
Community Wellness Outreach Project

Report being considered by: Health and Wellbeing Board

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Item for: Information



1. Purpose of the Report

The purpose of this briefing is to provide the Health and Wellbeing Board with an update on the work undertaken by Public Health and Wellbeing to address premature mortality, with a focus on cardiovascular disease (CVD) through the development of a CVD Wellness Outreach service.

2. Recommendation(s)

2.1 The Board are asked to note the progress to date on the Community Wellness Outreach project.

3. Executive Summary

3.1 This report sets out a proposal for a CVD Wellness Outreach services. The Public Health and Wellbeing Team have developed this proposal to secure prevention and inequalities funding of £375,000 for West Berkshire Council, made available through the Berkshire West Place Partnership. The final proposal was presented to Locality Integration Board in September when it was agreed and funding confirmed. The next step will be to commission the service.

4. Supporting Information

Background

4.1 National, regional and local population health and public health data are key drivers for the project:

(a) Despite being largely preventable, CVD is the second largest contributor to avoidable (i.e. preventable and treatable) deaths in England. In 2020, it caused nearly 1 in 5 preventable deaths and 1 in 2 treatable deaths (ONS 2022a).¹

(b) "Cardiovascular disease is one of the most common causes of death in Buckinghamshire, Oxfordshire and Berkshire West and a major contributor to the gap in life expectancy between people living in our most and our least deprived areas".²

¹ [CVD Report Web.pdf \(kingsfund.org.uk\)](https://www.kingsfund.org.uk/publications/cvd-report-web)

² [Share your views on the BOB Integrated Care Partnership's strategic priorities | http://yourvoicebob-icb.uk/engagement/your-views-on-the-bob-integrated-care-partnership-strategic-priorities](https://www.yourvoicebob-icb.uk/engagement/your-views-on-the-bob-integrated-care-partnership-strategic-priorities)

(c) Cardiovascular disease (CVD) is a significant cause of morbidity and mortality in West Berkshire. This is captured in local statistical 'headlines' from the British Heart Foundation, as of January 2022³:

- 1 in 4 deaths of West Berkshire residents are due to CVD
- CVD causes 26 deaths each month in West Berkshire
- Every 28 hours someone dies from CVD
- Around 15,000 residents are living with CVD
- Around 3,900 residents are living with Coronary Heart Disease
- There are around 2,500 stroke survivors living in West Berkshire

4.2 The current BOB Integrated Care Partnership's strategic principles and priorities⁴ are also key drivers for the project:

- Principle 1: Preventing ill health. *We will help people stay well and independent, enjoying better health for longer.*
- Principle 2: Tackling health inequalities. *We will seek to improve the physical and mental health of those at risk of the poorest health. This will include making sure people can access health and care services, whatever their background.*
- Priority 10: *Reduce the number of people developing cardiovascular disease (heart disease and stroke) by reducing the risk factors, particularly for groups at higher risk.*

4.3 The Berkshire West Place Partnership are required to deliver above principles and priorities for the communities of West Berkshire, Reading and Wokingham.

4.4 In February 2023, the BOB Integrated Care Board (ICB) confirmed a total fund of £2.6m for Berkshire West over the two financial years to March 2025. The fund is to support local prevention and inequality priorities, alongside the core ICB prevention priority on CVD. It has since been confirmed that any unspent allocation in year one can be accrued to year 2, noting the time required to develop and mobilise a service.

4.5 In response to this funding allocation, the Berkshire West Place Partnership established a prevention and inequalities working group of all partners in Berkshire West. The group has been meeting regularly since March 23. The outcome has been agreement on;

- (a) preferred use of these funds; and
- (b) the governance route to manage the funds and oversee delivery.

4.6 West Berkshire Interim Service Director for Communities and Wellbeing and the Director of Public Health for Reading and West Berkshire represented West Berkshire public health at the prevention and inequalities working group.

4.7 The working group followed a collaborative process engaging all partners to reach a broad consensus on how best to utilise the funding, based on population health needs and community assets in Berkshire West.

³ <https://www.bhf.org.uk/what-we-do/our-research/heart-statistics/local-statistics>

⁴ [Share your views on the BOB Integrated Care Partnership's strategic priorities](#) | <http://yourvoicebob-icb.uk.engagementthg.com>

4.8 A preference ultimately emerged for a main proposal and a supporting proposal:

(a) Main Proposal (c.95% of funding): Community Wellness Outreach programme.

- To take prevention initiatives and signposting to the heart of Berkshire West communities in a way that best suits local need.
- Building on existing services/initiatives and based around existing community assets where these exist, and establishing new ones where needed.
- Provide a consistent 'core' offering around CVD prevention which is supplemented by additional 'local' offerings based on local needs.

(b) Supporting Proposal (c.5% of funding): Population Health & Prevention Intelligence Coordination.

- Develop a coordinated approach to population health and prevention intelligence across Berkshire West, enabling the Place Partnership to consider this intelligence in a strategic way to inform future population health and Public Health programmes of work.
- Develop a Berkshire West live intelligence report with supporting local authority level report. Include intelligence on wider determinants of health such as deprivation, environment, crime and housing.

4.9 Within West Berkshire, the public health team developed a proposal for a CVD Prevention outreach service in 2022, as part of their programme to address health inequalities highlighted by the COVID-19 pandemic. This service was to be centred on the delivery of the NHS Healthcheck Pathway⁵ (an established CVD Prevention intervention that LA Public Health teams are mandated to deliver/commission for residents) and incorporated learning from the successful COVID-19 and Winter Resilience outreach programmes in West Berkshire.

4.10 The Project Manager for the West Berkshire service (Charlotte Williams) was appointed in May 2023.

4.11 The West Berkshire CVD Prevention Outreach service was planned to be funded by better care fund following a successful bid to the Locality Integration Board (LIB) and West Berkshire public health reserves. Commissioning of the service was paused during 2022/23 with the direction of the Director of Public Health and paused again in Spring 2023, when the Place Partnership fund (above) was announced.

Current Status

4.12 In early June' 23, the proposals set out above in Section 2.9 were approved by the Unified Executive Meeting. A governance structure through the Locality Integration Board (LIB) was also signed off. The Unified Executive agreed that having the Berkshire West prevention and inequalities fund devolved to the LIB would realise benefits including;

⁵ [NHS Health Check - Commissioners and providers](#)

- (a) Existing formal forums in the place partnership governance arrangements.
- (b) The Voluntary, Community and Enterprise Sector (VCSE) are integrated within each LIB and may be an integral part of the outreach model.
- (c) The recent commitment to strengthen partner attendance at the LIB will ensure that each of our partner organisations are involved in the development of this service.
- (d) Guidance can be provided to the LIB to ensure a level of consistency of outcome is achieved across Berkshire West whilst recognising that the actual delivery of the service may vary in each area based on the existing infrastructure already established.

4.13 In recent weeks, the Berkshire West prevention and inequalities working group met to agree a set of principles that underlined the community wellness model. It was agreed that the next milestone for the project was for each of the LIB to host a workshop in mid-July with an extended LIB membership. The key outcome for the workshop was to design and agree a local integrated operating model for community wellness outreach which meets the agreed principles.

4.14 In preparation for the West Berkshire LIB workshop, the Public Health Team finalised amendments to the original service specification for the CVD prevention outreach, to ensure it incorporated the principles agreed by the place partnership.

4.15 The West Berkshire LIB workshop agreed that the specification developed by Public Health met the requirements of the prevention and inequalities funding, but the specification needed some further development in collaboration with Primary Care Networks (PCNs) and CVD Prevention Leads within BOB.

4.16 The Public Health Team are taking forward this action and have had an initial meeting with PCN colleagues in order to identify key areas requiring a joined approach, including data sharing arrangements. Further meetings are scheduled and work is progressing well.

4.17 The approach for the community participation element of the specification is being finalised (in-house or commissioned) by the Public Health Team in collaboration with Council and VCSE partners.

4.18 The procurement timeline and strategy is being finalised. The aim is to commence service delivery in early 2024.

4.19 The table below summarises the current budget build for the project across Berkshire West:

Appendix 1 - ICB Inequalities Funding for Berkshire West

Funding allocations assuming mobilisation from start of Q3 23/24 (6 months) and full year 24/25 (12 months)

	6 Months 23/24	12 Months 24/25	Total	
BW Total Funding Allocation	867	1,733	2600	
Less: Population Health Analytic Support (integrated posts responsible for project evaluation and population health strategic information development) £60k per annum x 3	(90)	(180)	(270)	10.4%
Total Funding for Community Wellness Outreach Service	777	1,553	2,330	
Less: Primary Care allocation:				Full yr costs
<i>PCN Training costs (Clinical time) - PCN champion- to top up PCN champions costing liase with the community outreach service, point of contact for issues, development of the integrated working. Practically assist with checks, where needed.</i>	(41)	(41)	(61)	
<i>PCN GP Ongoing mentoring/supervision- lead for integration, clinical assurance, governance at PCN level</i>	(73)	(73)	(110)	
<i>PCN Clinical follow-up (approx 5%)</i>	(29)	(29)	(43)	
<i>PCN Admin (searches, invitation booking clinics, chasing, administration, Communications)</i>	(104)	(104)	(156)	
<i>*BWP/PCN* Co-ordination of PCNs- programme management, oversight of PCNs, accountability on PCNs delivering, Liason with Partners, Project & Admin Support</i>	(135)	(135)	(203)	
<i>*BWP/PCN Training* and protocol development - GP and nurse time, management time</i>	(81)	(81)	(122)	
Remaining funding after Primary Care Allocation:	(232)	(463)	(695)	29.8%
Less: Other training costs (non-primary care) for outreach workers	545	1,090		
Remaining funding for local allocation via LIBs:	(25)	(50)	(75)	2.9%
	520	1,040		
Reading 52%	270	541	811	
Wokingham 24%	125	250	375	
West Berkshire 24%	125	250	375	



4.20 A detailed budget for the service is being finalised, including salary costs for the Project Manager (currently funded from public health reserves).

5. Options Considered

The project could have been funded through the Better Care Fund and Public Health Reserves, but utilising the Berkshire West Place Partnership funding will free up £150,000 to be spent on other priorities.

6. Proposal(s)

6.1 The Board are asked to note the progress to date on the Community Wellness Outreach project to date. The work reflects genuine collaboration between public health and BOB locality partners to reduce health inequalities experienced by our residents, led by April Peberdy.

6.2 In the short-term, this collaboration will support the development and delivery of an effective community wellness outreach model for residents disproportionately impacted by CVD within West Berkshire.

6.3 In the longer term, this collaboration is expected to strengthen, enabling effective locality efforts to address health inequity within West Berkshire.

6.4 Next steps are as follows:

- Commence pre-procurement, including market engagement process to engage providers.
- Continued partnership working with PCN's ensure effective and streamlined delivery.

7. Conclusion(s)

7.1 In conclusion, the Board are asked to note the work undertaken by Public Health and Wellbeing to address premature mortality, with a focus on cardiovascular disease (CVD) through the development of a CVD Wellness Outreach service. The team have developed this proposal to secure prevention and inequalities funding of £375,000 for West Berkshire Council, made available through the Berkshire West Place Partnership. The final proposal was presented to Locality Integration Board in September when it was agreed and funding confirmed. The next steps will be to commission the service.

7.2 Successful receipt of this funding will free up £150,000 of better care funding and public health reserves which was originally earmarked for delivery of this service.

7.3 Progress updates will be provided in due course as the partnership work develops and service delivery commences.

8. Consultation and Engagement

8.1 The proposal was discussed at Corporate Board before going to the LIB.

9. Appendices

None

Background Papers:

None

Health and Wellbeing Priorities Supported:

The proposals will support the following Health and Wellbeing Strategy priorities:

- Reduce the differences in health between different groups of people
- Support individuals at high risk of bad health outcomes to live healthy lives
- Help families and young children in early years
- Promote good mental health and wellbeing for all children and young people
- Promote good mental health and wellbeing for all adults

The proposals contained in this report will support the above Health and Wellbeing Strategy priorities by to addressing premature mortality, with a focus on CVD, through the development of a CVD Wellness Outreach service.
