

TITLE	Joint Strategic Needs Assessment (JSNA)
FOR CONSIDERATION BY	Health and Wellbeing Board on 11 February 2016
WARD	None Specific
DIRECTOR	Stuart Rowbotham, Director of Health and Wellbeing

OUTCOME / BENEFITS TO THE COMMUNITY

A comprehensive, user friendly and “live” assessment of the Borough’s health, care and wellbeing needs is essential for effective and efficient commissioning of services, not just by Wokingham Borough Council (WBC) itself but also our Clinical Commissioning Group (CCG) colleagues and the wide range of partners and stakeholders in all sectors.

Ensuring priority is given to commissioning services that meet need; are evidence-based and offer good value will be crucial to improving and maintaining the good health of the Borough’s population, whilst taking into account our changing demographic.

The Joint Strategic Needs Assessment (JSNA) seeks to be a user friendly product for professionals and the community to use and make informed decisions that tells the ‘One Truth’ for Wokingham Borough.

RECOMMENDATION

That the Health and Wellbeing Board:

- 1) endorse the new JSNA and the microsite, specifically the navigation, content and structural design;
- 2) support the finalisation of the content upload and chapter synthesis;
- 3) support the launch of the JSNA in March 2016 through social media, newsletters etc.

SUMMARY OF REPORT

The JSNA microsite is nearing completion, chapters are in the process of being uploaded and the remaining chapters are waiting to be written. The Health and Wellbeing board is asked endorse the new JSNA microsite. All functional aspects of the JSNA microsite are set and cannot be changed. Very minor changes can be made to the cosmetic aspects of the site however, these may require further resources.

The Health and Wellbeing Board is asked to support the publication of the new JSNA microsite in the Borough News.

Background

The JSNA situated on the Wokingham Borough Council website was viewed as outdated and difficult to navigate and understand. Following this feedback and the need to update the content on the website it was decided to create a new microsite to host the JSNA data and content. This gave the Council the opportunity to create a JSNA that was up-to-date and one that put the user at the centre of the design.

Following consultation across the council, a focus group focused on usability with Health and Wellbeing Leadership team and studying data relating to the use of the JSNA the new microsite, found at jsna.wokingham.gov.uk was created.

The new microsite has improved navigation and usability. Whilst the microsite has allowed some freedom of design it has been restricted by the use of corporate colours and the corporate content management system. The navigation, content and usability of the microsite have been optimised to its fullest potential. The overall design of the site is a time consuming process however there is some flexibility with regards to colours and minor cosmetic changes, specifically there is some potential to changes some colours providing they fall within the corporate guidelines. There is also scope to make adjustments to the facia on the home page.

Content has been created and is being uploaded currently. Once all content has been created and uploaded the priorities will be presented in the summary section of the microsite. It will be made clear that the priorities highlighted are not to the detriment of the other data and issues identified in the JSNA, however that the priorities have been highlighted as the greatest opportunities to make a difference at this moment in time.

Work has also begun on the continuing update schedule for the JSNA to ensure that it stays up-to-date and Wokingham Borough Council employees are able to work the chapter updates into their workload.

The public release date for the JSNA is scheduled in March 2016. This is will be achieved through the Borough News article that is framed as a quiz 'How well do you know your Borough'. This will be supported by social media promotion and talks are currently being had with partners on how they can support the launch.

Analysis of Issues

The speed in which the first iteration of the JSNA can be completed depends on the capabilities of the officers writing the remaining chapters.

The JSNA microsite is able to be tweaked and any additional user experience improvements or arising issues can be addressed on an ongoing basis.

FINANCIAL IMPLICATIONS OF THE RECOMMENDATION

The Council faces severe financial challenges over the coming years as a result of the austerity measures implemented by the Government and subsequent reductions to public sector funding. It is estimated that Wokingham Borough Council will be required to make budget reductions in excess of £20m over the next three years and all Executive decisions should be made in this context.

	How much will it Cost/ (Save)	Is there sufficient funding – if not quantify the Shortfall	Revenue or Capital?
--	-------------------------------	---	---------------------

Current Financial Year (Year 1)	Set up Staff Time	n/a	n/a
Next Financial Year (Year 2)	Maintenance Staff Time	n/a	n/a
Following Financial Year (Year 3)	Maintenance Staff Time	n/a	n/a

Other financial information relevant to the Recommendation/Decision
--

n/a

Cross-Council Implications

The JSNA has the potential to effect major change in the way the Council undertakes commissioning and discharges its legal responsibilities for health and wellbeing. It has the potential to enable all departments to contribute to working as “One Council” to deliver its vision and priorities for all our residents.
--

Reasons for considering the report in Part 2

n/a

List of Background Papers

JSNA – Wokingham Borough Council Website JSNA Microsite
--

Contact Darrell Gale	Service Public Health
Telephone No 0118 908 8195	Email darrell.gale@wokingham.gov.uk
Date 25/01/2016	Version No. 1

This page is intentionally left blank