

# Health and Wellbeing Board

17th October 2018

Agenda item

Title: Walsall Plan "Our Health and Wellbeing Strategy 2017-2020"

- Priorities 3: Enable and empower individuals to improve their physical and mental health
- Priorities 9: Develop an environment to enable healthy lifestyles

## 1. Purpose

The purpose of this report is to provide an update on progress towards priorities 3 and 9.

## 2. Recommendations

2.1 Health and Wellbeing Board notes the progress made towards these priorities and approves the programmes of work.

2.2 Health Wellbeing Board partners discuss how their organisations can support these priorities and programmes of work.

## 3. Report detail

- Health is primarily shaped by factors outside the direct influence of health care. These include good work, education, housing, resources, our physical environment and social connections.
- The 'Transformation project "Shaping a Sustainable Healthy Environment"' focuses on improving residents health through their environment and has 4 key themes:
  - Where we live
  - Where we play
  - Where we eat
  - Where we travel

Membership of this Board includes officers from Transport, Planning, Environmental Health, Resources, Clean Green, Housing and Procurement.

- An integrated approach to a number of key settings have been progressed through programmes of work outlined below:

## Parks and Green Spaces

### *Green Space Strategy*

- The Green Space Strategy 2018-22 has been completed and a new five-year action plan produced. The aims of the strategy are:
  - To provide opportunities for people and communities to actively participate in green spaces
  - To develop and strengthen existing partnerships to bring added value to green spaces
  - To conserve and enhance biodiversity and geodiversity across green spaces
  - To realise the potential that green spaces can play in addressing health inequalities
  - To develop an economically viable Parks and Green Space Service
  - To ensure that green spaces play their part in the economic growth of the Borough
  - To provide safe, accessible, clean and well-maintained green spaces and facilities

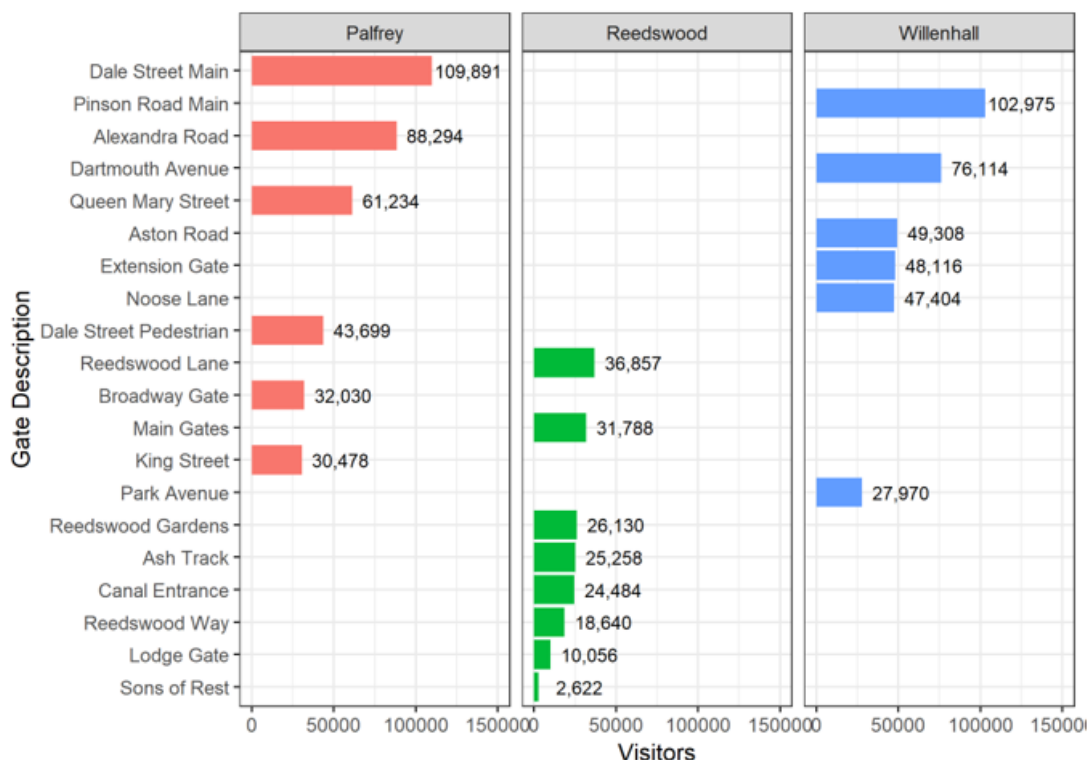
### *Rethinking Parks*

- Rethinking Parks – Walsall Council have recently won a 2-year NESTA grant for Walsall Connecting Green Spaces (grant of £199,836.22) - West Midlands. Walsall was shortlisted from 75 projects nationally and now is 1 of 8 that have been awarded the grant.
- Walsall Connecting Green Spaces will make a clear offer to engage local businesses in supporting parks as part of their commitment to the local community. The team have learnt from the previous Rethinking Parks programme work in Darlington, to meet the need expressed by local businesses to get a clear offer of activities and events to engage within local parks. Walsall will offer five clearly defined sponsorship packages ranging from promotional and marketing opportunities to structured corporate volunteering activities in different parks. The aim will be to bring together community and business in a more systematic way to make the most of their common interest in supporting and sustaining their shared local environment and green spaces. Rethinking Parks will support the Council to explore how this way of working could transfer to other parks services.

### *People Counter data*

- Through Public Health funding people counters have been installed in Willenhall Memorial Park, Reedswood Park and Palfrey Park. This data will provide a mechanism for Walsall Council to measure and monitor usage of the parks. Data can be analysed by time period or access point offering a further opportunity to promote sponsorship opportunities to local businesses. For example from January to August 2018 Palfrey Park had 365,627 visitors, Reedswood Park had 175,836 visitors and Willenhall Park received 351,886 visitors. (Reedswood way gate was recently vandalised and is not returning data presently therefore Reedswood's figures are lower than expected)

## **Total visitors by gate January – August 2018**



### **Workplace**

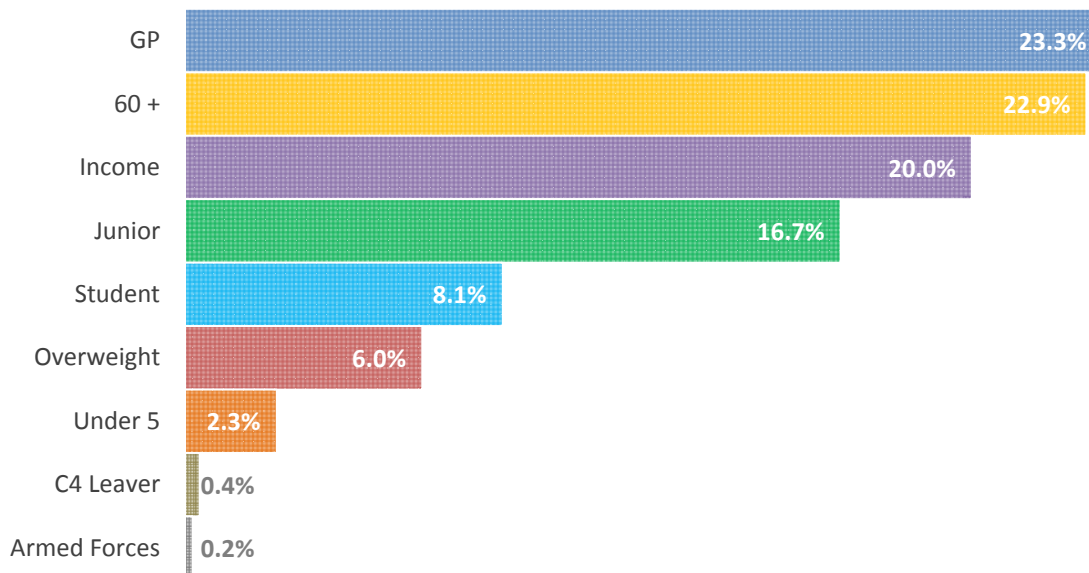
- Recognising the links between health and work, partners in Walsall have recently formed the Health and Economy Sub-Group, drawing members from the Walsall Economic Board (WEB) and Health and Wellbeing Board (HWBB), in order to address priorities of common concern. A pilot is due to take place in a small number of companies (e.g. ZF Lemforder) to understand issues surrounding health and work and to further develop the local package of support (e.g. Walsall's healthy workplace programme) for employers to draw upon. Further actions/ projects will be identified in due course with support from all partners represented on the sub-group including Walsall Housing Group, One Walsall and CCG.
- Walsall healthy workplace programme is currently working with 20 local businesses on a host of wellbeing interventions and workplace policies for the business and their employees. The businesses range from SMEs (e.g. Coin-a-Drink) with less than 10 staff to large national companies (e.g. ZF Lemforder) in a variety of sectors - predominantly manufacturing but also plumbing, healthcare and engineering. As a large local employer and a potential exemplar of healthy workplace practice, Walsall Council has developed a range of health and wellbeing interventions for staff (e.g. onsite flu vaccinations, weight management support and mental health first aid) including a Staff Health and Wellbeing Offer.

## Active Living Centres

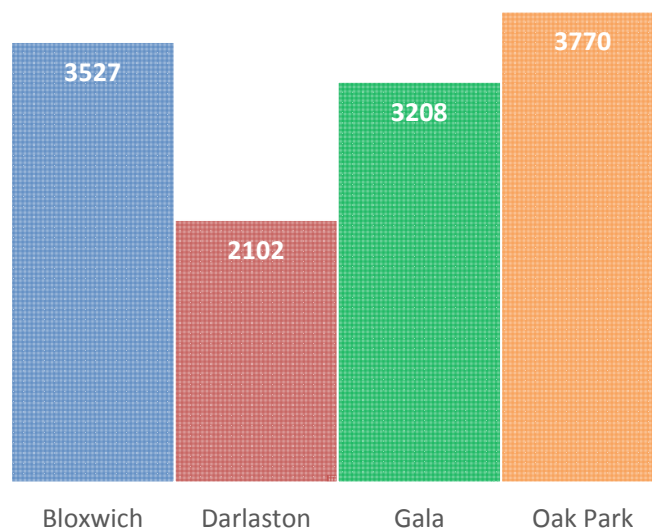
### *Move it Card data*

The Move it scheme is designed to increase participation of groups at risk of physical inactivity (e.g. overweight) in leisure/ active living centre based activity. From June 2017 to June 2018 over 12, 6007 “Move It” members have enrolled on the scheme with GP recommended and over 60s being the main registrants.

### *Move it membership reason June 2017- June 2018 (12,607 members)*



### *Move it membership by leisure centre June 2017- June 2018*



## **Schools**

### *Soil Association “Food for Life” Celebration*

- The Soil Association Food for Life (FFL) Awards programme commissioned through Public Health and has been working with Walsall early years settings and schools over the last year, aiming to transform attitudes to healthy eating. Two early years settings Fullbrook Nursery School and Abu Bakr Nursery have recently been awarded the Food for Life early years award. They have evidenced how they have taken a whole setting approach to food and nutrition. This includes growing their own food; organised trips to farms; provide cooking and growing clubs for students and their families; serve freshly prepared, well-sourced meals and provide an attractive dining environment.
- This will be celebrated along with other early year’s settings and schools at a celebration event on 24th October. The co-founder of Food for Life Jeanette Orrey MBE will be delivering a keynote speech and presenting awards. Jeanette Orrey MBE is one of the UK’s widely respected expert on school food and was the inspirational dinner lady behind Jamie Oliver’s ‘Turkey Twizzlers’ campaign and in 2011 she was awarded the MBE for her services to food in schools.

### *Emotional Health and Wellbeing and Behaviour Pathway Toolkit*

- Partners across Walsall have compiled an interactive directory, launched in September, highlighting the services and information on offer to support parents, early year’s providers and school staff to raise children and young people’s Emotional Health and resilience. It also provides signposting to services available to support young people in the home or educational setting when behaviour or emotional health become a concern and then which services are available in the community for referral when issues become acute. Please see link for further information [www.healthywalsall.co.uk/ehwb](http://www.healthywalsall.co.uk/ehwb).

## **Community/ Volunteering**

### *Community*

- As part of the refresh Children and Young Person Healthy Weight Strategy, we are looking to improve the number of children, young people and their families in Walsall who are a healthy weight. This acknowledges the need for a whole systems approach to tackle the wider determinants, involving a variety of organisations, community services and networks all operating at a range of levels collaboratively. As part of this approach a Children’s and Young Person Healthy Weight Strategy Fund has been launched to communities and community organisations seeking innovative bids to build upon assets in the area and improve health and wellbeing in the community.
- Making Connections Walsall (MCW) is an existing Public Health led programme that provides small grants to grass roots organisations to address social isolation. MCW (Active) is now also being developed based on a similar concept and therefore will provide further funding to local voluntary organisations. MCW (Active) will also reduce loneliness but will utilise physical activity and/ or weight management as vehicle for doing so.

## Volunteering

- As the obsession of the Health and Wellbeing Board it is recognised that volunteering provides an ideal means for improving residents' health and wellbeing, improving job prospects and more sustainable health improvement infrastructure (e.g. sports clubs).
- A Draft Council Volunteering Strategy has been developed with a number of workshops scheduled to for consultation. This will further promote the use of volunteering across the council and provide more consistency in the way potential volunteers are recruited and supported.
- One Walsall continue to see increased diversity in the residence of registered volunteers, which demonstrates that knowledge of the Volunteer Centre continues to build, yet some areas are still very underrepresented.
- Volunteer Outreach programme was trialled in one GP Surgery in the East Locality but was only moderately successful. One Walsall continue to develop this approach and will seek to engage more GPs and other community venues over the remainder of the year. A new Volunteer Centre Manager commenced in post in late September and will continue to expand work particularly around identifying and supporting under-represented groups and building on the outreach project. The table below provides a comparison of volunteers registered through one Walsall between April and September 2017 and 2018;

	<b>April - Sept 2017</b>	<b>April - Sept 2018</b>	<b>% Increase</b>
<b>No of Volunteers Registering</b>	184	221	17
<b>Nos Volunteers Registering an interest in a role</b>	353	397	11

#### **4. Implications for Joint Working arrangements:**

- Benefits of a more integrated approach and pooling resources with a range of departments including transport and planning to develop a healthy environment will include increased efficiencies and greater impact on health.
- In order to achieve a healthy environment this programme of work cuts across other boards, teams and externally commissioned services highlighting that this programme cannot be achieved in isolation.

#### **4. Health and Wellbeing Priorities:**

- Physical inactivity and obesity is associated with many chronic diseases including diabetes, coronary heart disease and some cancers. Physical inactivity threatens the health and well-being of individuals and places a burden on public resources in terms of health costs, on employers through lost productivity and on families because of the increasing burden of long-term chronic disability. It is estimated that the consequences of physical inactivity in the Walsall population cost the local economy £33m per year<sup>1</sup> through increased sickness absence, reduced productivity and increased cost to

---

<sup>1</sup> Walsall Joint Strategic Needs Assessment: 2013

individuals and their carers. An inactive person spends 37% more days in hospital and visits the doctor 5.5% more often<sup>2</sup>.

- These programmes of work will positively contribute to the following marmot principles;
  - By creating a healthier environment through evidence based infrastructural improvements/ interventions and increased physical activity opportunities this will help to **improve mental wellbeing** and make **healthier choices easier**. There is strong evidence linking an individual's proximity to quality green spaces to improved mental wellbeing<sup>3</sup>.
  - Rolling out forests schools, developing Healthy Schools Model, continuing to deliver the A\*Stars programme, increasing usage of green spaces and provision of alternative education options will support **giving every child the best start in life**.
  - **Money, home, job** – Supporting residents to manage their own health and wellbeing through a healthy environment and offering accessible self help materials and will provide a more sustainable workforce for Walsall. Volunteering and alternative employment support will act as a stepping stone into longer term employment.
  - Increasing utilisation of outdoor spaces for exercise/ health reasons and improving the transport network, will improve residents emotional health and wellbeing which will **reduce the burden of preventable disease, disability and death**.
  - **Enable and empower individuals to improve their physical and mental health** Integrating physical and mental health is a national priority. On average those diagnosed with a serious mental health illness die 15-20 years earlier than the general population.

## Background papers

List any background documents that you have used or which are associated with the report being produced. (This is to satisfy the legal requirements that govern public access to local authority papers and the Freedom of Information Act.) You should not list acts of Parliament or any documents that give confidential information. Do not quote file references. Such files will be open to public scrutiny if asked.

## Author

**Susie Gill**

**Senior Programme Development and Commissioning Manager Lifestyles**

☎ 653742

✉ [susan.Gill@walsall.gov.uk](mailto:susan.Gill@walsall.gov.uk)

**Joe Holding**

**Programme Development and Commissioning Manager (Health at Work)**

☎ 658073

✉ [holdingjoe@walsall.gov.uk](mailto:holdingjoe@walsall.gov.uk)

---

<sup>2</sup> Sari N. Physical inactivity and its impact on healthcare utilization. *Health Econ* 2009, 18:885–901.

<sup>3</sup> WHO (2010). *Urban Planning, Environment and Health: From Evidence to Policy Action*. Meeting Report. Copenhagen, Denmark: WHO Regional Office for Europe