

To: Council
Date: 20th March 2023
Report of: Head of Corporate Strategy
Title of Report: Oxfordshire Health and Wellbeing Board/ Health Improvement Board Partnership Report

Summary and recommendations	
Purpose of report:	To provide the annual report on the work of the Oxfordshire Health and Wellbeing/ Health Improvement Board
Key decision:	No
Cabinet Member with responsibility:	Cllr Louise Upton. Cabinet member for Health and Transport
Corporate Priority:	All
Policy Framework:	Council Strategy 2020-24
Recommendation(s):That Council:	
1. Notes the report	

Introduction and background

1. The Oxfordshire Health and Wellbeing Board (“the HAWB”) is a partnership between local government, the NHS and the people of Oxfordshire. It includes local GPs, councillors, representatives from Healthwatch Oxfordshire, and senior local government officers. The HAWB provides strategic leadership for health and wellbeing across Oxfordshire and ensures that plans are in place and action is taken to realise those plans. The Council has been an active member of the HAWB since its inception in 2013.
2. The Health Improvement Partnership Board (“the HIB”) is a sub group of the HAWB and focuses on effective partnership working across Oxfordshire to meet people’s health and social care needs.
3. It aims to, Promote and use the [Prevention Framework \(pdf format, 2.3Mb\)](#) to deliver a range of initiatives that will PREVENT ill health, REDUCE the need for treatment and DELAY the need for care.
4. It aims to meet the performance measures agreed by the HAWB.
5. The Council last received a report on the activities of the Health and Wellbeing Board and the Health Improvement Board in July 2021.

6. Councillor Louise Upton, Cabinet Member for Health and Transport & cycling took up the role as Chair for the HIB in June 2020 and Councillor Maggie Filipova-Rivers, South Oxfordshire District Council took up the role as vice Chair of the HIB in June 2021. These roles have officer support from the Council's Policy and Partnership Team Manager. As Chair and Vice Chair of the HIB, Councillor Louise Upton and Councillor Maggie Filipova-Rivers have automatically taken the member seats on the HAWB.
7. This has been a year of significant change in the Health system. From July 2022 new organisations and partnerships were created and the Clinical Commissioning Group ("the CCG") ceased to exist.
8. The Integrated Care Board ("the ICB") was formulated. This is the new NHS body that receives funds from NHS England and plans and buys services for Berkshire, Oxfordshire, Buckinghamshire ("BOB")
9. The Integrated Care Partnership ("the ICP") has been created to support the ICB. The ICP is a joint committee of the local authorities and the NHS, represented by the ICB, coming together with other partners to set a common direction of travel to improve health and wellbeing for people living and working across the Berkshire, Oxfordshire and Buckinghamshire area.
10. The ICP will be responsible for the development of an integrated care strategy, this is a statutory requirement of the ICB as explained in [guidance published by the DHSC](#) in July 2022.
11. The purpose of the strategy is to set the direction for the system, outlining how local authorities and the ICB, working with other partners, will meet the needs of our population and deliver more joined up, preventative and person-centred care for people across the course of their lives
12. The ICP met for the first time in October 2022 and has agreed its new Terms of reference.
13. The ICP has begun to deliver an engagement plan to formulate its Strategy which is due to be completed by the end of February 2023. A update report on the Integrated Care Strategy was submitted to March Cabinet.
14. The ICP will work alongside the HAWB, how this will connect is still being worked through.

The role of the Oxfordshire Health and Wellbeing Board (HAWB)

15. The HAWB has a single unifying vision for the improvement of the health and wellbeing of Oxfordshire residents:

'To work together in supporting and maintaining excellent health and wellbeing for all the residents of Oxfordshire'
16. With the introduction of the ICP, the HAWB has also refreshed its Terms of Reference, expanding its membership to include the City and the four other District Councils.
17. The HAWB will also review its current delegation arrangements for the operational delivery of its strategy to sub-committees/partnership boards due to the formation of the ICB.

18. The vision of the HAWB provides a framework for partners in the voluntary, community sector and business to recognise their part. It also gives us a clear focus for funding and commissioning decisions.
19. The HAWB has received regular reports this past year from its sub-committees based on outcome measures set by each.

Health Improvement Partnership Board

20. The Health Improvement Partnership Board (HIB) has identified 3 priority topic areas to focus on;
 - a. Tobacco Control
 - b. Mental Wellbeing
 - c. Healthy Weight and Physical Activity
21. Action on these priority areas is supported by an approach which is focused on addressing health inequalities and taking a preventative approach in all that it does.

Oxford City Council's work on Health

Data and insight: Joint Strategic Needs Assessment (JSNA)

22. The JSNA provides information about Oxfordshire's population and the factors affecting health, wellbeing, and social care needs. It brings together information from different sources and partners to create a shared evidence base which supports service planning, decision-making and delivery. Where possible and relevant, data at district and ward level is included.
23. Organisations from across Oxfordshire contribute to the data and commentary in the JSNA and in addition to the Council this includes NHS Oxfordshire (BOB ICB), Oxford Health NHS Foundation Trust and Thames Valley Police.
24. Alongside fellow Oxfordshire districts, Oxford City Council is an ongoing member of the Oxfordshire-wide JSNA Steering Group giving us the opportunity to influence its development and contents.
25. Our involvement with the development of the JSNA and the JSNA report allows the Council as a local authority, and as a member of strategic level boards, to focus on and prioritise need for its services, with a particular focus on health inequalities. It also allows the HAWB and its sub committees/groups to have a clear set of performance indicators alongside service delivery to enable the HAWB to hold its sub committees and commissioned agencies to account. The Council is also, importantly, able to measure impact of service delivery on the local picture.
26. The Joint Strategic Needs Assessment 2022 can be found here: <http://insight.oxfordshire.gov.uk/cms/joint-strategic-needs-assessment>
27. The Council's Data Analyst Officers meet with the analysts from Oxfordshire County Council. They directly support elements of the JSNA "bitesize" reports (easily digestible focused reports) providing editing support to ensure that the needs of the city are adequately represented. The analysts also support the data analyst network by leading a good practice group for the data teams across the county and other districts to share good practice and use skills to further develop the JSNA and the Council's internal skill sets.

28. The Council is using the data provided by the JSNA to inform service delivery, influence service development and in the commissioning of services across the city. For example this has informed the work of the Council's transformation programmes and will be a main source of information for our newly formed Business intelligence unit (BIU).
29. The Council is focused on tackling health inequalities, improving outcomes for people in the most deprived communities and supporting work in relation to mental health and wellbeing. In addition to data contained within the JSNA, Census 2021 data is being published throughout the final quarter of 2022 and into 2023. As part of our focus on tackling health inequalities, this data will be an important source of information that will help to inform our understanding of Oxford's population, including wider determinants of health as well as shape views on health inequalities in our city.
30. We also continue to influence and support the strategic direction of domestic abuse as well as support pathways into health services for the homelessness community. This work has been realised through the following City Council work programmes:-

Localities

31. The Council has evolved its locality-based model from COVID response hubs to locality teams, bringing together different service area staff to deliver on the vision, which is -
- We place people at the heart of service delivery; focusing on prevention and meeting customer needs, especially those who are in crisis or need our help the most. Maximising people and place potential, reducing inequalities, benefiting from digital engagement, and facilitating 'work together' solutions to deliver meaningful and tangible outcomes.*
32. The locality teams are working closely with Councillors, residents, partners and stakeholders to provide a holistic approach to residents' needs, and tackling inequalities. To support a more localised approach, the city has been split into quadrants, with each one having a Locality Manager.
33. The Council's Community Services are working with Oxfordshire County Council Public Health to develop ward health profiles, there is £70,000 of funding from the County Council to project manage the development of the Rose Hill and Barton profiles and implement action plans supported by Community Health Development Officers.
34. Since 2020, the Locality Team have distributed c£750k worth of Covid and Household Support Grants to help residents with food, to keep warm throughout the winter months and able to have access to essential supplies.
35. Cost of living work is a top priority for the locality teams. We have held cost of living training sessions for Council teams and partners helping to upskill our teams and share resources and cost of living roadshows offering residents the opportunity to get support and guidance in their community. We have a dedicated webpage and booklet proving a range of useful information and contact details. The City Council continues to support the Community Food Network which coordinates projects and food poverty action plans in partnership with Good Food Oxfordshire.

36. The City Council has also created a Warm Spaces network, which is crucial in supporting residents during the winter months as energy prices continue to rise. There is a warm spaces map on the Council's website which shows the spaces and activities that are available, the warm spaces have also been promoted through community channels to make sure it reaches everyone in the city.

Food strategy

37. The Oxfordshire Countywide Food Strategy was endorsed by Oxford City Council's cabinet in July 2022. We are currently working with partners to develop an action plan which will likely return to cabinet later in 2023. As part of our work with the community food system we have been looking to support healthy eating in a variety of different ways including funding towards healthy and nutritious food items, fridges and freezers, providing a community van, supporting volunteers with training and working closely with the Community Food Network.

Addressing health inequalities through Community Champions

38. The Council, among 60 other local authorities which have the lowest rates of vaccination uptake, received £485k funding from the Department of Levelling Up, Housing and Communities to respond to vaccine inequity. The team leading the programme within Community Services negotiated for the scope and timescales to be extended to include health inequalities and run until March 23 instead of the initial July 22 programme delivery timeline. At the heart of the programme we have been embedding equality, diversity and inclusion in line with our Equality Diversity and Inclusion (EDI) strategy through inclusive recruitment of Community Champions from all backgrounds and works of life, grant funding Voluntary and Community Sector Organisations (VCSOs), up-skilling and building capacity at individual and organisational level.

39. Through partnership working with Buckinghamshire, Oxfordshire and Berkshire Integrated Care System (BOB ICS), Oxfordshire County Council Public Health and six other VCSOs, the Council has successfully recruited and trained around 80 Community Champions who are directly engaging with communities that are most impacted by the pandemic and experiencing greater health inequalities to gather insights in to the barriers these respective communities are facing to access health and other services across the city. Some of the community engagement activities included Eid Extravaganza in May and July 2022, family activity days and Jubilee events.

40. The Community Champions working closely with health colleagues are also involved in the co-production/design of practical solutions as a direct outcome from the insights gathered. Recently, Turning Point, which is a partner to the programme, has conducted a survey of around 90 individuals who are experiencing drug and alcohol addictions to understand vaccine uptake and hesitancy. As a result, the Council supported them to access the Health on the Move van (HOTM) at their various sites within and outside the city in a bid to increase vaccine uptake among that cohort. The Champions were also a catalyst in bringing the HOTM van closer to the communities who may otherwise not have taken the vaccine at various community events, bridging the gap between health provision and communities.

41. A Community Health Development worker whose role is also funded through this programme and works across the two areas in the city facing highest health inequalities: Blackbird Leys and Rose Hill, continues to embed themselves in the community and support local groups and individuals.

42. Key successes include:

- In Blackbird Leys, the creation of family badminton and a women-only basketball sessions among the East Timorese community. This aimed to increase physical activity among families and give people a chance to exercise together utilising the Leys Pools and Leisure Centre and working with Fusion Lifestyle who operate the site to improve accessibility.
- In Rose Hill, the Community Health Development worker has engaged with Asian Women's Voice group on Long COVID, offered improvements at the community larder to include sanitary products and supported the recruitment and training of a Community Champion with learning difficulties to access the programme.

Reducing inequalities and obesity through physical activity

Campaigns

43. Over the last year the Active Communities and Sport & Physical Activity Team has embarked upon a variety of digital campaign work to encourage and motivate local residents to become more physically active and as a result improve their mental and physical health and wellbeing. Webpages have been created and updated to make information about being active in the city's parks and waterways, moving more as a family and accessing online cultural, creative and physical activities easier to find and navigate.

44. Alongside the launch of the GO Active Outdoors, GO Active Families and Activity Hub webpages there has been social media campaigns to help raise awareness of these online resources to partners and the community. Targeted posts have been utilised to deliver the messages to those likely to be experiencing greater health inequalities and who would therefore benefit most from including more physical activity in their day.

Physical Activity pathways

45. Working with partners across the other District Councils and Active Oxfordshire, the Council has been successful in securing funding for the Move Together pathway (which has now been extended until March 2023). The Move Together pathway aims to get people that have been negatively affected by the Covid pandemic moving more to improve their physical and mental wellbeing.

46. Move Together provides motivational interviewing to participants to help them change their behaviours around activity and encourage sustainable activity such as joining community groups or exercising at home. We also have the option of one to one home support for residents who may have more complex needs or more serious long term health conditions. So far the pathway has engaged with over 500 Oxford residents and we are working on securing more long term funding for the programme.

47. You Move is a brand new programme for the whole of Oxfordshire, and will provide free or low cost sporting activities for families across the county. You Move comes at a critically important time, with many Oxfordshire families hit hard by the cost-of-living crisis and serious concerns around the mental health and wellbeing of our children and young people. You Move offers families' ways to get active that suits their individual needs, which will help them enjoy quality time together, have fun and improve their health and wellbeing. It is funded by Oxfordshire County Council Public Health and co-ordinated by Active Oxfordshire, in partnership with the City and district councils.
48. You Move has a clear focus on helping those families who are facing the greatest barriers to physical activity and who stand to gain the most from being active. The benefits of signing up with You Move include discounted leisure centres fees across all Oxford City Fusion Lifestyle centres, as well as access to free cost community-based events, supported by Sport England investment. Examples of activities include ice skating, dance classes, Zumba, family athletics and roller skating.
49. We have two Community Health Development Officers in post who cover the Leys, Barton and Rose Hill. Activities that they have helped deliver include increasing physical activity in those individuals who are inactive, ensuring there are culturally appropriate exercise provisions. This has included a badminton session targeted at families in The Leys which now has have over 30 people attending weekly. In addition, a session has been set up in the Rose Hill Gym for those who are inactive.
50. The team also support many more Physical Activity interventions and these are shown here https://www.oxford.gov.uk/info/20230/sport_and_physical_activity

Leisure Futures

51. Our Leisure contract with Fusion Lifestyle ends in March 2024. We strongly believe that this is a unique opportunity to really tackle inequalities and inactivity with the right engagement and involvement. We have been exploring this option with a focus on prevention and meeting our Thriving Community's strategy aims. We have set up an Active Lifestyles commissioning group with a group of senior individuals from Public Health, Adult Social Care, the Integrated Care Board, Primary Care Networks and several others to explore the opportunities that this may present. This is an exceptionally challenging financial and risk environment and it is only by working together that we will be able to make significant change in this area. We have also been talking to Districts Councils around the opportunity to roll this wider, should it be successful.

Parks Tennis

52. Our award winning and nationally recognised tennis programme, in partnership with Courtside Hubs (formerly Premier Tennis), is now attracting around 7,000 unique players to tennis in Oxford's parks, following a 'pandemic bump' which has been largely retained. The programme generates significant social value at £336k p.a. including £89k improved health, £170k personal well-being and £77k community development.
53. Oxford's parks tennis courts draw people locally and from deprived areas, across both genders and all age groups; 85% of people do not play at any other tennis

venue. We have recently awarded a new long term contract to Courtside Hubs with the aim to ensure sustainability and drive more participation.

54. We are currently working on exciting proposals to secure the long term sustainability of affordable community based tennis in Oxford. We are working closely with our partners at the Lawn Tennis Association and a number of other external funders to draw in over £1m of investment to resurface and improve both tennis courts and the ancillary facilities linked to them. We will also be looking to link in strongly with health partners and social prescribers.

Health Inequalities, Housing and homelessness

55. Homelessness Services have been recommissioned this year on a countywide basis with the health and wellbeing of people accessing services being a key priority. This builds on the work of the Out of Hospital project which has helped people accessing homelessness services to access appropriate assessments of both their health and care needs. In turn this has enabled people to access more appropriate long term accommodation which will meet those needs.
56. The Countywide Homelessness Steering Group continues to drive forward the Countywide Homelessness Strategy. This group brings together all key statutory services and other representatives, including representatives from both NHS trusts and Adult Social Care.
57. City Council officers have worked with health colleagues to support the rollout of vaccines to the homeless population. This includes both COVID19 and Influenza.

Prevention Concordat for Better Mental Health

58. The Public Health England (PHE) Prevention Concordat for Better Mental Health aims to facilitate local and national action around preventing mental health problems and promoting good mental health. It provides a focus for cross-sector action to deliver a tangible increase in the adoption of public mental health approaches.
59. Over the last year, due to the Council's involvement with the Mental Health Concordat Partnership, officers have been able to build or strengthen partnerships with partners such as Active Oxfordshire, Health Watch Oxfordshire and neighbouring districts/County. Opportunities communicated via the Mental Health Concordat meetings are shared with teams across the Council where they are relevant to their work.
60. Through participating in the quarterly Concordat partnership meetings the Council has shared knowledge/best practice around themes such as storytelling and volunteering.

Healthy Place-Shaping

61. The work of the HAWB and the HIB is also guided by the strategic objectives set by the Oxfordshire Growth Board and the Oxfordshire Councils for Healthy place-shaping. The Growth Board published a draft vision for Oxfordshire which seeks a future in which *"we will all be healthier and happier, inequalities will have been reduced, our young people will feel excited about their future and our overall well-being will have improved"*.

62. Healthy place-shaping involves local government working in partnership to create sustainable, well-designed communities where healthy behaviours are the norm and which provide a sense of belonging and safety, a sense of identity and a sense of community. Healthy and thriving places are those where the right policies, environment and partnership working are adopted to empower individuals, communities and organisations to make healthier choices. Healthy place-shaping involves the following:
- a. Shaping the built environment, so people can easily access green spaces and are enabled to walk and cycle more.
 - b. Working with local people and community groups, schools and businesses to support them in adopting healthier lifestyles.
 - c. Developing local health and care services to deliver good local services.
63. Healthy Place-Shaping (HPS) is a collaborative approach which aims to create sustainable, well designed, thriving communities where healthy behaviours are the norm.
64. We attend the County Council's Healthy Place-Shaping meeting and also have a local Oxford-based meeting that picks up the key principles of the County Council's meeting and links this to local priorities within the city. This includes Active Design, Active Transport and Physical Activity Interventions linked to the local place.
65. The Council's Communities Team is currently working on the following deliverables to support a healthy place-shaping approach in the city:
- An insight model that uses a range of primary and secondary data
 - Formal proposal for Shotover Country Park
 - Proposal on how to best integrate with the locality teams
 - A proposal to integrated healthy place-shaping across the council
 - The implementation of GO Active Outdoors and GO Active Families
 - A coordinated active travel plan
 - A proposal for active design
 - A needs-based proposal for the future delivery of leisure, focused on how we can take a healthy place-shaping approach to tackle inactivity

Oxford City Council future focus

66. We will be fully engaged on the development and delivery of the new ICS strategy. Ensuring that our corporate objectives can be met.
67. The Council also seeks to influence wider decision-making on health through members' and the Policy & Partnerships Team's involvement with HAWB, HIB, Children's Trust, Stronger Communities Partnership – and through responding to wider consultations.
68. Oxfordshire is the first local authority that has set an ambition to be smoke free by 2025. The Tobacco Control Alliance has completed assessments to identify the areas of work needed. An action plan is now in place.

69. We will continue to focus on tackling health inequalities across all areas of the Council's service delivery.
70. The Council's Policy and Partnership Team (with input from service areas) has oversight of the health-related activity and interaction taking place across the Council. As a result the team has been able to align other areas of work being delivered throughout the Council's various departments to provide more effective services, share learning and take this forward into service development in the future.

71. Moving forward the Council's areas of focus will be

- a. Re design and commission of our leisure offer
- b. Homelessness and Housing – governance and health pathways
- c. Physical Activity – decreasing inactivity
- d. Mental Health and Wellbeing
- e. Localities working – links to population Health and Primary Care Networks (PCNs)

Financial implications

72. There are no financial implications for this report.

Legal issues

73. There are no legal implications arising from this report.

Conclusion

74. The Council has made a huge contribution to work related to health this past year across all service areas.
75. As the Council moves through and embeds its transformation programme opportunities are being actively sought and embraced.
76. Partnership working between health and local government and with the voluntary sector has improved significantly and there is a desire to build on the relationships that have developed to integrate services more closely and be more ambitious in introducing further change.
77. The JSNA with the additional ward profile information being collated of inequalities issues by ward, continues to offer opportunities to ensure that areas of Oxford that need services most, are identifiable and the outcomes and impact of services delivered can be effectively measured and monitored.
78. The Council's key role should be in influencing through partnership and ensuring its services are aligned with those of other agencies around shared objectives. The Council also needs to focus on key priority interventions to maximise successful outcomes.
79. The Council is a member of key strategic partnerships within Oxfordshire and is in a position to contribute, influence and challenge.

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Background Papers: None

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