

TITLE **Strategy into Action**

FOR CONSIDERATION BY Wokingham Borough Wellbeing Board on Thursday, 10 October 2019

WARD None Specific;

DIRECTOR/ KEY OFFICER Graham Ebers, Deputy Chief Executive and Charlotte Seymour, Project Support Officer

Health and Wellbeing Strategy priority/priorities most progressed through the report	This report meets all three of the strategy priorities: Priority 1 – Creating physically active communities Priority 2 – Reducing social isolation and loneliness Priority 3 – Narrowing the health inequalities gap
Key outcomes achieved against the Strategy priority/priorities	Update the Board on actions taken towards implementing Strategy into Action.

Reason for consideration by Wokingham Borough Wellbeing Board	Update the Wellbeing Board on the progress of the Wellbeing Agenda ‘refresh’ and implementation of the strategy through the action plan. To seek views and ideas with regards to potential actions for the delivery of the strategy.
What (if any) public engagement has been carried out?	None at present.
State the financial implications of the decision	None at present.

RECOMMENDATION
<p>1) That the Board notes the update and progress to date for the Wellbeing Strategy and supports the implementation of Strategy into Action.</p> <p>2) That the partners of the Board provide their actions and relevant indicators against the three key priorities for inclusion in the dashboard.</p> <p>3) That the Board agrees and supports the dashboard.</p>
SUMMARY OF REPORT
<p>The purpose of this paper is to provide the Wellbeing Board with an update for the implementation of Strategy into Action and future actions to create and implement the action plan.</p>

Background

The Wellbeing Board has considered proposals to refresh its 'agenda' since 2017. These considerations have been in relation to governance, partnership working and other issues seen to be relevant to improving the effectiveness of the Board and enhancing its community engagement. It was decided that in order to ensure enhanced focus, vibrancy and engagement with the community, the agenda for the Wellbeing Board should facilitate this, with this in mind an agenda setting group has been set up to review and discuss papers to be presented to formal Board meetings to determine if the paper is appropriate for inclusion. There will be close monitoring of prospective items to ensure the Board are clear on what is being asked of them and how the items fit in with the refreshed strategy and delivery against its key priorities.

Through the refresh, the Wellbeing Board have created a revised and more meaningful Joint Health and Wellbeing Strategy 2018-21. This strategy was designed around the overarching vision of “**creating healthy and resilient communities**”, within which are three key priorities:

1. **Creating physically active communities**
2. **Reducing social isolation and loneliness**
3. **Narrowing the health inequalities gap**

Refresh and Update on the Action Plan

The established Strategy into Action group have been working closely with the Public Health team to develop an outcomes focused dashboard for each of the three key priorities. This dashboard and the action plans have been refined into one clear document which will enable efficient and effective monitoring of actions and accountability.

Appendix 1 shows the document for “creating physically active communities” and this is the furthest along of the dashboards.

Appendix 2 and 3 are the draft dashboards for “Narrowing the health inequalities gap” and “Reducing social isolation and loneliness” priorities.

All three dashboards will be merged into one document when they are completed and will be brought back to the Wellbeing Board. The document is a work in progress but the Strategy into Action group have a clear vision of the final product.

Currently, the dashboards only show the Public Health Outcomes Framework (PHOF) for indicators, but it is important that other key indicators are included such as the NHS Outcomes Framework and Health and Social Care indicators. Against these indicators are a local value and an England value and these will be the basis of the monitoring. It has been agreed by the Strategy into Action group that the targets for all actions will be movement of 10% (in the right direction) by November 2021, but these targets will be reviewed every 6 months from March 2020.

Furthermore, there are several identified gaps within the list of actions in the dashboards. There are some areas which are heavily represented and others that are non-existent. It

is extremely important for the integrity and effectiveness of the action plan that all key partners and are represented and included.

A Journey of Better Understanding Data

Wokingham JSNA

The Wokingham Public Health team presented data from the recently published JSNA (Joint Strategic Needs Assessment) to support a multiagency group tackling social isolation.

The group discussed the prevalence of social isolation and its wider determinants; highlighting disparities among varying demographics & localities within the Borough. These insights will allow our social care providers to adopt a more targeted approach to supporting vulnerable residents. Our local Voluntary Sector partner, Involve, will present a revised business case for a targeted intervention on Monday 23rd September.

An Executive summary of the wider Joint Strategic Needs Assessment for Wokingham will be presented to the council's wellbeing board on Thursday 10th October. This draft slide-deck will be made available for circulation thereafter.

Berkshire Data Observatory

On the 18th September 2019, the Berkshire healthcare analytics team (a shared function for Berkshire LAs based in Bracknell Council) soft-launched the **Berkshire Data Observatory** web-tool for beta testing.

All council staff are free to access the web-tool via the following link www.berkshireobservatory.co.uk

The tool is mainly designed to provide updated analytics to support health-/Social Care-related strategy and commissioning.

The development team for this tool are welcoming feedback from all users via a [short online survey](#). All users are encouraged to highlight any bugs/areas for improvement to support the positive evolution of the tool.

ACORN Web-Tool

Public Health data leads across Berkshire attended a workshop on a new population segmentation tool called ACORN.

This web-tool analyses multiple linked datasets and can provide insights at a postcode level (which could enhance our understanding of the distribution on deprivation and other determinants of health). The group is now testing specific use-cases to determine the accuracy of the tool against locally-held intelligence.

Spotlight Action: Social Isolation and Loneliness Group

The Friendship Alliance has been created to tackle social isolation and loneliness within Wokingham. This alliance is made up of four charities:

- Age UK Berkshire

- Involve
- The Link Visiting Scheme
- Wokingham Volunteer Centre

Together these charities have developed a business case that highlights the key areas of focus and phases of development of these; these include: expansion of the volunteer transport scheme, undertaking community/neighbourhood outreach and engagement work, setting up a Chatty Café and many other intuitive projects to help tackle social isolation and loneliness in Wokingham.

The Friendship Alliance expanded and has met with representation from WBC’s Public Health Team and Adult Social Care. The initial meeting was focused on how the group could tackle social isolation and loneliness differently within the borough. This led to conversations with colleagues that led programmes in Gloucestershire which is an area that pioneered a lot of the social prescribing work a few years ago.

The meetings so far have been very fruitful. Public Health brought data and statistics that clearly showed the impact of social isolation and loneliness and the areas/demographics attached to this data. It was collaboratively recognised that making a difference to isolation and loneliness would positively impact on cost reduction, primary care admissions and community cohesion. It was also recognised that in order to have a better understanding of what is already being delivered in the borough, it is key to have effective collaboration and partnership working. A mapping exercise has been completed of the projects and supported deliveries that are ongoing by the four charities involved in the project.

Going forward, this group will require extra resources and income in order to deliver the projects and programmes that have been outlined in the business case, as well as increasing some of the existing services.

The frequency of these meetings will be determined based on the project(s) at that time.

Analysis of Issues, including any financial implications

None.

Partner Implications
All partners to review and acknowledge the strategy and utilise this in policy. It is essential that all partners feel engaged with and contribute to the action plan and thus are well informed about the Wellbeing Board and its purpose, strategy and key priorities.

Reasons for considering the report in Part 2
N/A

List of Background Papers
Appendix 1: Physical Activity Dashboard

Contact Charlotte Seymour	Service Children’s Services
Telephone No Tel: 0118 974 6050	Email charlotte.seymour@wokingham.gov.uk