategic Needs Assessment (JSNA) and Health and Wellbeing Strategy are in place. These are used to identify local priorities and develop local plans to improve the health and wellbeing of their population and reduce health inequalities.

11. **Staffing implications**

Officer resource will be required to ensure that the priorities and commitments in the Plan are adequately progressed.

12.   Reducing Inequalities

Addressing inequalities is a core theme in The Walsall Plan, running across all priorities.

13.   Consultation

A series of engagement meetings have taken place with internal and external partners on what the three key priorities should be for 2019 to 2021. These have included meetings with the Police, Walsall College, Walsall Housing Group, One Walsall, the Portfolio Holder for Health and Wellbeing, the Leader of Labour Group, Walsall Council Corporate Management Team, Walsall Safer Partnership, Walsall Economic Board, Health and Social Care Overview and Scrutiny Committee, Overview and Scrutiny Committee, Health and Wellbeing Board members and their operational leads, Walsall Safeguarding Boards, Walsall Proud Partnership and Strategic Partnership Group. These engagement events have included workshops with partner organisations to agree key priority areas and to develop the actions underneath these.

Background papers

- Link to JSNA material on the Walsall Insight Website - Walsall JSNA

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5 February 2019   5 February 2019

DRAFT Walsall Health and Wellbeing Strategy: The Walsall Plan 2017 to 2020 – update for 2019 to 2020

Foreword by Walsall Proud Partnership

We want Walsall to be a safe, vibrant, attractive place for people to start well, live well and age well. A place for people to not only live, but that also gives everyone opportunities for work and play and that encourages new people, new businesses and visitors to the area.

The population's health and wellbeing is influenced by a wide range of factors – these go beyond just health care services and include housing, transport, employment, green spaces, where we live and the kinds of opportunities people have.[1]

What is more, the health and wellbeing of the local population can have a huge impact on the local area. A healthy population will:

- *need less help from health and social care services*
- *be more likely take up a paid job and continue working in that job*
- *make a positive contribution to their local their communities.*

As a Walsall Proud Partnership, we are committed to helping our residents tackle the issues they face, and in this Walsall Plan for 2019 to 2020, we are focusing on three key themes that we think will make a real difference to people's lives. These are:

- *Preventing violence*
- *Improving wellbeing by focussing getting Walsall on the move*
- *Making the environment of our Walsall Town Centre better*

The Plan recognises that we can achieve more by working together if we pool together the skills, knowledge, expertise and resources of our individual organisations.

We are proud of the people and communities that we support, and ask that they also work with us on these issues so that we make Walsall a healthier and happier place to live.

SIGNATURES BY ALL CEs OF WPP and HWBB CHAIR

Aim

Improving the health and wellbeing of the population involves concerted effort by all. The Walsall Plan, the Health and Wellbeing Strategy for Walsall, is one of the main ways in which we can do this. The Walsall Plan Refresh for 2019-2020 aims to build on the previous Walsall Plan 2017-2020 and current work underway.

It provides an opportunity to see what has worked well and ensure that it continues to tackle the biggest problems that the borough faces. The Walsall Plan will make sure all partner organisations in Walsall are working together on the same issues so we maximise the opportunities to improve the health and wellbeing for people in Walsall.

The aim of the Plan is to ensure we have:

- Leadership and commitment to deliver change for our residents
- Engagement from all key partners involved in the health and wellbeing of Walsall residents
- A small number of key priorities with some achievable actions over a 12 month period that several partners can work towards

Know

The Walsall Plan 2019-2020 aims to capture and reflect what we already 'know' and provide a vision of how Walsall will work together to help the people of Walsall be the healthiest they can be.

Below, we have summarised some key things we have considered as part of the Walsall Plan refresh.

Policy/Strategy

The Walsall Plan 2017-2020 has 31 priorities under 3 main headings:
- Increasing economic prosperity through increased growth
- Maximising people's health, wellbeing and safety
- Creating healthy and sustainable places and communities.

Delivery of these priorities currently has been shared across a number of partnership boards.
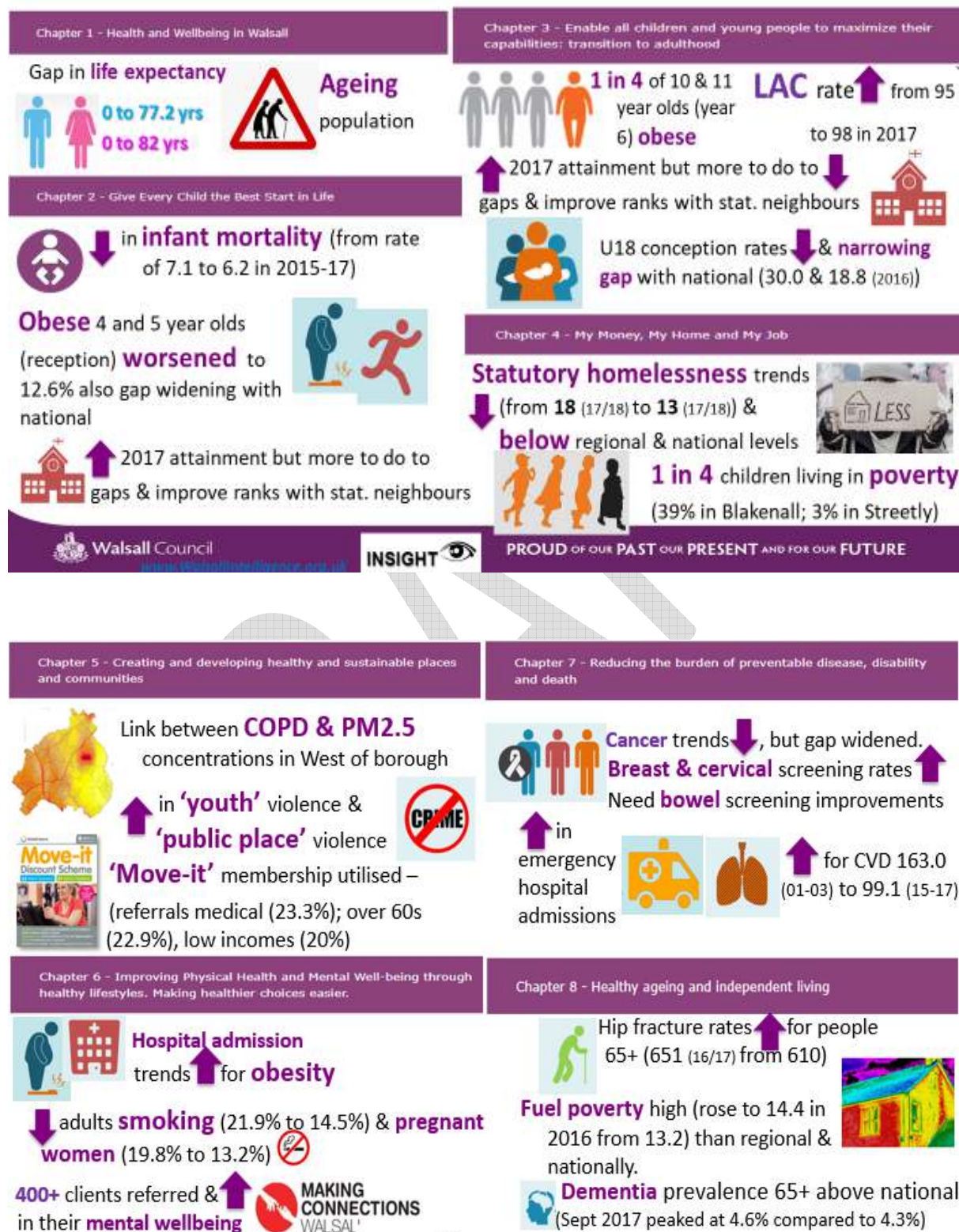
Learning from the current Walsall Plan suggests that we would achieve more by focussing on a smaller number of priorities with actions that are:
Specific; **M**easureable; **A**ttainable; **R**elevant; **T**imely (SMART) and that have a simple way of keeping track of progress against priorities.

JSNA

A refresh of Walsall JSNA tells us:

Chapter 1 - Health and Wellbeing in Walsall

Gap in **life expectancy**
0 to 77.2 yrs
0 to 82 yrs

Ageing population

Chapter 2 - Give Every Child the Best Start in Life

in **infant mortality** (from rate of 7.1 to 6.2 in 2015-17)

Obese 4 and 5 year olds (reception) **worsened** to 12.6% also gap widening with national

2017 attainment but more to do to gaps & improve ranks with stat. neighbours

Chapter 3 - Enable all children and young people to maximize their capabilities: transition to adulthood

1 in 4 of 10 & 11 year olds (year 6) **obese**

LAC rate from 95 to 98 in 2017

2017 attainment but more to do to gaps & improve ranks with stat. neighbours

U18 conception rates & **narrowing gap** with national (30.0 & 18.8 (2016))

Chapter 4 - My Money, My Home and My Job

Statutory homelessness trends (from **18** (17/18) to **13** (17/18)) & **below** regional & national levels

1 in 4 children living in **poverty** (39% in Blakenall; 3% in Streetly)

Walsall Council

INSIGHT

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

Chapter 5 - Creating and developing healthy and sustainable places and communities

Link between **COPD & PM2.5** concentrations in West of borough

in **'youth'** violence & **'public place'** violence

'Move-it' membership utilised – (referrals medical (23.3%); over 60s (22.9%), low incomes (20%)

Chapter 6 - Improving Physical Health and Mental Well-being through healthy lifestyles. Making healthier choices easier.

Hospital admission trends for **obesity**

adults **smoking** (21.9% to 14.5%) & **pregnant women** (19.8% to 13.2%)

400+ clients referred & in their **mental wellbeing**

MAKING CONNECTIONS WALSALL'

Chapter 7 - Reducing the burden of preventable disease, disability and death

Cancer trends , but gap widened. **Breast & cervical** screening rates Need **bowel** screening improvements

in emergency hospital admissions

for CVD 163.0 (01-03) to 99.1 (15-17)

Chapter 8 - Healthy ageing and independent living

Hip fracture rates for people 65+ (651 (16/17) from 610)

Fuel poverty high (rose to 14.4 in 2016 from 13.2) than regional & nationally.

Dementia prevalence 65+ above national (Sept 2017 peaked at 4.6% compared to 4.3%)

Resource

Budgets are shrinking and many organisations are having to think more creatively in how they support Walsall residents – this includes working together and working in different ways to avoid duplication.

What is already happening?

At a national level, the following policies have informed this plan:

Planning

- o National Planning Framework 2018
  https://www.gov.uk/government/publications/national-planning-policy-framework--2

West Midlands Combined Authority

- o Strategic Economic Plan
  https://www.wmca.org.uk/media/1382/full-sep-document.pdf

- o Movement for Growth, Health and Transport Strategy
  https://wmca.assetbank-server.com/assetbank-wmca/action/viewAsset?id=1098

- o West Midlands on the Move, Physical Activity Strategic Framework 2017-2030
  https://www.wmca.org.uk/media/1865/wm-on-the-move-strategy.pdf

- o West Midlands Combined Authority Cycle Charter
  https://www.tfwm.org.uk/media/1067/cycle-charter.pdf

- o West Midlands Combined Authority Cycle Charter Action Plan
  https://www.tfwm.org.uk/media/2710/cycling-charter-action-plan.pdf

At a local level, the following policies have informed this plan:

- o Black Country Core Strategy, 2011
  http://blackcountrycorestrategy.dudley.gov.uk/t4/p2/?assetdet13950554=198681

- o Walsall Council Corporate Plan (2018-2021)

https://go.walsall.gov.uk/Portals/0/Uploads/62515%20Corporate%20Plan%20
2018-2021%20Web%20Final%200618.pdf

- o Transport In Walsall (2017-2022)
  https://go.walsall.gov.uk/Portals/0/Uploads/Transport/FINAL%20Transport%2
  0in%20Walsall%20Strategy%202017-2022.pdf

- o Walsall Green Spaces Strategy, 2018-2022
  https://go.walsall.gov.uk/greenspacestrategy

- o Walsall Homelessness Strategy, 2018-2022
  https://go.walsall.gov.uk/Portals/0/Uploads/Housing/62029%20Walsall%20Ho
  melessness%20Strategy%202018-2022.pdf

- o Walsall Council Unitary Development Plan
  https://go.walsall.gov.uk/language/en-
  us/environment/planning/planning_policy/unitary_development_plan

- o Walsall Council Site Allocation Document
  https://go.walsall.gov.uk/site_allocation_document

- o Walsall Council Supplementary Planning Documents
  https://go.walsall.gov.uk/ldf_supplementary_planning_documents

In Walsall, there is a range of key work underway that has shaped our thinking of the
Walsall plan refresh:

- o Individually and collectively partners and organisations are already delivering
  a vast range of work to improve the health and wellbeing of the population of
  Walsall - through offering services directly, through commissioning these
  services and through the development of new partnerships.

- o Development of a Walsall Town Centre Masterplan, which aims to create a
  vision for regenerating the Walsall Town Centre (see
  https://go.walsall.gov.uk/walsall_town_centre_area_action_plan)

- o Walsall Together, which is a programme that brings together all the local NHS
  organisations, Walsall Council as well as the voice of Walsall residents and
  key representatives from the voluntary sector to transform health and social
  care in Walsall.

Decide

On the basis of what we 'know' above, and through partner engagement over a 4 month period, we have identified 3 key priority areas to focus on over the next 12 months with key themes under each one:

1) Prevention of Violence

   - Providing opportunities to our residents in the form of for example, employment/volunteering

   - Education and promotion of messages to reduce violence for residents of Walsall

2) Improving wellbeing by focussing getting Walsall on the move

   - Increasing the numbers of the workforce or residents who are physically active

   - Promoting the use of social prescribing which has a focus on physical activity

3) Improving the environment of our Walsall Town Centre

   - Education/Advice/Support to businesses and traders about wider health and wellbeing issues by the range of partners

   - Making the built environment more appealing so it contributes to health and wellbeing in the widest sense

What works?

A review of evidence of what works in these key areas, some of which is summarised below, as well as learning from work already underway locally has helped to inform and shape the development of actions to deliver on each of these priority areas:

Preventing violence

Nationally

National policy states that violent crime can only effectively be addressed through 'a strategic, co-ordinated approach by a range of different agencies.' (LGA, 2018) and that it is a range of interventions that are required. Some good evidence has been reported for the development of systems to collect and share data between agencies as well as parenting programmes; programmes that develop life and social skills in young people and interventions for those at risk. (LGA, 2018)

NICE, PH50 provides guidance and recommendations on delivering a multi-agency approach to domestic violence and abuse (Feb, 2014) including planning and commissioning services; providing tailored support and specialist advice and advocacy and training for health and social care professionals.

Other guidance that may be relevant can be found in Appendix III

On the Move

Nationally

In considering evidence of what works to increase population level physical activity, 4 domains have been identified:

- o Creating Active Societies - The role societal attitudes play in shaping our view of health and how to stay healthy.
- o Creating Active Environments – The role that the Environment we live in plays
- o Creating Active People – Encouraging and supporting people to become more physically active.
- o Creating Active Systems - A range of initiatives across the system that are not simply focused on health

(PHE, Everybody active, every day, 2014)

National guidance provides recommendations to promote physical activity across a range of settings and groups including – in the workplace (NICE, PH13, 2008); walking and cycling (NICE, PH41, 2012); environment (improvements to the physical environment to encourage and support physical activity) (NICE, NG90, 2018); Children and young people (NICE, PH17, 2009); exercise referral schemes (NICE, PH54; 2014).

Developing our Walsall Town Centre

Nationally

Several national documents have defined those particular aspects of a high street that would optimise health. Some of these describe a broad set of Healthy Street indicators: being inclusive of people from all walks of life; easy to navigate, including crossings; provide shade, shelter and places to stop and rest; walkable and provide options for cycling; have low levels of noise and air pollution; provide things to see and do; have a health-promoting retail offer; ensure people feel relaxed and safe. (PHE and IHE, 2018)

A number of interventions, listed below, have been identified to impact directly or indirectly on health:

- High Street Diversity
- Green and Blue Infrastructure
- Traffic calming

- Street Furniture
- Crime Prevention and Security

(PHE and IHE, 2018)

Respond

Action Plan – to be confirmed by 8th Feb by partners

Governance

As the Health and Wellbeing Strategy for Walsall, accountability for delivery of The Walsall Plan will sit with the Health and Wellbeing Board. The Walsall Proud Partnership will also take a key role in ensuring that actions against the three themes are in progress and on target by reviewing one theme at a time at each meeting.

It will however, be important to maintain strong links with The Economic Board and Safer Walsall Partnership Board as successful delivery of the identified priority areas within this plan will rely on the key inter-relationships between these boards.

Review

Every Health and Wellbeing Board will consider how much progress has been made against each of the actions under each priority by each partner. Partners have agreed to make this information available at each meeting and this will be reported publically to allow transparency.

Where possible, we will relate the priorities to any data reported as part of the Public Health Outcomes Framework.

Authors – Nicola Morris, Emma Thomas, Hamira Sultan, Dr Barbara Watt

<h1 style="text-align:center">Appendix 1</h1>
<h1 style="text-align:center">Policy and Strategy</h1>

National level

Planning

- o National Planning Framework 2018
  https://www.gov.uk/government/publications/national-planning-policy-framework--2

West Midlands Combined Authority

- o Strategic Economic Plan
  https://www.wmca.org.uk/media/1382/full-sep-document.pdf

- o Movement for Growth, Health and Transport Strategy
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- o West Midlands on the Move, Physical Activity Strategic Framework 2017-2030
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- o West Midlands Combined Authority Cycle Charter
  https://www.tfwm.org.uk/media/1067/cycle-charter.pdf

- o West Midlands Combined Authority Cycle Charter Action Plan
  https://www.tfwm.org.uk/media/2710/cycling-charter-action-plan.pdf

Locally

Black Country

- o Black Country Core Strategy, 2011
  http://blackcountrycorestrategy.dudley.gov.uk/t4/p2/?assetdet13950554=198681

Walsall

- o Walsall Council Corporate Plan (2018-2021)

https://go.walsall.gov.uk/Portals/0/Uploads/62515%20Corporate%20Plan%20
2018-2021%20Web%20Final%200618.pdf

- o Transport In Walsall (2017-2022)
  https://go.walsall.gov.uk/Portals/0/Uploads/Transport/FINAL%20Transport%2
  0in%20Walsall%20Strategy%202017-2022.pdf

- o Walsall Green Spaces Strategy, 2018-2022
  https://go.walsall.gov.uk/greenspacestrategy

- o Walsall Homelessness Strategy, 2018-2022
  https://go.walsall.gov.uk/Portals/0/Uploads/Housing/62029%20Walsall%20Ho
  melessness%20Strategy%202018-2022.pdf

- o Walsall Council Unitary Development Plan
  https://go.walsall.gov.uk/language/en-
  us/environment/planning/planning_policy/unitary_development_plan

- o Walsall Council Site Allocation Document
  https://go.walsall.gov.uk/site_allocation_document

- o Walsall Council Town Centre Plan
  https://go.walsall.gov.uk/walsall_town_centre_area_action_plan

- o Walsall Council Supplementary Planning Documents
  https://go.walsall.gov.uk/ldf_supplementary_planning_documents

Appendix 2

References

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[11] NICE, PH17, 2009, Physical activity for children and young people

https://www.nice.org.uk/guidance/ph17

[12] NICE, PH54, 2014, Physical activity: exercise referral schemes

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