

Cabinet Report



Report of Head of Community Services

Author: Donna Pentelow

Telephone: 01235 422683

E-mail: donna.pentelow@southandvale.gov.uk

Wards affected: All

South Cabinet member responsible: Lynn Lloyd

Tel: 01844 354313

E-mail: lynn.lloyd@southoxon.gov.uk

To: CABINET

Date: 9 April 2019

Developing a health and wellbeing strategy for South Oxfordshire District Council

Recommendations

- (a) That Cabinet agrees to developing a health and wellbeing strategy for South Oxfordshire District Council that sets out the council's aspirations and ambitions for improving the health and wellbeing of its communities, in partnership with key stakeholders, partners and residents, using data and insight to inform its priorities.
- (b) That Cabinet agree to consider developing a joint strategy with Vale of White Horse District Council, should the opportunity present itself.
- (c) That Cabinet notes that the Head of Community Services in consultation with the Cabinet Member for community services, will engage with key stakeholders to inform the draft strategy.

Purpose of Report

1. This report seeks agreement to develop a strategy that sets out the council's aspirations and ambitions for improving the health and wellbeing of its communities.

Corporate Objectives

2. South Oxfordshire have a corporate objective to build thriving communities, which includes an objective to help people be healthy and active.

Background

3. Many of the council’s services directly or indirectly impact on the health and wellbeing of communities. It’s important because health and wellbeing impacts on productivity, demand on public services and quality of life.
4. The council is committed to enabling communities to live healthier lives, through the delivery of a range of services including leisure, community safety, housing, environmental services, parks, arts, community enablement, community engagement, planning, property and economic development, infrastructure and development.
5. A recent Healthy Place-shaping paper outlined that no single aspect of people’s lives determines their health and wellbeing. Factors as varied as employment status, transport options, quality of housing and access to green space all affect people’s health outcomes. Making sustainable change for the better requires a local approach, aiming to change the behaviour and health status of individuals in communities.
6. The Oxfordshire Joint Health and Wellbeing Strategy (2018 – 2023) is currently in draft for discussion. Developed by Oxfordshire County Council this document sets out the priorities for health and wellbeing at a county level. The Oxfordshire Growth Board have agreed to incorporate healthy place-shaping within the Oxfordshire Plan 2050. This will facilitate the creation of lasting benefits for the health and wellbeing of future generations of local people.
7. South Oxfordshire currently do not have a strategy that sets out their ambitions for health and wellbeing or their response to the Oxfordshire Joint Health and Wellbeing Strategy. A dedicated strategy for health and wellbeing for South Oxfordshire would also facilitate a co-ordinated response to the recent government publications: *Civil Society Strategy*; *A Connected Society* (a strategy for tackling loneliness) and *Prevention is better than cure*.

Approach

8. The strategy would need to complement the Oxfordshire Joint Health and Wellbeing Strategy. The starting point would be the wealth of data and insight available, to better understand our local health challenges, identify where we may be able to affect change and what actions we can take to achieve change.
9. A cross cutting agenda, such as health and wellbeing, requires a collaborative approach, working with partners in both the public, private and voluntary sector as well as with our communities. An engagement plan which brings together a range of individuals and organisations to tackle our health needs will be required in addition to a consultation plan. Consideration will also be given to developing the strategy jointly with Vale of White Horse District Council.

Milestones

10. The high level milestones to draft the strategy are:

April – May 2019	Establish local health needs using data analysis and insight Review the wider policy context Define and agree the scope
------------------	---

June - July 2019	Stakeholder mapping and early engagement to shape draft priorities
November 2019	Cabinet decision to agree the strategy and the priorities
January – February 2020	Action planning using co-production approach. Adoption of action plan
Ongoing	Review and evaluation

Options

11. Option 1 Do not develop a strategy. The council could just respond to the Oxfordshire Joint Health and Wellbeing Strategy, once it is finalised. This approach risks a reactive response and a missed opportunity for district council services to work collaboratively with partners to target activity that will deliver change at a local level.
12. Option 2 Develop a strategy for the council. This would provide a framework for the council to respond to the Oxfordshire Joint Health and Wellbeing Strategy as well as the government strategies mentioned in paragraph 7.

Financial Implications

13. There are no financial implications to draft and engage with key stakeholders upon the strategy. This can be met within existing budgets.
14. A discretionary growth bid of £5,000 was agreed to provide some seed funding for the strategy in 2019/20 and £7,500 in years 2020/21 until 2023/24. Any actions that emerge from the draft strategy that require funding outside of approved budgets, will need a separate funding strategy. It's anticipated this funding strategy will be based on seeking external funding and pooling funding to deliver shared outcomes.

Legal Implications

15. The council has a specific statutory wellbeing power, allowing it to undertake any reasonable activity to support the wellbeing of residents.

Risks

16. Two key risks have been identified to date:
17. Scope creep: there is a risk the scope of the council's strategy could expand due to the breadth of the subject matter. The council has a specific statutory wellbeing power, allowing it to undertake any reasonable activity to support the wellbeing of residents. The strategy will need to reflect this but will also need to be clear on aspects where the council has a specific delivery responsibility versus the areas where it will exert influence and act as an enabler and facilitator, for example, in co-ordinating external funding opportunities.
18. Confusion with the strategy title: there is a risk that the district council strategy will be confused with the Oxfordshire Joint Health and Wellbeing Strategy. To mitigate against this risk, the strategy will have a working title of "Happier Healthier Communities".

Other implications

19. A strategy for health and wellbeing would provide the opportunity to review how best to address health inequalities in opportunity and or outcome, and inequalities of access.

Conclusion

20. Developing a strategy for South Oxfordshire that sets out the council's aspirations and ambitions for improving the health and wellbeing of their communities provides an opportunity to work collaboratively with our partners to deliver improved health and wellbeing outcomes in our local communities.

Background Papers

- None