

<b>Report to:</b>	Council	<b>Date of Meeting:</b>	17 September 2020
<b>Subject:</b>	Public Health Annual Report 2019-2020		
<b>Report of:</b>	Director of Public Health	<b>Wards Affected:</b>	(All Wards);
<b>Portfolio:</b>	Cabinet Member - Health and Wellbeing		
<b>Is this a Key Decision:</b>	No	<b>Included in Forward Plan:</b>	No
<b>Exempt / Confidential Report:</b>	No		

### Summary:

To present the Annual Report of the Director of Public Health 2020.

### Recommendation(s):

- (1) Council is asked to receive the annual report of the Director of Public Health; and
- (2) That Council notes that the report will be published.

### Reasons for the Recommendation(s):

The report is a statutory independent report of the Director of Public Health and identifies key issues affecting health in the Sefton population.

### Alternative Options Considered and Rejected: (including any Risk Implications)

N/A

### What will it cost and how will it be financed?

#### (A) Revenue Costs

No direct costs associated with the report.

#### (B) Capital Costs

No direct costs associated with the report.

### Implications of the Proposals:

<b>Resource Implications (Financial, IT, Staffing and Assets):</b> No implications
<b>Legal Implications:</b> Legal Section 73B (5) and (6) of the National Health Service 2006 Act, inserted by section 31 of the Health and Social Care Act 2012, provides that the Director of Public Health must produce an annual report and the local authority must publish the report.

**Equality Implications:**

There are no equality implications

**Contribution to the Council's Core Purpose:**

**Protect the most vulnerable:** *Raises the profile of work taking place within some of the most deprived and vulnerable communities in Sefton.*

**Facilitate confident and resilient communities:** *Shows partnership working to tackle the issue of poor health and well-being, with the goal of increasing resilience in both individuals and communities.*

**Commission, broker and provide core services:** *Raises the profile of the Well Sefton approach to commissioning, partnership working and delivering services.*

**Place – leadership and influencer:** *Highlights the work of local community and voluntary sector as leaders of change regarding health and well-being within Sefton.*

**Drivers of change and reform:** *Highlight work taking place within Sefton, as a catalyst for change.*

**Facilitate sustainable economic prosperity:** *Showcases different methods of partnership working covering health and wellbeing, and includes business entrepreneurship.*

**Greater income for social investment:** *Showcases work with the community and voluntary sector to strengthen a collaborative approach to the issue.*

**Cleaner Greener:** *Showcases work within the community and voluntary sector to strengthen a collaborative approach to the issue and the mutual benefits for the cleaner/green agenda.*

**What consultations have taken place on the proposals and when?****(A) Internal Consultations**

The Executive Director Corporate Resources and Customer Services (FD6022/20) and Chief Legal and Democratic Officer (LD 4284/20) have been consulted and any comments have been incorporated into the report.

**(B) External Consultations**

Engaged with partners in community, voluntary and faith sector organisations, and community volunteers regarding the subject matter.

**Implementation Date for the Decision**

Immediately following the Committee meeting.

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**Appendices:** There are no appendices to this report

**Background Papers:** There are no background papers available for inspection.

## 1. Introduction/Background

- 1.1 The Director of Public Health (DPH) is required to produce an independent annual report on the health and wellbeing of their population highlighting key issues.
- 1.2 It is an important vehicle by which the DPH can identify key issues, celebrate success, flag up problems, report progress and, thereby, serve their local populations. It will also be a key resource to inform local inter-agency action.
- 1.3 Aims of the Report
  - Contribute to improving the health and wellbeing of local populations.
  - Reduce health inequalities.
  - Promote action for better health, through measuring progress towards health targets.
  - Assist with the planning and monitoring of local programmes and services that impact on health over time.
  - Be relevant to the health of local populations with information analysed at the most appropriate population level.
  - Must be integral to planning across all sectors and needs to promote action.
  - Include a clear set of recommendations.

## 2. Key findings

- 2.1 This year's annual report has been produced as a short film about health inequalities. It focuses on a specific area in Sefton, where a unique community leadership approach is helping to tackle high levels of inequality.
- 2.2 Health inequalities are the differences we see in health within, or between, different geographical areas and communities. For example, in Sefton, we know that people living in the north of the borough live, on average, 12 years longer than those living in less affluent areas in the south.
- 2.3 This report focuses on Bootle, an area in the south of Sefton, where different factors like poverty, unemployment, poor housing and unhealthy environments contribute to this 'health gap'.
- 2.4 The report illustrates how specific and focused work, which is built on shared community leadership can create purpose, increase community confidence and make positive changes to reduce these unfair health inequalities. In Sefton, we have taken this approach and developed an innovative programme known as the Well Sefton partnership.
- 2.5 The Well Sefton partnership is comprised of Sefton Council, SAFE Regeneration, YKids, Regenerus and Sefton CVS. The following are a few summarised examples of the work that they have undertaken and the positive impact it has had within the community.
- 2.6 SAFE Regeneration created **Bootle Music Festival**, within a highly ambitious timeframe of six months. They chose and prepared a site, erected two stages, organised a health and wellbeing field, booked music acts, finalised catering arrangements and delivered the first Bootle Music Festival (BMF). The event was

highly successful with over 7000 people paying to attend the music festival in August 2018. This success was repeated in 2019 (with increased local business sponsorship). Part of the #destinationbootle canal-side regeneration programme, the Bootle Music Festival supported local people often furthest from the labour market, to gain experience in hospitality, staging/sound, performing arts, event planning, grounds keeping, brewing and much more. It has attracted enough community interest and support from local businesses that the Bootle Music Festival is almost self-sustaining and has become an important event in the area.

- 2.7 Managed by Regenerus, **Taking Root** is about greening neighbourhoods, and growing plants, vegetables and fruit in the south of Sefton. The project includes taking over a new site, designing the plot, preparing the land, working with local people in other community growing projects and sharing produce with local communities. Membership of Taking Root has grown to 36 community gardens and growing projects. These groups are supported by over 100 volunteers, who take part in a variety of collective activities. Since its development, Taking Root has held 4 'Doers get Together' network meetings for members and have organised over 56 collective activities. These have brought together different groups of community growers working together towards a common goal.
- 2.8 Run by Ykids, **Kingsley and Co.** is a children's literacy project and bookshop with an exciting 'Victorian Explorer Steampunk' theme. It has a small café, a hidden submarine themed classroom and second-hand children's books for sale for £1. The bookshop offers workshops, after school projects, family storytime, author visits, events and the opportunity for local authors to promote their books. The main aim of the project was to get children and their parents reading books. Using the Kingsley and Co. shop as its base, it fuels imaginations and creates a sense of fun. It provides a new space to encourage children to improve their emotional and academic literacy through story and expression.
- 2.9 Kingsley & Co in numbers; 1 x real life explorer, 2 x artists, 4 x community Theatre companies, 7 x children's authors, 10 x assemblies, 15 x schools involved, 48 x workshops delivered, 52 x volunteers involved, 77 x short stories received, 3465 x children involved, 10,000 x books donated.
- 2.10 The full film can be seen at [www.sefton.gov.uk/PHAR](http://www.sefton.gov.uk/PHAR)

### **3 What we have learnt**

- 3.1 Our key learning about the Well Sefton approach is summarised below:

It is not about;

- Structured commissioning
- Formal commissioner and provider relationship
- Commissioner made recommendations
- Commissioner-led approaches

It is about;

- Communities deciding what they need and want
- Commissioners listening
- A recognition of the strength present in our communities
- Community and voluntary sector knowledge

What have been the key ingredients?

- Trust
- Freedom to experiment, innovate and learn from failure and success
- Recognition of existing strengths and assets
- Commissioners acting as enablers and facilitators
- Partnership working and communication
- Confidence to challenge traditional methods
- Shared vision and outcomes

## 4 Conclusions

- 4.1 Every Public Health Annual Report must make recommendations about the subject of the report so that other organisations can take learning to improve their own ideas and projects.
- 4.2 Local people and community leaders have been key to the success of the programme. To improve health outcomes using such a community-led approach, our recommendations are as follows:

- **Create a simple vision** - Every organisation, regardless of size, services provided and expertise, should work towards a simple goal. A vision for partnership work must be established, like Well Sefton's aim for 'people living healthier, happier lives'.

*Staying true to the vision of Well Sefton has been fundamental to the growth of the partnership. We will continue to explore opportunities to work with our wider partners, ensuring that we maintain a single focus, vision and clarity, ensuring communities remain at the heart of everything we do.*

- **Work together** - Health inequalities exist, are significant and can be complicated. Community activities that recognise, and most importantly use the assets and strengths of a community, are more likely to positively impact communities than those that do not. Working hard, honestly and closely together really does work.

*Extensive stakeholder engagement is essential to understand the assets and strengths in a community. We will continue to connect and engage with our communities, acting as enablers and facilitators. We plan to adopt the same approach across different areas, such as obesity and tobacco control.*

- **Experiment** – Community organisations have often developed approaches through trial, error and experimentation. Taking risks is critical, as is learning from failure. The partnership should share potential risks and rewards.

*Non-traditional approaches and experimentation, such as the Lock & Quay community pub and the Bootle Music Festival, are examples of where local people having the freedom to innovate can maximise community assets. We are confident in the value of experiential learning and are committed to sharing this with our council colleagues and wider partners.*

- **Change the relationship** – Traditionally organisations are commissioned or paid to provide service(s) for a specific community within a set of defined outcomes. The content of the legal contract is often seen as the method to ensure compliance, value for money, and provision of the best offer for local people. Within Well Sefton, this relationship has been reversed. Legal documents are in place; however, there are no junior partners, and content is written together, including timescales, outcomes and allocation of resources. Organisations worked very closely in partnership to design projects that were not in competition with each other.

*We have taken a collaborative community-led approach and adopted a culture of continuous learning and improvement. We aim to apply this methodology of co-production and development to our research into obesity and healthy weight, building tangible actions and evaluative processes with all our partners.*