

## **BARNSELY METROPOLITAN BOROUGH COUNCIL**

**This matter is a Key Decision within the Council's definition and has been included in the relevant Forward Plan**

### **REPORT OF DIRECTOR OF PUBLIC HEALTH TO CABINET ON 21 OCTOBER 2021**

**Public or private: Public**

#### **Health and Wellbeing Strategy 2021 - 2030**

#### **1. PURPOSE OF REPORT**

- 1.1 The aim of this report is to seek Cabinet's approval and endorsement of the refreshed Barnsley Health and Wellbeing Strategy (2021 – 2030), contained within Appendix 1.

#### **2. RECOMMENDATIONS**

- 2.1 It is recommended that Cabinet notes the content and principles contained within the refreshed Health and Wellbeing Strategy (2021 – 2030).
- 2.2 It is recommended that Cabinet approves and endorses the refreshed Health and Wellbeing Strategy, prior to being received by the Health and Wellbeing Board.

#### **3. INTRODUCTION**

- 3.1 Barnsley's Health and Wellbeing Board has a statutory duty under the Health and Social Care Act 2012 to produce a joint Health and Wellbeing Strategy. The previous strategy 'Feels Good Barnsley' ran from 2016 – 2020.
- 3.2 The purpose of the refreshed Health and Wellbeing strategy is to articulate the key strategic priorities for the Health and Wellbeing Board, whilst providing a justification for those priorities. It draws upon a range of sources including our Joint Strategic Needs Assessment (JSNA), the Public Health Outcomes Framework (PHOF), along with national policy research and other local intelligence, such as the Poverty Needs Assessment.
- 3.3 Similarly, the Strategy is intended to convey the Board's strategic position and how it will work in synergy with other key strategic Boards, such as the Barnsley 2030 Board, Safer Barnsley Partnership and the Children and Young People's Trust Executive Group (amongst others). The strategy is intended to complement other strategies and plans (e.g. the Health and Care Plan) by setting out our ambition and plan to achieve a Healthier Barnsley, through the combined efforts of partners on the Health and Wellbeing Board.
- 3.4 Indeed, Barnsley's Health and Wellbeing Board is a key delivery board for Barnsley 2030, and is integral to the Borough achieving its 2030 vision, with the primary focus being delivery of the Healthy Barnsley theme.

- 3.5 The refreshed strategy reflects on the impact of the Covid-19 pandemic on the state of the Borough's health and wellbeing; acknowledging that the pandemic has highlighted and exacerbated existing health inequalities within the borough. As we continue to realise the impact of Covid-19, the Health and Wellbeing Board will focus on ensuring that our recovery is fair and equitable and that we don't risk widening existing health and social inequalities across Barnsley.
- 3.6 We have set out our new strategy across a 'life course' approach, which sets a series of ambitions at different stages of a person's life from 'Starting Well' (pre-birth to 18 years), 'Living Well' (working age adults) to 'Ageing Well' (aged 65+). Whilst we have structured our Strategy in this way, many of the ambitions contained therein are applicable right across the life-course.

#### 4. PROPOSAL AND JUSTIFICATION

- 4.1 The refreshed Health and Wellbeing Strategy sets a vision for a Healthy Barnsley which is:  
***All Barnsley residents are enabled to enjoy long, fulfilling and healthy lives in safe, strong and vibrant communities where every person is equipped with the skills and resources they need to thrive.***
- 4.2 Keeping ourselves well is the key to living happy and productive lives – but not everybody has an equal chance of being healthy. The conditions in which we're born, grow, live, and work all influence our health and how we feel. Differences in health and wellbeing across the population and between different groups in society are known as health inequalities. One of the key themes of the refreshed Strategy, is to tackle health inequalities (and the causes of health inequalities) across the life course.
- 4.3 Within each stage of the life course, we set a series of ambitions. These are summarised below:

##### **Starting Well:**

1. Barnsley is a great place for a child to be born and every child is given the best possible start in life.
2. Fewer children live in poverty, and everyone has the resources they need to look after themselves and their families.
3. All our children and young people have a healthy diet and are physically active.
4. Barnsley will have a culture which promotes positive emotional health and wellbeing and builds resilience in our children and young people.

##### **Living Well:**

1. Everyone in Barnsley can access the resources they need to live a healthy life (including having a fulfilling occupation, access to a safe, warm and sustainable home and having a good friend to talk to).
2. Levels of mental ill health across the borough are reduced, by a

combination of prevention and ensuring people of all ages, have access to quality, age friendly services at the right time.

3. Everyone can safely be physically active, to support their physical and mental health.

### **Ageing Well:**

1. Older people are able to live independent and active lives, enjoying their later years in comfort in their own communities, for as long as possible.
  2. Our older people have quality of life with choice and control over their care and support needs.
- 4.4 Clearly, many of the ambitions contained within the Strategy can apply right across the life course. Poverty, social isolation, physical activity and mental health all impact upon our health and wellbeing from our early years, right through to the end our life. Nevertheless, we have placed each ambition where it felt most appropriate, with recognition that these areas impact people of all ages.
- 4.5 Each ambition within the strategy is justified through a range of data and evidence including national policy research (such as Marmot's 'Build Back Fairer'), and local data through our JSNA and PHOF.
- 4.6 Our strategy is both long term and ambitious. Whilst the Strategy is set over a 9 year period, to align with Barnsley 2030, performance against the strategy will be regularly reviewed by the Health and Wellbeing Board. The ambitions and actions contained within the strategy will reviewed periodically and a Health and Wellbeing Board Delivery Plan will be produced, to monitor delivery against the Strategy.
- 4.7 The key, immediate priorities for the Health and Wellbeing Board are: improving the borough's mental health and ensuring that Barnsley is a great place for a child to be born.

## **5. CONSIDERATION OF ALTERNATIVE APPROACHES**

- 5.1 The production of the Health and Wellbeing Strategy is a statutory duty of the Health and Wellbeing Board; therefore no alternative approaches have been considered.

## **6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS**

- 6.1 The Health and Wellbeing Strategy sets the key strategic priorities for Barnsley's Health and Wellbeing Board, as set out above. Whilst there will be no direct, immediate impact on local people and service users, projects emanating from the strategy, as part of the Health and Wellbeing Board's work, will have a direct impact on people and these will be impact assessed accordingly.

## **7. FINANCIAL IMPLICATIONS**

7.1 Consultation on the financial implications of this Strategy has taken place with colleagues within Financial Services, on behalf of the Service Director and Section 151 Officer. There are no direct financial implications emanating from this Strategy.

## **8. EMPLOYEE IMPLICATIONS**

8.1 There are no employee implications.

## **9. LEGAL IMPLICATIONS**

9.1 Once approved and published, the Barnsley Health and Wellbeing Board will have discharged its legal duty to produce a joint Health and Wellbeing Strategy, as per the Health and Social Care Act 2012.

## **10. CUSTOMER AND DIGITAL IMPLICATIONS**

10.1 The strategy will be available in digital format and published on the Council's website. Paper copies of the strategy will be available upon request.

## **11. COMMUNICATIONS IMPLICATIONS**

11.1 The refreshed Health and Wellbeing Strategy will be launched publicly, with a significant focus on promoting the strategy on social media. The strategy contains a single image which is intended to share on social media and acts as a 'plan on a page' which succinctly summarises the entirety of the Health and Wellbeing Strategy.

## **12. CONSULTATIONS**

12.1 The strategy has been informed by the voice of Barnsley Residents, through our 'A Day in the Life of' which was held in November 2020; our Children and Young People's Emotional Health and Wellbeing survey; and our Barnsley 2030 consultation.

## **13. EQUALITY IMPACT**

13.1 Equality Impact Assessment Pre-screening completed determining that a light touch EIA is required.

13.2 It is anticipated that the delivery of this strategy will have an impact on the majority of the protected characteristics, particularly those groups of individuals that are likely to face barriers to accessing healthcare and who experience the greatest health inequalities (as identified within the Strategy). It is therefore important that individual projects are impact assessed to ensure that they are considering the diverse needs of our community in their planning and implementation.

13.3 Barnsley's Health and Wellbeing Board will guarantee that equality and

inclusion is considered within the delivery of the Health and Wellbeing Board Strategy 2021-2030. The Board will ensure that relevant schemes of work are appropriately impact assessed and that these assessments are used to inform the decision-making processes of the Board. This overarching Equality Impact Assessment will be reviewed in line with the review of the Strategy and a summary of the equality impacts will be provided to enable the Health and Wellbeing Board to further consider mitigations or appropriate action.

#### **14. THE CORPORATE PLAN AND THE COUNCIL'S PERFORMANCE MANAGEMENT FRAMEWORK**

- 14.1 Whilst the Health and Wellbeing Strategy is a partnership document, it does directly contribute to the Council Plan and Barnsley 2030, primarily focussing on the delivery of the Healthy Barnsley theme.

#### **15. TACKLING THE IMPACT OF POVERTY**

- 15.1 Within the refreshed strategy there is an ambition that directly addresses child poverty within the borough. Specifically, the Strategy outlines the following ambition:

*Fewer children live in poverty, and everyone has the resources they need to look after themselves and their families.*

- 15.2 The impact of poverty and deprivation on a person's health and wellbeing is evident throughout the strategy and tackling the causes of poverty is key ambition for the Board, across all stages of the life-course.

#### **16. TACKLING HEALTH INEQUALITIES**

- 16.1 Addressing health inequalities is one the key themes of the Health and Wellbeing Strategy, see paragraphs 3.5 and 4.2 above for further details.

#### **17. REDUCTION OF CRIME AND DISORDER**

- 17.1 Whilst the Health and Wellbeing Strategy is not directly aimed at reducing crime and disorder within the borough, the upstream determinants of crime are intrinsically linked with the wider social determinants of health. By taking action on these determinants, there will likely be the co-benefit of reducing crime and disorder within the borough.

- 17.2 The Health and Wellbeing Strategy is designed to complement existing strategies and plans such as the Safer Barnsley Partnership Plan by setting out our ambition to achieve a Healthier Barnsley, through the combined efforts of partners on the Health and Wellbeing Board. Indeed, the Health and Wellbeing Board will closely work with other key Boards, including the Safer Barnsley Partnership to achieve mutually beneficial outcomes and avoid any duplication.

#### **18. GLOSSARY**

JSNA – The Joint Strategic Needs Assessment

**19. LIST OF APPENDICES**

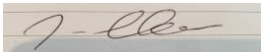
Appendix 1: Health and Wellbeing Strategy 2021 - 2030

**20. BACKGROUND PAPERS**

If you would like to inspect background papers for this report, please email [governance@barnsley.gov.uk](mailto:governance@barnsley.gov.uk) so that appropriate arrangements can be made

**Report author:** Ben Brannan, Senior Public Health Officer

Financial Implications/Consultation



.....  
David Graham – Finance Manager .....

*(To be signed by senior Financial Services officer where no financial implications)*