

**REPORT TO:** CABINET

**DATE:** 4 NOVEMBER 2021

**TITLE:** HEALTH AND WELLBEING STRATEGY  
POSITIONING STATEMENT

**PORTFOLIO HOLDER:** COUNCILLOR JOEL CHARLES, DEPUTY  
LEADER AND PORTFOLIO HOLDER FOR  
COMMUNITY RESILIENCE

**LEAD OFFICER:** JANE GREER, DIRECTOR OF COMMUNITIES  
AND ENVIRONMENT (01279) 446406

**CONTRIBUTING OFFICERS:** JUSTIN HOPWOOD, COMMUNITY, LEISURE AND  
CULTURAL SERVICES MANAGER (01279) 446006

CHRISTINE HOWARD, YOUTH AND CITIZENSHIP  
MANAGER (01279) 446192

DONNA LEE, PUBLIC HEALTH PRACTITIONER  
(01279) 446517

**This is a Key Decision**

**It is on the Forward Plan as Decision Number I012874**

**Call-in Procedures may apply:**

**This decision will affect no ward specifically.**

**RECOMMENDED that Cabinet:**

- A** Approves the Harlow Health and Wellbeing Partnership Board Strategy Positioning Statement (attached at Appendix A to the report) to ensure residents are fully aware of the Council's current position and intentions until such time that relevant data is available to inform development and publication of a new robust, relevant and aspirational Health and Wellbeing Partnership Board Strategy for Harlow.
- B** Acknowledge the need to develop a new Health and Wellbeing Partnership Board Strategy for 2022 – 2025 that is driven by the most recent and reliable local health and wellbeing data available.

**REASON FOR DECISION**

- A** This approach will allow time for Essex County Council, the West Essex Clinical Commissioning Group, the One Health and Care Partnership and other relevant health and social care partners to publish the most recent health and wellbeing

data that reflect the impact of Covid-19 and the current health needs of Harlow's population.

- B** It is crucial that the development of a new Health and Wellbeing Partnership Board Strategy is driven by robust and reliable local data, so that available resources can be targeted effectively to ensure maximum benefit for Harlow residents. The Council is driven by a commitment to delivering good health and wellbeing outcomes for its residents.
- C** This approach will allow time for the Harlow Health and Wellbeing Partnership Board to consult with residents on the development of the Strategy and to work with Essex County Council, West Essex Clinical Commissioning Group, the One Health and Care Partnership and the two other West Essex Councils (Epping and Uttlesford) to identify and consider any common themes or emerging trends that would benefit from a collaborative working approach across borders and/or the sharing of resources to ensure maximum benefit for Harlow residents. The Council will also look to support a more enhanced evidence-led approach in order to deliver better public health outcomes with partners.
- D** Results from the Essex County Council review of the 'Livewell' campaign will be available in early 2022 and will help inform development of the new strategy in terms of how the Council and its partners can positively promote the brand and actively involve individuals, families and communities in achieving positive health and wellbeing outcomes for themselves and help build stronger community resilience for the future.

## **BACKGROUND**

1. The Council currently has a ten year Harlow Health and Wellbeing Partnership Strategy in place for the period 2018-2028. This strategy was initially developed in collaboration with the two other West Essex councils (Epping Forest and Uttlesford) with the aim of achieving better health outcomes for residents of all ages. Promotion of the 'Livewell' campaign was a key element of the strategy and aimed to positively engage communities, families and individuals in services and activity to help residents achieve positive health and wellbeing.
2. Covid-19 has affected people's lives across the world and Harlow's population has not escaped the impact of the pandemic. Individuals, families, communities and businesses have all been affected in one way or another whether it has been through loss of employment resulting in reduced family income, physical and mental ill-health, bereavement, new or increasing debt, food insecurity or lack of access to devices or internet connectivity to enable positive home schooling opportunities (digital poverty).
3. Whilst social and health inequalities have always existed, the pandemic has had a disproportionate effect on the most vulnerable people in our town and the Council must work in earnest to identify local need and reduce inequality across all sections of our community. The Council will continue to lead on this work through the Harlow Health and Wellbeing Partnership Board whilst a new, robust

strategy is being developed. In particular, this work will focus on the post-lockdown recovery for all residents, but with a strong focus on supporting the most vulnerable.

4. As a result of the pandemic, loneliness and social isolation have both had a huge impact on some of our residents and this has resulted in an increase in demand for support services. Those particularly affected were older people and people with a disability and/or illness which categorised them as 'Critically Extremely Vulnerable' and were required to isolate in their own home for months at a time without the support or close contact that they would usually have with family and friends. For some people, this has resulted in poor mental health and physical deterioration leading to a need for access to re-conditioning and re-enablement support services either at home or in the community.
5. Through the work of the Community Hub, the pandemic has highlighted the fact that there were many vulnerable people in our communities that did not have appropriate support networks in place. Initial work was undertaken to ensure these people were linked in to services that could meet their individual needs as a result of the pandemic, but ongoing work is needed to reduce vulnerability and ensure as far as possible that they stay engaged with appropriate health and wellbeing support services in the future. This work will be outlined in the new strategy.
6. The recent award of Essex County Council 'Contain Outbreak Management Funding' is being utilised to continue to deliver a Harlow Community Hub service from 1 October 2021 until 31 March 2022. The appointed supplier of this service will be required to share monthly data monitoring reports with the Council. This data, which will be available in its entirety by June 2022, will be extremely beneficial to the development of a new Health and Wellbeing Strategy in terms of partners being able to better understand the needs of our most vulnerable residents and target resources appropriately where possible.
7. Early indicative data and emerging anecdotal evidence of the changing health needs of the town as a result of the pandemic is being reviewed and it is clear that a new strategy is required; one that reflects the current health needs of the town's population; supports the Council's approach to Covid-19 recovery and reflects the Council's commitment to identify and tackle health inequalities and achieve good health and wellbeing outcomes for residents of all ages regardless of their cultural, social or financial background. There is an emerging picture that the Council needs to take a more proactive leadership role in understanding the challenges and opportunities presented by our ageing population. This focus on the changing demographics of our town will not come at the expense of addressing health inequalities that are present today, it is more about preparing for the long-term needs of the town. It is the Council's ambition that through this leadership approach, people of all backgrounds and abilities will continue to have confidence in local public health delivery.

## ISSUES/PROPOSALS

8. The development of a new aspirational, relevant and effective Health and Wellbeing Partnership Strategy relies entirely on the availability of robust up to date local data that most accurately reflects the needs of those living and working in our town to ensure we can focus our efforts and resources where they are most needed and will have maximum benefit for the town – this reinforces the evidence-led approach the Council is determined to achieve.
9. The data most likely to inform development of a new Health and Wellbeing Strategy will include the Essex Joint Strategic Needs Assessment and the ‘One Health and Care Partnership 10 Year Strategy’, but these will not be available to the Council until at least Spring 2022. Meanwhile, a review of the ‘Livewell’ campaign and branding will be undertaken by Essex County Council to improve resident engagement in achieving good health and wellbeing outcomes for all.
10. The development and publication a new Harlow Health and Wellbeing Partnership Board Strategy will be undertaken in 2022 at a time when the most recent health data is available and local priorities can be identified accurately. Such data will assist in the identification of priorities for 2022 – 2025 and inform the overall development of the strategy and priority subgroup action plans.
11. It is anticipated that a new strategy will be ready for publication in Autumn 2022. Meanwhile, the Harlow Health and Wellbeing Board will continue to work with partners to identify and tackle health inequalities, support the post-lockdown recovery, build community resilience and deliver against agreed subgroup priorities to achieve positive health and wellbeing outcomes for all.
12. Until such time as the new strategy is adopted, the proposed positioning statement sets out the Harlow Health and Wellbeing Partnership Board intentions and priorities for the intervening period.

## IMPLICATIONS

### **Environment and Planning (Includes Sustainability)**

None specific.

**Author: Andrew Bramidge, Director of Strategic Growth and Regeneration**

### **Finance (Includes ICT, and Property and Facilities)**

None specific.

**Author: Simon Freeman, Deputy to the Chief Executive and Director of Finance**

### **Housing**

As outlined in the report.

**Author: Andrew Murray, Director of Housing**

### **Community Wellbeing**

As contained in the report.

**Author: Jane Greer, Director of Communities and Environment**

**Governance (Includes HR)**

Any use of data must be undertaken mindful of GDPR principles and privacy by design. The strategy will help shape procurement processes undertaken in support of community projects.

**Author: Simon Hill, Director of Governance and Corporate Support**

**Appendices**

Appendix A – Health and Wellbeing Positioning Statement

**Background Papers**

None.

**Glossary of terms/abbreviations used**

None.