

Report to:	Health and Wellbeing Board
Relevant Officer:	Liz Petch, Consultant in Public Health
Relevant Cabinet Member:	Councillor Jo Farrell, Cabinet Member for Levelling Up: People
Date of Meeting:	13 March 2024

BLACKPOOL JOINT LOCAL HEALTH AND WELLBEING STRATEGY (JLHWS)

1.0 Purpose of the report:

1.1 To present for recommendation to the Council the final draft of the Blackpool Joint Local Health and Wellbeing Strategy (JLHWS) 2024 – 2028.

2.0 Recommendation(s):

2.1 To note and comment on the final draft of the Blackpool Joint Local Health and Wellbeing Strategy (attached at Appendix 3a) and consultation findings (attached at Appendix 3d).

2.2 To recommend the Blackpool Joint Local Health and Wellbeing Strategy for approval to the Council.

3.0 Reasons for recommendation(s):

3.1 The Blackpool Joint Local Health and Wellbeing Strategy aims to drive change to improve the health and wellbeing of the population of Blackpool and reduce the gap in health outcomes between Blackpool and England as a whole.

3.2 The previous Joint Health and Wellbeing Strategy expired in 2019 and Health and Wellbeing Boards have a statutory responsibility to prepare a Joint Local Health and Wellbeing Strategy for their local population.

3.3 Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.4 Is the recommendation in accordance with the Council's approved budget? Yes

4.0 Other alternative options to be considered:

4.1 To suggest amendments to the Blackpool Joint Local Health and Wellbeing Strategy to address any concerns or shortcoming that have been identified.

5.0 Council priority:

5.1 The work supports both of the Council's priorities:

- "The economy: Maximising growth and opportunity across Blackpool"
- "Communities: Creating stronger communities and increasing resilience"

6.0 Background information

6.1 Following the Blackpool Health and Wellbeing Board meeting on 5 October 2022, the Board agreed the need to write a new Blackpool Joint Local Health and Wellbeing Strategy for Blackpool as the previous Joint Health and Wellbeing Strategy 2016-2019 had expired.

6.2 Four priorities have been chosen, based on findings from the Blackpool Joint Strategic Needs Assessment (JSNA) and consultation with strategic leads within partner organisations, to target areas where progress will improve people's lives both in the short term (the five-year life of the Blackpool Joint Local Health and Wellbeing Strategy) and contribute to significant improvements in the population's health over the long term (20 years or more). The four priorities are as follows:

- Priority 1 - Starting Well
- Priority 2 – Education, Employment and Training
- Priority 3 – Living Well
- Priority 4 – Housing

6.3 Measures of success have been identified for each priority area, and comparisons between Blackpool and England statistics have been made where the data is available. Each priority area also includes a list of practical milestones where progress will be tracked. For Priority 4 (Housing) impact is difficult to measure quantifiably and only milestones will be used. The Blackpool Joint Local Health and Wellbeing Strategy is underpinned by the strategies, policies and programmes identified in this document and improvement will be dependent on implementing their collective recommendations and monitoring progress.

6.4 Following an eight week public consultation, the Council received 63 responses that largely support the proposed vision, priorities and actions of the Blackpool Joint Local Health and Wellbeing Strategy JLHWS. In response to the comments received, it is proposed to make the following amendments to the strategy:

- Add that we will work with partners to deliver the Priority Education Priority Education Investment Area programme under Priority 2 (Education, Employment and Training).
- Add the Blackpool Education Improvement Board's 2020 – 2030 vision strategy under Priority 2 (Education, Employment and Training).
- Add that we will support and encourage older people, the disabled community and those living in the most deprived communities to access and participate in physical

activity under Priority 3 (Living Well).

- Update the Priority 4 (Housing) section to reflect the latest developments.

6.5 Progress on the Blackpool Joint Local Health and Wellbeing Strategy priorities will be reviewed and reported annually to the Blackpool Health and Wellbeing Board. Updates on milestones and metrics will be published on the Blackpool Joint Strategic Needs Assessment website and made available to the public in order to demonstrate how the Health and Wellbeing Board is addressing identified health needs.

6.6 To expedite the approval process, that if any further changes prior to the Council are required to the Blackpool Joint Local Health and Wellbeing Strategy these will be granted through sign-off by the Chair of the Health and Wellbeing Board.

6.7 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 Appendix 3a - Blackpool Joint Local Health and Wellbeing Strategy 2024 – 2028 – Full Version
Appendix 3b – Blackpool Joint Local Health and Wellbeing Strategy 2024 – 2028 – Shortened Version
Appendix 3c - Equality Analysis Record Form
Appendix 3d - Consultation Report

8.0 Financial considerations:

8.1 A number of the actions within the document are already underway, while others are future ambitions. Budget and resources will be drawn from existing service provision where possible, and external funding will be sought if necessary.

9.0 Legal considerations:

9.1 Health and Wellbeing boards have a statutory responsibility to prepare a Joint Local Health and Wellbeing Strategy for their local population.

10.0 Risk management considerations:

10.1 None.

11.0 Equalities considerations and the impact of this decision for our children and young people:

11.1 As detailed throughout the Equality Analysis Record Form (attached at Appendix 3c).

12.0 Sustainability, climate change and environmental considerations:

- 12.1 One of the actions under Priority 4 (Housing) is to reduce fuel poverty and the number of cold households through schemes such as Cosy Homes in Lancashire (CHiL). Reducing fuel poverty through increased energy efficiency can decrease energy costs for residents and also reduce greenhouse gas emissions, thereby contributing towards climate mitigation efforts.

13.0 Internal/external consultation undertaken:

- 13.1 In June 2023, an in person stakeholder workshop was held to seek input from Health and Wellbeing Board members and relevant stakeholders on the development of the JLHWS. The purpose and priorities for the strategy were agreed at the workshop and suggestions were made for focused actions and activities against the priorities identified.
- 13.2 In July 2023, online strategy development sessions were held with relevant stakeholders to collaboratively shape the Blackpool Joint Local Health and Wellbeing Strategy. The purpose of the development sessions was to establish what should feature in the new strategy based on the proposed priorities, determine actions within each priority area and understand existing strategies and actions, and build upon existing initiatives without duplicating efforts.
- 13.3 A progress update on the Blackpool Joint Local Health and Wellbeing Strategy was presented to the Health and Wellbeing Board on 18 October 2023 and on 13 December 2023. Prior to public consultation, the draft Blackpool Joint Local Health and Wellbeing Strategy was shared with the Health and Wellbeing Board, with partners and stakeholders encouraged to review and comment on the final draft.
- 13.4 A public consultation took place from 18 December 2023 to 12 February 2024 to seek views on the proposed draft Blackpool Joint Local Health and Wellbeing Strategy. There were 63 responses, 4 of which were on behalf of local organisations. Overall, the majority of respondents agreed with the vision, priorities and proposed actions on the Blackpool Joint Local Health and Wellbeing Strategy. Theme leads were engaged to provide responses to the recurring comments received. A copy of the consultation findings and the response to those findings can be found in Appendix 3d.
- 13.5 A final draft of the Blackpool Joint Local Health and Wellbeing Strategy was presented to the Council's Corporate Leadership Team on 27 February 2024 for comment and was positively received.

14.0 Background papers:

- 14.1 None.