

Health and Wellbeing Board

Date of Meeting: 26 January 2015

Report of: Heather Grimbaldeston / Steph Cordon

Subject/Title: Sustainable Community Strategy and Health and Wellbeing Strategy Refresh

1. Report Summary

- 1.1. It has become apparent that there is work currently in hand to refresh both the Health and Wellbeing Strategy and the Sustainable Community Strategy. This offers an opportunity to consider bringing the two together to form the key strategic focus for the future. The Council's MGB and Cabinet (informally) are supportive of this approach and the Health and Wellbeing Board's views are now sought to determine the next steps.
- 1.2. The recent NHS Planning Guidance has also introduced the requirement to draft Local health system Sustainability and Transformation Plans and their relationship to the Sustainable Community Strategy and Health and Wellbeing Strategy needs to be determined.

2. Recommendation

- 2.1. That the Health and Wellbeing Board consider and support the proposal to merge the Health and Wellbeing Strategy and the Sustainable Community Strategy

3. Other Options Considered

- 3.1. The alternative option is to retain two separate strategic documents.

4. Reasons for Recommendation

- 4.1. 'Ambition for All' was launched in 2010 and provides the overarching strategic view of the Council and partner's ambitions for the communities of Cheshire East over a 15 year period until 2025. Its purpose was "to set out how, over the next 15 years, we will ensure that Cheshire East continues to prosper for the benefit of all residents, businesses and visitors."
- 4.2. Since the launch of 'Ambition for All' there have been a number of significant changes in the external environment which have both had an impact on the delivery of priorities and will strongly influence future priorities. The strategic direction of Cheshire East in terms of becoming a commissioning council also needs to be incorporated into further development of our future Community Strategy.

- 4.3. 'Ambition for All' was produced following comprehensive and inclusive consultation with partners and residents and so it does provide a framework which could be refreshed to include current direction and new priorities.
- 4.4. 'Ambition for All' has seven priorities which are ambitious and continue to be relevant. It was intended that these priorities would be revisited and would change over the life time of the strategy, as would supporting delivery plans. The priorities are:
- Nurture strong communities
 - Create conditions for business growth
 - Unlock the potential of our towns
 - Support our children and young people
 - Ensure a sustainable future
 - Prepare for an increasingly older population
 - Drive out the causes of poor health
- 4.5. 'Fair Society, Healthy Lives' The Marmot Review of Health Inequalities, 2010 identified that reducing health inequalities would have economic and social benefits, but that action on health inequalities required action across all the social determinants of health. It identified the social gradient in health – the fact that the lower a person's social position the worse his or her health.
- 4.6. Six policy objectives were identified as requiring action:
- Give every child the best start in life;
 - Enable all children, young people and adults to maximise their capabilities and have control over their lives;
 - Create fair employment and good work for all;
 - Ensure healthy standard of living for all;
 - Create and develop healthy and sustainable places and communities;
 - Strengthen the role and impact of ill health prevention.
- 4.7 Within the detail the Review's Policy recommendations included:
- Supporting families to achieve progressive improvements in early child development;
 - Providing good quality early years education and childcare proportionately across the social gradient;
 - Reducing social inequalities in life skills;

- Increasing access and use of quality lifelong learning opportunities across the social gradient;
- Prioritising active labour market programmes to achieve timely interventions to reduce long term unemployment;
- Improving the quality of jobs;
- Developing greater security and flexibility in employment;
- Develop and implement standards for minimum income for healthy living;
- Prioritise policies and intervention that reduce both health inequalities and mitigate climate change;
- Fully integrate planning, transport, housing, environmental and health systems to address the social determinants of health;
- Support local developed and evidence based community regeneration programmes;
- Prioritise investment in ill health prevention and health promotion

4.8 This demonstrates that the connectivity between improving health outcomes and reducing health inequalities links very strongly with the priorities being addressed within 'Ambition for All' the Sustainable Community Strategy.

4.9 For completeness sake the current Health and Wellbeing Strategy priorities are below:

What we want to achieve for 2014-2015	What we need to focus on
Outcome one - Starting and developing well... <i>Children and young people have the best start in life; they and their families or carers are supported to feel healthy and safe, reach their full potential and are able to feel part of where they live and involved in the services they receive.</i>	<p>Children and young people feel and are kept safe</p> <p>Children and young people experience good emotional and mental health and wellbeing</p> <ul style="list-style-type: none"> - Reduce the levels of alcohol use / misuse by Children and Young People - Reduce the numbers of children and young people self harming. <p>Children and young people who are disabled or who have identified special education needs have their aspirations and hopes met</p>

	Targeted prevention interventions to reduce children and young people's obesity ¹
Outcome two - Working and living well... <i>Driving out the causes of poor health and wellbeing ensuring that all have the same opportunities to work and live well and reducing the gap in life expectancy that exists between different parts of the Borough.</i>	<p>Reducing the incidence of alcohol related harm.</p> <p>Reducing the incidence of cancer.</p> <p>Reducing the incidence of cardiovascular disease.</p> <p>Ensuring the health and wellbeing of carers to enable them to carry out their caring role</p> <p>Better meeting the needs of those with mental health issues, in particular to focus upon improving the physical health of people with serious mental illness².</p> <p>Seven day care services provision</p>
Outcome three - Ageing well... <i>Enabling older people to live healthier and more active lives for longer:</i>	<p>Improving the co-ordination of care around older people, in particular those with dementia, and supporting independent living (including falls prevention and interventions to reduce social isolation and loneliness).³</p> <p>Providing high quality palliative care service</p> <p>Supporting older people, their families and carers, to prepare for the rest of their lives.</p>

¹ Following a review of obesity levels in children and young people during 2013, it has been identified that although Cheshire East overall is below the national average, there are some parts of the Borough where rates are significantly higher than that average. This is where activity will be targeted.

² The Director of Public Health's report 2012 – 2013 has identified that Cheshire East has one of the highest excess mortality rates for adults under 75 with a serious mental illness.

³ The Board has recognised the impact upon health and wellbeing of loneliness and social isolation (Holt-Lunstad et al, 2010 Social Relationships and Mortality Risk: A Meta-analytic Review) and with the growing older population of the area identified this as a new priority.

5. Background/Chronology

- 5.1. Using the rationale of the Marmot Review Policy Objectives and recommendations, there is an opportunity to bring together the re-drafting of the Health and Wellbeing and Sustainable Community Strategies to create a single strategic vision and ambition for Cheshire East. This would tie together a number of priorities for the Authority that, in effect, strengthens the health and wellbeing of the people of our area, ensuring the sustainability of our communities.
- 5.2. Key issues that are of significance across the system include reducing dependency and demand upon services; early intervention and prevention and enhanced community capacity (including the development of Community Hubs). A single Strategy may also facilitate the ambition to be a commissioning Council, with collaborative or joint commissioning opportunities being more clearly evident as a result of a combined strategic approach.
- 5.3. A combined Strategy could provide a means of establishing a more effective golden thread through the Authority and its partners signed up to by the Leaders' Board and the Health and Wellbeing Board.
- 5.4. In addition the recently published NHS Planning Guidance 2016/17 – 2020/21 has introduced the requirement to draft 'Local health system sustainability and transformation plans'. There needs to be consideration given as to how these relate to the Sustainable Community and Health and Wellbeing Strategies.

6. Wards Affected and Local Ward Members

- 6.1. All

7. Risk Management & Implications of Recommendation

- 7.1. There is a risk, if we continue with separate strategies of duplication of effort and a strategic disconnect. Combining the work to inform a single Strategy would make better use of capacity and avoid potentially confusing stakeholder and public engagement and consultation.

8. Access to Information

- 8.1. N/A

9. Contact Information

Contact details for this report are as follows:-

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