



Health & Wellbeing Board
Annual Report
2014–2015

Welcome and Foreword – Chair

Welcome to the second Annual Report of Blackpool's Health and Wellbeing Board. This report focuses on some of our key achievements over the period April 2014 to March 2015, during this time the Board has become established as the key partnership that is driving improvements in health and social care across Blackpool.

The public sector has seen unprecedented cuts to its budgets in recent years and the next five years will bring even greater financial challenges for Blackpool as the government continues to push ahead with further reductions as part of its programme of austerity. In addition the effects of an ageing population and increasing levels of deprivation and inequality place increasing demand on health and social care services.

Blackpool has some of the most challenging health statistics in the country, which places extreme demand on public services. Life expectancy for men remains the lowest in the country, and while it is increasing it is doing so at a slower rate than the rest of the country. For women the picture is only slightly better, women can expect to live to 80.1 years although this is lower than the rest of the country by three years. Even within Blackpool there are large variations in life expectancy, demonstrating the inequalities that exist within the town.

Blackpool also has lower healthy life expectancy rates caused by circulatory, digestive and respiratory disease; these are attributable to lifestyle factors such as smoking and alcohol and substance misuse. Smoking is the single most important influence on death rates and is a major factor in ill health, smoking in pregnancy rates are the highest in the country. Blackpool has some of the highest levels of alcohol related harm in the country, not only direct health effects such as premature death and chronic liver disease but other consequences such as disorder and violence. There are an estimated 40,000 Blackpool residents who drink at hazardous or harmful levels, equating to 28% of the adult population.

Considering these statistics, it is now more crucial than ever for partners in health, local authority, police, fire and rescue services and the voluntary and community sector to work together to bring about the systems transformation needed to deliver sustainable and long term changes in the way that health care is delivered. We need a major shift in how we deliver health and social care; moving away from traditional models of care based on acute services towards more preventative methods which promote self-care and are co-ordinated around the needs of individuals.

The Health and Wellbeing Board has a central role to play in this shift and have been placed at the heart of the reformed NHS by bringing together different organisations to improve health and encourage better co-ordination of health and care services locally through strong, credible and shared leadership.



Cllr Graham Cain
Cabinet Secretary (Resilient Communities) and
Chair of the Health and Wellbeing Board

Who we are

Blackpool's Health and Wellbeing Board was established in 'shadow form' in December 2011 and became a formal statutory committee of the council in May 2013.

The Board builds on strong pre-existing partnerships between the NHS, Council and other public sector partners. It has nineteen members spanning the Council, NHS Clinical Commissioning Group, Healthwatch, the two major health providers in the town – Blackpool Teaching Hospitals NHS Foundation Trust and Lancashire Care NHS Foundation Trust; NHS England Local Area Team, the Police, Fire Service and Voluntary, Community and Faith Sector. A full list of members is included at appendix A.

What we do

Health and Wellbeing Boards are the key mechanism for co-ordinating the health system at a local level. They bring together major partners to jointly plan how best to meet the health and social care needs of the local population, with joining up and integration of services a key element of the agenda.

The Board's main focus is on improving outcomes and reducing inequalities through every stage in people's lives.

Our Vision:

The Board's vision for the future health of Blackpool is bold and ambitious:

Together we will make Blackpool a place where ALL people can live, long, happy and healthy lives

Our Priorities

In considering its future direction the Board identified four key drivers to focus on and deliver over the longer term as those which the Board could most influence or add leverage to as a partnership.

1. **Stabilising the Housing Market:**

Work with partners to improve housing stock via selective licensing, new Blackpool housing company, new housing. The Board recognised the importance of supporting the council and addressing some of the wider determinants of health that drive poor outcomes in the town.

2. **Substance misuse, alcohol drugs and tobacco:**

Address lifestyle issues by supporting education programmes, policy intervention and oversight of programmes such as Fulfilling Lives 'Complex Lives'

3. **Social Isolation/Community Resilience:**

Address social isolation for all ages and build community resilience so that people become empowered to help themselves.

4. **Early Intervention:**

Ensure services are joined up and encourage more upstream intervention at the earliest stage of life possible to make the most gains. Better Start is a major catalyst for change.

These priorities provide the foundations for the next HWB Strategy which will be developed towards the end of 2015.

They are currently being delivered by local commissioners who plan and commission integrated services that meet the needs of the whole community, in particular for the most vulnerable individuals and the groups with the worst health outcomes.

This work is led by the Strategic Commissioning Group; a sub-group of the Board made up of commissioners from the Clinical Commissioning Group, local authority and other key partners. It provides strategic leadership, oversight and co-ordination on commissioning arrangements for children and young people, adults, older people and adults with mental health problems across the NHS, public health, adults and children's services and key projects such as Better Start, HeadStart, Fulfilling Lives and Early Action.

What we have achieved

Evidence, Strategies, Action Plans and Performance Management:

The Board has maintained oversight of and supported the development and implementation of a number of key strategic documents and action plans that contribute towards the delivery of the priorities of the Health and Wellbeing Strategy, along with the evidence bases to support strategic planning and a performance management framework to monitor performance in these areas.

Sexual health was one of the key priorities of the Health and Wellbeing Strategy 2013 – 15. **The Sexual Health Action Plan 2013-15** plan was approved in April 2014; it summarises the needs of the population, gaps in services and an agreed approach to filling these gaps through effective interventions.

A number of key actions have been delivered since the development of the plan:

- An evidence-based programme for Personal, Social, Health and Economic education (PSHE) has been piloted in 8 secondary schools, including the Pupil Referral Unit; and a 'Risky Behaviour' training package delivered to those working with young people, including teaching staff delivering the pilot PSHE programme.
- Introduction of HIV screening in the Acute Medical Unit at Blackpool Victoria Hospital to improve late diagnosis rates, an online HIV home self-sampling service for high-risk groups and expansion of outreach HIV testing service to other venues.
- Availability of domiciliary contraceptive services for high-risk groups, including looked after children and training in post-natal contraception delivered to health visitors.

The Board endorsed the **Tobacco Free Lancashire Strategy 2014 – 2016 and Pan-Lancashire Smoking in Pregnancy Action Plan** in October 2014, agreeing to work to develop local solutions to the actions identified. The Blackpool Tobacco Control Strategy and Action Plan 2014 – 2016 focuses on a range of actions across three priority themes, which the Blackpool Tobacco Control Alliance believes to be the areas of greatest opportunity where differences can be made:

- **Prevention** – creating an environment where (young) people choose not to smoke
- **Protection** – protecting people from second-hand smoke
- **Cessation** – helping people to quit smoking

Key activity includes:

- Blackpool Council has signed the Local Government Declaration on Tobacco Control
- Smoke & Mirrors training has been undertaken in a local school with the aim to recruit young people as peer supporters to the tobacco control agenda;
- Blackpool Council has been working with a national team (including Public Health England, Tobacco Control Collaborative Centre and Tommy's) to develop and research an intervention which aims to provoke women to quit smoking during pregnancy;
- An evidence based programme of risk perception training has been delivered to midwives at Blackpool Teaching Hospitals Trust to provide them with the confidence and skills to have difficult conversations about the harms to mother and baby of smoking in pregnancy;
- A new Specialist Stop Smoking Service provider has been commissioned to ensure improvements in effectiveness of service provision and service outcomes (person-centred) particularly amongst deprived communities.

The **Clinical Commissioning Group Strategic Plan 2014-19** is the overarching plan for commissioning healthcare services in Blackpool and is supported by a series of smaller plans including a two year operational plan; financial plan and Better Care Fund plan. There are three cross cutting themes of Cardiovascular Disease, Respiratory Disease and Mental Health set out in the plan which link across to the priorities of the Health and Wellbeing Board and Public Health.

The **Lancashire Crisis Care Concordat and Action Plan** expected that, in every locality in England, local partnerships of health, criminal justice and local authority agencies develop, agree and sign off Mental Health Crisis Declarations. These statements are then supported and implemented through a multi-agency action plan with local actions delivering services that meet the principles of the national concordat. The Board approved the Concordat whose development was led by Blackburn with Darwen CCG.

Since then street triage has been set up with the police and mental health nurses on the busiest days each week and there are Registered Mental Health Nurses based at the police head quarters who are able to give advice to officers about people they are coming across on duty. Both of these are helping to reduce the numbers of people conveyed to hospital under s136 to a place of safety.

The Board received a presentation on the **Fylde Coast Highways and Transport Masterplan**, developed by Lancashire County Council and Blackpool Council to transform road, rail, tram and cycle networks on the Fylde Coast. The proposals sought to boost the economy, reduce gridlock on the roads and support healthy lifestyles. The Board were supportive of the masterplan.

The Board developed a performance monitoring framework to monitor the performance of the Health and Wellbeing Strategy. This comprised of a number of key indicators taken from national frameworks and a smaller subset of indicators that were monitored regularly by the Strategic Commissioning Group.

We have widespread quality pharmacy services providing extensive cover of the population which was proved in 2015 when the Pharmaceutical Needs Assessment was developed and consulted on. The PNA provides the basis for all future pharmacy commissioning intentions, the core findings were that pharmacies provide a wide range of services above core contracts and there was no identified need for new provision.

In October 2014 the Board received a presentation on the **Due North** report; an important report with recommendations for both local government and central government, it was particularly relevant at this time because of the austerity measures and poverty-generating welfare reforms that are hitting the disadvantaged areas in the North the hardest. The 2014 Public Health Annual Report is Blackpool's response to Due North, with a single recommendation that the council develops an action plan to ensure full implementation of the recommendations arising from the Due North report. These will be taken forward and incorporated into the next Health and Wellbeing Strategy in recognition of the need to address the social and economic determinants of health.

Thematic debates

The Board has held a number of thematic debates on key issues that have contributed to setting the strategic direction for future work.

Cancer

A debate was held on issues related to cancer. The debate included a presentation on key statistics on cancer in Blackpool, examples of current work and work planned for the future. Blackpool has particular problems in experiencing a 37% higher death rate from cancer compared to national average. There were concerns regarding the levels of late diagnosis and lower than average participation rates in NHS Cancer Screening Programmes.

Following the debate a steering group was set up to ensure a collaborative, coordinated and consistent approach to cancer care delivery on the Fylde Coast. The group ensures that local cancer services are developed to provide optimal care to patients with, or affected by, cancer on the Fylde Coast. A patient engagement group is planned which will enhance patient engagement and participation and ensure that patients and carer voices are at the centre of cancer services, which is the cornerstone of improvement of existing services and development of new services.



Social isolation and loneliness

In recent years social isolation and loneliness have become increasingly important at national level, more so around risks linked with wider health and wellbeing outcomes. Research also indicates that both social isolation and loneliness can affect anyone regardless of age or background.

Social isolation and loneliness is a key priority for the Board and it was the focus of debate at July's meeting; the debate centred on how to ensure issues around social inclusion were addressed for all age groups and to formalise links to the Better Care Fund. The Board also recognised the need to ensure good practice in support for carers across Blackpool.

A small sub-group was set up to take this work forward further through the Fairness Commission and a number of events and campaigns have taken place for example;

- **Volunteers Month** – a celebration of volunteering throughout June 2014 with activities to engage people in volunteering;
- The **Acts of Kindness Campaign** encouraged people to undertake a bite size project to promote a sense of community;
- Projects in conjunction with the **Joseph Rowntree Foundation** in communities
- **Easter Buddies** – The Easter Buddies Campaign was aimed at encouraging people to be more neighbourly and friendly towards each other. It was the start of a longer-term project to address social isolation and loneliness in our communities.

Quality Care

A key responsibility of the Board is to encourage those who arrange the provision of health and social care services work closely together and in an integrated manner.

Better Care Fund

The £3.8bn Better Care Fund (BCF) was announced in the Government's June 2013 spending review and the development of the submission to the fund has been a key programme of work that the Board has overseen. The key ambition of the Fund was to transform local services to ensure people are provided with better integrated care and support – which is joined-up, personalised and provided closer to home.

The locality plan aligned to the two-year operational and five year strategic plans of the Clinical Commissioning Group; it met with the national conditions including a commitment to seven day working, better sharing of information and protection of social care services. Draft and final plans were approved by the Board in February and April 2014 respectively before being signed off by the Department of Health.

The main element of Blackpool's Better Care Fund Plan was the commitment to deliver New Models of Care in the form of the **Extensivist Service**, this provides proactive and co-ordinated care wrapped around the patient with a single point of access. The service is fundamentally orientated towards supporting patients to have the confidence and knowledge to manage their own conditions. Once the patient has consented to be part of the service, full clinical responsibility will pass from the GP to the Extensivist.

The service is provided by a team of clinicians and non-clinicians skilled in supporting patients with complex needs and having clear accountability on behalf of the system for providing and co-ordinating this care. Regular contact with a health coach (recruited for the individual's emotional intelligence) and effective use of telehealth approaches are some of the elements that will make the service feel very different.

The approach results in significantly improved patient experiences, with patients being empowered to manage their own health and having an increased sense of wellbeing; this should also result in patients having fewer unnecessary outpatient consultants and investigations, and fewer planned and unplanned hospital admissions.

Children and Families Act 2014

The Board discussed the implications of new legislation in relation to the aspects of the **Children and Families Act 2014** around special educational needs and disability, which has introduced "the largest scale changes for a generation" in relation to 0-25 year olds with SEN and/or a disability and their families. The majority of these changes had to be implemented by 1 September 2014 and there were significant implications for both the council and health.

The report outlined the key changes which included:

- Joint commissioning for 0-25 year olds with SEND and their families
- Education, health and care plans (EHCP) replacing Statements, with an age range of 0-25 years covered
- Full involvement of parents and young people in approaches
- A local offer being developed to outline what statutory services offer for SEND, which is interactive and dynamic, influencing commissioning
- Options of personal budgets for families and young people post statutory school age
- New appeal processes in place if parents/ young people disagree with an approach/provision.

The Board endorsed the approach taken by partner organisations as set out in the SEND Commissioning Plan, which covered the areas of education, health and care in terms of statutory services. The plan outlined how children and young people's needs would be met, within financial constraints across agencies, and the duty of each agency towards this.

The Care Act 2014

In June 2014 the Board received an update on the Care Act which had just received Royal Assent; the Act seeks to rebalance Adult Social Care by bringing the patchwork of existing legislation together; consolidating best practice around personalisation by focusing on aspirations and outcomes, and by promoting choice, control and independence; and introducing reforms to the way that care and support is accessed and funded.

Winterbourne View Concordat and Transforming Care agenda

In July 2014 the **Learning Disability Health Self-Assessment** was presented to the Board; this delivery and monitoring tool supports Clinical Commissioning Groups (CCGs) and Local Authorities to assure NHS England, Department of Health and the Association of Directors of Adult Social Services on the key priorities in the Winterbourne View Final Report Annex B, Adult Social Care, Public Health and National Health Service Outcomes Frameworks.

An improvement plan had been developed, which was monitored by the Board ensuring there is a targeted approach to improving health inequalities and achieving equal and fulfilling citizenship for people with a learning disability; and helping commissioners and local people assess how well they are supported to stay healthy, be safe, and live well.

In January 2015 the Learning Disability Partnership Board assured the Board that progress was being made towards achieving the objectives set out in the **Winterbourne View Concordat**; a programme of action designed to transform services for people with learning disabilities or autism and mental health conditions or behaviours described as challenging. Work until then had focused on individual service users, future service design and commissioning. The Board recognised that this was a significant piece of work and that progress had been made locally.

Nationally, it had become clear that the objectives of the Concordat would not be met and a new Transforming Care Assurance Board was set up, with a multi-organisation Transforming Care Programme Board developed to focus on immediate actions as well as future service models; its key ambition is to support the transfer of 50% of people who were inpatients at 1 April 2014, to the most appropriate setting.

Delivering the Transforming Care agenda and taking forward the recommendations laid out in the Bubb report has imposed new health and social care commissioning arrangements across the country. This requires a significant scale of work, resource and commitment from CCG's and local authorities given the pace expected nationally. The Health and Wellbeing Board are well-informed and have a key role in overseeing the development and implementation of this work in Blackpool.

Working in Partnership

The Board cements existing strong partnership working and relationships to improve outcomes for Blackpool's population. There are a number of key areas of work that demonstrate this commitment for example;

Project Search

The Board has supported the implementation of **Project Search** following an initial presentation in June 2014. The Project Search model helps disabled people secure and keep paid permanent jobs. It is particularly suited to people with moderate and severe learning disabilities or autism, and others who can benefit from partnership working to help them into work.

The Council has successfully supported ten students during the first year of running the initiative from September 2014 and following a second presentation to the Board in March 2015, plans are underway to extend the scheme to other partner organisations. The report highlighted the advantages for the organisation in terms of recruitment and retention, the work placements and the support for students through their family, a special education teacher and a support worker from Mencap. The key priority for all involved was a focus on an employment goal and supporting the student during this transition. Two of the students attended the Board meeting to discuss with Board members their positive experiences of the programme.

Better Start and HeadStart

In 2014 two Big Lottery 'Fulfilling Lives' funding bids were successfully awarded: **Better Start and HeadStart**.

Blackpool was one of five LA's to be awarded £45 million funding from the Big Lottery Fund. This will focus on the conception to three years age group and a population of between 40 and 50 thousand. The funding is for the seven most deprived wards in Blackpool – Brunswick, Park, Claremont, Victoria, Clifton, Talbot, Bloomfield.

The learning and programmes will be rolled out across Blackpool using the leveraged funds to create a whole system change; developing stronger partnership working that delivers collaborative services, organised around the needs of Blackpool children aged pre-birth to three; securing strong social, emotional and physical health foundations for children; leading to better educational and economic achievement, which is sustained over time.

The partnership is led by the NSPCC and involves partners from the local authority, Clinical Commissioning Group, and police. The strategy has four components:

1. **A public health approach** – shifting the curve for the whole population
2. **Evidence based interventions** – providing more intensive help for those who need it
3. **Systems transformation** – building shared understanding and shared action
4. **Building and sharing learning** – creating the Blackpool Centre for Early Child Development

Blackpool was one of twelve local authorities identified by the Big Lottery Fund (BLF) to apply for the HeadStart funding as part of their Fulfilling Lives programmes. HeadStart is aimed at building the resilience of young people aged 10-14 years to reduce the likelihood of them developing mental health conditions in the future. The partnership is led by the Council and includes Lancashire MIND, a number of Blackpool's schools, and the NHS. In addition, HeadStart has a steering group of young people who advise the partnership and co-produce the strategy.

The funding is a three stage process, Blackpool has been successful in both stage one (£10 thousand for project development) and stage two (half a million to deliver an 18 month pilot project). Work has been underway to implement the pilot and develop the stage three bid during 2014.

The main premises of early intervention on which Better Start and HeadStart are based are one of the priorities for the Health and Wellbeing Board and are key areas of work in Blackpool. The Strategic Commissioning Group maintains oversight of the commissioning arrangements for Better Start and HeadStart to ensure that the projects are aligned to the priorities of the Board and achieve the best outcomes for children and young people in Blackpool.



Looking ahead

The first part of 2015 included a review of the Board in terms of how it operates; its governance and sub-structure. The Children and young People's Partnership has been formally adopted as a sub-group of the Board and the Strategic Commissioning Group role and remit has been reviewed to focus purely on aligning commissioning. Membership was also refreshed as a result of changes in the local Council and a new Chair was selected by the Leader of the Council.

National policy drivers continue to bring changes and developments in terms of reviewing the commissioning and delivery of services for people with learning disabilities and also young people with mental ill health and a key focus for the Board will be the Learning Disability Transformation Plan and Emotional Health and Wellbeing Transformation Plan respectively.

The Joint Strategic Needs Assessment will be refreshed and the new evidence will shape the forthcoming Health and Wellbeing Strategy and future policies. Similarly the refreshed Children's Strategic Needs Assessment will be used to shape the Children and Young people's Strategy.

There has been some attendance at the Board by members of the public and we intend to increase our levels of engagement with the public via consultation on the HWB Strategy and other means such as an open day event.

Locally, the challenges presented by in-year budget reductions to public health and future funding reductions will significantly impact on how services are planned and delivered and it will be imperative for the partners on the Board to work together even more effectively to tackle these challenges and transform the way that the health and social care system operates.

Appendix A

Membership of the Board

- Cllr Graham Cain, (Chair) Cabinet Secretary (Resilient Communities), replaced Leader, Cllr Simon Blackburn in May 2015
- Cllr John Jones, Cabinet Member for Children's Safeguarding and School Improvement, Blackpool Council
- Cllr Eddie Collett, Cabinet Member for Health and Wellbeing, Blackpool Council
- Cllr Don Clapham, Conservative Party Member, Blackpool Council
- Karen Smith, Director of Adult Services, Blackpool Council
- Delyth Curtis, Director of People (Statutory Director of Children's Services), Blackpool Council
- Dr Arif Rajpura, Director of Public Health, Blackpool Council
- Dr Amanda Doyle, Chief Clinical Officer, NHS Blackpool Clinical Commissioning Group
- Roy Fisher, Chair, NHS Blackpool Clinical Commissioning Group
- David Bonson, Chief Operating Officer, NHS Blackpool Clinical Commissioning Group
- Dr Leanne Rudnick, GP, NHS Blackpool Clinical Commissioning Group
- Joan Rose, Director, Healthwatch Blackpool
- Gary Doherty, Chief Executive, Blackpool Teaching Hospital NHS Foundation Trust
- Ian Johnson, Chair, Blackpool Teaching Hospital NHS Foundation Trust
- Nikki Evans, Superintendent, Lancashire Constabulary
- Jane Higgs, Director of Operations and Delivery, NHS England (Lancashire)
- Prof. Heather Tierney-Moore, Chief Executive, Lancashire Care NHS Foundation Trust
- Simon Bone, Community Protection Manager, Lancashire Fire and Rescue
- Chief Executive, Blackpool Council for Voluntary Services



If you would like find out more about Blackpool Health and Wellbeing Board including when we meet; the work of our subgroups; Board news and events visit our dedicated web page:

www.blackpool.gov.uk/hwb

We are always keen to hear your views and to receive questions from you.
If you have any specific queries about our work or the information in this report please email us directly at **blackpoolhwb@blackpool.gov.uk**