



ADUR & WORTHING
COUNCILS

Joint Strategic Committee
7 September 2021
Agenda Item 8

Key Decision [Yes]

Ward(s) Affected: All

HealthyAW: Developing the new Health & Wellbeing Strategy (2021-2024)

Report by the Interim Director for Communities

Executive Summary

1. Purpose

This report presents '*HealthyAW 2021-2024*', which sets our focus for health and wellbeing in Adur and Worthing and our Councils' ambition for thriving communities and places. This builds upon the previous [Public Health Strategy 2018 - 2021](#) and is set for two and a half years to be aligned to the overarching [West Sussex County Council's Health and Wellbeing Strategy](#).

Adur and Worthing Councils have played an important leadership role in health and wellbeing for many years, using our influence with our partners and our work with communities and businesses to affect change. It forms a key commitment to be creative and bold to create more thriving communities and places.

As District and Borough councils we hold key responsibilities and opportunities with regards to public health, with respect to provision of housing, public realm and green spaces and furthermore the work of both of our work on the Climate Emergency. Our Thrive platforms are a key element of our work on wellbeing. More generally our role as a leader of place means that we can and should be putting the wellbeing of our communities at the heart of what we do.

This strategy has been written to reflect some of the national and local

challenges we face, and builds on the learning from COVID-19. It is a post-pandemic strategy for health and wellbeing and aims to build greater fairness into our work, to double down on inequalities and ensure that whilst we are working with all of our communities we are working more with those that have been hardest hit. Importantly it builds on the community spirit and action that we have seen in communities and seeks to amplify this through more participatory approaches.

HealthyAW builds on and around the ambitions in Platforms for our Places, by creating the conditions for people to thrive. It has been shaped by national and local data around health, and the communities response to the COVID-19 pandemic.

This strategy sets out some key principles for how the Councils' want to do this work and proposes three high level ambitions for the broad direction of it, which have been shaped through engagement with our partners, staff and communities:

1.1 To improve health and wellbeing for all, focusing mostly on our communities with the poorest health and wellbeing

1.2 To create places, spaces and environments that promote and enable good health and wellbeing

1.3 To promote stronger community resilience in our communities and our workforce

The adoption of this strategy will provide the focus for our efforts for the next two and half years. The details for this work will be set out in a delivery plan to be shaped in the Autumn.

2. Recommendations

2.1 Members of the JSC are asked to:

i) Consider and adopt *HealthyAW* as the Councils Health & Wellbeing Strategy 2021-2024; and

ii) Note the development of a delivery plan to be developed Autumn 2021

3. Context

3.1 Good health and wellbeing really matters to our communities and places and is central to one of our Strategic Platforms; Thrive. It is the cornerstone to

people being able to live good lives, to having fully functioning neighbourhoods and places and creating a strong economy. Our Councils' have valued and prioritised work on health and wellbeing and have supported this work since the adoption of the Council's first Public Health Strategy in 2014.

- 3.2 As District and Borough Councils, we have an important leadership role to affect change with regard to health and wellbeing. The combination of our closeness to our communities to understand and interact with them, whilst being large enough with our services to effect change, means that we have the ability to understand and influence many of the factors that contribute to good (and bad) health. This includes access to good housing, access to green and blue spaces, access to benefits and the design of our public realm. The communities and environments that people grow up, live and work in are all referred to as the '[social determinants of health](#)' - and these are many of the factors that we either play a lead role in, or can influence.
- 3.3 Alongside our leadership role are the thousands of touch points every day that we have with residents and businesses and the opportunities we have to affect prevention and early intervention.
- 3.4 *HealthyAW* is Adur and Worthing Councils' third health and wellbeing strategy, building on our previous [Adur and Worthing Public Health Plan 2018-2021](#).¹ *HealthyAW* forms a two and a half year strategy for thriving communities (timed in order to get back into the right phase with the Joint WSCC Health and Wellbeing Strategy), which will require our Councils to continue the strong partnership working that has been formed with Public Health, our statutory (NHS and West Sussex County Council), voluntary sector, community partners and local businesses.
- 3.5 The proposed strategy builds on our work in this area which was outlined in the report to JSC in January of this year: [Overview of the Adur & Worthing Public Health Strategy](#)² and which also reflects the changes that we need to work with in the wider system as the new Integrated Care System comes into force and our new Director of Public Health starts to shape the WSCC post pandemic response.
- 3.6 Most importantly this strategy incorporates what we have learned from the experience of communities recovering from disasters (see the Kings Fund report³) and about what is needed to bring about positive change so that we can support the greatest possible improvements in health and wellbeing. We know that COVID-19 has disproportionately impacted parts of our communities more than others, many of whom were already struggling, but

¹ [Public Health Strategy 2018 - 2021](#)

² [Overview of the Adur & Worthing Public Health Strategy: Item 8; JSC; January 2021](#)

³ [Covid-19 Recovery and Resilience: what can health and care learn from other disasters?: Kings Fund; February 2021](#)

some who were managing well before. In these cases, COVID-19 has exacerbated the existing health inequalities for some groups more than others, including people living on a low income, in poorer housing conditions, minoritised ethnic communities, disabled groups and Carers etc, as outlined in Marmot's report of december 2020, Build Back Fairer⁴.

4. Issues for consideration

4.1 The proposed Strategy sets out a number of broad principles around fairness (tackling health and social inequalities), ensuring good reach into communities with protected characteristics (including minoritised ethnic communities disabled groups and carers etc) and building prevention and early intervention into everything we do. It also sets out the following three domains, identified in the Community Wellbeing Index⁵ for the way we want this strategy to be framed:

- **People:** Being person centred in our approach
- **Relationships:** Building trust and connection
- **Places:** Creating the right infrastructure for communities and places

The strategy has just three broad ambitions, which set a direction for the work:

- a) **To improve health and wellbeing for all, focusing most on our communities with the poorest health and wellbeing** - We will focus on the importance of addressing health inequalities and developing our community safety net through prevention and early intervention with our communities. Our recommissioning of advice provision in Adur and Worthing is part of this approach.
- b) **To create places, spaces and environments that promote and enable good health and wellbeing** - We will focus on the environment and infrastructure needed to support and enable strong health and wellbeing including the design of and access to healthier public spaces, activating our green and blue spaces to generate outdoor provision, improving public health across our environments, businesses and communities and building the social infrastructure needed to enable communities and groups to grow, connect and collaborate.
- c) **To promote stronger community resilience in our communities and our workforce** - We will focus on creating greater community resilience in our

⁴ [Build Back Fairer: The Covid-19 Marmot Review: Institute of Health Equity: Marmot; December 2020](#)

⁵ [Being Well Together. The Young Foundation et al](#)

communities and workplaces, and placing good mental health and emotional wellbeing and social connection at the heart of what we do.

This strategy will form a golden thread that weaves health and wellbeing through everything the Councils do to create the change needed. It also requires the Councils to involve our communities and businesses more, through participatory approaches. The next steps for this strategy will be to shape a delivery plan, agree an evaluation framework and establish a working group to drive this work forward and ensure that this work is interconnected.

Members of the Joint Strategic Committee are asked to consider and approve this strategy.

5. Engagement and Communication

5.1 *HealthyAW* has been developed through engagement with key partners including: Members, staff across the Councils, Senior Managers, Public Health West Sussex, residents and community groups.

5.2 A number of key questions were shared around health and wellbeing including:

- What does good health and wellbeing mean to you?
- What if anything has changed about your habits in relation to health and wellbeing in the last year (good and bad)?
- What do you need to support your health and wellbeing?
- What are your hopes for your own health and wellbeing for the future?

The responses to the above enquiry questions were summarised into themes which have been built into this draft strategy (see Appendix I for the Key themes developed in response to the enquiry questions).

5.3 In addition to the questions in 5.2, draft priorities were developed which were based on data, our learning from the pandemic and insight into how communities recover following a high impact event such as the Covid-19 pandemic. The draft priorities were shared with key stakeholders for their consideration and feedback.

5.4 The engagement work helped us to refine the priorities and really understand where we should focus our efforts over the next two and a half years.

6. Financial Implications

- 6.1 The cost of producing the new strategy will be met from within existing resources, primarily through staff time.
- 6.2 The cost of the proposed programmes of work will be funded from either the Council's existing budgets or external funding.

7. Legal Implications

- 7.1 Section 111 of the Local Government Act 1972 provides the Council with the power to do anything that is calculated to facilitate or which is conducive or incidental to the discharge of any of their functions.
- 7.2 Section 1 of the Localism Act 2011 empowers the Council to do anything an individual can do apart from that which is specifically prohibited by pre-existing legislation.

Background Papers

[Adur and Worthing Council's Action on Public Health](#); Joint Strategic Committee 02 September 2014; Approval of the Council's first Public Health Plan July 2014

[Public Health, Getting Ahead of the Curve](#); Joint Strategic Committee 08 November 2016; Update Report on the Councils Public Health Plan

['Start Well, Live Well, Age Well' - Public Health at the local level - A refresh of our strategy to encourage the good health of all our citizens](#); report to Joint Strategic Committee; 10 April 2018

[Overview of the Adur & Worthing Public Health Strategy](#) - report to Joint Strategic Committee; 12 January 2021

[Health and Social Care Act 2012](#); Government Legislation policy

[Fair Society Healthy Lives](#); February 2010, A strategic review of health inequalities in England; Sir Michael Marmot

['The Marmot Review 10 Years on'](#); Institute of Health Equity; February 2020; Sir Michael Marmot

[Build back Fairer - the Covid 19 Review](#); Institute of Health Equity; December 2020; Sir Michael Marmot

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Appendix I: Key themes developed in response to enquiry questions

Q1 What does good health and wellbeing mean to you?

Key themes:

- Meeting basic needs (food, shelter, work)
- Healthy body and mind (including exercise, healthy diet)
- Having friends and the ability to get support
- Feeling happy and positive, less worry, better resilience and balance
- Being able to live life and do the things you want to do

Example responses: *“Feeling resilient and able to cope with day to day stresses”* and *“Means not having to worry about basic needs and how you will source them”*.

Q2 What, if anything, has changed about your habits related to health and wellbeing in the last year (good and bad)?

Key themes:

- 50/50 split of negative and positive changes reported
- Negative - particularly being more sedentary, less exercise, more isolated / less social, and busier
- Positive - finding more time to exercise, focus on diet and self-care

Example responses: *“I am more sedentary - go out far less, work from home and have moved to online shopping. So I am literally not moving as much”* and *“More flexibility in working hours so have been able to plan in exercise more flexibly”*

Q3 What do you need to support your health and wellbeing?

Key themes:

- Support for physical health - including diet, exercise and access to health care support
- More social connections and to get out more
- More space for self care and activities
- Building confidence and motivation
- Better employment and financial situation

Example responses: *“To build confidence again, lockdown to ease, more supportive employers”* and *“Reduce chocolate eating and increase exercise, which has begun”*

Q4 What are your hopes for your own health and wellbeing for the future?

Key themes:

- Remaining fit, well and healthy
- More exercise, better diet
- More social connection, space for self-care and activities
- To get help when needed

Example responses: *“Do a bit more exercise, more culture especially music and more time with friends in social scenarios”* and *“To live a full, long life with not too many episodes of illness”*

Sustainability & Risk Assessment

1. Economic

This proposal impacts positively on the economic development of our places and the economic participation of our communities. People are key drivers of our economy; by improving the health and wellbeing of all and working to reduce health inequalities and level up health inequities, we will be supporting more people into paid employment and volunteering opportunities. Our asset based approach will also encourage and enable participation by our communities. Our support of the workforce will develop greater resilience for our local businesses and organisations.

2. Social

2.1 Social Value

This proposal impacts positively on our communities and also with those specific groups of people more likely to experience health inequalities. The move toward a more place based approach working with the strengths and assets that are already working well in communities will enable us to co design and co create activities with communities to support good physical and mental wellbeing and use our natural environment to promote good health and wellbeing in our places.

2.2 Equality Issues

An [Equalities Impact Assessment](#) (EIA) was undertaken and the information gathered through this process was used in the development of the strategy. In undertaking this assessment we will be better able to adequately address areas of inequality and disadvantage in our communities.

2.3 Community Safety Issues (Section 17)

People who are feeling healthy and well, who are actively engaged in their communities and who feel they have a positive purpose are less likely to engage in crime and disorder.

2.4 Human Rights Issues

Matter considered and no issues identified.

3. Environmental

Yes, positively. Approaches to public health will include a focus on the environment and ensure that we can all access and make positive use of our open spaces.

4. Governance

This proposal supports our ambitions to create thriving communities.