APPENDIX: A

CABINET: 7 November 2017

EXECUTIVE OVERVIEW AND SCRUTINY COMMITTEE : 23 November 2017

COUNCIL: 13 December 2017

Report of: Director of Leisure and Wellbeing

Relevant Portfolio Holders: Councillor K. Wright
Councillor Y. Gagen

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SUBJECT : HEALTH AND WELLBEING STRATEGY AND DELIVERY PLAN FOR WEST LANCASHIRE

Wards affected: Borough Wide.

1.0 PURPOSE OF THE REPORT

1.1 To consider a proposed Health and Wellbeing Strategy and Delivery Plan.

2.0 RECOMMENDATIONS TO CABINET

2.1 That the Health and Wellbeing Strategy and Delivery Plan be approved, subject to any agreed amendments from the Executive Overview and Scrutiny Committee.

2.2 That the Director of Leisure & Wellbeing in consultation with the Portfolio Holder for Health & Community Safety be authorised to finalise the Health and Wellbeing Strategy and Delivery Plan having considered agreed comments of the Executive Overview and Scrutiny Committee.

2.3 That the call-in procedure is not appropriate for this item as the report will be submitted to the meeting of the Executive Overview and Scrutiny Committee on 23 November 2017.

3.0 RECOMMENDATION TO EXECUTIVE OVERVIEW AND SCRUTINY COMMITTEE

3.1 To consider the Health and Wellbeing Strategy and Delivery Plan and forward any agreed comments to the relevant Portfolio Holder.

4.0 RECOMMENDATIONS TO COUNCIL

4.1 That the Health and Wellbeing Strategy and Delivery Plan be approved.

5.0 BACKGROUND

5.1 In 2016 the Council made significant amendments to the Corporate Priorities**,** specifically to include health and wellbeing.

Subsequently the Council's key Corporate Priorities are:

- **Ambitious for the economy –** by focusing on retaining and growing jobs, increasing skills levels and encouraging business wealth;

- **Ambitious for the environment –** driving the infrastructure to enhance the built and physical environment, and its cleanliness;

- **Ambitious for health and wellbeing –** to improve the health and wellbeing of local communities.

5.2 In order to meet the Council's Corporate Priorities there was a strong acknowledgement by Members of the need for a Health and Wellbeing Strategy. The purpose of the Strategy is to properly identify the numerous and wide-ranging health related services already provided and also to identify what more, where and how the Council can contribute to improvements in health and the reduction in health inequalities.

5.3 In response, a Health and Wellbeing Strategy and Delivery Plan has been drafted, a copy of which is attached as appendix 1.

6.0 CURRENT POSITION

6.1 The Strategy and Delivery Plan have been produced collectively by the various Council Directorates and Services in order to ensure ownership and the sharing of expertise, interest, skills and to help determine how best to make consistent improvements to the quality of life of West Lancashire residents.

6.2 Across the Council there was strong support for the direction and priorities of the Strategy and the need to focus on the Council's role to influence the broader "determinants of health". These include the infrastructure, economic development, housing and community safety, nutrition and diet, and physical activity, as well as developing and supporting the Council to become more holistic in its approach to meet the needs of local residents and communities.

6.3 The principles of prevention, early intervention and taking a whole-systems approach to tackling challenges and embracing opportunities to support health and wellbeing is mainstreamed throughout the Strategy. There was consistent support for these principles throughout the consultation process, which involved consulting with internal Council directorates and external partners through the West Lancashire Health and Wellbeing Partnership

6.4 Fundamentally, the Strategy is informed by national and local Public Health strategies and intelligence, together with West Lancashire Clinical Commissioning Group and Council data.

6.5 To guide the development of the Strategy, four core priorities were introduced which relate to the Council's Corporate Priorities and Services. These are to :

- Ensure the adoption of across-the-board action to improve health and wellbeing throughout the Borough.

- Take every opportunity to improve health and wellbeing through contacts with residents and in key settings such as schools and workplaces.

- Create and sustain an environment that helps people to make healthy choices.

- Support residents and communities to manage their health, prevent ill-health and build resilience.

6.6 The Strategy is structured so that:

- Pages 1 – 10 contain the structure of the document and provide an overview of what can determine health and wellbeing, linked to the national and local context and other relevant strategies and plans.

- Pages 11 – 21 sets out the Council's Strategic Priorities, Vision and Plan to underpin the justification for a Health and Wellbeing Strategy. It also summarises how Council Services support and influence the health and wellbeing of residents.

- Pages 21 – 37 sets out how the Strategy will be delivered, its priorities, themes, desired outcomes and describes the intent behind improving health through all stages of life.

- Finally, pages 38 – 55 sets out how the Strategy will be monitored; providing an overview of the health profile of the Borough and a summary of additional information to further support the Strategy rationale and outcomes.

7.0 PROPOSALS

7.1 The Health and Wellbeing Strategy intends to be a broad document in which much of the Council and its partners will feature. For example, the Delivery Plan fully encompasses the development of the Council's Corporate Priorities and also features relevant aspects of the Council's other strategies and plans (e.g. Tawd

Valley Park Masterplan and the Council's Economic Development Strategy, amongst others).

7.2 Much of the work the Council undertakes is already contributing, either directly or indirectly to health and wellbeing locally. The Health and Wellbeing Strategy is an exciting opportunity to acknowledge the contribution the Council's work is already making in this area and to demonstrate how the Council will continue to positively influence the health and wellbeing of residents.

7.3 Within the Delivery Plan, under each of the priorities, specific projects / actions for delivery over the first three years of the Strategy are identified. As this is a completely new Strategy, this initial timeframe was designed to provide the opportunity for ongoing review and further strategic and partnership development.

7.4 Furthermore, whilst the Strategy and Delivery Plan are designed to reflect the Councils commitment, ambitions and intentions in the context of health and wellbeing, it is acknowledged that aspects of this work will involve wider partners, most notably members of the West Lancashire Health and Wellbeing Partnership.

7.5 It is proposed that progress against the Health and Wellbeing Strategy Delivery Plan be reported annually. A delegation has been sought to enable finalisation of the Strategy and Delivery Plan to take account of the input from Cabinet, Overview and Scrutiny and Council.

8.0 SUSTAINABILITY IMPLICATIONS / COMMUNITY STRATEGY

8.1 As identified in 4.5 the Health and Wellbeing Strategy reflects and meets all the Corporate Priorities of the Council, for instance:-

'Ambitious for our economy' - the Strategy sets out delivery plans aimed to tackle worklessness and absenteeism.

'**Ambitious for our environment' -** the Strategy sets out actions to improve the green infrastructure of local parks and open spaces and identifies ways of making West Lancashire an attractive place to live, work and invest.

Ambitious for our health and wellbeing' - the Strategy sets out a framework to develop a thriving leisure and cultural offer, tackle obesity, anti-social behaviour and social isolation.

9.0 FINANCIAL AND RESOURCE IMPLICATIONS

9.1 The Delivery Plan that accompanies the Health and Wellbeing Strategy identifies key priorities and actions that will be delivered over the period of the Strategy.

9.2 An aim of the Strategy is to align specific services/ actions with key organisations to open up joint funding and commissioning opportunities to deliver wide-scale health improvements.

9.3 Some of the outcomes within the Delivery Plan will be funded through the Strategic Investment Reserve (SIR), which was allocated by Council in 2016. This fund was specifically assigned to levering in match-funding to support the

development and implementation of the Strategy and its accompanying Delivery Plan. In total £100,000 was made available for this purpose.

9.4 The Delivery Plan also identifies key stakeholders that the Council will work in partnership with and this may provide the opportunity to seek external funding from grant-giving organisations.

10.0 RISK ASSESSMENT

10.1 The main risks associated with the Health and Wellbeing Strategy include:

- Raised expectations of what the Health and Wellbeing Strategy will deliver amongst the general public and partner organisations as a result of the Strategy Delivery Plan
- Ability to deliver the aspirations and actions contained within the Strategy Delivery Plan
- Lack of partnership buy-in.
- The effectiveness of monitoring the success of the Strategy.

10.2 To mitigate the potential risks associated with the Health and Wellbeing Strategy:

- All priorities and definitive actions identified will remain within the overall resources available to deliver the Strategy.
- A continued programme of engagement with Council Directorates / Services/Officers and partner organisations will be undertaken throughout.
- A Health and Wellbeing Strategy Manager has been appointed to write the Strategy and oversee its implementation.
- The introduction of a performance monitoring process to regularly review the success of the Strategy.

Background Documents

There are no background documents (as defined in Section 100 D (5) of the Local Government Act 1972) to this Report. -

Equality Impact Assessment

There is a direct impact on members of the public, employees, elected members and / or stakeholders. Therefore an Equality Impact Assessment is required. A formal Equality Impact Assessment is attached as an Appendix to this report, the results of which have been taken into account in the Recommendations contained within this report.

Appendices

Appendix 1 Health and Wellbeing Strategy
Appendix 2 Equality Impact Assessment
Appendix 3 Minute of Cabinet – 7 November 2017 *(Executive Overview and Scrutiny*

Committee and Council)

Appendix 4 Minute of Executive Overview and Scrutiny Committee – 23 November 2017 *(Council only)*