

LONDON BOROUGH OF CROYDON

REPORT:	Health and Wellbeing Board	
DATE OF DECISION	12 July 2024 (rescheduled from 19 June 2024)	
REPORT TITLE:	Croydon Joint Local Health and Wellbeing Strategy (2024-2029): progress update and next steps	
CORPORATE DIRECTOR / DIRECTOR:	Andrea Fallon, Interim Director of Public Health	
LEAD OFFICER:	<p style="text-align: center;">Dr Jack Bedeman, Consultant in Public Health Email: jack.bedeman@croydon.gov.uk</p> <p style="text-align: center;">Rachel Flagg, Programme Director, One Croydon Alliance Programme Management Office.</p> <p style="text-align: center;">Hilary Williams, Interim Joint Director of Transformation and Commissioning, South West London Integrated Care Board (Croydon) and Croydon Health Services NHS Trust.</p>	
LEAD MEMBER:	Councillor Yvette Hopley	
DECISION TAKER:	Health and Wellbeing Board	
AUTHORITY TO TAKE DECISION:	Constitution of the London Borough of Croydon - Part 4.L It is a function of the Health and Wellbeing board to encourage, for the purpose of advancing the health and wellbeing of people in Croydon, persons who arrange for the provision of any health or social care services in Croydon.	
KEY DECISION? [Insert Ref. Number if a Key Decision] <i>Guidance: A Key Decision reference number will be allocated upon submission of a forward plan entry to Democratic Services.</i>	No	N/A
CONTAINS EXEMPT INFORMATION?	No	Public

(* See guidance)		
WARDS AFFECTED:	All	

1 SUMMARY OF REPORT

- 1.1 The Health and Wellbeing Board (HWB) signed off the Joint Local Health and Wellbeing Strategy (JLHWS) for 2024-2029 in April 2024.
- 1.2 This report provides updates on the publication and communication plan and plans to mobilise the strategy.

2 RECOMMENDATIONS

The Health and Wellbeing Board is recommended to:

- 2.1 Note the final version of the JLHWS.
- 2.2 Agree on the publication and partnership communication plans for the JLHWS 2024-2029, and if applicable, propose additional areas to promote the strategy.
- 2.3 Agree on the next steps on delivering the strategy, including identifying leadership and/or existing groups/boards which are appropriate for the proposed partnership subgroups.

3 REASONS FOR RECOMMENDATIONS

- 3.1 There is a statutory requirement for the HWB to produce a JLHWS to improve the health and wellbeing of the local community and reduce inequalities across the life course.
- 3.2 With the implementation of the Health and Care Act 2022, HWBs continue to be responsible for the development of the JLHWS. However, the Act notes that the Boards ‘must now have regard to the integrated care strategy when preparing their joint local health and wellbeing strategies in addition to having regard to the NHS Mandate.’¹
- 3.3 The HWB signed off the content for the JLHWS for 2024-2029 in April 2024. This strategy presents a revised collective vision for Croydon and identifies five strategic priorities that the partners represented on the Board will collectively focus on to improve the health and wellbeing and tackle inequalities in Croydon. The refreshed strategy also outlines five guiding principles which will inform the decisions and actions of the Board towards the renewed vision.
- 3.4 This report outlines publication and partnership communication plans and presents plans for mobilising the strategy.

¹ More information is available at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1099832/Statutory-Guidance-on-Joint-Strategic-Needs-Assessments-and-Joint-Health-and-Wellbeing-Strategies-March-2013.pdf.

4 BACKGROUND AND DETAILS

Publication and Communication Plans

- 4.1 The graphic design of the JLHWS is now complete and the final strategy document is provided in Appendix I.
- 4.2 The 2019-2024 strategy will be published in the Health and Wellbeing Board website hosted on Croydon Council website (<https://www.croydon.gov.uk/council-and-elections/council-committees-and-meetings/committees-boards-and-meetings/health-and-wellbeing-board>), replacing the old one. This will also provide a timely opportunity to update the wording on the website to reflect the recent changes in the health and care landscape.
- 4.3 The JLHWS is owned by all partners represented on the HWB. To effectively promote the strategy and foster a sense of co-ownership, it is crucial to take a partnership approach to publication, communication and mobilisation plans. This papers asks members to work together to agree on a communication plan that coincides with the publication of the strategy in September 2024.

Mobilising the JLHWS – next steps

- 4.4 As agreed by the HWB, the JLHWS will be delivered through coordinated, partnership efforts of organisations represented on the Health and Wellbeing Board as well as others.
- 4.5 The HWB will provide leadership in addressing the priority areas set in the strategy. The Health and Care Board, and their affiliated groups and boards, will support the Health and Wellbeing Board in delivering the ambitions set out in this strategy.
- 4.6 Partnership subgroups will be convened for each priority area to co-produce action plans with measurable outcomes. The strategy recognises the interconnected nature of identified priority areas, and the importance for these subgroups to enable a cohesive approach, fostering collaboration across different areas to maximise impact.
- 4.7 Working with partnership subgroups for each priority area, the Board will also develop a Joint Outcomes Monitoring Framework with key performance indicators to track progress towards our goals. Through this monitoring framework, the Board will remain responsive to Croydon’s evolving needs, and adjust our strategy and action plans as necessary. This framework will be developed under the leadership of the cross-cutting Knowledge and Intelligence Partnership Subgroup.
- 4.8 To mobilise the strategy, the next steps are to set up the partnership subgroups for the five priority areas, alongside a cross-cutting Knowledge and Intelligence Partnership Subgroup to develop the Joint Outcomes and Monitoring Framework. This report asks these subgroups to be established under the leadership of HWB members.
- 4.9 Overall publication, communication and mobilisation plan and indicative timelines are provided below:

Activity	Indicative timelines	Lead(s)
Health and Care Board engaging with affiliated boards and reviewing refreshing the Health and Care Plan, as necessary	June-October 2024	Rachel Flagg with support from Public Health, where required.
Setting up the Knowledge and Intelligence Partnership Subgroup	July-September 2024	Public Health and One Croydon
Setting up partnership subgroups for each priority area (this includes mapping of current partnership to identify existing subgroups, where appropriate)	August-October 2024	Public Health and One Croydon
Publication of the strategy on HWB website.	TBC (September 2024)	Public Health
Partnership communication campaign using social media, newsletters, etc.	September 2024	All—this report asks members to identify comms leads that could drive this forward.
Each partner to promote the strategy with their membership and local residents. This could be done through specific events focusing on the JLHWS or during regular meetings (e.g., Healthwatch Croydon events, local VCS events including the LCP meetings)	September-December 2024	All

5 ALTERNATIVE OPTIONS CONSIDERED

5.1 Not applicable.

6 CONSULTATION

6.1 The Health and Wellbeing Board has taken a partnership approach to refreshing the Joint Local Health and Wellbeing Strategy and a six-week public consultation took place between 15 January 2024 and 26 February 2024. The final strategy incorporates the views and feedback received through this consultation.

7. CONTRIBUTION TO COUNCIL PRIORITIES

7.1 The JLHWS supports the delivery of a number of key council priorities under Outcome 5 in the Mayor's Business Plan (2022-26):

- Outcome 5. People can lead healthier and independent lives for longer:
 - Priority 1. Work with partners and the VCFS to promote independence, health and wellbeing and keep vulnerable adults safe.

- Priority 2. Work closely with health services and the VCFS to improve resident health and reduce health inequalities.
 - Priority 3. Foster a sense of community and civic life.
- 7.2** The Strategy also has crosscutting links with several other outcomes in the Mayor’s Business plan, including:
- Outcome 3. Children and young people in Croydon have the chance to thrive, learn and fulfil their potential.
 - Outcome 4. Croydon is a cleaner, safer and healthier place, a borough we are proud to call home.

8. IMPLICATIONS

8.1 FINANCIAL IMPLICATIONS

- 8.1.1** There are no direct financial implications arising as a result of this report. Any future financial impact will be fully considered as part of subsequent reports as they arise.
- 8.1.2** Comments approved by Lesley Shields, Head of Finance for Assistant Chief Executive and Resources on behalf of the Director of Finance. 01/07/2024

8.2 LEGAL IMPLICATIONS

- 8.2.1** The establishment, composition and functions of the Health and Wellbeing Board are set out in the Health and Social Care Act 2012, sections 194-196. Section 196(1) provides that the functions of a local authority and its partner integrated care boards under section 116 and 116A of the Local Government and Public Involvement in Health Act 2007 (the 2007 Act) are to be exercised by the Health and Wellbeing Board established by the local authority.
- 8.2.2** Section 116A of the 2007 Act, provides that where the responsible local authority and each of its partner integrated care boards receive an integrated care strategy, they must prepare a strategy (“a joint local health and wellbeing strategy”) setting out how the assessed needs in relation to the responsible local authority’s area are to be met by the exercise of functions of—
- (a) the responsible local authority,
 - (b) its partner integrated care boards, or
 - (c) NHS England.
- 8.2.3** The responsible local authority and its partner integrated care boards need not prepare a new joint local health and wellbeing strategy if, having considered the integrated care strategy, they consider that the existing joint local health and wellbeing strategy is sufficient.
- 8.2.4** In preparing a strategy under this section, the responsible local authority and each of its partner integrated care boards must, in particular, consider the extent to which the assessed needs could be met more effectively by the making of arrangements under section 75 of the National Health Service Act 2006 (rather than in any other way). In addition, the responsible local authority and each of its partner integrated care boards must have regard to the integrated care strategy

prepared under section 116ZB, of the 2007 Act, the mandate published by the Secretary of State under section 13A of the National Health Service Act 2006, and any guidance issued by the Secretary of State. In this regard the current statutory guidance is the Department of Health guidance “Statutory Guidance on Joint Strategic Needs Assessments and Joint Health and Wellbeing Strategies”. There is also published non-statutory guidance “Health and Wellbeing Boards- guidance” dated 22 November 2022 which is of relevance.

8.2.5 In preparing a strategy under this section, the responsible local authority and each of its partner integrated care boards must—(a)involve the Local Healthwatch organisation for the area of the responsible local authority, and (b)involve the people who live or work in that area.

8.2.6 The responsible local authority must publish each strategy prepared by it under this section.

8.3 EQUALITIES IMPLICATIONS

8.3.1 The Council has a statutory duty to comply with the provisions set out in the Sec 149 Equality Act 2010. The Council must therefore have due regard to:

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act.
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

8.3.2 The Health and Wellbeing Strategy crosses all equality/protected characteristics, since it places improving health and wellbeing and reducing inequalities in these outcomes at its core. The refresh of the strategy will aim to benefit all equality and protected characteristics among Croydon residents.

8.3.3 There are a number of health and wellbeing challenges which may impact particular characteristics such as instances of mental health illness in males, LGBT+ community, racial trauma in the Global Majority and the over representation of the Global Majority in mental health institutions.

8.3.4 The council is a pilot organisation on the Chief Executive London Councils Tackling Racial Injustice Programme. The programme requires each local authority to understand, acknowledge and support racial trauma as an issue affecting the Global Majority in workplaces.

8.3.5 An equality impact assessment has been carried out and no negative impacts were identified. The assessment will be revisited when developing action plans for each priority area. Please see Appendix 2 for details.

Comments approved by Ken Orlukwu, Senior Equalities Officer, on behalf of Helen Reeves, Head of Strategy & Policy on 01/07/2024

9. APPENDICES

Appendix 1. Croydon JLHWS 2024-29

Appendix 2. Equality analysis

10. REPORT AUTHORS

1. Dr Shifa Sarica, Public Health Principal
2. Dr Jack Bedeman, Consultant in Public Health