

Cabinet – 20 October 2021

Mental Wellbeing: **Priorities and additional investment over three years**

Portfolio: Councillor Craddock, Public Health

Related portfolios: Councillor Craddock, Public Health

Service: Public Health

Wards: All

Key decision: Yes

Forward plan: Yes

1. Aim

The aim of the proposal is to improve mental wellbeing of Walsall Residents and tackle population mental wellbeing disparities by:

- Working together cohesively as a system to improve community mental wellbeing resilience and enhance the ability of community networks to improve population mental wellbeing.
- Implementing interventions that raise awareness of mental wellbeing, prevent and enable the early detection of mental wellbeing challenges.

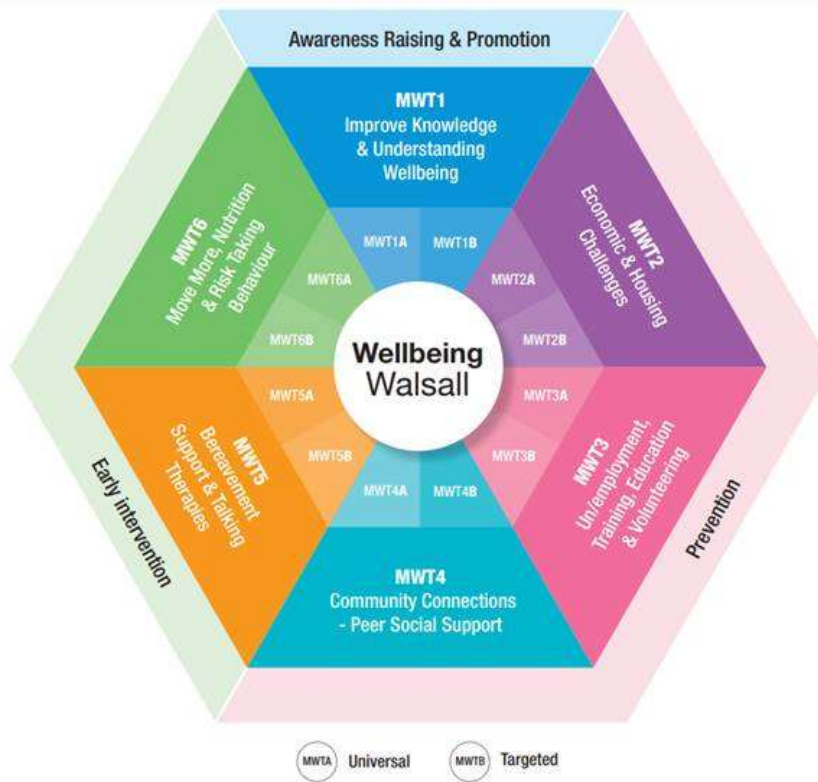
2. Summary

2.1. Walsall public health has secured £368,000 for one year from the Public Health England (PHE) Better Mental Health Fund. This is to improve mental wellbeing across the population. It is proposed to build on this for a further 3 years to provide sustainable improvements in population mental wellbeing, by utilising non-recurrent funds of £333,334 per year.

2.2. The initiatives being funded have been identified to meet the priorities within the draft mental wellbeing strategy. The themes are as follows:

Mental wellbeing promotion	Improve Knowledge & Understanding Wellbeing
Mental illness prevention	Economic & Housing Challenges, Thrive Intervention Unemployment & Employment Community Connections - Peer Social Support
Early intervention	Bereavement Support & Talking Therapies Physical Health & Activity For Wellbeing

The priorities are illustrated below.



2.3. The proposal for the Walsall Public Health non-recurrent grant funding will enable work to continue to improve population mental wellbeing need and will sustain and enhance any improvements in mental wellbeing achieved within the first year from the investment of the Better Mental Health funds. The approach will seek sustainability through working with our community groups, organisations and individual residents.

3. Recommendations

- 3.1 To approve investment of £333,334 per year for 3 years to improve population mental wellbeing.
- 3.2 To approve the proposed interventions detailed in the proposal.
- 3.3 To approve the remaining £20,000 investment to deliver the No Wrong Door.

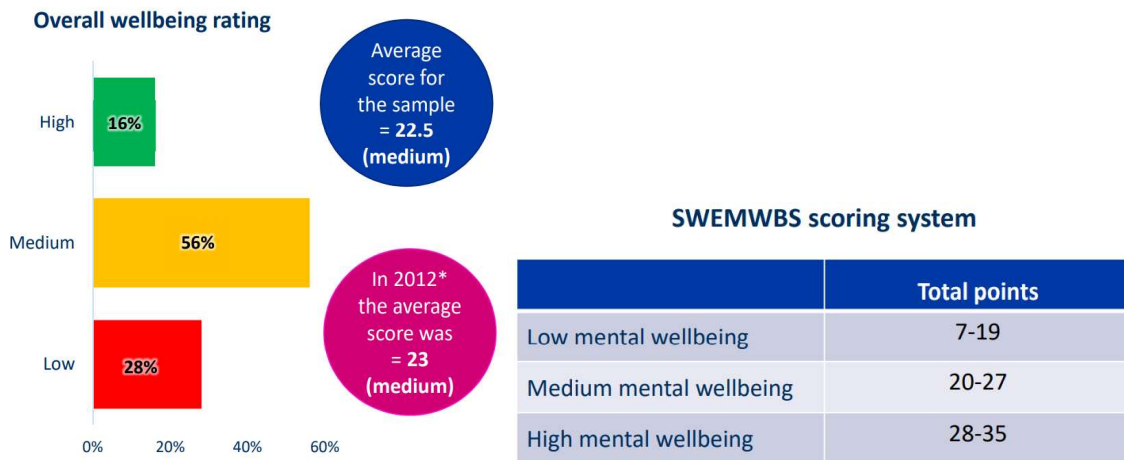
4. Report detail - Know

Context

- 4.1. Health is “a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity” (WHO). Mental wellbeing is affected by: social networks, income, un/employment, quality of work, opportunities to realise ones potential, and the ability to contribute to society and to enjoy a fulfilling life.
- 4.2. The Covid-19 pandemic has brought with it significant increases in Public Mental Health concerns for the general population and in particular the most

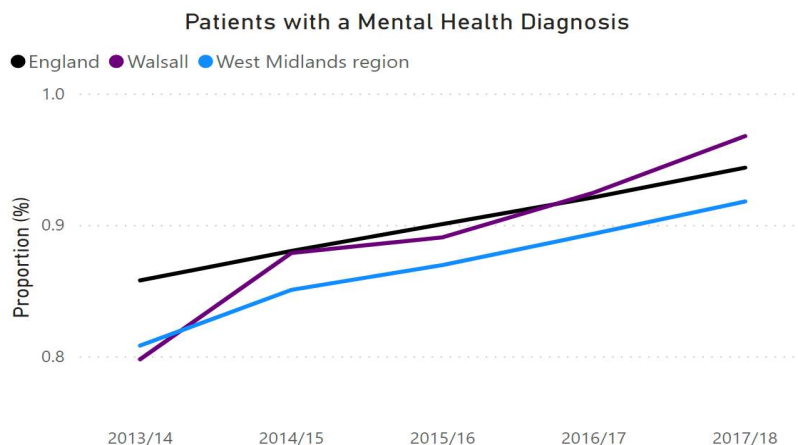
socioeconomically deprived populations and diverse black, Asian and ethnic minority residents, local employers and families.

Self – reported wellbeing of Walsall residents



- 4.3. The Walsall residents’ survey conducted in 2020 stated that, the majority (56%) of residents, reported a “medium” level of well-being. However, of the residents that reported a low level of wellbeing, poor general health, unemployment and financial stress were cited as the most prominent reasons for this.
- 4.4. Of note, in the survey, younger people, males, and those furloughed during the pandemic also reported significantly lower wellbeing than the average population of Walsall.
- 4.5. Poor mental health is a cause and consequence of overall health inequalities. It is associated with physical health, employment, housing and lifestyle factors. People with severe and prolonged mental illness die 15-20 years earlier on average than others.
- 4.6. Nationally, poor mental health is estimated to cost the economy approximately £105 billion per year, including £34 billion on dedicated mental health support and services.
- 4.7. In Walsall the prevalence of common mental disorder is significantly higher than the national average, with 19.4% of residents experiencing anxiety or depression.

The proportion of the population who have a mental health diagnosis



- 4.8. There is clear evidence of benefit that by investing in mental wellbeing campaigning and training for Walsall residents, businesses and employers, communities will develop a better understanding of what mental wellbeing is, will be better equipped to self-care and to tackle some of the immediate challenges, which impact negatively on wellbeing and will understand when and how to access support.
- 4.9. By prioritising economic wellbeing, employment, unemployment challenges we are addressing some of the major issues which impact on population mental wellbeing. By prioritising community networks, we are facilitating the building of protective sustainable mental wellbeing of community resilience.
- 4.10. Talking therapies is an early intervention to prevent mental wellbeing decline and improve mental health. However, a significant proportion of the population do not engage in this provision, due to issues of accessibility and appropriateness. By locating provisions in communities to increase access we will achieve population mental wellbeing gains for Walsall residents.

Prioritisation

- 4.11. Improving population mental wellbeing is a priority of the current administration. The selected priorities were decided by working with the Mental Wellbeing Cell, partners from the Health and Wellbeing Board, the community mental health partnership and local community voices. The table below summarises the proposed actions from the additional investment. These are aligned to the priority themes in the draft mental wellbeing strategy.

Priorities	Actions	Benefits
Mental wellbeing promotion	<p>Series of campaigns to raise mental wellbeing</p> <p>Deliver training on mental wellbeing for leaders in business, communities and workplaces (up to 800 people trained over 3 years)</p>	Better wellbeing at work has an overall ROI of £2.37 for every £1 invested in the programme.
Mental illness prevention	<p>No Wrong Door Approach supporting a network of provision so that people can access a range of support (wellbeing, social economic and environmental circumstances) from where ever they first present.</p> <p>Wellbeing Mobile Unit and Thrive Navigators will operate in hotspot areas of greatest need across Walsall. This will include undertaking Wellbeing Plans and providing financial support and debt maximisation in local communities to reach those in the greatest level need.</p>	<p>This is similar to the Making Connections Walsall approach which locally achieved a social return of investment of £3.64 for every £1 spent</p> <p>Over five years from a societal perspective there is a ROI of at least £2.60 from every £1 invested in face-to-face debt advice services.</p>

	Mental Wellbeing Walsall Small Grant funding - Voluntary sector providers to be funded to deliver a range of innovative projects/activities to improve the mental wellbeing of Walsall's population. It is to improve mental wellbeing and address wellbeing inequalities.	Over five years from a societal perspective there is a ROI of at least £1.26 from every £1 invested in this service in addressing loneliness.
Early intervention	Counselling and Talking Therapies and Bereavement Therapy support will be made available across diverse communities to meet diverse population needs including those who have been least engaged with prevention and early intervention services.	Counselling has an important preventative role in relation to mental illness: counselling has the capacity to reduce demand on psychiatric services by preventing less serious problems from becoming more serious.

4.12. The plan is for a level of universal provision but also some support will be targeted towards those who have been shown to have the poorest mental wellbeing outcomes who are as follows:

- Socio-economically disadvantaged residents and those who are living in deprived neighbourhoods – are at an increased risk of poor mental wellbeing associated with socioeconomic challenges.
- People from black, Asian and other minority ethnic communities - have an increased risk of mental health stigma and late mental health diagnosis.¹
- Men – as it has been demonstrated that men have an increased risk of suicide and are least likely to access prevention support services.
- Carers – who have poorer wellbeing than the general population

4.13. The planned actions from the proposed spend of £333,334 per year allocated over 3 years, is to enable continuation of the work begun using the Better Mental Health Grant. Interventions will be adapted as necessary, from the findings of evaluations of the Better Mental Health funded projects. The funding approach will maximise sustainability through working with our community groups and organisations.

4.14. It is to be noted that the '**No Wrong Door Approach**' project has been commenced via a contract variation for the current community mental health contract delivered by Rethink. The total value of the additional investment is £40,000 from PHE, and this takes the total contract value up to £520,000. Advice from the Procurement and Contracts team has been followed and the additional investment (£40,000) has been split into 2 halves to remain within procurement rules. Permission is sought from Cabinet to further vary the contract for the further £20,000 to enable full implementation of the project in 2021/22.

Council Corporate Plan priorities

4.15. This proposal will work with partners across departments including, communities, money home jobs sport and leisure link and will align with college and employment and volunteering opportunities. It contributes to achieving the following priorities:

- ECONOMIC Growth for all people, communities and business
- PEOPLE have increased independences, improved health and can positively contribute to their communities
- COMMUNITIES are prospering and resilient with all housing needs met in safe and healthy places that build a strong sense of belonging and cohesion

Risk management

4.16. Providers' will account for all payments paid and keep appropriate records. The authority will ensure that appropriate arrangements are in place to enable them, if necessary, to recover any overpayments. None of the funding provided will be used for any purpose other than the specified contracts.

Financial implications

4.17 A breakdown of the planned total investment of £333,334 pa over the next 3 years is set out in the table below. This investment will be funded from within the Public Health Grant reserve. Any further investment beyond this three year period would be subject to review as part of Public Health plans and be subject to available resources.

Finance Breakdown	Years: 2022-2025
Wellbeing Tour Bus and Financial Guidance and Support	£120,000
Mental Wellbeing Campaigns and Awareness Raising and Mental Wellbeing Training for Communities and Business	£43,334
Counselling and Talking Therapy Community Based and Community Bereavement Therapy	£80,000
Mental Wellbeing Walsall Grant funding *	£60,000
Project Administration	£30,000
Total	£333,334

* Inc.: Young People's Wellbeing Walsall Enterprise Grant is included in the grant funding section. The aim is to encourage young people to innovate, design and develop young people specific interventions to improve population mental wellbeing, whilst also learning about and developing skills in managing and delivering interventions, which will increase their employability.

Legal implications

4.17. In distributing this Grant the Council will ensure that it follows the terms and conditions set out in compliance with the council's procurement and grant rules. Public Health will liaise with the Council legal services to ensure process compliance.

Procurement Implications/Social Value

- 4.18. Public Health will engage with the Council procurement department as required to support the safe allocation of funds. Projects delivered will achieve a social value for Walsall.

Property implications

- 4.19. Not applicable

Health and wellbeing implications

- 4.20. The Council has a statutory duty to promote health and wellbeing and reduce health inequalities between groups. This investment will allow a proactive approach to support our population who are at the greatest risk of decline in mental wellbeing. The proposal has been tested against the Marmot principles to reduce health inequalities, which include a contribution to the following objectives:

- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Ensure a healthy standard of living for all
- Create and develop healthy and sustainable communities
- Strengthen the role and impact of ill-health prevention

- 4.21. The proposal will have a direct impact on health, mental health and wellbeing. It will seek to improve health, address social inclusion, and improve independence and participation. It will target the socioeconomically deprived and those with the greatest wellbeing challenges. The proposal will improve individual's ability to improve their own health and wellbeing and provide support to do so.

Staffing implications

- 4.22. No staffing risks are associated with this proposal.

Reducing Inequalities

- 4.23. This Grant will support Walsall providers to deliver prevention and early intervention services, directed towards populations who are at an increased risk of developing mental wellbeing decline. An Equality Impact Assessment (EqIA) is not required for this.

Climate Change

- 4.24. The proposal contributes to the Council's Climate Change Action Plan by sourcing face to face service delivery from local Walsall providers, which minimises emissions from excess transport use. Providers awarded contracts will be signposted to the plan and encouraged to embed action into service delivery. The Wellbeing Mobile Unit will be located in different places across Walsall. The unit will be in good repair with low emissions and providers will be advised not to run the vehicle engine whilst it is stationary.

Consultation

- 4.25. Consultation with key partners is underway through the development of the Mental Wellbeing strategy. Wellbeing interventions will be designed, produced by and/or co-produced with community partners.

5. Decide

If nothing is done, mental wellbeing in Walsall will continue to decline. The work commenced under the Better Mental Wellbeing grant will have an impact over the short term. By agreeing the proposal for the allocated £333,333 over 3 years, the work of tackling some of the challenges impacting on the mental wellbeing of Walsall Residents will continue and further develop over a longer term.

6. Respond

The proposed funding supports community providers in Walsall to develop and implement interventions which improve the population mental wellbeing and community resilience. It is responsive to population need and delivers on the current administration's pledge to improve population mental wellbeing. An action plan will be put in place with ongoing oversight via the Health and Wellbeing Board.

7. Review

Public Health is required to submit returns to show compliance with the requirements of the PHE Grant and there will be regular reporting and continual evaluation of Walsall Public Health funded population mental wellbeing programme delivery.

Background papers

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