
Health and Wellbeing Board Conference

Report being considered by: Health and Wellbeing Board

On: 7 December 2023

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Item for: Discussion



1. Purpose of the Report

This report provides an update on planning for the 2024 Health and Wellbeing Board Conference.

2. Recommendation(s)

The Board is asked to agree the proposals for the 2024 Health and Wellbeing Board Conference as set out in Section 6 of the report.

3. Executive Summary

3.1 This report sets out proposals for the 2024 Health and Wellbeing Board Annual Conference. The proposals have been informed by feedback from previous events.

3.2 It is proposed to hold the event in late April in the Council Chamber. The proposed theme is 'Primary Care and Community Outreach', reflecting live issues that have been highlighted as being of importance to local residents and showing how these are being addressed by the Board and its partners.

4. Supporting Information

4.1 The Health and Wellbeing Board Annual Conference has evolved from being a closed event for Members of the Board and its partners to being an open event that anyone can attend. It provides an opportunity to engage with key partners, stakeholders, and members of the public on issues and initiatives affecting the health and wellbeing of communities across West Berkshire.

4.2 The last conference was held on 31 January 2023. This was a hybrid event, with the option for people to attend in person or virtually. In total, 105 people registered to attend, 70 in-person with the remainder via Zoom.

4.3 The venue was the Council Chamber in the Council's Market Street Offices. This was chosen as it had the necessary audio-visual equipment for broadcasting the event, as well as being an accessible venue in a central location. It also meant that the same room could be used for the District Parish Conference, which was held later that day. This allowed town / parish councillors to attend both events.

4.4 The theme of the event was 'Creating Resilient Communities' and covered the local response to the challenges posed by the rising cost of living. There were presentations on:

- The BOB Integrated Care System and its Strategic Priorities
- Cost of Living Support
- Coping with Financial Pressures
- Food Poverty
- Mental Health
- Grant Funding

4.5 A stalls marketplace was set up in the Council reception, which included representation from local voluntary and community sector organisations and service providers that offer advice and support to local residents. The marketplace was open for half an hour before and after the event.

4.6 Based on feedback collated from the 2023 event, the following recommendations were made in relation to future events:

- The Health and Wellbeing Conference and District Parish Conference should be held as separate events since few people attended both events.
- The conference should be held later in the year so comms were not lost in the Christmas / New Year Break, and the event did not clash with the busy winter period within the NHS.
- The lead-in time should be extended to facilitate planning and promotion of the conference.
- Subject to budget availability, an alternative, more 'neutral' venue should be investigated, ideally with space for breakout sessions to enable delivery of a more interactive and engaging event, space for a stalls marketplace, and with dedicated staff to help organise and run the event.
- Health and Wellbeing Board partner organisations should be involved more in preparations for the event.

5. Options Considered

5.1 The 2024 conference was discussed at the Health and Wellbeing Board Steering Group. Various options were considered in terms of:

- In-person vs hybrid
- Choice of venue
- Dates
- Theme and topics
- Format

6. Proposal(s)

- 6.1 It is proposed to retain the hybrid format for the conference, since this supports professional networking for those who are able to attend in-person, while providing the opportunity for others to take part if they are unable to travel due to time constraints or personal circumstances.
- 6.2 The Council has a mobile AV kit to support the live streaming of meetings from any venue with a suitable Wi-Fi connection. However, given that there is no budget available for the conference, options would be limited to Council buildings such as the Market Street offices or Shaw House, or any other venue that partners are willing to make available. Shaw House would have space for breakouts, but it is challenging to have breakout sessions when you have a mix of people in the room and online. Also, the acoustics in the main hall are poor, which makes it difficult for those attending remotely to hear what is going on in the room. On balance it is considered better to have the event in the Council Chamber.
- 6.3 It is suggested that the event be held towards the end of April, avoiding Easter and the associated school holidays (27 March to 12 April). Mornings are felt to be easier for a greater number of people to attend.
- 6.4 It is proposed that the theme for the conference would be 'Primary Care and Community Outreach'. This would pick up on live issues that have been highlighted as important to the local community, and would show how these are being addressed by the Board and its partners.
- 6.5 As with previous events, it is proposed to start the event with a video of recent activities and achievements of Health and Wellbeing Board partners.
- 6.6 Opening presentations would focus on current Health and Wellbeing Board activities, including:
- **HWB dashboard** – Highlighting the new graphical interface and key performance metrics that are being used to demonstrate progress towards the aims and objectives of the Joint Health and Wellbeing Strategy. Also encouraging delegates to make use of data available on the West Berkshire Health Observatory website.
 - **Hot focus sessions** – Summarising some of the outcomes from the first 'Hot Focus Session' on the work of the Children's Early Help and Prevention Partnership and looking ahead to the next session on inequalities.
- 6.7 It is proposed that these would be followed by presentations related to the core theme of the conference:
- **General Practice** – Summarising the new Primary Care Strategy for Buckinghamshire, Oxfordshire & Berkshire West, which is scheduled to be adopted in March 2024.
 - **Pharmacy** – Outlining the challenges and opportunities facing the pharmacy sector and how these are being managed locally. Explaining the function of the Pharmaceutical Needs Assessment and the role of the Integrated Care Board in commissioning pharmacy services. Noting recent closures in West Berkshire, but highlighting positive developments with independent

pharmacies, and the work of the Local Pharmaceutical Committee. Also, highlighting the Integrated Care Board (ICB) study on the resilience of the local pharmacy network and work being done by Healthwatch on customers' experience of local pharmacies.

- **Dentistry** – Outlining the challenges and opportunities facing NHS dental services. Explaining the new role of the ICB in commissioning dental services, and what is being done to help patients who have struggled to get an appointment with an NHS dentist, including the initial results from the flexible commissioning pilot.
- **CVD Wellness Outreach** – Highlighting the work being undertaken to address premature mortality, with a focus on cardiovascular disease (CVD) through the new CVD Outreach service.

6.8 As mentioned above, it is challenging to have breakout sessions / workshops with a hybrid event and there is limited scope for this at the Council Offices. However, it is important to provide an opportunity for interaction and two-way communication, so it is proposed to have panel discussions at the end of both sets of presentations.

6.9 It is hoped that a 'marketplace' of stall could be provided before and after the event to allow delegates to meet with local service providers and learn about the health and wellbeing programmes that they are delivering in West Berkshire. However, this will need to be carefully managed in order to minimise impacts on the operation of the Council's reception area.

6.10 Practical support for the planning and implementation of the event would be largely through Council staff, with support from partners as appropriate.

7. Conclusion(s)

The proposals outlined above are considered to provide an effective basis for the 2024 Health and Wellbeing Board Conference. However, the Board is free to suggest changes or alternatives to any of the proposals.

8. Consultation and Engagement

The Health and Wellbeing Board Steering Group has discussed the proposals for the Conference.

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 highlighting the issues around Primary Care and Outreach, and providing the opportunity to hear from individuals, communities and organisations across West Berkshire about their experiences and activities.
