

Walsall Health and Wellbeing Board

9 September 2019

The Walsall Plan: Our Health and Wellbeing Strategy 2019-2021 – Update on Progress

1. Purpose

To inform members of Walsall Health and Wellbeing Board (HWBB) of progress made on the Walsall Plan: 'Our Health and Wellbeing Strategy', set the forward plan of governance and timetable for a new strategy.

2. Recommendations

- 2.1 To note the plans for delivery, leadership and resource currently committed from each partner to deliver on all three priority areas.
- 2.2 To note progress made on each of the three priority areas and intended action.
- 2.3 That HWBB agree the reporting document for recording progress against delivery of the Walsall Plan, starting with Priority 1 in November 19.
- 2.4 That the HWBB agree timetable for a new Health and Wellbeing Strategy (HWBS) for Walsall (2021) in line with other Walsall plans.
- 2.5 That HWBB discuss how the Partnership can support the implementation of Priority 3 (Town Centre).

3. Report detail

- 3.1 HWBB has agreed to focus on three key priorities for 2019 to 2021, with each priority being led by a different partner as below:

Priority	Lead Partner
1. Prevention of youth violence	West Midlands Police
2. Healthy Lifestyles Walsall on the Move and smoke free NHS grounds	Walsall NHS Healthcare Trust
3. Revitalise the Town Centre	Walsall Council

At the July 2019 HWBB, partners agreed to contribute staff time to task and finish groups of the three priorities of the Walsall Plan.

3.2 What has been achieved to date?

- 3.2.1 The table below shows how the three priorities are currently supported by partners within Walsall. Healthwatch is undertaking a re-organisation

which means named contacts have not yet been identified, but discussions are in place.

3.2.2 West Midlands Walsall have nominated one of their Superintendents to lead the delivery of Priority 1. This will focus on drawing together current activity around partner initiatives to reduce and prevent youth violence with a view to developing a coherent offer to our young people in the borough.

3.2.3 Walsall NHS Healthcare Trust have nominated their Director of People and Culture to lead the delivery of Priority 2. This too is focussing on drawing together activities which are taking place across the partnership to encourage the workforce to be more active, as well as implementing new actions such as travel plans.

3.2.4 Priority 3 is being led by the Head of Regeneration and Development for Walsall Council. The Town Centre Master Plan was signed off by Cabinet on 17th July 2019. A series of workstreams will be developed including sourcing external funding to support the implementation of the plan.

	Priority 1 - Prevention of youth violence	Priority 2 - On the Move and Smokefree	Priority 3 - Our Town Centre
Organisation			
Walsall Council	X	X	X
Police	X	X	X
Fire	X	X	X
Walsall Healthcare Trust	X	X	
Walsall Clinical Commissioning Group	X	X	X
Dudley and Walsall Mental Health Trust	X	X	TBC
Healthwatch	To be discussed with leads		
One Walsall	X	X	X
Walsall Housing Group	X	X	X
Walsall College	X	X	X

Key: Crosses indicate where a named contact has been provided; a bold cross indicates where an organisation is leading a priority.

3.2.2 A partnership meeting for Priority 2 – On the Move and Smokefree – has taken place on 15th August 2019, led by NHS Walsall Healthcare Trust. As a result of this, the plan on a page for this priority has been further developed. Process measures for this priority have been refined, and the group have agreed to share information on various workforce related initiatives for physical activity. Terms of reference have also been agreed for the group. See Appendix 1 for details of these, and current plans on a page for Priority 1 and 3.

3.3 What are the next planned steps?

3.3.1. A second meeting for Priority 2 is being planned for week commencing 16th September 2019. The first meeting for Priority 1 – Preventing youth violence – has been arranged for 19th September 2019, and is being led by the Police. Priority 3 – Walsall Town Centre – is still in development as per discussions at the July 19 HWBB. A Town Centre Board for Walsall Council colleagues is planned for 16th September 2019, to be chaired by the Executive

Director for Economy and Environment. This will focus on short term actions to achieve quick wins identified in the Town Centre Masterplan. A bid is also being prepared for submission to Healthy High Street funding in January 2020 which offers an opportunity to realise the longer terms ambition of the Town Centre Masterplan.

3.3.1 We suggest that the HWBB receives updates on progress for one priority at a time – starting with Priority 1 in November 2019, followed by Priority 2 and then Priority 3. This would allow time at the HWBB for more detailed debate, and discussion on delivery of each priority.

3.4 Are there any key issues for HWBB to be aware of?

3.4.1 There is an opportunity for the board to further shape progress on Priority 3 with partners able to contribute to delivery to the Town Centre Masterplan.

3.4.2 It is recommended that a new HWBS is agreed in 2021 to align with other Walsall plans.

4. Implications for Joint Working arrangements

To deliver each Priority requires effective joint working arrangements. The HWBB are asked to continue to provide leadership to overcome any potential barriers to effective action.

5. Health and Wellbeing Priorities

Three priorities to improve health and wellbeing have been identified:

- 1) Prevention of youth violence
- 2) Healthy lifestyles – On the Move and Smokefree
- 3) Revitalising our town centre

Background papers

Links to previous papers re the Walsall Plan 2019 – 2021 are below:

July 2019:

<https://cmispublic.walsall.gov.uk/cmisis/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/2868/Committee/413/Default.aspx>

June 2019:

<https://cmispublic.walsall.gov.uk/cmisis/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/2867/Committee/413/Default.aspx>

July 2019: Walsall Town Centre Master Plan

<https://go.walsall.gov.uk/masterplan-home>

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Walsall Plan – Priority 2 – ‘On the Move and Smokefree’

LEAD HWB MEMBER

Richard Beeken - Walsall Healthcare NHS Trust

LEAD OFFICER

Catherine Griffiths

OBJECTIVE / VISION / COMMITMENT

We want to have fewer inactive people in Walsall – more people cycling, walking, taking part in exercise, leaving cars behind and living lives that are Smokefree. We want to encourage the workforce of Walsall to lead by example

KEY ISSUES

- Physical activity is low in Walsall - 66.3% of adults get recommended activity
- Child obesity levels still rising - currently to 41.1% in YR 6 children
- Most recent sample data for smoking adults in the population is 15.6%

PARTNER INVOLVEMENT

- Walsall Council
- West Midlands Police
- Walsall Housing Group
- Walsall Clinical Commissioning Group
- Dudley & Walsall Mental Health Trust
- One Walsall
- Walsall College
- WM Fire Service
- Healthwatch Walsall
- Housing Partnership

KEY LINKS / SUPPORTING DOCUMENTS

- [JSNA - Walsall Insight](#)
- [Walsall Plan 2017-2020](#)
- Partners Smokefree Policies and Procedures; Travel Plans; Staff Policies to promote Physical Activity; Employment benefits

STRATEGIC LINKS

West Midlands on the Move – West Midlands Combined Authority

Walsall Plan – Priority 2 – ‘On the Move and Smokefree’

LEAD HWB MEMBER

Richard Beeken - Walsall Healthcare NHS Trust

LEAD OFFICER

Catherine Griffiths

ACTION TO TAKE

1. Implement good quality travel plans across the Partnership
2. Public sector to consider corporate membership of leisure centres and other employee benefits that support the workforce to be active
3. Review policies that encourage physically active staff
4. Communications campaign to promote the above and other opportunities for the workforce to be active
5. The Workforce to be ‘advocates’ to the population of being physically active
6. Smoke free public grounds in workplaces but also to consider Smokefree play areas/parks
7. Partners sharing with each other information, learning and Best Practice from within their workplaces

PROCESS MEASURES

1. Number of travel plans developed & being used across Walsall Partnership
2. Number of staff taking up corporate membership in Walsall
3. Number of new opportunities/employee benefits created
4. Number of staff taking up these benefits
5. Number of policy reviews
6. Number of changes made as a result of policy reviews
7. Communications campaign rolled out:
 - a. Number and type of communications to i) staff and ii) service users/ residents
8. Information shared and used by partners

EVIDENCE

- PHE Everybody Active, Every Day (2014) –Creating Active Societies, Creating Active Environments, Creating Active People, Creating Active Systems
- The impact of smoke free legislation in England: evidence review (2011)

OUTCOME MEASURES

1. 1,740 more people active (1% of adult population)
2. 0.5% reduction in smoking prevalence
3. X
4. Y
5. Z

Walsall Plan

Task and Finish Group 'On the Move and Smokefree'

Objectives

Purpose and Remit

- To take the lead in delivering on the Walsall Plan priority 'On the Move and Smokefree'
- To lead on agreeing and delivering a small set of succinct actions which:
 - Considers the evidence summary for 'On the Move and Smokefree'
 - Identifies the baseline for each action
 - Develops SMART (Specific, Measurable, Achievable, Realistic, Timely) actions
 - Monitors progress against these actions
 - Produce a plan on page for each action with the first action plan being ready by the August 2019 HWB
- To report back to the Health and Wellbeing Board on progress against these actions at a frequency to be agreed by the Health and Wellbeing Board

Chair

Walsall NHS Trust

Catherine Griffiths, Director of People and Culture

Responsibilities of Chair

- The Chair will have responsibility for:
 - Leading the work of the 'Task and Finish Group'
 - Working with members of the group to agree and deliver a small set of succinct actions that are owned by all
 - Providing the administration to ensure the smooth running of this group
 - Reporting back to the Health and Wellbeing Board on the progress of the group
 - Ensuring there is two way communicating between the group and other groups, as appropriate, to ensure there is wide knowledge of the work being done in this area, any links are made and any duplication is avoided

Membership

Will include:

Walsall Council: Public Health; Regulatory Services; HR; Adult Social Care

Walsall Housing Group

NHS – Walsall CCG, Dudley and Walsall Mental Health Trust, Walsall Healthcare Trust

One Walsall

Walsall College

West Midlands Police

West Midlands Fire Service

Roles and Responsibilities of group members

- All Task and Finish Group Members should:
 - Have the authority to represent and speak on behalf of their individual organisations
 - Provide agreed actions from their organisation
 - 'Champion' and be accountable for the delivery of the actions within their own organisations
 - Take an active role in contributing to and delivering on the overall aims of the Task and Finish Group
 - Ensure that the Walsall Plan more broadly is promoted within their organisations and that other workstreams/policies align to/make reference to this appropriate

Frequency

To meet at least once a month in the first instance (for the first 3 meetings), aligning with Health and Wellbeing Board meetings.

To move to bi-monthly meetings to follow this which might consist of face to face meetings or conference calls as appropriate.

Accountability

Health and Wellbeing Board, reporting via an agreed monitoring form

Walsall Plan – Priority 3 – ‘Walsall Town Centre’

LEAD OFFICER
Simon Tranter

OBJECTIVE / VISION / COMMITMENT

We want more people to use Walsall Town Centre and be proud of it, and be healthier because of what it offers.

KEY ISSUES

- Walsall Town Centre ranked as second most unhealthiest high street in UK
- Out of a recent survey of 2369 people, only 21% visited once per week. 91% said they would visit more often if the town was cleaner
- 73% currently access the Town Centre by car

PARTNER INVOLVEMENT

- WM Police
- Walsall Healthcare Trust
- Walsall Housing Group
- Walsall CCG
- Dudley & Walsall Mental Health
- One Walsall
- Walsall College
- WM Fire Service
- Healthwatch Walsall
- Housing Partnership

KEY LINKS / SUPPORTING DOCUMENTS

- [JSNA - Walsall Insight](#)
- [Walsall Plan 2017-2020](#)

STRATEGIC LINKS

Town Centre Masterplan

<https://go.walsall.gov.uk/masterplan-home>

Walsall Plan – Priority 3 – ‘Walsall Town Centre’

LEAD OFFICER
Simon Tranter

ACTION TO TAKE

1. Partners to consider use of town centre spaces in liaison with the council
2. More opportunities for walking and cycling in the town centre
3. Develop a pool of health promoting licensing conditions across the responsible authorities for new establishments

PROCESS MEASURES

1. Wider use of the town centre
2. Non car use of the town centre
3. Aim to have developed a pool of licensing conditions within 6 months and measure the number of establishments being subject to these conditions by end of 12 months

EVIDENCE

- Spatial planning for health: evidence review 2017 (PHE)
- Healthy High Streets – Good place-making in an urban setting (Institute of Health Equity)
- Guide to the Healthy Streets Indicators
- Transport for London (10 Healthy Streets Indicators have been developed by Transport for London)

OUTCOME MEASURES

1. In relaunching the same survey, we would hope that:
 - 40% are visiting at least once per week
 - 50% accessing the town centre by public transport or cycling or walking
2. X
3. Y

Walsall Plan – Priority 1 – 'Preventing Violence'

LEAD HWB MEMBER

Chief Supt. Andy Parsons – West Midlands Police

LEAD OFFICER

Superintendent Kim Madill

OBJECTIVE / VISION / COMMITMENT

We want to prevent our young people from being violent and help them positively contribute to Walsall

KEY ISSUES

- Youth violence has increased by 23% in the Borough (16/17 to 17/18)

PARTNER INVOLVEMENT

- Walsall Council
- Walsall Healthcare Trust
- Walsall Housing Group
- Walsall CCG
- Dudley & Walsall Mental Health
- One Walsall
- Walsall College
- WM Fire Service
- Healthwatch Walsall
- Housing Partnership

KEY LINKS / SUPPORTING DOCUMENTS

- [JSNA - Walsall Insight](#)
- [Walsall Plan 2017-2020](#)

STRATEGIC LINKS

Safer Walsall Partnership

Walsall Plan – Priority 1 – 'Preventing Violence'

LEAD HWB MEMBER

Chief Supt. Andy Parsons – West Midlands Police

LEAD OFFICER

Superintendent Kim Madill

ACTION TO TAKE

1. Strengthen our offer of peer mentoring and restorative justice to those involved in violent crime
2. Development of one consistent offer from the partnership around a skills based programme to prevent youth violence
3. Commit across the Partnership to consult with youth violence offenders regarding this offer & use it to ensure there is a strong youth voice in the shaping of service delivery in Walsall

PROCESS MEASURES

1. Number of people training & volunteering to provide peer mentoring and restorative justices
2. Delivery of one coherent education programme to young people
3. Number of focus groups / youth panels with those at risk of youth violence

EVIDENCE

- Early Intervention Foundation (2015)
- Campbell collaboration (2013)
- A public health approach to violence prevention for England, DoH (2011) – role of parenting / family support, peer mentoring, restorative justice, identifying those at risk & signposting for support, partnership building through sharing data and intelligence

OUTCOME MEASURES

1. Reduction in youth violence by 10%
2. X
3. Y