

Title of Report:	Health and Wellbeing Strategy Action Plan
Report to be considered by:	The Health and Wellbeing Board
Date of Meeting:	25 th July 2013

Purpose of Report: To update the Board on progress re the development of the H&WB Strategy Action Plan, share the latest draft of the action plan, clarify the PH budget for 2013/14 and explain the process by which partners can bid for funding to help achieve the HWB priorities.

Recommended Action: To agree the process of funding allocation going forward

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Executive Report

West Berkshire Health and Wellbeing Strategy Action Plan

Public Health has now moved from the NHS into the Local Authorities and a Health and Wellbeing Strategy has been developed to provide a bridge between the health and social care systems and to inform the Commissioning Plans of Newbury and District Clinical Commissioning Group (NDCCG) and North and West Reading CCG (NWRCCG). The Strategy aims to add value to the business planning process of both local health, social care and third sector organisations by taking the long term, public health view and addressing cross cutting issues that influence both the health and wellbeing of West Berkshire residents.

The Strategy is available on the West Berkshire Council website:
<http://www.westberks.gov.uk/index.aspx?articleid=26679>

There are 5 health and wellbeing priorities that will be addressed in the first 2 years:

- Addressing childhood obesity in primary school children
- Giving every child and young person the best start in life
- Supporting those over 40 years old to address lifestyle choices detrimental to health
- Supporting a vibrant district
- Promoting independence and supporting older people to manage their long term conditions

In each area, a set of strategic objectives more specifically set out what we are seeking to achieve. These have been developed collaboratively by Public Health, West Berkshire Council departments, the CCGs and the Third sector, and they form the basis of the Health and Wellbeing Strategy Action Plan. The Public Health and Wellbeing budget will be allocated to commission measures to achieve the aims and objectives of the Strategy, making sure our services are effective and represent value for money.

The Health and Wellbeing Action Plan (**appendix 1**) is in draft form and is being added to and refined with input from WB Council departments, the CCGs and the Voluntary and Community Sector. All the contracted activities, initiatives and projects that are led by Public Health or have been agreed with partners are funded from the Public Health Allocation for 2013/14: £ 4,381,000.00.

Appendix 2 sets out a summary of the current PH budget indicating proposed spend for existing contracts, and new initiatives within the action plan led by Public Health or in partnership with other key stakeholders.

The next step once the action plan has been finalised will be to identify new initiatives/projects developed by partners that will help to achieve all the objectives within the Health and Wellbeing action plan in 2013/14 and through into 2014/15. A set of criteria which will need to be met are set out in **appendix 3**. Proposals for funding must meet most of the criteria. A simple expression of interest must be submitted to the PH team as per the dates outlined. The projects need to start in 2013/14 and can go on through 2014/15, finishing by March 31st 2015, which is the date of the agreed ring fenced PH allocation from central government. We are not certain of a continued ring fenced

allocation beyond this date and therefore projects and initiatives will only receive for an 18 month period. If the funding required is for a post, then this post will need to be a fixed term contract for 18 months and the proposal will need to show how the work will be made sustainable after this time. The funding that will be available is £200,000 in 2013/14 with a possibility of some additional funding in 2014/15, however in order to address as many different priority areas as possible proposals will need to be costed carefully and realistically.

A simple Project Initiation Document (PID) will be required (**appendix 4**), *if the project is selected*, that sets out in detail the following information:

Project background
objectives,
scope,
constraints, assumptions
business benefits, outputs and outcomes
project approach
budget breakdown
project plan and milestones

All The projects selected for funding will be performance managed on a quarterly basis by the Public Health team with reports going to the Public Health Integration Programme Board and regular updates to the Health and Wellbeing Board. In essence Public Health will be commissioning work from partners to help meet the KPIs in the Health and Wellbeing Strategy Action Plan.

Appendices

1. Draft Health and Wellbeing Strategy Action Plan
2. summary of the PH and wellbeing 2013/14 action plan
3. Project assessment criteria
4. Project initiation template