

Overview and Scrutiny Committee Report  
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Guildford Health and Wellbeing Strategy Update  
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## 2017-2022 Health and Wellbeing Strategy Update

### **Officer recommendation:**

That the Committee is invited to comment on the progress made and to suggest any actions they would wish the Guildford Health and Wellbeing Board to consider for the year ahead.

### Reason(s) for Recommendation:

To provide the Committee with an opportunity to comment on the Guildford Health and Wellbeing Strategy and the actions taken to deliver on its identified priorities.

### **1. Executive summary**

- 1.1 This Council is fully committed to improving the health and wellbeing of all who live, work and visit our Borough, particularly those who are less advantaged or vulnerable. The Guildford Health & Wellbeing Board (Board), of which we are a key member, sets out through its Health and Wellbeing Strategy, the priorities it identifies for the Borough.

These priorities reflect the increased awareness at both local and national level of the importance health and wellbeing initiatives have when seeking to prevent ill health and the associated strain on the health and social care sectors and human cost.

To this effect, at national level, we have seen initiatives such as healthy eating, get active and responsible drinking as well as a focus on mental health awareness and the role individuals can play in reducing isolation in our neighbourhoods.

Locally, we continue to see community groups and voluntary agencies focus on the importance of enabling all people to access opportunities to physical, mental and financial wellbeing.

Applications to our grants schemes reflect this increasing focus and our partnership working with statutory and voluntary agencies has enabled us to approach a cohesive approach to the health and wellbeing board's priorities.

For each priority, the most appropriate lead agency coordinates the actions of partners to ensure we work towards improving the health and wellbeing of residents.

This note outlines a number of the actions taken during the year and seeks the views of the Committee on any further actions they would wish the Board to consider.

## **2. Strategic Priorities**

2.1 The wellbeing of people who live and work in Guildford Borough is reflected throughout the fundamental themes of the Corporate Plan. Examples include:

### **Place making:**

- The homes we live in have a significant impact on our health and wellbeing. Delivering the houses that people need, particularly affordable housing is fundamental in reducing inequalities in health.
- Transport can be a barrier to peoples' work opportunities and therefore any initiative to reduce such barriers contributes to improving general wellbeing.
- Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities

### **Community:**

- Supporting older, more vulnerable and less advantaged people in our community is central to our Corporate Plan and our commitment that Every Person Matters.
- Our Air Quality Strategy recognises the importance of safeguarding air quality.
- Increasing physical activity particularly amongst those who are physically inactive by enhancing sporting, cultural, community and recreational opportunities will improve general health.

## **3. Background**

3.1 The Guildford Health and Wellbeing Board (Board) set out in their Strategy the priorities they have agreed for the Borough. As key members of the Board, we contribute to the delivery of the Strategy.

The focus of the strategy is preventing ill health and encouraging residents to understand and take responsibility for their own health.

3.2 This Committee reviewed the Strategy on 23 February 2017 prior to its adoption by the Board. The priorities are:

- health inequalities and community wellbeing
- physical activity
- substance misuse
- health and wellbeing at work
- road safety and air quality

3.3 The health profile 2017 for Guildford (Appendix 2) shows that the health of the people of Guildford is generally better than the England average, with life expectancy for both men and women higher. However, we can see differences across our borough of health indicators and outcomes within our communities - such as smoking and childhood obesity. The difference in life expectancy across the borough is reported as being 5.6 years for men and 4.3 years for women this is an improvement on the 2013 figures of 8.4 years for men and 4.8 years for women.

3.4 This report outlines the actions taken over the last year across a range of priorities to improve health and wellbeing across the Borough.

#### 4.0 Progress on priorities

##### 4.1 Health inequalities and community wellbeing

The Board sees if we are to improve great health and wellbeing for all in our Borough we need to reduce the inequalities that exist across our borough. These inequalities are the same for people throughout the country and are intrinsically linked to the opportunities available to them.

Issues of self-esteem and personal confidence as well as a need to embed strong family and neighbourhood support networks are proving key factors when facilitating individual and community health and wellbeing.

To address this priority – we have the following in place the

##### Health inequalities working group

We chair a multi-agency group to help provide a coordinated response to health inequalities. As this area covers such a broad spectrum of work, the group are focusing on a number of key work streams, which are:

- empowering people and increase opportunities
- healthy homes
- improving access to core health services
- improving access to health advice and support
- promoting healthy eating
- reducing stigma and improving access to mental health services

Some of the achievements during the year include:

Project	Description
'Have a heart give smart'	Encourages local people to focus their charitable giving to tackle homelessness and rough sleeping by giving to local charities.
Time banking	Allows people to exchange their time and skills which helps tackle social isolation.
Promoting the use of interests.me	A free website supporting and helping small local groups promote their events and understand what activities are happening in their area.

Dementia Alliances	Two dementia alliances have been set up in the Borough, one covering Ash and the other the town centre. These alliances support people living with or affected by dementia by creating dementia friendly communities.
'Let's get steady'	A falls prevention programme developed by our Home Improvement Agency team in partnership with the CCG and Virgin Care. The programme was highly commended in the Innovation Award Category at the National Home Improvement Agency Awards.
The Safe Haven	A meeting point café for those in crisis who may need help and can avoid going to A/E.
The S.O.S Bus.	Joint funded by the CCG to provide free first aid point for night time visitors to Guildford. The bus is based at the Rotunda on North Street
Action Surrey Partnership against fuel poverty. wins award at South East Regional Energy Efficiency Awards	Action Surrey wins award at South East Regional Energy Efficiency Awards for customer support to vulnerable residents. The partnership delivers energy efficiency advice and funding to help people make energy improvements and escape fuel poverty.
Wellbeing Café at Beverley Hall	Open one evening per week in partnership with VASWS/Oakleaf and Guildford Action to support rough sleepers

The group have a detailed action plan, set out in Appendix 3, which outlines progress of partnership working to date.

### **Local Community Initiatives**

We have seen that the local community has become a key provider in supporting the health and wellbeing of local people. Our Project Aspire grants scheme has seen many local groups apply for funding to help people access opportunities for health and wellbeing that they may otherwise be unable to do.

We awarded

- 16 grants to fund activities and meeting groups to help isolated people such as the elderly and our most vulnerable avoid loneliness.
- 11 grants to provide fitness classes within a community setting so that those who would perhaps be reluctant to join a gym or go to the leisure centre have the opportunity to become more physically active.
- 6 grants to provide career and learning advice that focussed on confidence building and self-esteem to enable people to get ready for work
- 7 grants to fund emotional wellbeing projects experienced through access to the arts

## **Guildford First**

Guildford First is a non-profit consortium of public, private and voluntary organisations who formed in 2017 and have agreed to work together to reduce the stigma surrounding mental health issues in our community and improve access to existing services for those suffering from mental health issues.

Whilst the breadth of the mental health arena is vast the group's initial focus is on young people and mental health in the workplace.

The group collaborated with the Institute of Directors last year to deliver an event at the University of Surrey called 'this is my story' where a number of local business leaders talked about their experience of mental health issues. This proved to be a powerful experience for all those attending. Through Guildford First, we have also collaborated with a private organisation and a charity to provide mental health first aid training. To date we have provided free training to over 100 people.

## **4.2 Physical Activity:**

The Council actively participates in the Surrey Physical Activity Network and continues to promote public health advice through the leisure centres and local networks.

Get Active 50+ has been a key initiative over the last two years. Sport England and councils across Surrey funded the programme, which ended in December 2017. A key objective was to ensure it is sustainable and included a training programme to increase the number of coaches to support a range of activities.

The following activities ran in our borough:

- bowls
- golf
- inclusive sports
- racquet sports
- running
- swimming
- walking football
- walking netball & basketball

With over 500 participants in activities in Guildford, we fully achieved our target. The project has trained a number of coaches. These new instructors continue to lead activities and mean that activities can be delivered more locally.

The project evaluation shows that prior to the initiative, 46% of the participants carried out less than 30 minutes sporting activity a week. This reduced to 27% following participation in one of the Get Active 50+ activity, with 69% of people indicating they maintained or increased the number of days they participated in a sporting activity.

### 4.3 Substance misuse

Colleagues from the NHS lead the substance misuse multi-agency group and are focusing on three issues:

- smoking
- alcohol
- drugs

**Smoking:** Overall, the smoking prevalence in our Borough is lower than the national prevalence; however, the public health modelling indicates a number of wards where smoking prevalence exceeds this. We therefore continue to work with Quit 51, a free local stop smoking service to work particularly in these areas. We have also participated in events with Trading Standards to identify illegal tobacco in the borough. We also contributed to the Smokefree Surrey Strategy.

#### **Alcohol :**

Guildford is the only town in Surrey to have a Purple Flag indicating a safe and vibrant night time economy.

We have also hosted Brief Intervention training to provide frontline staff the tools and confidence to raise the issue of alcohol with people. This is in line with the making every contact count.

Working with the NHS, the Police and Crime Commission and Experience Guildford, we now have an 'SOS bus' in Guildford on key nights in the town. St Johns Ambulance and South East Coast Ambulance Service set up a treatment centre on the Rotunda at the bottom of North Street. Up to New Year 2018 this has provided treatment to 36 people and has prevented 13 visits to the Royal Surrey County Hospital Accident and Emergency service and provides a safe place in the town for anyone who may be vulnerable.

#### **Drugs :**

We work alongside the several charities in Guildford as well as the NHS iAccess support service that help with issues around substance misuse. Their aim is to offer support to people who want to change their lives and stop causing harm to themselves and their communities.

People can refer themselves or are accepted via referrals from GPs, social services, Community Mental Health Recovery Services (CMHRS) non-statutory drug & alcohol services, hospitals, other mental health professionals and probation services.

### 4.4 Health and Wellbeing at Work

Encouraging employers and employees to take steps to address health and wellbeing issues within the workforce contributes to the overall objectives of the strategy.

The focus of the Board has been to promote the Workplace Wellbeing Charter, an accreditation scheme that allows employers to assess their performance in relation to workplace wellbeing and identify where to make improvements.

The Charter covers a number of topics including:

- absence management
- alcohol and substance misuse
- health and safety
- healthy eating
- leadership
- mental health
- physical activity
- smoking and tobacco

Two organisations in Guildford Borough have successfully achieved the charter standards, one is a private company and one is a voluntary organisation.

The company who devised the Charter have changed the assessment arrangements making it perhaps less attractive to some organisations. We understand Public Health England is looking to introduce alternative assessment regimes that may be more attractive to organisations.

Within our own organisation, we have promoted and run a number of projects during the year to encourage staff to improve their own health.

#### **4.5 Road Safety and Air Quality**

**Road safety:** The Surrey County Council Road Safety Group, who lead on this work stream remain concerned about the numbers killed or seriously injured on the roads. They analyse accidents in detail but unfortunately, are not able to identify a common cause or theme. However, the analysis of these incidents is used to identify the causes of accidents and possible solutions.

**Air Quality:** The Council approved an air quality strategy for Guildford. This sets out the aims and actions that the Council has, and will take, to monitor air quality and the measures we take to protect this. Set out below are a number of the actions taken or planned to safeguard air quality in our Borough.

- An AQMA has been declared in relation to a short stretch of the A3100 in Compton village. Residents and statutory partners have been consulted on a proposed action plan to reduce levels of Nitrogen Dioxide.
- We are working with DEFRA, Rushmoor, Surrey Heath, Havant, Surrey and Hampshire County Councils to tackle projected exceedance of the national Nitrogen Dioxide threshold on a section of the A331 at the Ash/Aldershot interchange.

Phase 1 has been completed. This was a detailed assessment of traffic flows and vehicle types following completion of the M3 smart motorway upgrade and removal of the traffic diversion onto the A331. The DETR air quality model is now being updated to assess whether levels of NO<sub>2</sub> are still predicted to exceed the national threshold.

Phase 2 is being progressed for the eventuality that NO<sub>2</sub> levels are predicted to exceed the threshold. This is to assess different remediation measures to reduce NO<sub>2</sub> levels and their effectiveness.

- We are collaborating with the University of Surrey and Community Wardens to deliver education projects in schools regarding air quality, the causes of pollution and how we can all help to reduce levels of pollution.
- We are working with the University of Surrey on a project to provide information on local pollution levels and involve them in monitoring these and changing travel modes to contribute to improvements in air quality. This will use a variety of mobile phone apps and similar social media routes.
- We have revised and expanded our air quality monitoring to target extra areas where there are likely to be higher levels of pollutants and where there is relevant public exposure.

## **5. Financial Implications**

- 5.1 There are no financial implications directly as a result of this report. The Council and its partners expect to deliver the plans within existing budgets. It is inevitable however as pressures grow on the health and care service the need to collectively increase investment in preventative services will grow. The Board is a key partner across a range of services and will need to continue to play an active and growing role.

## **6. Legal Implications**

- 6.1 The *Health and Social Care Act 2012 as amended* places a statutory requirement on upper-tier and unitary local authorities in England to establish a Health and Wellbeing Board.
- 6.2 *The Local Government and Public Involvement in Health Act 2007* imposes a duty on Health and Wellbeing Boards to involve district and borough councils in the development of Joint Strategic Needs Assessments. Whilst the legislation does not specify district or borough council involvement in developing Joint Health and Wellbeing Strategies it is widely recognised that a broad and inclusive approach to health improvement is needed. Districts and boroughs are included in Joint Health and Wellbeing Strategies and in the work of Boards generally.
- 6.3 The Guildford Health and Wellbeing Board contributes to the aims of the Surrey Board through the Strategy and the associated action plans.
- 6.4 Section 17 of the *Crime and Disorder Act 1998* imposes a duty on the Council to consider in all its decision making the requirement to reduce crime and disorder. The reduction of crime and disorder by the control of alcohol consumption is important

## **7. Human Resource Implications**

- 7.1 There are no human resource implications arising from this report



## **8. Key Risks**

- 8.1 The increasing demand for services across the wider health and care services is creating real pressures on an already stretched system. Life expectancy has been rising. Data for 2016 show that based on current mortality rates a baby born in England today would live on average 79.5 years (male) or 83.1 years (female). Whilst it is positive to learn we are living longer but the statistics also show that we are spending much of the extra time suffering with poor health – around 16 years of ill health for men and 19 for women.
- 8.2 We are increasingly concerned about this because an ageing population – struggling with poor health – affects families, our workplaces and of course increases pressure on health services and social care.
- 8.3 As a society we need to work together to help people stay well for longer, particularly through quitting smoking, drinking less alcohol, eating well and exercising regularly, as well as looking at the wider issues that affect our health such as jobs, housing and our food environment.
- 8.4 With pressure on budgets becoming severe in both the NHS and care services, it can be difficult to maintain investment in preventative programmes even though their value is widely accepted.

## **9. Consultation**

- 9.1 A workshop was held at the Voluntary Action South West Surrey Conference on 10 April, the workshop focused on how the work that we do along with the charity sector impacts on the wider determinants of health.

## **10. Suggested issues for overview and scrutiny**

- 10.1 The Committee is asked to consider:
- Do the current priorities set out on the Strategy reflect the priorities of the Council
  - Are there specific actions the Committee would prefer to see delivered during the next year in support of the Strategy

## **11. Conclusion**

- 11.1 This Council is fully committed to improving the health and wellbeing of all who live, work and visit our Borough particularly those who are less advantaged or vulnerable.
- 11.2 This report updates the Committee on some of the work carried out by the Council or its partners to support the priorities identified by the health and wellbeing board.

There are clear challenges with a growing ageing population where for a number of years individuals are likely to have poorer health. Much of this is determined by behavioural choices we all make in earlier years and it is here we need to focus if we are to make the impact needed.

- 11.3 This will require the agencies and communities to be more joined up if we are to make real progress at the pace that is required.

## **12. Background Papers**

Guildford Health and Wellbeing Strategy

## **13. Appendices**

Appendix 1 [Guildford Health and Wellbeing Strategy](#)

Appendix 2 [Guildford Health profile](#)

Appendix 3 Health Inequalities Group Action Plan