

Appendix 6a: Policy Framework Strategy Development Proposal



Overview	
Title:	Blackpool Joint Local Health and Wellbeing Strategy (JLHWS) 2023 -2033
Lifespan:	10 years
Purpose & Rationale:	<p>The Blackpool Health and Wellbeing Board are developing a 10-year JLHWS for Blackpool.</p> <p>The need for this strategy is driven by the following:</p> <ul style="list-style-type: none"> • The previous Joint Health and Wellbeing Strategy (2016-2019) has expired. • Health and Wellbeing boards have a statutory responsibility to prepare a JLHWS for their local population. <p>The purpose of the Blackpool JLHWS is to explain what priorities the Blackpool Health and Wellbeing board has set in order to tackle the needs identified in the Blackpool Joint Strategic Needs Assessment (JSNA). JSNAs are assessments of the current and future health and social care needs of the local community.</p> <p>The statutory guidance emphasises that the JSNA should be taken into account by the Health and Wellbeing Board and will identify the future health, care and wellbeing needs of the people of Blackpool and will guide how services are planned and developed. The issues identified in the JSNA will inform the priorities in the Blackpool JLHWS.</p> <p>Following the implementation of the Health and Care Act 2022 on 1 July 2022, section 116A of the Local Government and Public Involvement in Health Act 2007 has been amended and renames 'joint health and wellbeing strategies' to 'joint local health and wellbeing strategies'.</p>
Lead Department:	Public Health
Lead Officers:	Liz Petch (Consultant in Public Health) Karen Tordoff (NHS Lancashire and South Cumbria Integrated Care Board) Scott Butterfield (Strategy and Climate Lead)
Is the strategy being developed in partnership with other organisations?	<p>The strategy is being developed by members of the Health and Wellbeing Board. These include:</p> <ul style="list-style-type: none"> • Blackpool Council • Blackpool Teaching Hospitals NHS Foundation Trust • Lancashire and South Cumbria Integrated Care Board • Health Watch • Lancashire Fire and Rescue Service • Lancashire Constabulary
Timeline for Development	
Approximate timescale for development:	February 2023 – February 2024.
Anticipated date of refresh:	The strategy will be refreshed every 3 years (2026, 2029 and 2032)
Policy Framework	
Is this strategy part of the Council's Constitutional Policy Framework, as set	Yes, the JLHWS is required by law to form part of the Council's Constitutional Policy Framework.

out in the Constitution?	
Which Council committee or group will provide final approval?	Executive and Full Council. The Health and Wellbeing Board is a special committee of the Council and will also need to approve the document.
Links with Council Plan and other Strategies, Policies or Plans	
Which Council Priorities does the strategy support?	<p>The primary focus of the JLHWS is Priority 1 'Communities', but there is also links to Priority 2 'The Economy'.</p> <p>Priority 1 and 2 are interdependent and achieving positive outcomes in one area is reliant on success in the other. The strategies' main focus will be on the health and wellbeing of residents, however, the economy plays an important role in health and wellbeing because poverty and income inequalities are major causes of health inequalities.</p>
Which other strategies, policies and plans does the strategy link to?	<p>This strategy is linked to a number of other strategies and plans that will inform future strategy development. These include:</p> <ul style="list-style-type: none"> • Blackpool Council Plan • Fylde Coast Health inequalities Strategy • Integrated Care Partnership Strategy • Joint Forward Plan • Community Safety Plan • Blackpool Health Protection Strategy • Healthy Weight Strategy • Sexual Health Strategy <p>There are less direct links to other strategies and connections will be made throughout the development process. Consultation and liaison will be undertaken with the relevant strategy leads.</p>
Climate Emergency	
How will the Strategy contribute to the delivery of the Council's Climate Emergency declaration?	<p>Reducing Blackpool's contribution to the climate crisis and creating resilience to respond to the worst impacts of climate change is an opportunity to protect health.</p> <p>Dependent upon the priorities of the strategy, the JLHWS could contribute to the delivery of the council's climate emergency declaration in the following ways:</p> <ul style="list-style-type: none"> • Climate mitigation (efforts to limit the emission of greenhouse gases): the strategy could incorporate actions which improve health as well as reduce greenhouse gas emissions. For example, by improving the energy efficiency of housing this would mean houses would use less energy, thereby reducing greenhouse gas emissions. Improving housing energy efficiency would help to address issues such as fuel poverty and the physical and mental health issues associated with cold homes. • Climate adaptation (actions taken to reduce the negative consequences of climate change): the strategy could address the expected health impacts as a result of climate change and incorporate actions to prepare for and be equipped to respond to the climate crisis. For example, increasing education on the health impacts and risks associated with heat can enable people to cope more effectively.
Evidence Base	
What evidence is there to justify the need for this	The JSNA, available at www.blackpooljsna.org.uk and its supporting evidence base provide a comprehensive assessment of health and wellbeing needs and the

<p>strategy? How does this inform the strategic direction?</p>	<p>causes of poor health in Blackpool.</p> <p>The aim of the JSNA is to promote a common understanding of health and wellbeing and provides transparency with regard to the local decision making processes.</p> <p>The Health & Wellbeing Board and its partners are expected to prioritise based on the information and evidence identified by the local JSNA, as it highlights where there are gaps in knowledge or services and so helps inform effective decision making.</p> <p>Priority may be given where:</p> <ul style="list-style-type: none"> • There is a deteriorating trend • There is significant need identified in Blackpool when compared against national or other comparators. • There are significant inequalities between communities • There is a gap in current service provision <p>Life expectancy figures in particular provide a strong justification for the need of a targeted strategy. Both men and women in Blackpool have the lowest life expectancy from birth of any local authority in England. There also are considerable differences in life expectancy within Blackpool. For example, men in the least deprived areas of the town can expect to live 13.2 years longer than men in the most deprived areas. Similarly, for women this difference is 9.5 years. Not only do people in Blackpool live shorter lives, but they also spend a smaller proportion of their lifespan in good health and without disability.</p> <p>Lack of income, inappropriate housing, unsafe workplaces and poor access to healthcare are some of the factors that affect the health of individuals and communities.</p> <p>Lifestyle is also an important driver of health outcomes. A healthy diet, being active, not smoking, stopping smoking, not drinking too much alcohol and maintaining a healthy body weight are all proven ways to stay healthy and avoid many health problems. Increasing the numbers of people who have healthier lifestyles would have major impacts on the health and wellbeing of people living in Blackpool. People in our more deprived population groups are more likely not to have a healthy lifestyle and this contributes to the health inequality experienced by these groups.</p>
<p>Is additional research planned or necessary to shape the strategic direction?</p>	<p>Other planned additional research will include:</p> <ul style="list-style-type: none"> • A review of the complex systems and structures (including existing initiatives and programmes of work) that exist in Blackpool and Lancashire that may have an influence in this work going forward. This includes the existing and developing strategies that also have the purpose to tackle health inequalities and improve health and wellbeing, such as The Health Equity Commission report, Levelling Up, Lancashire 2050, Joint Forward Plan and Integrated Care Strategy. • Informal and formal workshops/meetings with stakeholders to gather qualitative data. • General public consultation.
<p>Stakeholder Engagement</p>	
<p>Which stakeholders will</p>	<p>The strategy will positively impact all residents of Blackpool, as well as informing</p>

be affected and how can they influence the strategic planning?	<p>commissioning plans and shaping service provision.</p> <p>Key stakeholders will include:</p> <ul style="list-style-type: none"> • Health and Wellbeing Board • Blackpool Council • Blackpool Teaching Hospitals NHS Foundation Trust • Lancashire and South Cumbria Integrated Care Board • Health Watch • Lancashire Fire and Rescue • Lancashire Constabulary • The Voluntary, Community, Faith and Social Enterprise (VCFSE) sector • Local residents and service users <p>Stakeholders will be able to influence strategic planning through engaging with, and giving feedback in formal and informal stakeholder workshops/meetings.</p>
Who will be consulted on the strategic direction and when will this happen?	<p>Members of the Blackpool Health and Wellbeing Board will be consulted on the strategic direction at future Health and Wellbeing Board meetings.</p> <p>A public consultation exercise will be undertaken on the draft strategy.</p>
How do you propose to involve Scrutiny in the development process?	Via an informal session with the Adult Social Care and Health Scrutiny Committee.
Budget and Resources	
What finance or resources are required in order to deliver the defined activity?	<p>Budget and resources will be drawn from existing council and service provision.</p> <p>There may be financial resources needed to facilitate an inclusive consultation and development process for a new JLHWS. These will be identified as the strategy is developed and approval sought through the decision making processes.</p>
Monitoring and Performance Measurement	
How will the strategy be monitored?	An annual report will be submitted to the Health and Wellbeing Board.
How will performance be measured?	Once the priorities are selected, suitable indicators will be developed and included in the annual updates, with the board being responsible for setting targets based on the evidence gathered through the strategy development process.
Risks	
What are the risks that might prevent the activity from being delivered?	The risks centre around how the stakeholders buy-in to the priorities and aims of the strategy, and how actions developed would be funded. This will be mitigated by working with the board on governance arrangements to look at options on how pooled or aligned funding arrangements could be used to finance the strategy action plan.
Equalities	
Is there any data or other reason to suggest that this strategy will have a disproportionately adverse impact on key protected equality groups?	<p>It is not anticipated that this strategy would adversely impact on key protected equality groups. An Equality Analysis (EA) will be completed as part of the strategy development process.</p> <p>Health and wellbeing boards must meet the Public Sector Equality Duty under the Equality Act 2010, and consideration will be given to this throughout strategy process. This includes consideration about how the community is involved, the experiences and needs of people with relevant protected equality characteristics, (as well as considering other groups identified as vulnerable in JSNAs); and the effects decisions have or are likely to have on their health and wellbeing.</p>