

ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF HOUSING & WELLBEING COMMITTEE ON 17 MARCH 2022

SUBJECT: Partnership Agreement - Public Health Wellbeing Programme

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DATE: 28 February 2022
EXTN: 01903 737605
AREA: Community Wellbeing

EXECUTIVE SUMMARY: The West Sussex Wellbeing Programme is a partnership between West Sussex County Council Public Health Department and the seven District and Borough Councils of West Sussex. Since 2009, Arun District Council has delivered a prevention and wellbeing service (Arun Wellbeing) under this agreement which provides a service that focuses on addressing local health inequalities. This report seeks authority to enter into a new five-year funding and partnership agreement with West Sussex County Council to enable continuation of the Wellbeing Programme in Arun.

RECOMMENDATIONS:

It is recommended that the Housing and Wellbeing Committee:

- a) Agree to enter into the Partnership Arrangement Agreement to deliver the Public Health Wellbeing Programme in Arun for the period 1 April 2022 to 31 March 2027 with West Sussex County Council.
- b) Note the financial contribution of £414,024 per annum from West Sussex County Council Public Health Grant for the duration of the five-year agreement to deliver the Arun Wellbeing Programme.
- c) Agree to allocate from the financial contribution £30,000 grant funding per year to deliver a Falls Prevention programme with local partners AgeUK and Freedom Leisure and £10,000 to Freedom Leisure to deliver an activities programme per annum, subject to satisfactory performance and available funding.

1. BACKGROUND:

- 1.1 The West Sussex Wellbeing Programme is a partnership between West Sussex County Council Public Health department and the seven District and Borough Councils in West Sussex. Each area currently delivers a local Wellbeing Programme under a three-year Partnership Agreement. The current agreements will end on 31 March 2022 and a new five-year arrangement will commence from 1 April 2022.
- 1.2 The annual allocation for the Arun Wellbeing Programme (2021/22) is currently £414,024. This sum has been budgeted for the delivery of the 2022/23 programme.
- 1.3 The West Sussex Wellbeing Programme is developed by Public Health in partnership with the District and Borough Councils. Its stated aim is to provide an 'adult health improvement and prevention programme delivered at scale, focussed on modifiable risk factors and supporting wellbeing for all adults who live and/ or work in West Sussex'. The Programme is integral to the West Sussex Joint Health and Wellbeing Strategy and has flexibility, so each District and Borough Council can focus on local health inequalities.
- 1.4 The West Sussex County Council (WSSCC) decision report "Future arrangements for the West Sussex Wellbeing Programme" (October 2021) outlines that each authority will provide:
 - 1.4.1 A prevention service delivering advice, information and support which can be accessed by the population who need them to meet their health and wellbeing needs through preventing risk factors for cardiovascular disease (CVD), diabetes type 2, stroke and preventable cancers by supporting at-risk residents to change their behaviour and live healthy lifestyles.
 - 1.4.2 This is achieved through a variety of approaches encompassing introducing residents to physical activity, providing healthy eating advice, support to stop smoking and reduce alcohol.
 - 1.4.3 Targeted activity to those considered to be in greatest need based on locally available data sources and intelligence, with a focus on deprived wards.
 - 1.4.4 Help local communities recover from the impact of the Covid-19 pandemic through supporting them to improve their health.
- 1.5 Local priorities are mutually agreed in consultation with Public Health and are derived from a range of data and information of which the Annual Local Authority Health Profile is a key document. The latest profile (2019) states that the priorities in Arun to tackle health inequalities include reducing smoking and alcohol related harm and increasing the prevalence of healthy weight.
- 1.6 The Arun Wellbeing Programme has been agreed with Public Health and is outlined in **Appendix A**. The service will focus on:
 - 1.6.1 The risk factors for cardiovascular disease and preventable cancers by

supporting residents to change their behaviours to promote and encourage healthy lifestyles (e.g., providing healthy eating advice, one to one motivational sessions and NHS Healthchecks).

1.6.2 Delivering information and signposting to promote wellbeing and lifestyle changes (e.g., telephone, email, website and face to face meetings).

1.6.3 Deliver targeted work with the following communities to tackle and reduce health inequalities:

- Focusing programme delivery within deprived Arun wards: Courtwick with Toddington, River, Bersted, Marine, Pevensey and Hotham
- Central and Eastern European Communities
- Workplaces

1.6.4 Work with partners to raise awareness and improve pathways into and from the Arun Wellbeing service through the Arun Local Community Network and other partners in the district.

1.7 The Programme will be subject to ongoing monitoring by WSCC Public Health as part of wider accountability for the use of the public health grant. The Housing & Wellbeing Committee will receive information and update reports at appropriate intervals.

2. PROPOSAL(S):

It is proposed that the Housing and Wellbeing Committee:

- a) Agree to enter into the Partnership Arrangement Agreement to deliver the Public Health Wellbeing Programme in Arun for the period 1 April 2022 to 31 March 2027 with West Sussex County Council.
- b) Note the financial contribution of £414,024 per annum from West Sussex County Council Public Health Grant for the duration of the five-year agreement to deliver the Arun Wellbeing Programme.
- c) Agree to allocate from the financial contribution £30,000 grant funding per year to deliver a Falls Prevention programme with local partners AgeUK and Freedom Leisure and £10,000 to Freedom Leisure to deliver an activities programme per annum, subject to satisfactory performance and available funding.

3. OPTIONS:

- 1) To approve the proposal to enter into the Partnership Arrangement Agreement for the Arun Public Health Wellbeing Programme with funding from West Sussex County Council.
- 2) Not to enter into the Partnership Arrangement Agreement to deliver an Arun Public Health Wellbeing Programme.

4. CONSULTATION:		
Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council		✓
Relevant District Ward Councillors		✓
Other groups/persons (please specify)		✓
5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)		
Financial	✓	
Legal	✓	
Human Rights/Equality Impact Assessment		✓
Community Safety including Section 17 of Crime & Disorder Act		✓
Sustainability	✓	
Asset Management/Property/Land		✓
Technology		✓
Other (please explain)		
6. IMPLICATIONS:		
Financial:	The Arun Wellbeing Programme is funded by Public Health West Sussex and Arun District Council allocates resources to support delivery. Any future reduction in funding would result in a proportionate loss of service delivery unless an alternative source of funding were found. If funding for the service is cut by West Sussex County Council in the future, Arun will be liable for potential redundancy costs.	
Legal:	Legal Services will be required to review the Partnership Agreement and specification before the Council enters into the agreement	
Sustainability:	This programme requires external funding to enable its continuation	

7. REASON FOR THE DECISION:
To enable the continuation of the Wellbeing programme in Arun.

8. BACKGROUND PAPERS:
West Sussex County Council Key Decision Report (October 2021): [Future arrangements for the West Sussex Wellbeing Programme](#)

Appendix A

Arun Wellbeing Programme Business Plan 2022 – 2027

Annual Funding allocation	£323,363
% increase or decrease from 2021/22	0%
NHS Health Check & Smoking Cessation	£47,804
Alcohol Extended Brief Intervention Service	£42,857
TOTAL	£414,024

1. Local health and wellbeing picture

Health in summary

The health of people in Arun is varied compared to the England average. Life expectancy for both men and women approximates to the national average but there is a large disparity between life expectancy of those living in the most deprived wards compared to those living in the least deprived – 11 years lower for men and 9.8 years lower for women. Smoking prevalence in adults decreased slightly on the previous period and is slightly higher than the regional indicator but lower than the national average.

Adults:

- The rate of alcohol-related harm hospital stays is 716 per 100,000 population, which is worse than the England average. This represents 1,220 stays per year
- 28.5% of Arun's adult population is physically inactive (Active Lives Survey May 2020)
- Early deaths from cardiovascular diseases are similar to the national average at 67.4 per 100,000 of the population
- Smoking prevalence in adults is slightly lower than the national average (12.9% compared to 14.4% nationally), but more prevalent in routine and manual occupations (26.8% compared to 25.4% nationally)
- Levels of smoking in pregnancy are worse than the England average.
- Mortality rate from cancer is slightly higher than the national average at 138.3 per 100,000 of the population
- Hip fracture rates in those aged 65+ are higher than the national average at 600 per 100,000 compared to 558 per 100,000 in England as a whole.

Local Priorities

Engagement with the new and developing Arun Local Community Network (replacing the previous Arun and Health Wellbeing Partnership), Arun District Council staff members and councillors, Arun Wellbeing project providers, Public Health colleagues, Clinical Commissioning Groups, and Primary Care Networks and voluntary sector partners has defined the local priorities below for the service:

1. **Healthy Weight**

- 70.7% of adults in the Arun District are classified as overweight or obese; higher than the England average of 62%
- Healthy Weight interventions form the core service of the Arun Wellbeing programme,

through brief and extended interventions carried out by Wellbeing Advisers.

Projects which support this priority area include WISE (Weight Information Sensible Eating), Wellbeing Workplace, Wellbeing Active, Pre-Diabetes Programme and alcohol brief intervention.

2. **Cardiovascular Disease, Respiratory Disease, Stroke and Cancer – prevention of risk factors**

- 66.3 per 100,000 population aged below 75 are recorded for mortality relating to cardiovascular disease
- 138.3 per 100,000 population aged below 75 are recorded for mortality relating to cancer

Lifestyle and behaviour change interventions support residents to reduce their risk factors for cardiovascular disease, stroke, and preventable cancers.

Lifestyle and behaviour change form the core service of the Arun Wellbeing programme, through brief and extended interventions carried out by Wellbeing Advisers including delivery of smoking support and NHS Health Checks. Associated projects supporting this priority are: WISE (Weight Information Sensible Eating), Wellbeing Workplace, Wellbeing Active, Pre-Diabetes Programme, Falls Prevention, and alcohol brief intervention.

4. **Tackling Inactivity and preventing falls**

- 25.5% of the nation's adult population is physically inactive, with 18.7% of Arun's population falling into this category (Active Lives Survey 2019/20 & West Sussex Life 2017-19).
- Approximately 35% of Arun residents aged 65+ are expected to fall each year and because of the growing older populations throughout Arun and West Sussex, the number of people suffering a fall that leads to hospital admission is expected to rise by 12% (West Sussex Life 2018).

Lifestyle and behaviour change form the core service of the Arun Wellbeing programme, through brief and extended interventions carried out by Wellbeing Advisers. Projects which support this priority area include WISE (Weight Information Sensible Eating), Wellbeing Workplace, Wellbeing Active, Falls Prevention.

5. **Wellbeing in Work**

- Nationally, the annual economic costs of sickness absence are estimated at £29 billion, with £8 billion of this identified as being as a direct result of cardiovascular disease. Every year, 140 million working days are lost to sickness absence, and promoting good health at work can see a 25-40% reduction in absenteeism. Physical activity programmes at work have been found to reduce absenteeism by up to 20%. (Dame Carol Black 2011; British Heart Foundation - *Health at Work Infographic*).
- 77.8% of Arun's population aged between 16-64 are employees (66,000 people)

Lifestyle and behaviour change form the core service of the Arun Wellbeing programme, through brief and extended interventions carried out by Wellbeing Advisers.

The principal project supporting this priority area is Wellbeing Workplace, other projects which support it include WISE (Weight Information Sensible Eating), Wellbeing Active, Pre-Diabetes Programme.

References:

Local Authority Health Profile 2019

West Sussex Joint Strategic Needs Assessment Summary 2019/20

West Sussex County Council Annual Public Health Report 2019/20

West Sussex Life 2017-19

Nomis Labour Market Profile 2017-18

Active Lives Survey May 2019/20 Report

2. Programmes on offer 2022/23

The Arun Wellbeing programme will adopt a specific and targeted focus on working in areas of greatest need within the district to maximise impact and positive outcomes to tackle and reduce health inequalities and help communities recover from the effects of coronavirus through offering healthy lifestyle advice. This comprises of three complimentary approaches:

1) Promoting and actively working with and supporting residents to participate in the following programmes to achieve good public health outcomes:

In-House

- Wellbeing Checks
- NHS Health checks
- Smoking Cessation
- Weight Management
- Alcohol Support

Partnership

- Active with Freedom Leisure
- Falls Prevention (AgeUK and Freedom)

Service Delivery

- A hybrid model will be available for clients to select their preferred delivery method, to suit their individual needs and circumstances: face to face, virtual platforms and telephone.
- Designated Wellbeing staff will be co-located in the Bersted and Courtwick with Toddington community centres and other team members will deliver community outreach, in partnership with local organisations where available at minimal or nil cost (e.g., workplaces and leisure centres).
- When available, service delivery will recommence using Council offices to reduce accommodation costs (Civic Centre in Littlehampton and Bognor Regis Town Hall)
- These are subject to change dependent on current coronavirus government guidance.

2) Targeted work with the following communities to tackle and reduce health inequalities

- **Workplaces:** to engage and work with a wide variety of small and medium business including organisations within the community and voluntary sector to improve the health and wellbeing of the workforce (paid and voluntary) across the

district. This will capture young and working age adults and emphasise participation of men. This will incorporate elements of sustainability through the introduction of workplace health champions, supported by the programme.

- **Central and Eastern European Wellbeing Adviser:** development of dedicated bi-lingual Wellbeing Adviser to build relationships with these local communities, increase access and engagement with Wellbeing services.
- **Courtwick with Toddington:** co-location of programme delivery supported through close working with the Arun Community Engagement Officer, located at Chilgrove House (ADC community asset) to improve residents' engagement and participation with the Wellbeing offer in this key area of health inequality.
- **Bersted:** co-location of programme delivery supported through close working with the Arun Community Engagement Officer, located at Bersted Green Learning Centre (ADC community asset) to improve residents' engagement and participation with the Wellbeing offer in this key area of health inequality.
- **River, Marine, Pevensy and Hotham:** focused Wellbeing programme delivery within these top 20% deprived Arun community areas to achieve greatest positive impact to improve health and wellbeing outcomes. Achieved through increased uptake and participation of these community members in Wellbeing programmes

3) Targeted work with local partners to raise awareness and improve pathways into Wellbeing service:

- **Arun Local Community Network:** work in partnership to compliment, strengthen and promote uptake of Wellbeing services through utilising existing local networks and connectors. Key stakeholders include: primary care networks, clinical commissioning groups, social prescribers, statutory partners such as adult and children social care, local voluntary and community organisations, local mental health services, carers support and housing providers.
- **Arun Community Champions:** work with existing volunteer champions and partners to develop local community wellbeing champions that are advocates of service and promote offer through grassroots and peer networks.

3. Addressing inequalities

From 2022 to 2027 the Wellbeing programme will focus on three key areas of health inequalities in the district to improve access and engagement with the services available and contribute to alleviating some of the effects of coronavirus:

- 1) Targeted work in Courtwick with Toddington
- 2) Targeted work in Bersted

Courtwick with Toddington and Bersted have been identified and agreed as key areas of health inequalities by the Arun Local Community Network. Therefore, aligning the Wellbeing programme with ongoing partnership work in these specific areas will enable the service to build and utilise existing community and professional networks to increase participation in wellbeing services. It will enable the wellbeing programme to draw on other partnership resources to compliment and strengthen service delivery in these key

areas which are the most deprived in Arun (and the most deprived in West Sussex and nationally). This work will be reviewed annually.

3) Targeted work with central and eastern European communities

These communities are mostly invisible to statutory and non-statutory services but learning through the Arun Covid Community Champions work and with colleagues in the Council's Environmental Health team throughout the covid pandemic has highlighted that they would benefit from accessing the Wellbeing programme. Therefore, a dedicated, bi-lingual Wellbeing Adviser will support this specific activity to understand the access and cultural needs of these communities and deliver tailored wellbeing programmes to increase participation and improved healthy lifestyles. This work is both incremental and developmental hence why it is included in the five-year plan.

The 2022 – 27 Arun Wellbeing programme emphasises and prioritises:

- Delivery of healthy lifestyle programmes that will help our communities recover from the impact of coronavirus: NHS Healthchecks, Smoking Cessation, Alcohol, and weight management.
- Targeted working in our most deprived areas in Arun: Courtwick with Toddington, River, Bersted, Marine, Pevensey and Hotham.
- Improving access and participation from Central and Eastern European communities in Wellbeing Services
- Increasing engagement and positive outcomes for our local workforce (paid and voluntary).
- Supporting, nurturing and developing strong and mutually beneficial local working relationships with our partners (statutory, non-statutory, community and voluntary sector) to deliver services that improve health outcomes for our local communities. This could include opportunities to lever in additional funding (external or in kind) that directly contributes to enhancing the Wellbeing programme.

7. Links with Partners

The Arun Wellbeing Programme will build positive, productive working relationships and partnerships for mutual benefit. These will improve programme access, participation and outcomes for residents to improve their health (in line with the focus in this business plan).

Strategic Partnerships

Arun Local Community Network: the local partnership that is focused on tackling and reducing health inequalities, this is the strategic platform in which to raise awareness of the Wellbeing programme and work with other local health partners. The Wellbeing programme can access and unlock a wide variety of networks and pathways through the Arun Local Community Network including dedicated working groups that address food insecurity and poverty (Arun & Chichester Food Partnership), financial inclusion (Arun Financial Impact Group) and cancer screening uptake.

Key Local Partners include:

- Primary Care Networks and GP surgeries
- Pharmacies
- Social Prescribers
- Arun Community Engagement Project
- Arun Business Partnership
- Freedom Leisure including the Active Communities Project
- Carers Support
- Homeless Charities
- Aldingbourne Trust
- AgeUK
- Freedom Leisure
- Voluntary Action Arun & Chichester
- Citizen Advice
- Littlehampton and Bognor Regis Pathfinders
- Early Help (WSCC)

Key Council Partners include:

- Community Engagement Team
- Community Wardens and Community Safety Team
- Communication and Design
- Safeguarding
- Lifeline
- Parks and Open Spaces
- Housing (e.g., provision of two community assets at nil cost for use by Wellbeing services)

7. Governance and Accountability

Governance and Wellbeing service updates are provided through Arun District Council's Housing & Wellbeing Committee.

Reporting Lines:

