

Blackpool Health and Wellbeing Board Inaugural Event Summary Report

Blackpool Health and Wellbeing Board held its inaugural event on Wednesday 16 October at De Vere's Village Hotel, facilitated by Liam Hughes Independent Chair of Oldham Health and Wellbeing Board and Associate of the Local Government Association (LGA), the event provided the opportunity for partners across the public, private and third sector to meet with Board members - some for the first time.



More than 80 delegates attended including Blackpool Council and NHS staff, representatives from Wyre Borough Council, Blackpool Sixth Form College and the Federation of Small Businesses; third sector representatives included infrastructure, faith, support/user and advocacy groups with regional representation from NHS England and Public Health.

The event was split into two sessions; the first half featured three short presentations setting the national and local context of the new health system, the role, activities and priorities of Blackpool Health and Wellbeing Board and an overview of the Joint Health and Wellbeing Strategy. The second half was opened up to the floor and consisted of a group activity (covering three discussion areas), facilitated by Board members.

Feedback from the group activity - including key themes; a summary of the event evaluation and delegate list are provided below:

Discussion Areas

Leadership and Advocacy

- From what you have heard this morning what are your expectations of the Board? What do you think the role of the HWB is?
- Thinking about you: Do you live or work as an employee or run a business in Blackpool?
- Thinking about your current role in what ways do you or can you promote or champion good health?
- How can we support or encourage people to adopt more positive lifestyle choices and behaviours
- How do you envisage the HWB facilitating and supporting leadership of the health agenda
- How can the Board support you/your organisation?

Delivery and Contribution to the JHWS

- What needs to be done to achieve the vision and outcomes set out in the strategy?
- Thinking about your own organisations vision, ambitions, objectives – Where does health and wellbeing fit in? How would the strategy add value?
- Thinking about your service users – what are the identified health/social care needs are they complex? Are they reflected in the strategy
- How can your organisation or service area contribute to delivery and can this be captured/fed into the Board
- How will the JHWS influence you and vice versa?



On-going Communication

- How can the HWB achieve effective two way dialogue with Stakeholders what mechanisms do we need? What mechanisms already exist?
- Do you know how to find out when the Board meets and the items it has considered or made decisions on
- What channels of communication can the HWB use to engage and consult with you
- How can we keep you updated and informed about key HWB issues and areas interest?
- What mechanisms do we need to create or use for on-going learning and support

Key themes emerging from the group activity

Focus on prevention and outcomes

Use regular communication – mailing and social media

Involve providers and service users early on

Develop health champions/important role of peers

Target early years/Role of education is key

Utilise existing communication and engagement mechanisms

Engage young people

All partners are responsible for delivering the strategy

Tap into expertise of existing groups

Engage the public esp. harder to reach groups

Run themed events

Main points from each discussion area

Leadership and Advocacy

Must be community focussed - Everyone has a stake in Blackpool!

Bring commissioners and providers together early on in discussions

Empower local communities

Understand what others can do to lead the agendas/issues – e.g. arts and health

Look at opportunities via commissioning and outcomes, specifically those projects that are cross cutting and that can achieve outcomes across the Board

Use volunteers

Use providers for themed workshops to consider what we are doing and whether it works
- Capture what is going on to address the issues

Support organisations to develop health outcomes monitoring and capacity for systems change

Provide holistic family support

The role of larger national charities to support system redesign, needs to be aligned with local infrastructure organisations who support smaller charities

The role of the Board – provide confidence and support to the Third sector; support vulnerable people who can't access services; capture and share refined data to support change and funding bids

Focus on Prevention

Turning the pyramid upside down, re-engineering the services, provide the services at the time of need

Integration – focus on health and social care

Focus on strategic leadership

Strengthened communications – who is doing what already?

Involvement – tap into existing forums on a thematic basis

Carers must be involved

The role of the Board - sign off funding, narrow down priorities, facilitate input from all relevant parties

Young people should be on the Board

Expectations of the Board – break down barriers and raise awareness of the impact of policy decisions to wider community, concentrate on a handful of priorities, adopt a Champions approach

Understanding roles and connections. Role of Healthwatch – focus on hard to reach, consumer/ CQC/ issues linked to Keogh report ; Health employee groups – workforce and families, health education/social care; Third sector – partnerships, contacts, enable voices to be heard/share/signposting; Fairness commission – champion in own service, personal responsibility, spreads 'acorn'

JHWS - Delivery and Contribution

Get out into the community!

Empower children

Link to Children's Trust

The education contribution e.g. via curriculum (in particular PSHE – Board could fund this area in schools in terms of funding posts where there are gaps)

Important to target Early Education

Include Health and Wellbeing clauses in contracts

Break down cultures – front line attitude

Use of IPA process – lead by example 'Respect'

Feedback is a Gift

Set up thematic groups with suitable/appropriate membership

Service user involvement is key

The Board should monitor use of the pupil premium to feed into JHWS

Apply/quantify the priorities into organisational plans

Providers to commit to raising issues and meaningful partnership working. Larger providers have a responsibility to include smaller providers; smaller providers have a responsibility to work with larger providers. This also applies to public, private and third sectors.

Providers to provide evidence of importance and value of preventative work

Each organisation to look at how they can influence their own procedures to address priorities and create an action plan for each priority

Target early years

Evaluate current services – aligned with priorities (networks and gaps)

Defining the strategy – we need to interpret the strategy to a variety of ages, abilities and partners – underpinned by consistent key messages and with service user consultation (both positive and negative feedback)

Create Board member champions

How do end users feedback success or effectiveness of initiatives to the Board?

Develop an employee health strategy for Blackpool council (incl. profile of employees and different sets of issues)

Faith sector groups to engage hard to reach/excluded people

How do we address all of our health issues with current financial challenges?

Use best practice initiatives already in place e.g. active blackpool programme/healthy child programme

Use available venues and activities

Delivering the strategy is key – needs to be inspirational, NHS and social care staff should 'live' the JHWS – they need to be champions

All organisations need to be advocates for JHWS, communities also hold the key to delivery and need to be engaged with

Focus on outcomes

Tap into expertise of groups that exist e.g. youth council

Crucial that everyone understands the strategy

Work with existing consultation groups to gap analysis/map

Should form part of procurement

All organisations need to be aware of the strategy and disseminate to partners, stakeholders and service users

Each organisation to actively feed into further shaping and developing of the strategy

The Board need to enthuse and motivate all sectors to be involved

Recognise and promote the contributions that organisations are already making

Promote what works and best practice

Enthuse and engage communities in redesigning services e.g. Fulfilling Lives Better Start

On-going communication

Regular mailing/Generic email for submitting issues

Get out into the community – engaging with the hard to reach, marginalised, transient population is key

Ensure Health and Wellbeing Champions are available e.g. parents evenings

Establish a Children's Health and Wellbeing Board

Use peers as role models and which are inclusive of all groups incl. ex-servicemen/women NEETs

Communicate with people who matter – the Public

Bring back information/feedback from community and feedback to the Board

Provide information for intelligent commissioning

More Events

All Stakeholders involved in community activity to team build

Use Social media/website

Engagement must be fun!

Relationships – thematic approach, need to map and link but ensure flexible links

Find common shared language, methods of evaluation, priority setting and agreed investment in priorities

We need a network of networks, informal and formal

The Board needs to encourage, own and facilitate communication

The Board can make connections and join up on behalf of all agencies/service deliverers

Potential to radically do things differently, long term change is needed

Focus on prevention

Empower frontline to embed key messages –shared approaches with schools for e.g.

Make the right choices – the easy choices i.e. build aspirations, pathways into positive change

Tailor messages for different groups

Tap into the potential of young people to transmit key messages

Use different ways to engage – personal incentives

Remove barriers to access to information, activity, services and support –translation and use of plain English

Third sector stakeholder events

Feedback to people – e.g. young people (bigger bang for buck in terms of life expectancy)

Develop clear accountability lines

Engage with groups that already exist e.g. youth council

Regular e-comms/newsletter to promote initiatives that health events could piggy back on

Identify lead officers in each priority area and communicate this

Look at LSP map to develop a similar map

Implement work/school place challenges

Engage with local businesses

Event Evaluation

Of the 82 delegates that attended 51 feedback forms (62%) were completed and returned.

Delegates were asked to rate each element of the event on a sliding scale of 1 (strongly disagree) to 10 (strongly agree).

Presentations

Delegates were asked how well the items were presented including group activities. Overall delegates agreed that the three presentations and group activities were well presented with average scores ranging from 7.25 (the lowest) to 8.2 (highest)

Relevance of information to work place/practice

Delegates rated the information of relevance to their work place/practice has high with scores ranging from 8.1 to 8.4 across the three presentations and group activities.

Event organisation

The average score for organisation of the event was 8.0

Knowledge before and after the programme

Delegates rating of their knowledge of the subject areas prior to the event averaged 6.5

Delegates rating of their knowledge of the subject areas after the event averaged 8.1

Additional comments

Delegates provided some very constructive and positive feedback and these along with reflections and recommendations from the event are set out below:

The good

- *Good opportunity for networking*
- *Useful to meet with people not involved in social care to see wider issues*
- *Diversity of VCS representatives*
- *Well organised, interesting content*
- *Well run event and well organised*
- *Lots of energy and commitment from people to improve health for the residents of Blackpool*
- *Good range of attendees and opportunity for discussion very useful , suggest use in future to develop delivery framework - involve providers, users in development before commissioning*
- *Very well presented programme*
- *The discussions were intense and very worthwhile – excellent conference*
- *The event was a good and positive one*
- *Very helpful to see the Board engaging*

Areas for improvement

- *Presenter not heard/speaking too quietly and lack of eye contact*
- *Presentations should have been sent to delegates beforehand*
- *Would have benefitted from a demonstration of some/many of the Board's initial achievements to generate enthusiasm*
- *Legible information required*
- *Venue arrangements including organisation caused delays*
- *Registration and catering issues*
- *Technical/IT faults*

Reflections and Recommendations

- *Involve providers and service users in developing delivery framework before commissioning*
- *Difficult to marry up VCS representatives that worked strategically and operationally – further key dialogue with CVS and groups needed to capture a more strategic voice. The voice of strategic contributors(needs) to be heard and allow the diverse value of VCS to be noted and reworded in support and delivery of the JSNA and JHWS*
- *There are facets of the population where technology could have an impact.....not only the employment of social media, audio media (Podcasts and broadcasts), on "TV" and via streaming, but also via Apps and engaging technology thinking....there is also the fact that the sight challenged, and hearing challenged can also be catered for - an important part of the community. There could be an App developed for the JHWS and with Schools looking to introduce new the new Computing Curriculum (there could be an immediate win by presenting a challenge to design and build prototype devices to meet Health and Wellbeing priorities)*

Reflections and Recommendations

- *The voice of the community and smaller groups needs to be heard and valued*
- *Need to continue communication and deliver strategy - a delivery plan is required*
- *Publish group activity results*
- *This type of event should be used to collect and feedback health issues and priorities from the its community of Blackpool*
- *How is success of communication and engagement going to be assessed?*
- *How will progress of the strategy be assessed and reported with regard to its success and/or identification of unexpected issues?*
- *Share slides and distribution list to keep conversations going*
- *Would like to know more about thematic groups and possible involvement, keen to ensure that links are made*

Delegate List

Name	Title	Organisation
Amanda Brooks	Carers Team Manager	NCompass
Amber Sylvester	Support and Development Manager	The Ashley Foundation
Amy Holden	Area Co-ordinator	Cruse Bereavement Care Lancashire
Andy Divall	Pay, Equality and Policy Manager	Blackpool Council
Andy Southwell	Policy Development Officer	Blackpool Council
Anne Ellis	Head of Libraries	Blackpool Council
Ashok Khandelwal	Chair	Fylde Coast Hindu Society
Charlotte Clarke	Head of Universal Services and School Effectiveness	Blackpool Council
Christina McKenzie Townsend	Director	Healthwatch Blackpool
Christine Baines	Head of Legal Services	Blackpool Council
Chris Smith	Chairman South Shore Area Forum/Public Governor and Deputy Lead Governor	Blackpool Council/Blackpool Teaching Hospitals NHS Foundation Trust
Clare Nolan Barnes	Head of Coastal & Environmental Partnership Investments	Blackpool Council
Cllr Chris Ryan	Councillor Appeals, Licensing, Scrutiny and Standards Committee	Blackpool Council
Cllr Christine Wright	Councillor Beacon Area Panel Member, Licensing, Planning, Public Protection and Scrutiny Committee	Blackpool Council
Cllr David O'Hara	Councillor Health Scrutiny, Planning and Scrutiny Committee and Revue Area Panel Member	Blackpool Council
Cllr Don Clapham	Opposition party /Health and Wellbeing Board Member	Blackpool Council
Cllr Gillian Campbell	Cabinet Member for Housing, Public Protection and Street Scene	Blackpool Council
Cllr Ivan Taylor	Cabinet Member for Health and Wellbeing/Health and Wellbeing Board Member (Chair)	Blackpool Council
Cllr Joyce Delves	Councillor Public Protection Subcommittee, Standards Committee, Beacon Area Panel	Blackpool Council

	Member	
Cllr Ramesh Gandhi		Wyre Borough Council
Colete Garsyth	Team Manager	CRI – Oasis Night Shelter
Dave Reeve	Project Manager	Addaction
David Bonson	Chief Operating Officer Health and Wellbeing Board Member	Blackpool Clinical Commissioning Group
David Houston	Chief Executive	Trinity Hospice
David Hopkinson	Assistant to the Director	Renaissance Health and Healing
Dr Amanda Doyle	Chief Clinical Officer Health and Wellbeing Board Member	Blackpool Clinical Commissioning Group
Dr Arif Rajpura	Director of Public Health Health and Wellbeing Board Member	Blackpool Council
Emma Chan	Volunteer	Sum Yin Association
Francoise Piell	Play Inclusion Project Charity Manager	PIP
Hilary Shaw	Head of Business Support and Resources	Blackpool Council
Jackie Crooks	Young Persons Substance misuse worker	Blackpool Council
James Kelly	Head of Waster Services	Blackpool Council
Jane Hugo	Chief Executive	Streetlife
Jim Hayburn	Financial Director	NHS England
Joan Rose	Director/Health and Wellbeing Board member	Healthwatch Blackpool
John Rudkin	Director of Innovation and Technology	Blackpool CIC
Judith Mills	Senior Public Health Specialist	Blackpool Council
Karen Morton	Project Manager	Vincent House
Karen White	Corporate Health Manager	Blackpool Council
Kath Talboys	Chief Executive	Renaissance at Drugline- Lancashire
Kelly Miller	Commissioning Manager	Blackpool Council
Leslie Marshall	Head of Adult Social Care	Blackpool Council
Liam Hughes	Independent Chair Oldham Health and Wellbeing	

(event facilitator)	Board and Associate of LGA*	
Linda Endicott	Secretary	Motor Neurone Disease Association
Liz Petch	Public Health Specialist	Blackpool Council
Liz Rawson	Support Services Manager - North Lancashire	Alzheimer's Society
Marcus Beasley	Health Works Co-ordinator	Progress Employment/CVS
Martin Clayton	Commissioning Director	NHS England (Lancashire)
Mary Osok		SHSH FWB Deaf Children Society
Michael Payne	Area Chairman	Cruse Bereavement Care Lancashire
Mike Bullock	Chairman	Blackpool Wyre and Fylde CVS
Mike Crowther	Programme Director	Groundwork Lancashire & Wigan
Mike Hodgkinson	Campaign Officer	Liberal Democrats
Mike Taplin	Senior Manager - Early Years Support	Blackpool Council
Neil Jack	Chief Executive	Blackpool Council
Nicholas Evans	Area Manager – Greater Merseyside & Blackpool	Addaction
Nicola Stubbins	Head of Adult Safeguarding and Wellbeing	Blackpool Council
Norma Rodgers	Chair/Health and Wellbeing Board Member	Healthwatch Blackpool
Pam Cochrane	Advice Link Co-ordinator	Advice Link
Paolo Pertica	Head of Neighbourhood Services Town Centre and Promenade	Blackpool Council
Paula Haley-Evans	Head of Business Management and Governance	Public Health England
Richard Emmess	Chief Executive/Health and Wellbeing Board Member	Blackpool Wyre and Fylde CVS
Robert Williams	Member	Blackpool Fylde and Wyre Mental Health Forum
Roy Fisher	Chair/Health and Wellbeing Board Member	Blackpool Clinical Commissioning Group
Sarah Robinson	Head of Neighbourhood Services (South)	Blackpool Council
Stephen Gough	Local Professional Networks Lead	NHS England
Steve Davis	Project Co-ordinator - New Langdale	Blackpool Council

Steve Pye	Chair	National Federation of Small Business
Stewart Lucas	CEO	Lancashire MIND
Stuart Sykes	Chair	Windmill Youth Development Group
Sue Harrison	Director Children's Services/Health and Wellbeing Board Member	Blackpool Council
Susan Warburton	Assistant Director Patient Experience	NHS England
Terri Sawkill	Chief Executive	Age UK Blackpool
Tina Daniels	HR Manager	Blackpool Teaching Hospitals NHS Foundation Trust
Tracie Hutchieson	Blackpool Wellness Service Manager	Blackpool Wellness Service
Victoria Wells	Programme Director	One Blackpool
Violet Li	Trustee	Sum Yin Association
Wendy Dowling	Director	Healthwatch Blackpool
Wendy Hepworth	Trustee and Vice Chair	Swallows Head and Neck Cancer Support
Wendy Stevenson	Director	Healthwatch Blackpool
Wendy Swift	Managing Director for Community Development and Transformation	Blackpool Teaching Hospitals NHS Foundation Trust