

# Draft Joint Local Health and Wellbeing Strategy: consultation findings

Public Health Team

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# **Section 1. Introduction and summary of findings**

# 1.1 Introduction

## Joint Local Health and Wellbeing Strategy

The Joint Local Health and Wellbeing Strategy is developed by Croydon Health and Wellbeing Board.

Croydon's Health and Wellbeing Board is a statutory board of the Council made up of representatives from the local authority, the NHS, Healthwatch Croydon, our Voluntary and Community Sector, and other key stakeholders. The Board's mission is to ensure that everyone in Croydon has an equal opportunity to live a healthy and happy life.

The Joint Local Health and Wellbeing Strategy (JLHWS) sets out how the Health and Wellbeing Board will work together as a partnership, along with residents, to improve the health and wellbeing of our local communities. It is informed by local needs, as identified in the Joint Strategic Needs Assessment (JSNA), and the views of partners and our local communities.

The Health and Wellbeing Board ran a six-week public consultation between 15 January 2024 and 26 February 2024 to seek community views on the draft Joint Local Health and Wellbeing Strategy. This draft strategy was informed by:

- Data, evidence and insights from Croydon's Joint Strategic Needs Assessment. This provides information on the state of health and wellbeing in Croydon;
- Local views. Local views were gathered through:
  - a review of insights from community engagement events since 2018, incorporating input from more than 100 community engagement events and hearing from more than 3,700 voices, and
  - reviewing Community Plans for Croydon's six Local Community Partnerships.

A summary of the draft Strategy included in the consultation is provided on the next page.

## 1.2 Draft strategy on a page



Our vision describes what we want to achieve in the long term

Our guiding principles steer our decisions and actions

Our strategic priorities outline the areas we will focus our efforts on over the next 5 years to achieve our vision

## 1.3 Consultation methodology

During the six-week consultation period between 15 January 2024 and 26 February 2024, the Health and Wellbeing Board sought feedback on the draft JLHSW through two routes:

- An online survey hosted on Croydon Council's Get Involved Platform. This survey was open to everyone who lived, worked and studied in Croydon. Printed surveys were also provided to residents upon request. A total of **77** people responded to the survey. Of these, 73 were completed online and 4 were received via post.
- A series of four in-person engagement sessions with local communities. These engagement sessions were held in collaboration with Croydon Voluntary Action, Croydon BME Forum and Healthwatch Croydon. Collectively, these sessions involved a total of **108** residents.

Both the consultation survey and the in-person engagement sessions aimed to gain specific feedback on the following aspects of the draft strategy:

- Proposed vision
- Proposed guiding principles
- Proposed strategic priority areas

## 1.4 Summary of findings

- Overall, a total of **185** people participated in the consultation. Of these **77** participated in the survey and **108** were reached through the in-person engagement sessions.
- Respondents generally agreed with the proposed vision, guiding principles and priorities. Overall, there was a low-level disagreement with these.
- In the consultation survey:
  - **79%** agreed or strongly agreed with the vision, while **2%** somewhat disagreed or strongly disagreed.
  - **82%** agreed or strongly agreed with the guiding principles, while **5%** somewhat disagreed. No one strongly disagreed.
  - **91%** agreed or strongly agreed with Priority 1. Good mental health and wellbeing for all, while **4%** somewhat disagreed or strongly disagreed.
  - **85%** agreed or strongly agreed with Priority 2. Cost of living: supporting our residents to sleep, eat and have heat, while **6%** somewhat disagreed or strongly disagreed.
  - **86%** agreed or strongly agreed with Priority 3. Healthy, safe and well-connected neighbourhoods and communities, while **4%** somewhat disagreed or strongly disagreed.
  - **87%** agreed or strongly agreed with Priority 4. Supporting our children, young people and families so that our children and young people can have the best start in life and the opportunities they need to reach their full potential. **4%** somewhat disagreed or strongly disagreed with this priority.
  - **91%** agreed or strongly agreed with Priority 5. Supporting our older population to live healthy, independents and fulfilling lives, while **3%** strongly disagreed. No one somewhat disagreed with this priority.

## 1.4 Summary of findings

- The following in-person engagement sessions were held in collaboration with Croydon Voluntary Action, Croydon BME Forum, and Healthwatch Croydon:
  - Local Community Partnership – Croydon South-West, 8 February 2024
  - Croydon BME Forum Winter Wellbeing Event , 13 February 2024
  - Healthwatch Croydon Consultation Event, 19 February 2024
  - Local Community Partnership – Croydon South-East, 22 February 2024
- A total of **108** residents participated in these sessions.
- During these sessions, residents were asked to provide their views on the proposed vision, guiding principles and strategic priorities.
- Overall, there was positive feedback and agreement with the proposed vision, guiding principles and strategic priorities. Cross-cutting themes from these sessions included:
  - Strong support for all proposed priority areas, and the importance of looking at health and wellbeing holistically and working together with local people to improve health and tackle inequalities.
  - Suggested changes to some of the wording, including requests to add in further descriptive text, to ensure the strategy is accessible to and is understood by all.
  - Inclusion of environmental considerations, particularly around climate emergency and sustainability.
  - Importance of community focus, clear communication and having clear action plans to deliver the strategy. Importance of partnership working, including with our local communities, was also highlighted.

# Section 2. Survey results

2.1 Key points

2.2 Profile of respondents

2.3 Statistical analysis

2.4 Thematic analysis

## 2.1 Key points

### Survey structure

- The first part of the public consultation included a survey, inviting people who live, work or study in Croydon to provide their views on the proposed strategy.
- The survey included a total of 32 questions, and respondents had the flexibility to choose which questions to answer and were free to skip any as they deemed appropriate.
- The questions in the survey largely belonged to three categories:
  1. The first category of questions asked participants to indicate their level of agreement or disagreement with each of the proposed vision, guiding principles and strategic priorities. Response options included: "Strongly agree," "Agree," "Neither agree nor disagree," "Somewhat disagree," and "Strongly disagree."
  2. There were also several open-ended questions to allow participants to express if they felt anything was missing and/or needed to be amended or removed from the strategy.
  3. Lastly, respondents were asked to provide demographic information such as age, sex and place of residence. This information was collected to better understand the different groups and communities participating in the survey so that we could gain a deeper insight into the diverse perspectives contributing to the consultation.

## 2.1 Key points

### Survey results

#### Agreement with the proposed vision, guiding principles and priorities

- A total of **77** people responded to the survey. Of these, 73 were completed online and an additional 4 were received via post.
- Respondents generally agreed with the proposed vision, guiding principles and priorities. Briefly:
  - **79%** agreed or strongly agreed with the vision, while **2%** somewhat disagreed or strongly disagreed.
  - **82%** agreed or strongly agreed with the guiding principles, while **5%** somewhat disagreed. No one strongly disagreed.
  - **91%** agreed or strongly agreed with Priority 1. Good mental health and wellbeing for all, while **4%** somewhat disagreed or strongly disagreed.
  - **85%** agreed or strongly agreed with Priority 2. Cost of living: supporting our residents to sleep, eat and have heat, while **6%** somewhat disagreed or strongly disagreed.
  - **86%** agreed or strongly agreed with Priority 3. Healthy, safe and well-connected neighbourhoods and communities, while **4%** somewhat disagreed or strongly disagreed.

## 2.1 Key points

### Survey results

#### Agreement with the proposed vision, guiding principles and priorities (cont'd)

- **87%** agreed or strongly agreed with Priority 4. Supporting our children, young people and families so that our children and young people can have the best start in life and the opportunities they need to reach their full potential. **4%** somewhat disagreed or strongly disagreed with this priority.
- **91%** agreed or strongly agreed with Priority 5. Supporting our older population to live healthy, independents and fulfilling lives, while **3%** strongly disagreed. No one somewhat disagreed with this priority.

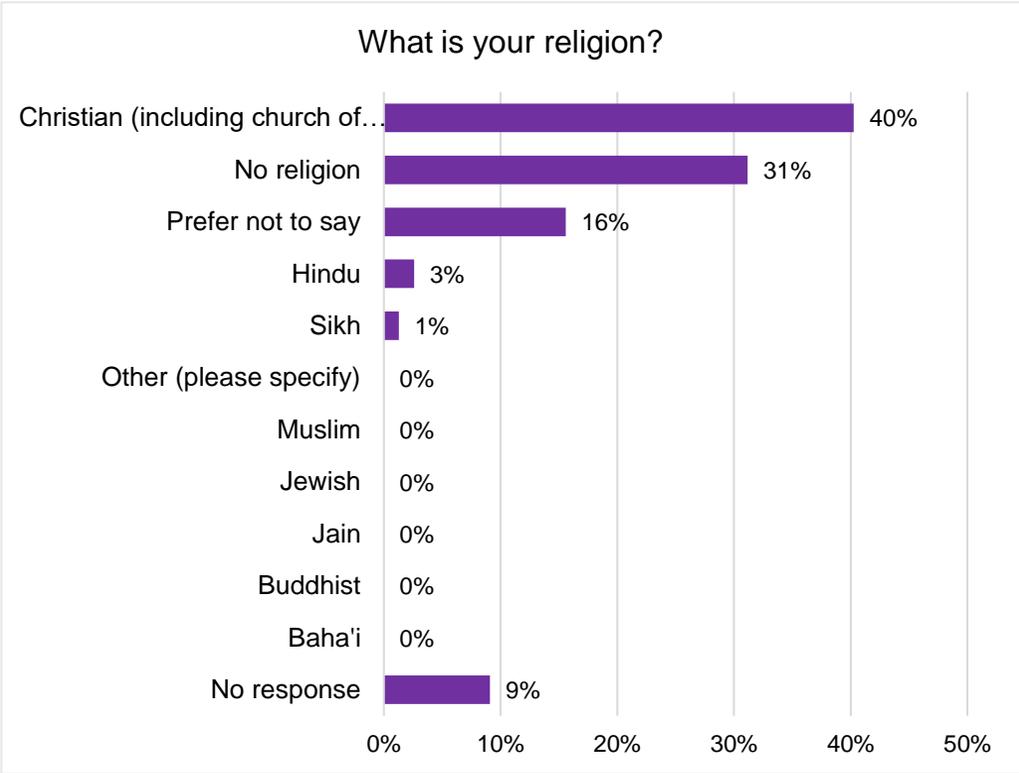
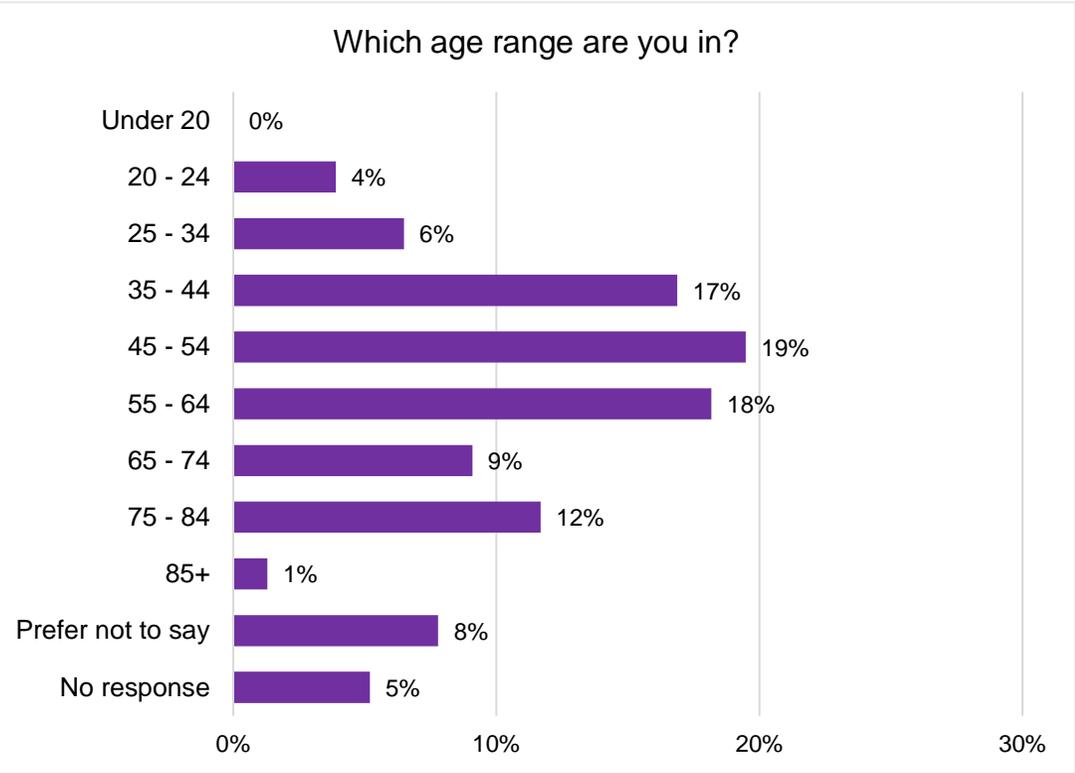
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## **2.2 Statistical analysis**

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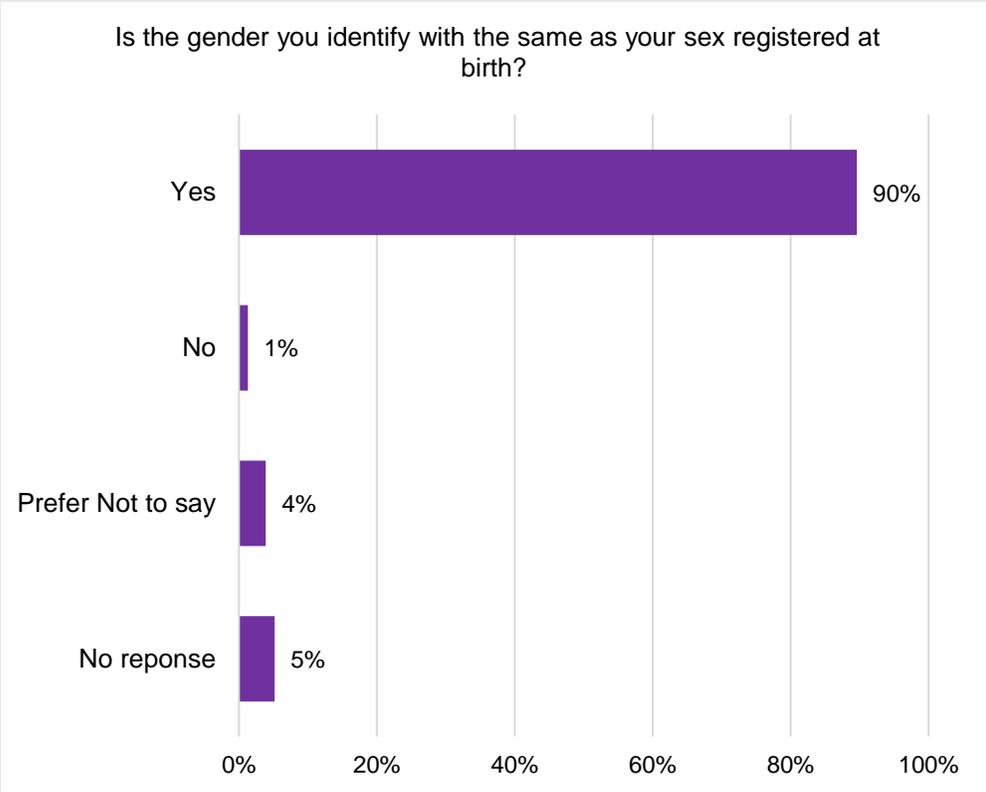
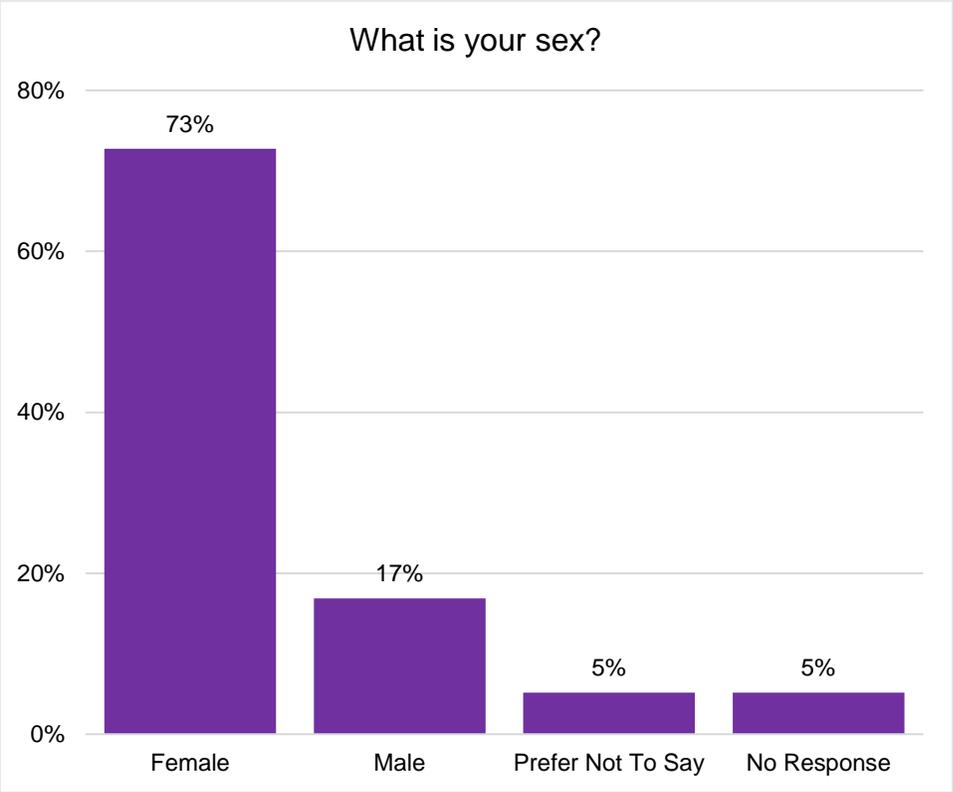
## 2.2 Statistical analysis: Profile of Respondents

- 54% of respondents were between 35 and 65 years old. No respondents were under the age of 20.
- In terms of religion, Christianity was the most common (40%), followed by no religion (31%).



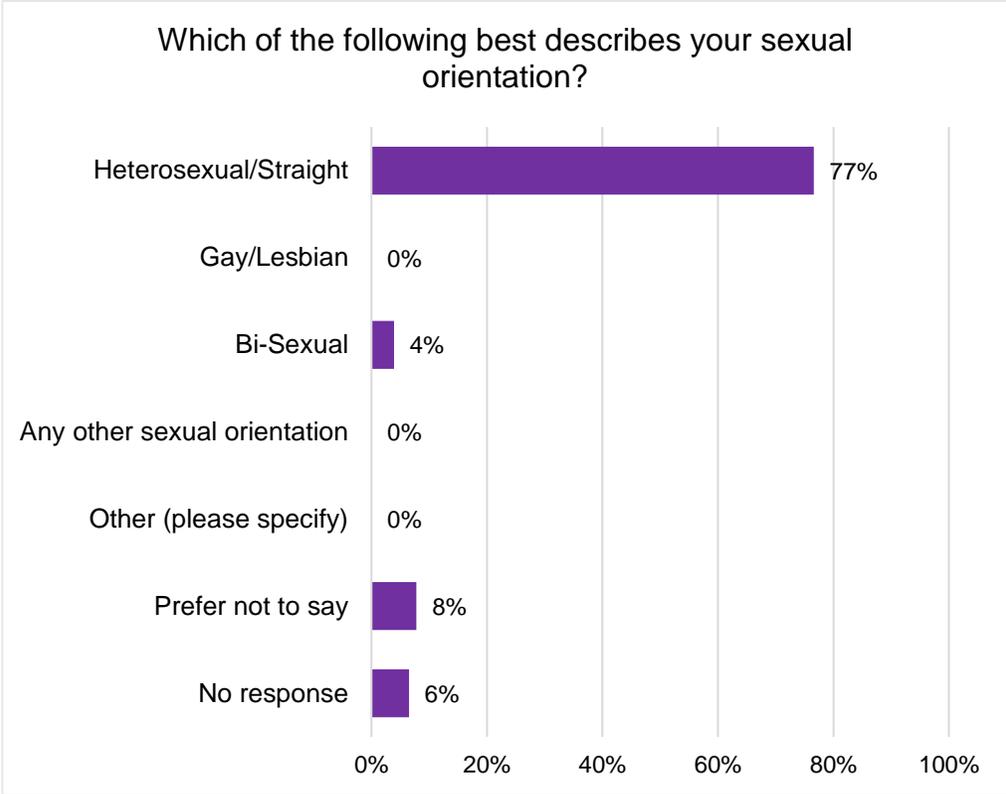
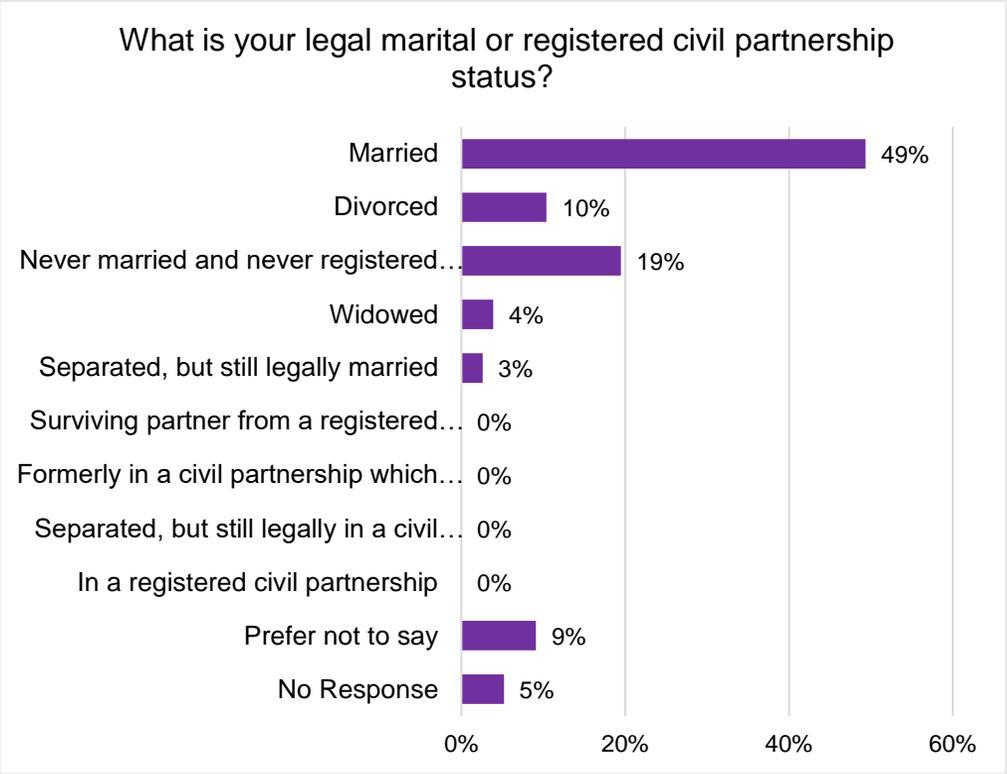
## 2.2 Statistical analysis: Profile of Respondents

- Almost 3 out of 4 respondents (73%) were female.
- While 90% of the respondents identified with the same sex registered at birth, 1% did not.



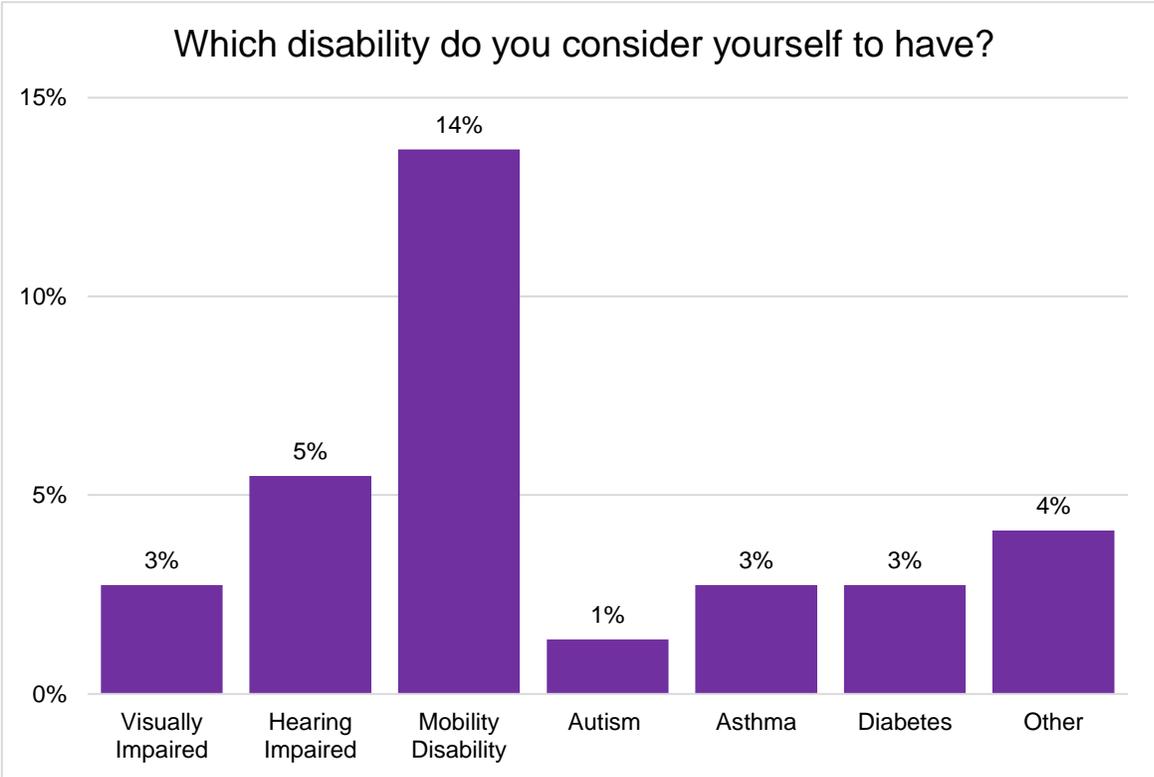
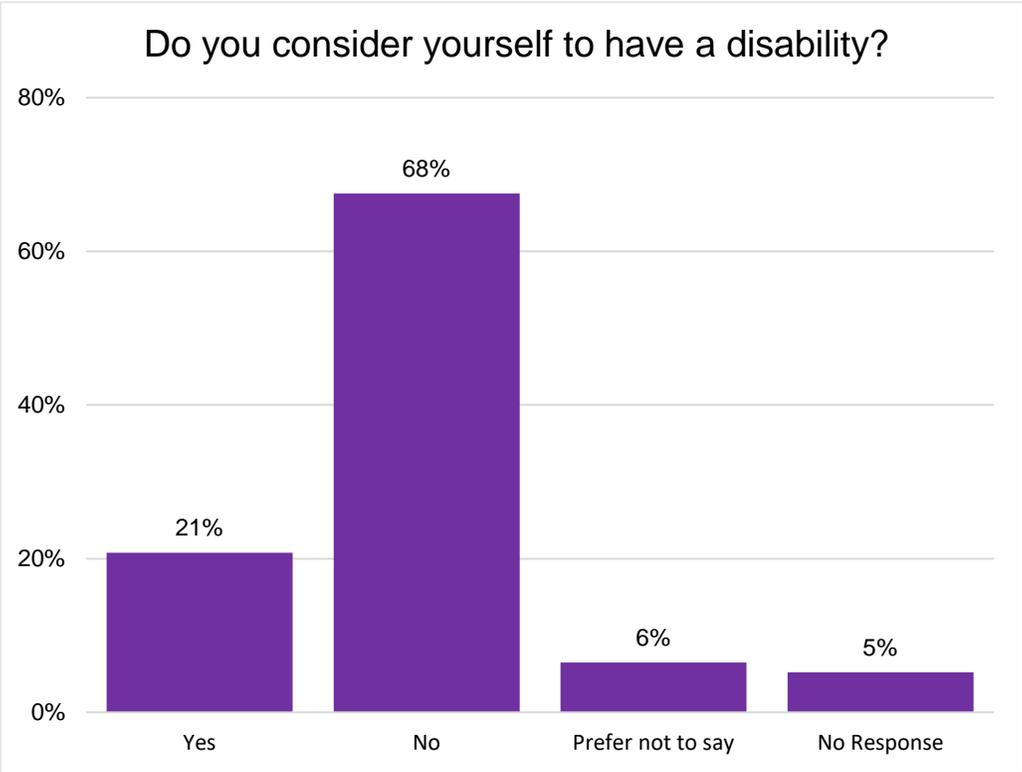
## 2.2 Statistical analysis: Profile of Respondents

- Almost half of respondents (49%) reported to be married and 19% had never been married
- 77% of respondents reported to be heterosexual/straight.



## 2.2 Statistical analysis: Profile of Respondents

- Just over 1 in 5 respondents (21%) reported to have a disability. Disabilities related to mobility were the most common (14%) followed by hearing impairment (5%) and visual impairment (3%).

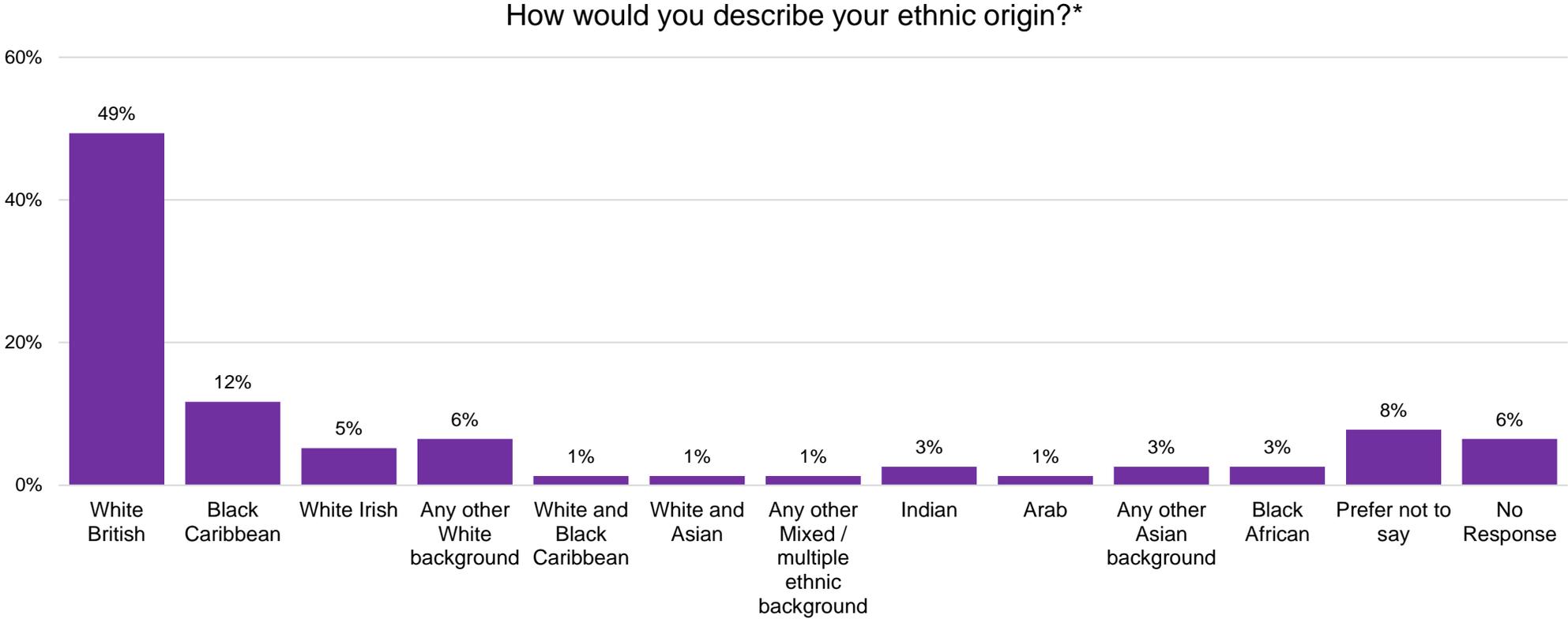


Total Respondents: 77

\*Percentages may not equal 100 due to rounding.

## 2.2 Statistical analysis: Profile of Respondents

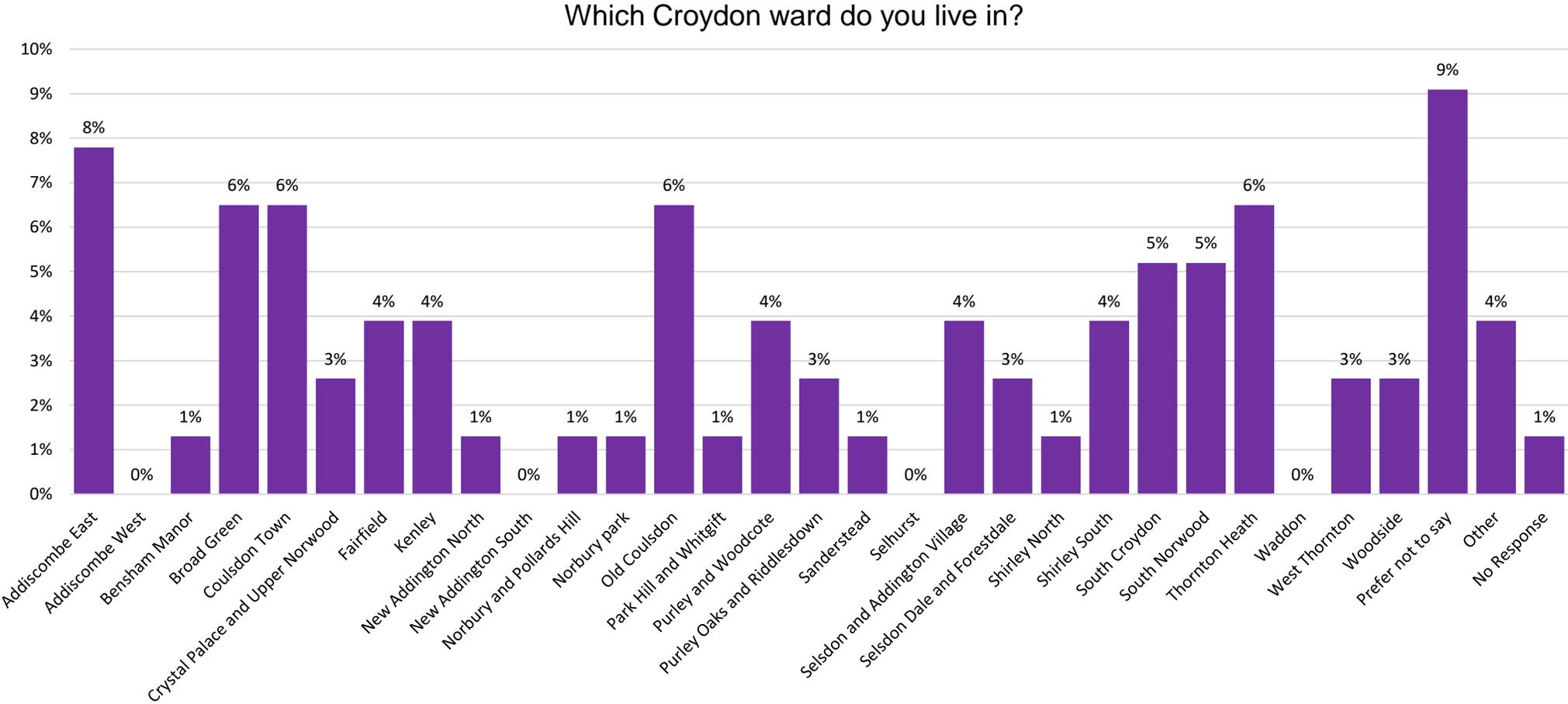
- Almost half (49%) of respondents reported to be White British.



\*Only categories that received responses are shown in the graph.

## 2.2 Statistical analysis: Profile of Respondents

- Respondents lived in various wards. Addiscombe East (8%) was the most common ward, followed by Broad Green (6%), Coulsdon Town (6%), Old Coulsdon (6%), and Thornton Heath (6%).
- No respondents reported to live in Addiscombe West, New Addington South, Selhurst and Waddon.

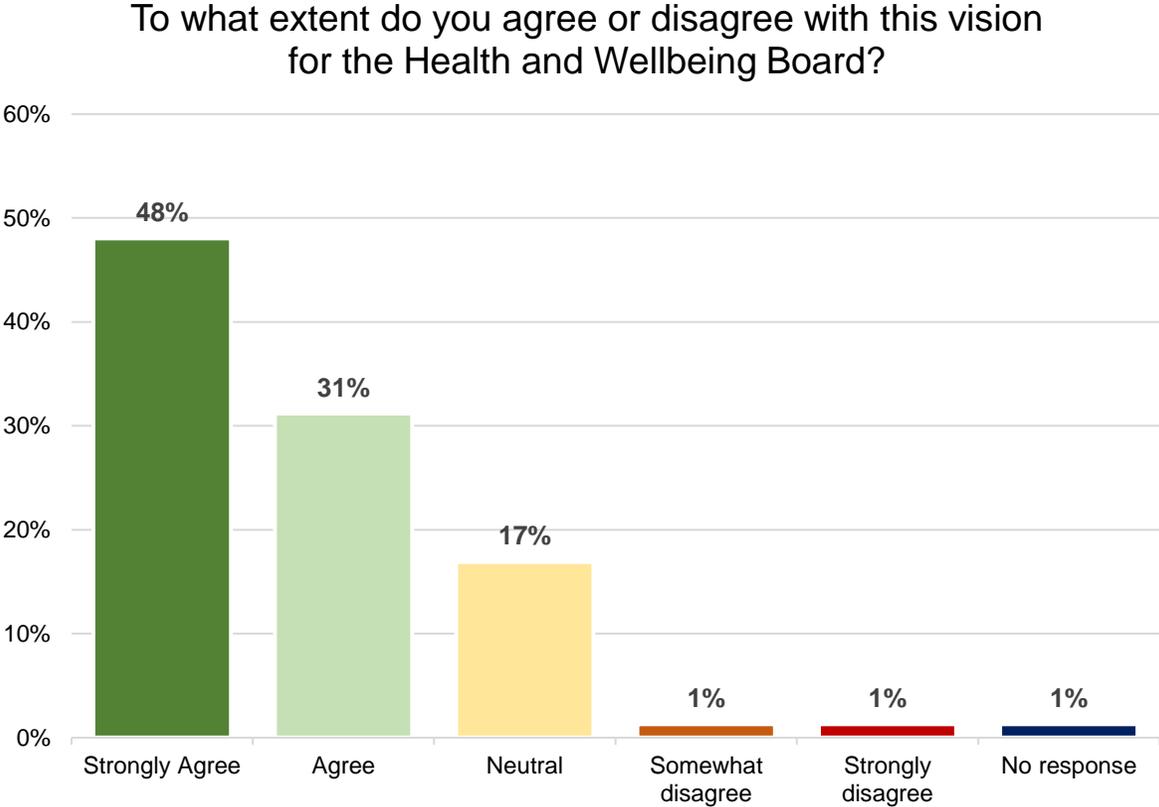


Total Respondents: 77; Percentages may not equal 100 due to rounding.

## 2.2 Statistical analysis: Vision

Respondents were asked to what extent they agreed or disagreed with the proposed vision:

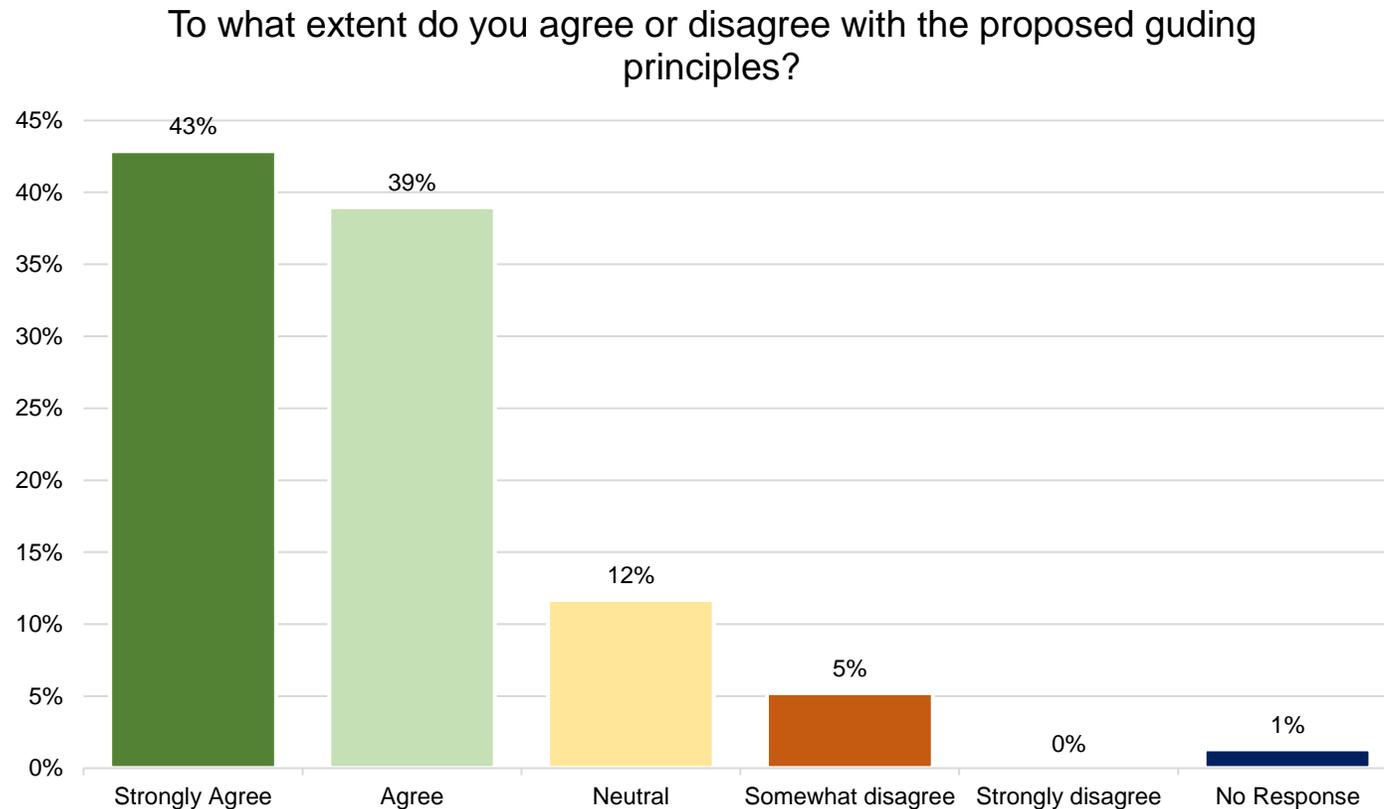
- Eight out of ten (79%) respondents agreed or strongly agreed with the vision.
- However, 2% disagreed to some extent with the vision, while 17% were neutral.



## 2.2 Statistical analysis: Guiding principles

Respondents were asked to what extent they agreed or disagreed with the proposed guiding principles.

- Eight out of ten (82%) respondents agreed or strongly agreed with the proposed guiding principles.
- However, 5% disagreed to some extent, while 12% were neutral.

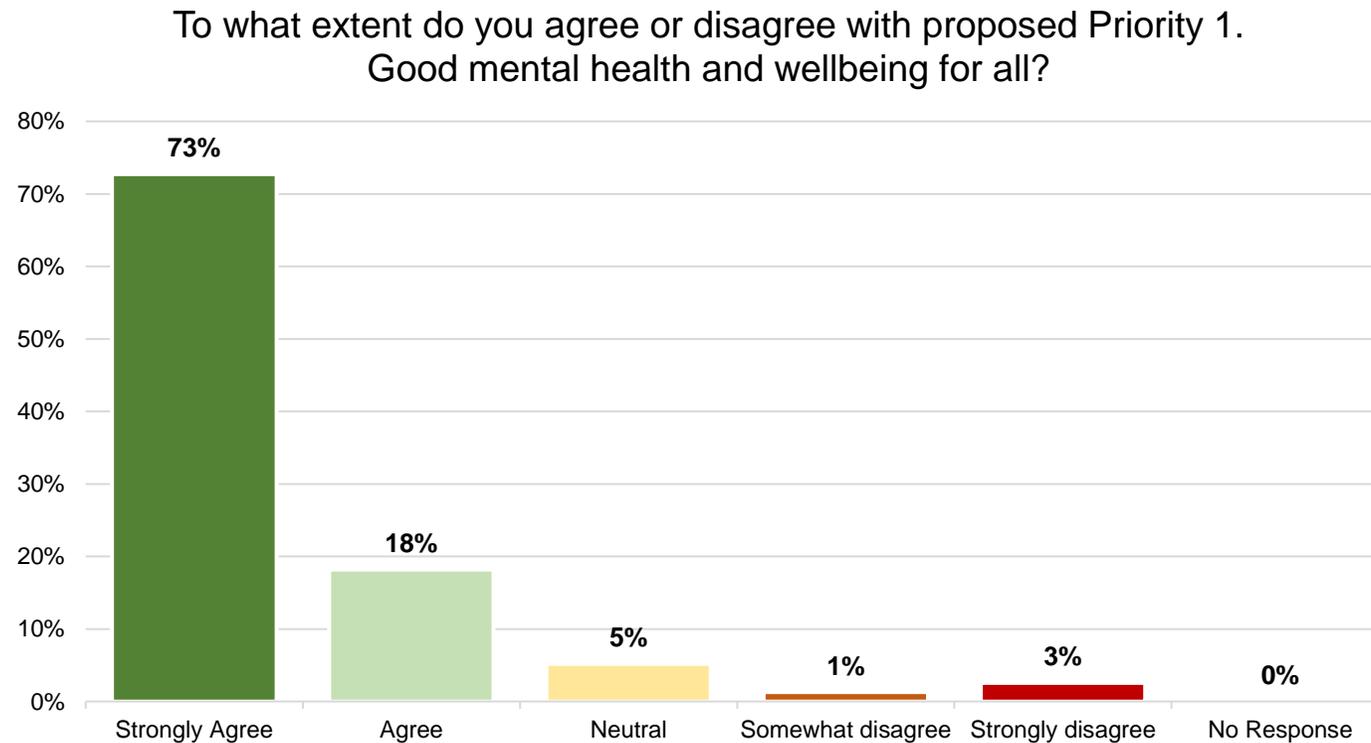


**Total Respondents: 77; Percentages may not equal 100 due to rounding.**

## 2.2 Statistical analysis: Priority 1. Good mental health and wellbeing for all

Respondents were asked to what extent they agreed or disagreed with each of the proposed priorities.

- Nine out of ten (91%) respondents agreed or strongly agreed with Priority 1. Good mental health and wellbeing for all.
- However, 4% disagreed to some extent, while 5% were neutral.



**Total Respondents: 77; Percentages may not equal 100 due to rounding.**

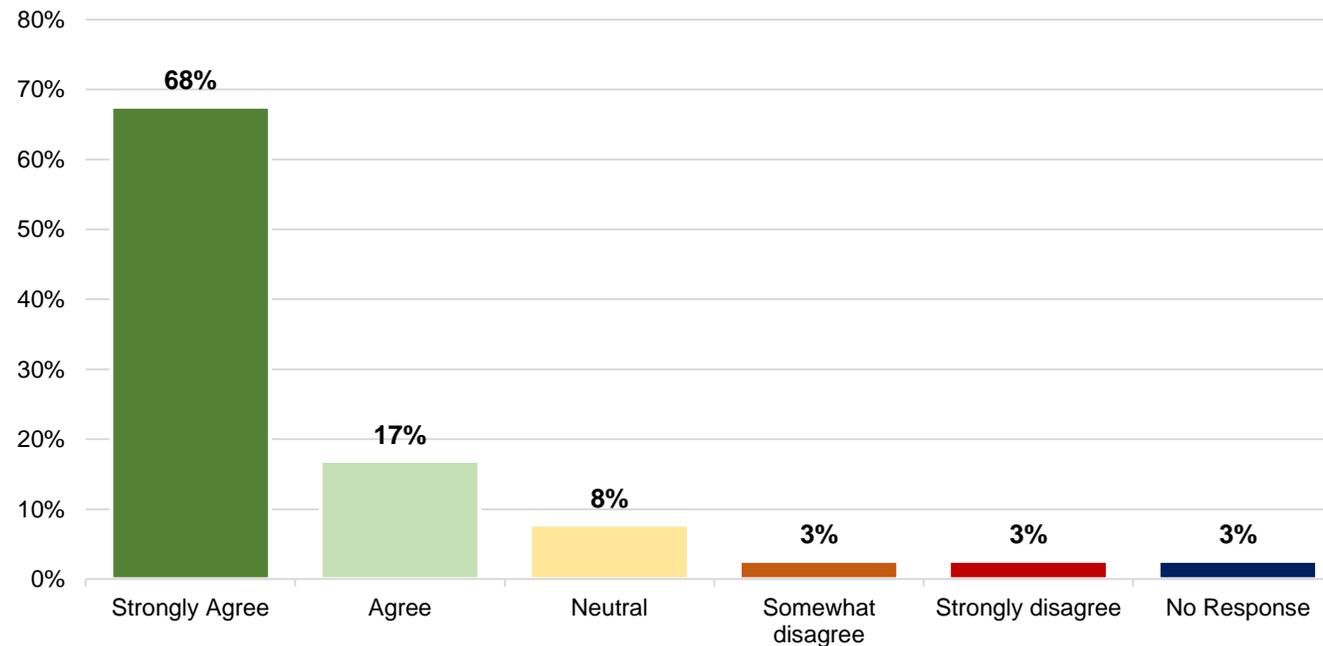
## 2.2 Statistical analysis:

### Priority 2. Cost of living: supporting our residents to sleep, eat and have heat

Respondents were asked to what extent they agreed or disagreed with each of the proposed priorities.

- 85% of respondents agreed or strongly agreed with proposed Priority 2. Cost of living: supporting our residents to sleep, eat and have heat.
- However, 6% disagreed to some extent, while 8% were neutral.

To what extent do you agree or disagree with proposed Priority 2.  
Cost of living: supporting our residents to sleep, eat and have heat?

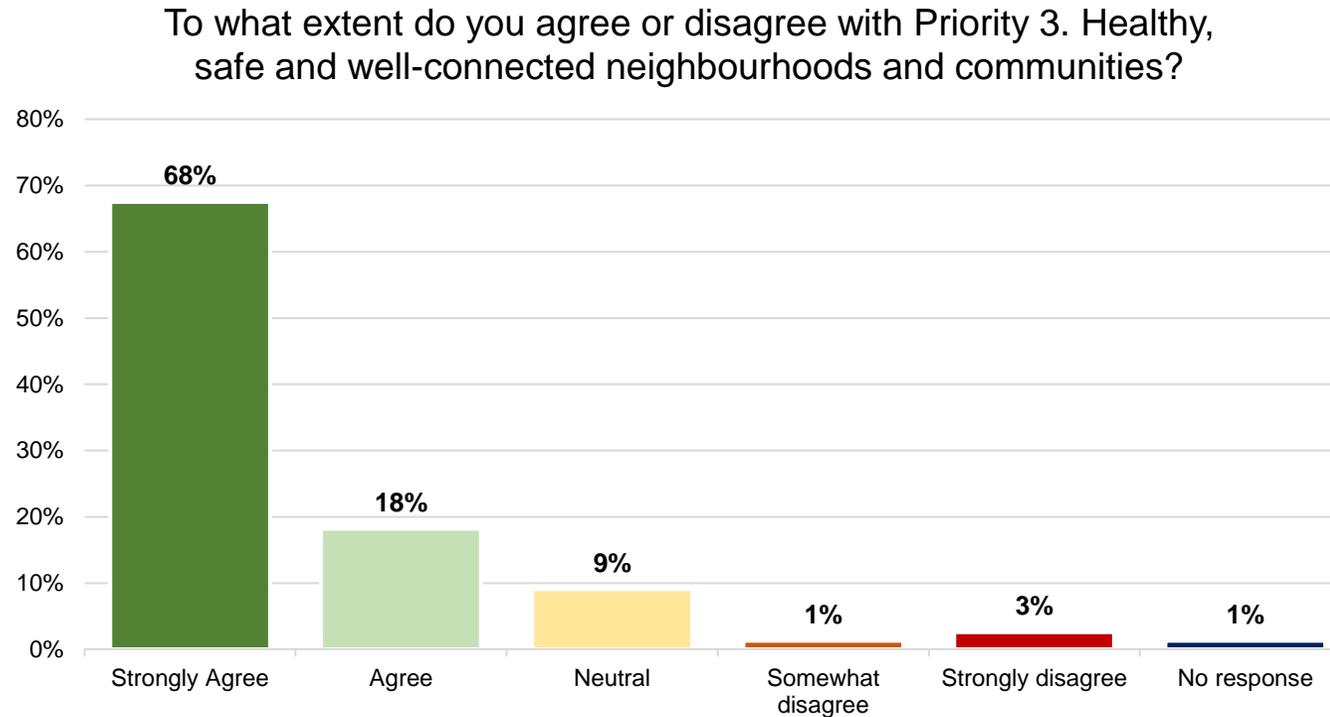


**Total Respondents: 77; Percentages may not equal 100 due to rounding.**

## 2.2 Statistical analysis: Priority 3. Healthy, safe and well-connected neighbourhoods and communities

Respondents were asked to what extent they agreed or disagreed with each of the proposed priorities.

- 86% of respondents agreed or strongly agreed with proposed Priority 3. Healthy, safe and well-connected neighbourhoods and communities.
- However, 4% disagreed to some extent, while 9% were neutral.

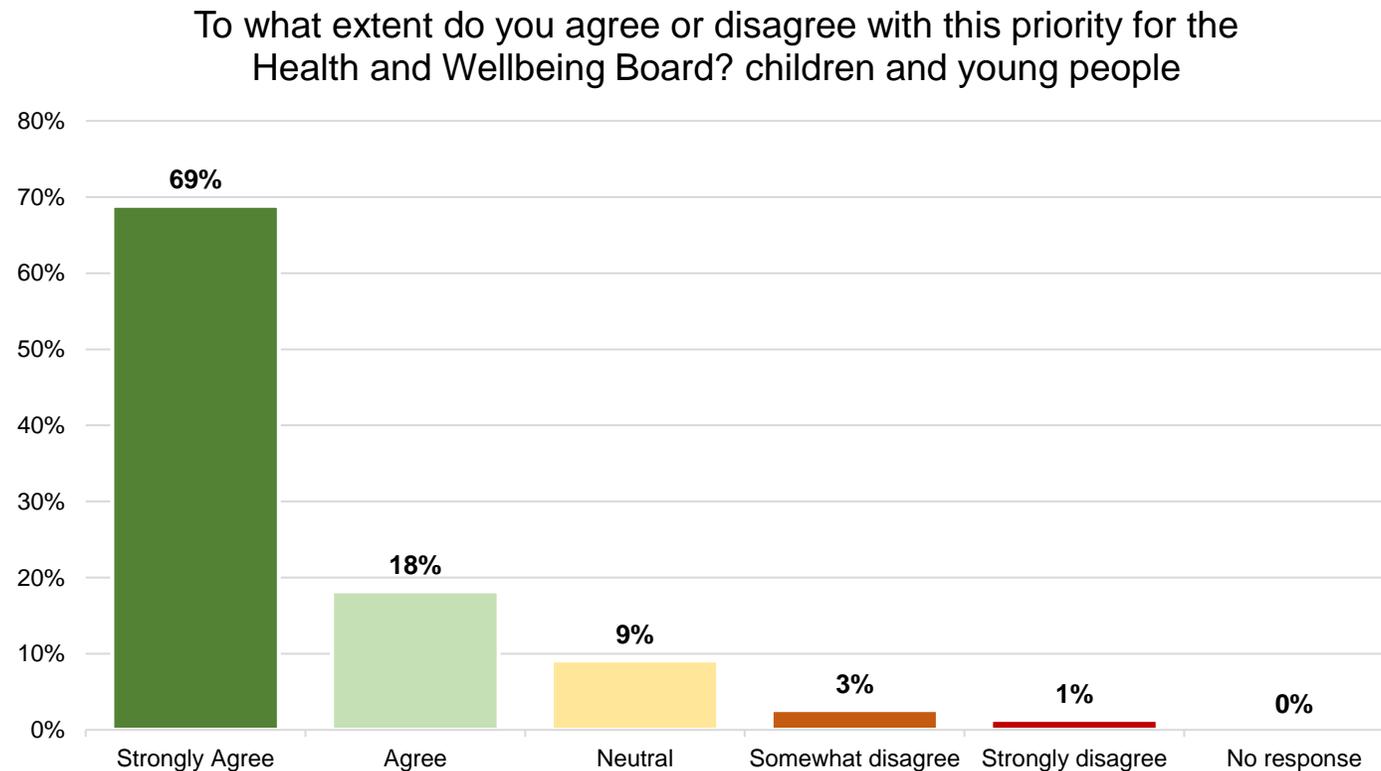


## 2.2 Statistical analysis:

### Priority 4. Supporting our children, young people and families so that our children and young people can have the best start in life and the opportunities they need to reach their full potential

Respondents were asked to what extent they agreed or disagreed with each of the proposed priorities.

- 87% of respondents agreed or strongly agreed with the proposed Priority 4. Supporting our children, young people and families.
- However, 4% disagreed to some extent, while 9% were neutral.

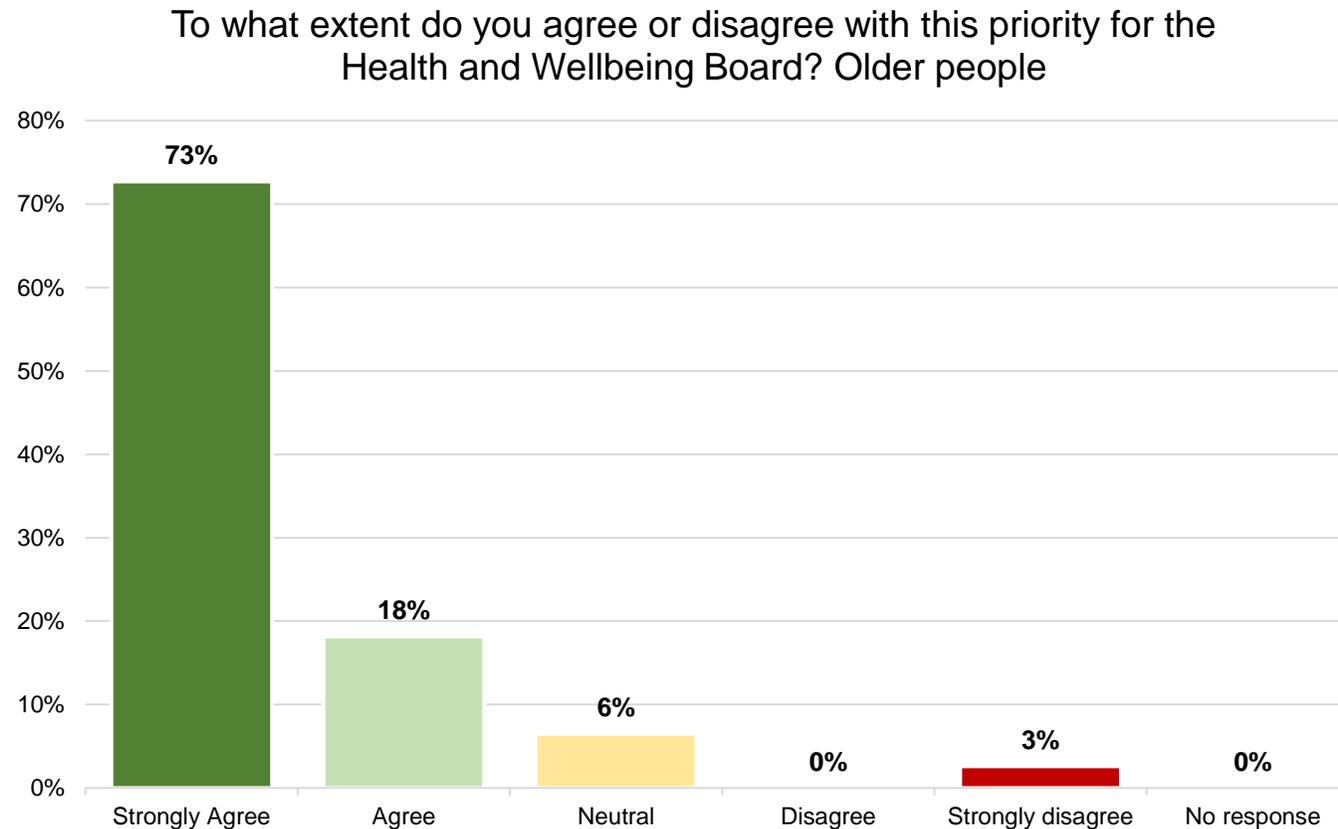


## 2.2 Statistical analysis:

### Priority 5. Supporting our older population to live healthy, independent and fulfilling lives

Respondents were asked to what extent they agreed or disagreed with each of the proposed priorities.

- 91% of respondents agreed or strongly agreed with proposed Priority 5. Supporting our older population to live healthy, independent and fulfilling lives.
- However, 3% disagreed to some extent, while 6% were neutral.



Total Respondents: 77; Percentages may not equal 100 due to rounding.

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## **2.3 Thematic analysis of open-ended questions**

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## 2.3 Thematic analysis of open-ended questions

- The survey included open-ended questions to allow participants to provide suggestions and comments. This section analyses the findings from the following questions:
  - Are there specific elements of the proposed vision that you believe could be changed to better reflect Croydon's health and wellbeing needs and aims? Please provide your suggestions and say why.
  - Are there any additional principles you believe should be considered for inclusion in the Strategy? Please share your suggestions and say why.
  - Are there any gaps in the identified priority areas? What else should we include and why? Please describe.
  - Is there anything among the identified priorities that you believe should be reconsidered or removed? Please describe.
- The survey also included questions seeking views on suggested actions to achieve individual priorities. These will be considered when partnership action plans are being developed to deliver the strategy.

## 2.3 Thematic analysis of open-ended questions: Vision

- A total of **38** open ended responses were received for the question “**Are there specific elements of the proposed vision that you believe could be changed to better reflect Croydon’s health and wellbeing needs and aims? Please provide your suggestions and say why.**”
- Overall, the responses provided support for the vision and highlighted priority areas respondents felt to be important to achieve this vision. Several comments also mentioned the vision being ambitious and suggested wording changes.

The priority of "healthy, safe and well-connected neighbourhoods and communities" is to be welcomed and supported.

Wellbeing is more than just providing support or therapy.

More links with leisure centres / teams is needed, as evidenced in the pandemic leisure centres are often at the heart of a community so can really support with their needs.

It's a good vision but very ambitious. I do wonder how long it would take to implement this.

I feel that the Health & Wellbeing strategy should reference sustainability / net zero, because failing to tackle emissions and pollution will fundamentally undermine the health and wellbeing goals of the strategy.

Support for young people and families in particular but I am extremely proud of all the aims outlined and I love to know these are the points being raised. It truly makes us as a community feel seen.

not sure about "everyone is enabled to lead" what does that mean in practice?

What does safe, healthy and thriving communities and neighbourhoods look like when it comes to utilising green spaces? Also community led should REALLY be that at a grassroots level...

I also wonder if "is enabled to" could be replaced by "can"

Working on Thornton Heath to make it a nicer area. I agree with increasing green spaces however I feel the proposed vision is not SMART enough

## 2.3 Thematic analysis of open-ended questions: Guiding principles

- A total of **32** people completed the open-ended question “**Are there any additional principles you believe should be considered for inclusion in the Strategy? Please share your suggestions and say why.**”
- Overall, the responses highlighted support for the proposed guiding principles. Emerging themes from responses included suggestions on amending the wording to make these more accessible and easily understood by everyone alongside suggestions around how some guiding principles could be implemented. Accountability and importance of having action plans were also suggested.

No. I like them.

Again all very well but not clear enough on how you are going to do it and how much it will cost

They're very jargony and number 2 isn't clear - prevention of what? What's the 'life course'? Number 4 also sounds like a film with the use of 'co-production'. Better clarity is needed and less jargon for these guiding principles.

Well-funded services with long term objectives are a must.

Use local community groups and charities to help with preventative issues

It could say that the evidence-based decision and actions are using independent unbiased sources.

Providing support for those in need.

I am proud that all these issues have been acknowledged

It would be nice to specifically integrate and name gender equality.

I think there should be an additional principle, about creating the right environment for someone to be able to take control of their health, such as a warm home, being financially secure. An environment where someone in the right mindset to think about their longer-term health, rather than being so preoccupied with getting through the next day/week.

## 2.3 Thematic analysis of open-ended questions: Priority areas

- A total of **34** responses were received to the question: “**Are there any gaps in the identified priority areas? What else should we include and why? Please describe.**”
- Responses provided support for the current strategy but highlighted the importance of having sustainable resources and robust action plans. Additional areas suggested for inclusion were specific focus on supporting those with long-term health conditions, importance of youth groups and youth activities, and focus on sustainability and net zero.

You should specifically mention women’s health in the local community

Prevention of long-term health conditions and supporting those with long-term health conditions to thrive

The priorities are good. However realistically are there enough resources - financial and people, to adequately deliver this

The plan is ambitious. We would like to see more detail of how the outcomes will be reached and via which channels

We need Youth groups and Youth activities in all areas of the borough and funding for community groups that are actually making a positive difference

Sustainability and Net Zero, because how healthy and well-fed will the borough and its people be if we can't meet these goals?

I am concerned there is a gap about climate change (both mitigation and adaptation), and I didn't see much mention about active travel and green spaces

## 2.3 Thematic analysis of open-ended questions: Priority areas

- 22 people responded to **“Is there anything among the identified priorities that you believe should be reconsidered or removed? Please describe.”**
- Community wellbeing and environmental sustainability were raised as important areas for inclusion in the strategy. Importance of implementing and evaluating the strategy, focusing on all parts of the life-course, not only children and older people, were highlighted.

The massive focus on children or older people, with no support for people who don't fall into this bracket, due to not having kids, is not acceptable.

Providing clean and green communities that encourage feel good factor and happiness.

Including nature connection use of green spaces and supporting existing community led initiatives - don't reinvent the wheel!

Priority 5, besides 'monitoring', it should also include an evaluation at the end of 2029, i.e., the end of the strategy period.

# **Section 3. Findings from in-person engagement sessions**

### 3.1 In-person engagement sessions: background

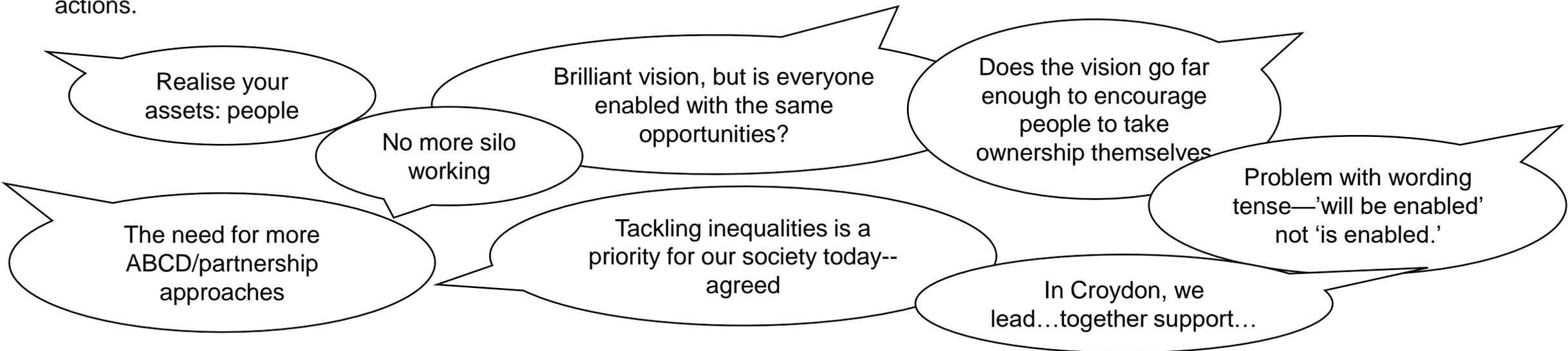
- During the consultation period, in-person engagement events were held in collaboration with Croydon BME Forum, Croydon Voluntary Action and Healthwatch Croydon.
  - Local Community Partnership – Croydon South-West, 8 February 2024
  - Croydon BME Forum Winter Wellbeing Event , 13 February 2024
  - Healthwatch Croydon Consultation Event, 19 February 2024
  - Local Community Partnership – Croydon South-East, 22 February 2024
- Reaching a total of **108** residents, these sessions were structured to enable interactive conversations to seek feedback on the draft vision, guiding principles and strategic priorities. This section summarises the key themes identified across these four events under the following headings:
  - Vision
  - Guiding principles
  - Strategic priorities

## 3.2 In-person engagement sessions: key themes

### Vision

The participants were asked to discuss the vision and provide suggestions for improvement. Key feedback received can be summarised across four themes:

1. **Positive feedback and agreement:** Generally positive feedback was received, with participants agreeing with the vision and expressing support for its tackling of inequalities.
2. **Ambition and implementation:** Participants appreciated the ambition of the vision, but suggested a solution-oriented, partnership approach when planning implementation.
3. **Community ownership and empowerment:** Feedback emphasised the importance of community ownership, confidence in skills and lived experiences, and ensuring equal opportunities for everyone.
4. **Communication and access:** There was a focus on improving communication and understanding the link between guiding principles and actions.



## 3.2 In-person engagement sessions: key themes

### Guiding principles

When participants were asked to consider the proposed guiding principles, there was a general agreement and support. However, participants suggested several areas the implementation of these principles could be strengthened:

1. **Clarity and understanding:** Participants suggested that the clarity of the guiding principles could be improved, for example through some changes in wording and the use of visual aids to clarify what the principles represented.
2. **Importance of communication and social connections:** The importance of communication and social connections were also highlighted.
3. **Evidence-informed decision making:** Participants suggested incorporating change stories and case studies into evidence-informed decision-making.
4. **Links with actions and focus on wider determinants of health:** Participants stressed the importance of specific and actionable measures to address broad challenges. They also wanted to see clear links between guiding principles and actions, and wider determinants of health

To what extent will the guiding principles look towards external factors like communities, social media, employment, housing and poverty?

Social connections key

Visual aids to explain principles

Healthy communication as a principle

What is the link between the guiding principles and actions?

I agree with all the principles. They are clear and correct. I don't have anything to add

The term inequalities is broad and challenging to address. They should be specific and actionable

## 3.2 In-person engagement sessions: key themes

### Strategic priorities

During the in-person engagement sessions, participants reviewed the proposed strategic priority areas and discussed whether these aligned with what they thought were priorities for their health and wellbeing.

Generally, there was agreement with and support for the proposed priorities. Conversations mainly focused the following themes:

- 1. Implementation and actionability:** Participants emphasised the importance of translating strategies into actionable initiatives on the ground. They highlighted the need for having clear action plans and alignment with other strategies in the borough.
- 2. Addressing wider determinants of health:** There was a call for a holistic approach that considers factors such as communities, employment, housing, and poverty.
- 3. Inclusivity and diversity:** The feedback highlighted the need for strategies to be inclusive and address specific inequalities. Participants stressed the importance of specific, actionable measures rather than the use of broad terms like "inequalities."
- 4. Support for younger and older people:** Participants wanted to see more focus on children and youth in the strategy. They discussed the importance of having social hubs and activities for both the youth and the elderly.
- 5. Educational initiatives:** Participants expressed a need for more educational initiatives, including health talks at schools and skill support for young people.
- 6. Partnership working, community engagement and outreach:** The importance of partnership working, community engagement and outreach initiatives were also raised. Participants called for more information on local activities, and increased engagement events to enhance social connectedness and reduce isolation.
- 7. Environmental concerns:** Environmental considerations, such as clean streets and green spaces, were highlighted as priorities.
- 8. Safety concerns:** Participants stressed the importance of safety on their health and wellbeing. Participants called for actions to address anti-social behavior and create safe environments.

## 3.2 In-person engagement sessions: key themes

### Strategic priorities cont'd:

**9. Access to health and social care:** Feedback also included addressing issues around access to healthcare, such as accessible and listening GPs, waiting times for A&E, and better communication and availability of language specific-resources.

**10. Cost of living and financial challenges:** Participants pointed out financial challenges related to the high cost of living, including high heating bills and food prices.

