



# Health and Wellbeing Board Annual Report

(June 2024)





# Foreword



This annual report celebrates the achievements of partners across the health and care system in West Berkshire over the previous year.

2023/24 marked the third year of the Berkshire West Joint Health and Wellbeing Strategy. It followed a period of significant change, with the formation of the Buckinghamshire Oxfordshire and Berkshire West Integrated Care Board.

The Cost of Living Crisis continued to be a major focus for the Board due to its impact on residents' mental and physical health. The Board kept a watching brief, and it was fantastic to see how the public and voluntary sectors have worked in partnership to provide practical, emotional and financial support for local residents who have been affected.

Changes to community pharmacy was another theme last year. Several pharmacies have closed over the last couple of years, and the Board has had to carefully consider the implications of each closure. However, it was good to see a number of new, independent pharmacies opening. This is particularly welcomed given the expanded role of pharmacies in supporting general practice under the new Pharmacy First initiative.

'Primary Care and Community Outreach' was the theme of this year's Health and Wellbeing Conference which provided a platform to launch the ICB's new Primary Care Strategy.

As well as looking back, the annual report also provides an opportunity to consider our priorities for the coming year. It is important that we keep focused on delivery of our strategic priorities, and we will continue to use 'hot focus sessions' to take a detailed look at key issues and make sure our collective work is having a positive impact on our residents. We are also taking the opportunity to review our Delivery Plan, focusing on priorities where progress has not been as expected and on tackling health inequalities.

We understand that almost every aspect of our lives has a significant impact on our health and wellbeing including our living arrangements, communities, access to education and employment, and whether we experience poverty or discrimination. As a Health and Wellbeing Board, we will increasingly focus on these wider factors to ensure we are proactively promoting and enabling good health and wellbeing in everything we do as a partnership of public service organisations.



**CLlr Heather Codling**  
Executive Portfolio:  
Children & Family  
Services (Chairman)



**Sarah Webster**  
ICB Executive Director  
for Berkshire West  
(Vice Chairman)

## Strategic Priorities

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



# How this Document Works



## BERKSHIRE WEST HEALTH AND WELLBEING STRATEGY (HWBS)

2021- 2030



### Our Annual Review 2023/24

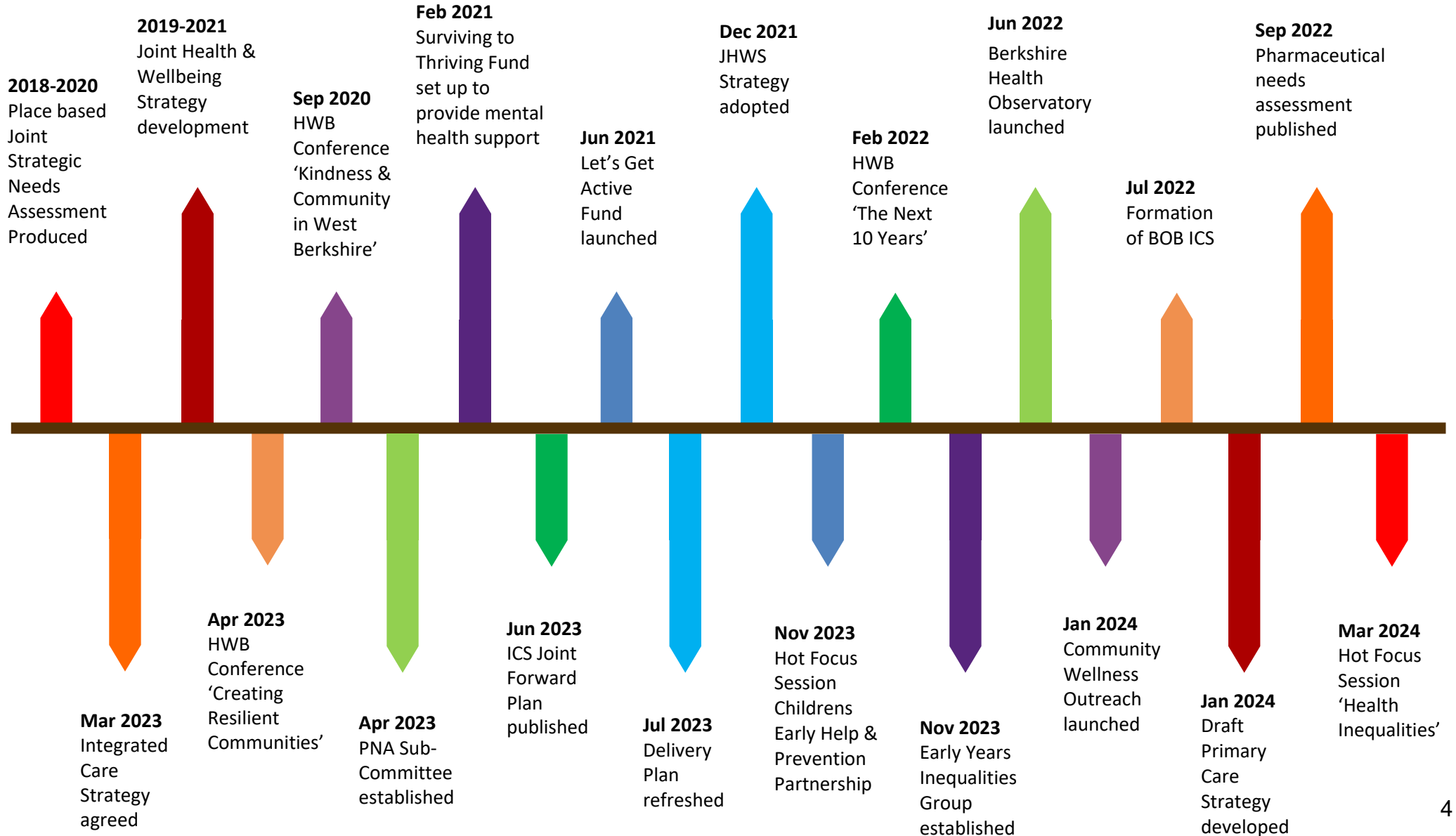
Our annual review highlights the achievements of all Health and wellbeing partners in delivering outcomes, with particular focus on the 2023/24 work programme.

### Looking ahead for 2024/25

The Health and Wellbeing Board (HWB) has a strategic role but needs to be assured of delivery of outcomes. The Delivery Plan will focus on the priority areas for 2024/25 as well as the statutory duties of the Board and areas of regular reporting.



# Our journey so far





# Progress on priority one: Reduce the differences in health between different groups of people

## Strategy Objectives

1. Use information and intelligence to understand communities, identify those in greatest need and ensure they are able to access the right services and support.
2. Assess how Covid-19 has differentially impacted local populations, including through displacement/disruption of usual services. Ensure access to these services are available to all during recovery.
3. Take a Health in All Policies approach that embeds health across all policies and services.
4. Address the variation in the experience of the wider social, economic, and environmental determinants of health.
5. Continue to actively engage and work with ethnically diverse communities, the voluntary sector, unpaid carers, and self-help groups, ensuring their voices are heard.
6. Ensure services and support are accessible to those most in need through signposting, targeted health education, promoting digital inclusion, and addressing sensory and communication needs. All in a way that empowers communities to take ownership of their own health.

## Progress on Actions

Progressed a Health in All Policies (HiAP) pilot project within the Council as a showcase piece in further staff education (see case study on page 6 for further details).

Developed a Sustainability Assessment Tool (SAT) to assess the environmental and socio-economic impacts of Council workstreams with a RAG-rating for each aspect. The intention is for this to replace the environment land health implications sections on Council reports.

Draft Healthy Planning Protocol produced, which sets out the HiAP approach, internal/ external processes, governance/maintenance, templates, and guidance for developers. It is hoped that the Protocol will be ready for adoption as soon as the Local Plan is approved. (See case study on page 6 for further details.)

The DWP has been working with schools across Berkshire to deliver Employability Skills. Feedback from schools has been good.

## Current Priorities

Groundwork has submitted a bid to Reading Borough Council and an interest to West Berkshire Council to provide green skills education and training programmes. It is hoped to progress this in 2024/25.

Newbury College has worked with WBC and 'Ways into Work' on Supported Internships. Through the NHS 'Route to Recruit' Strategy two placements have been agreed at the Royal Berkshire Hospital from September 2024. Also, seven high needs learners have been identified for placement in local businesses, starting from September 2024.

The Mental Health Action Group is seeking to bring together bodies operating in the area of digital inclusion to share knowledge and learning and consider if there are any ways they could work more productively together.



# Progress on priority one: Reduce the differences in health between different groups of people



## Case Study: Health in All Policies

'Health in all policies' is an approach to public policies across sectors that systematically takes into account the health implications of decisions, seeks synergies, and avoids harmful health impacts in order to improve population health and health equity.' – Helsinki statement, WHO, 2014

### Health in All Policies Work in West Berks

Development of a Healthy Planning Protocol which strives to realise the ambition of embedding health and wellbeing considerations in the future development of West Berkshire; by formalising the working relationship between planners, public health, and the Buckinghamshire, Oxfordshire and Berkshire West (BOB) Integrated Care Board (ICB).

Wild West Berkshire [pilot](#) (Public Health, Environment, Education, BBOWT)

[Active Travel Studies](#) (Public Health, Environment, Transport, Countryside)

[Cooking and Nutrition Programmes](#) (Public Health, Education, Family Hubs)

## Case Study: Community Wellness Outreach Service

West Berkshire Council has commissioned Solutions4Health to deliver a targeted [Community Wellness Outreach Service](#) as part of a wider NHS funded pilot. This aims to reduce health inequalities, engage those most at risk of poor health, and empower them to have a greater say in their health.

Eligible residents are offered a free NHS Health Check, which highlights whether they are at higher risk of conditions such as heart disease, diabetes, kidney disease, or strokes. Patients are advised how to reduce their risk of these conditions. Patients aged 65+ are also told about symptoms of dementia.

Priority groups include: people living in more deprived areas; ethnic groups with higher incidents of health issues; people with drug/alcohol dependence; people with disabilities, domestic abuse survivors, sex workers, offenders and men of working age in manual occupations.

429 NHS Health Checks have been delivered within the first five months of the contract. We are on track to meet the target of 2,500 NHS Health Checks by June 2025.

Healthcare Services

## West Berkshire Community Wellness Outreach Service

Free Health Checks and Support for You!





# Progress on priority two: Support individuals at high risk of bad health outcomes to live healthy lives



## Strategy Objectives

1. Raise awareness and understanding of dementia and ensure support is accessible for them and their unpaid carers. Ensure the Dementia Pathway is robust, including pre-diagnosis support, improving early diagnosis rates, rehabilitation, and ongoing support.
2. Improve identification and support for unpaid carers of all ages. Work with unpaid carers and partner agencies to promote the health and wellbeing of unpaid carers.
3. Reduce the number of rough sleepers and improve the mental and physical health of rough sleepers / homeless, through improved access to local services.
4. Prevent, promote awareness and provide support to those who have experienced domestic abuse in line with proposals outlined in the Domestic Abuse Bill.
5. Support people with learning disabilities, engaging with and listening to them to focus on issues that matter most to them.
6. Increase the visibility of services and signposting to them, as well as improving access for people at higher risk of bad health outcomes, working with/alongside voluntary and community organisations who are supporting these groups.

## Progress on Actions

Dementia Friendly West now has 60 members, and the service has been extended to 2025.

The Young Carers Newsletter was launched in September. The plan is to produce a newsletter every 8-9 weeks.

A weekly youth group provides support for secondary school age carers.

The local needs assessment for accommodation based support has been completed and signed off by the Domestic Abuse Board.

The latest Work & Careers Fair took place on 12<sup>th</sup> October 2023 at Newbury College. 1,200 young people attended and around 60 employers/other organisations exhibited.

250 young people took part in the Delivering Life Skills programme, which completed in July 2023.

The Health and Wellbeing Conference took place on 19<sup>th</sup> April 2024. This was themed around 'Primary Care and Community Outreach'. (Further details are provided on [Page 17.](#))

## Current Priorities

We are in the process of finalising the new Carers Strategy.

We are in the process of updating the Carers Strategy Action Plan.

We are in the process of finalising the new Domestic Abuse Strategy Delivery Plan.

We are in the process of finalising the new Domestic Abuse Safe Accommodation Strategy.

The public health team puts frequent content on social media to support national campaigns, as well as hot and cold weather alerts and messaging. They also share blogs from [UKHSA](#) on relevant topics. Paid adverts will be considered as necessary going forward.



# Progress on priority two: Support individuals at high risk of bad health outcomes to live healthy lives

## Case Study: Dementia Friendly West Berkshire (DFWB)

[Dementia Friendly West Berkshire](#) is a group of individuals and organisations, committed to making West Berkshire a better place to live or work with dementia. There are currently over 60 members of DFWB, which includes 6 people living with dementia and their carers.

Public Health commissions Age UK Berkshire to provide support and coordination for the ongoing development of DFWB.

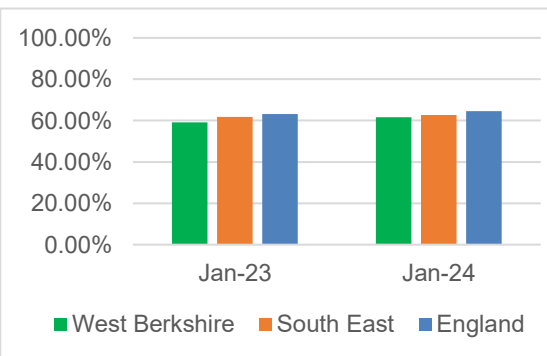
The main aims are:

- To increase awareness and reduce stigma around dementia in the community.
- To make West Berkshire a good place to live for people living with dementia and their carers, supporting them to feel welcome and safe
- To champion the rights of people at each stage of their journey with dementia; preventing well, diagnosing well, living well, supporting well, dying well
- To encourage a wide range of local organisations and residents to become members
- Signpost to services and organisations – through the DFWB website and calendar

DFWB have launched 4 new memory/ friendship cafés across the district



## Dementia Diagnosis Rate for Adults Aged 65 years+



Primary Care Dementia Data, NHS Digital (April 2024)

The Health and Wellbeing Board will continue to raise awareness to increase dementia diagnosis

## Case Study: Destinations Expo Work and Careers Fair

The careers fair is for Year 11-13 students in West Berkshire and North Hampshire. It provides an opportunity for local businesses to source new talent, inspire the future workforce and showcase the benefits of working for an organisation.

Universities and pathway providers were invited from further afield and had the opportunity to engage with students.

Free coach travel was provided for local schools thanks to Greenham Trust.

Key impacts from the fair include:

- 1,200 students attended, of which 10% had special educational needs
- There were 60 exhibitors, with a wide range of local employers
- 80% of students said their knowledge and understanding of the employers had increased after attending the event
- 82% of students said they found the Destinations Expo valuable
- 100% of teachers said they would you like to take part in this event again





# Progress on priority three: Help families and children in early years



## Strategy Objectives

1. Work to provide support for parents and carers, during pregnancy and the early years, to improve personal and collective resilience using research and good practice.
2. Ensure families and parents have access to right and timely information and support for early years health. Working with midwifery, Family Hubs, healthy visiting and school nursing to improve the health, wellbeing, developmental and educational outcomes for all children.
3. Increase the number of two-year olds (who experience disadvantage) accessing nursery places. Ensure that our early years settings staff are trained in trauma-informed practice and care, know where to find information or help, and can signpost families properly.
4. Publish clear guidelines on how families can access financial help, including for childcare costs; tackling stigma around this issue where it occurs.

## Progress on Actions

We enhanced the Midwifery, Health Visitor and Children's Services liaison meeting to identify children and families at early help at the earliest opportunity.

We mapped parenting classes in West Berkshire, identifying any gaps in provision.

We developed and promoted Parental Conflict training and resources to agencies involved in providing Early Help across agencies.

We worked with the wider partnership to address gaps in parenting provision by providing training and resources to partners to deliver to parenting groups.

We developed a Family First assessment that assesses and intervenes with families who require more enhanced early help support thereby providing support at an earlier stage and avoiding statutory intervention.

## Current Priorities

Updating the [West Berkshire Directory](#) with parenting information so parents and professionals can access courses.

Creating parenting information on the Council's website that enables parents to identify suitable parenting support for them, linking back to the Directory.

Piloting and then evaluating an Early Help digital referral form that can be used across the partnership.

Supporting the review and update of My Family Plan as a tool that can be used across the Early Help system to drive the early help practice.

Supporting the review of the role of Family Hubs in the Early Help system in light of the Social Care Review recommendations.

Undertaking a self-assessment of the Early Help System to identify strengths and areas for development to be submitted to DLUHC

Supporting early education and childcare providers to deliver extended support to more families via phased roll out of expanded free childcare entitlements.



# Progress on priority three: Help families and children in early years



## Case Study: Care for the Family Facilitator Training Primary Schools

When engaging with schools a gap in knowledge and skills was noted when children start school. Concerns raised by parents in relation to school readiness and boundaries/routines were noted. Therefore, exploration took place regarding a parenting support programme that could be offered by schools in an environment that parents could access without stigma.

Care for the family were identified as a provider to offer training for schools, which has been utilised within family hubs. The parenting coordinator and facilitator arranged funding for two training courses, which could provide 28 trained professionals.

The first of two Care for the Family 'Time Out' facilitator training commenced at the start of November 2023, with very positive feedback from the participants, they are very keen to complete the final part and to start coordinating and facilitating these universal programmes within the school.

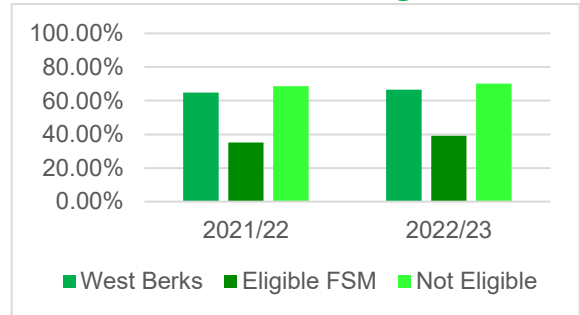
## Case Study: Parenting Provision

Engagement took place with partners across the early help system to explore what parenting work was on offer and being undertaken across West Berkshire. Engagement took place with partners in Public Health and Education to consider the child's first 1001 days, school readiness and transition to secondary school. A report was completed and explored at the Prevention and Early Help Partnership meeting in June 2023.

Several different parenting groups and programmes are on offer within West Berkshire. There are a number of targeted parenting provisions included in the offer which the Parenting Coordinator and Facilitator has been trained in and supported in delivery. Also, individual parenting support is on offer via a range of professionals.

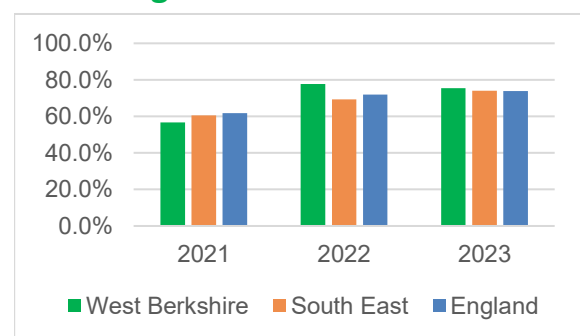
The Parenting Coordinator and Facilitator recognises the wide range of agencies offering support and has arranged a parenting network meeting to provide connections between the group.

## % Pupils Achieving Good Level of Development at Foundation Stage



Early years foundation stage profile, DfE (November 2023)

## % eligible 2-year-olds registered for childcare



Education provision: children under 5 years of age, DfE (July 2023)



# Progress on priorities four and five: Promote good mental health and wellbeing for all children and adults



## Let's Get Active Grants

Application ID	Organisation name	Project title	Total cost of project	Balance	Final Award
20424	Pangbourne and District Bowling Club	Junior Bowls at Pangbourne Bowls Club	£996	£996	£796.00
20377	Five a Day Garden	Kids Go Green 24	£2,532	£2,532	£2,032.00
20413	Sport in Mind	Sport in Mind - Let's Get Active Fund	£5,524	£5,524	£1,000.00
20240	West Berkshire Therapy Centre	Machine Maintenance 2024 - 25	£3,358	£3,358	£1,500.00
20339	Kingsclere Community Association	Summer of Fun 2024	£7,084	£7,084	£1,500.00
20401	The Newbury Community Resource Centre Limited	Let's Get Active - Supported Walking Group	£13,877	£6,826	£4,000.00
20384	Kennet District Scouts	Scout Expedition Light Weight Tents	£1,073	£573	£573.00
20352	The Friends of Hungerford Primary School	Healthy Planet, Healthy Me	£2,919	£1,503	£1,503.00
20331	Berkshire MS Therapy Centre	Specialist Exercise for people with Multiple Sclerosis 2024	£47,034	£27,273	£1,500.00
20277	Compton Parish Council	Replacement Flooring for Compton Sports Pavilion	£4,973	£2,362	£1,000.00
			<b>Total:</b>	<b>£15,404.00</b>	

The awards have been made in 23/24 and we look forward to reporting progress and outcomes in 24/25.



## Greenham Trust and West Berkshire Council Launch Let's Get Active Fund

Is improving your fitness one of your new year's resolutions? The launch of the Let's Get Active Fund is a great step forward for boosting physical activity access in West Berkshire. This collaboration between Greenham Trust and West Berkshire Council opens doors for exciting possibilities. The Good Exchange web portal is now officially accepting applications, paving the way for charities, community organisations, CIC's and School PTAs to get their projects funded.

“

“Recent times have underscored the crucial role of regular exercise and activity in maintaining physical and mental health. Moving forward, we're dedicated to promoting greater participation in physical activities among young people and vulnerable communities, ensuring options tailored to their individual needs. Through our 'Let's Get Active' initiative, jointly funded with West Berkshire Council, grants are available to local charities and community groups to revitalize community sports and physical activities, encouraging more people to embrace an active lifestyle.”

Chris Boulton, CEO of Greenham Trust

”

[Let's Get Active](#)



# Progress on priorities four and five: Promote good mental health and wellbeing for all children and adults

## Strategy Objectives

1. Aim to enable all our young people to thrive by helping them to build their resilience.
2. Aim for early identification of those young people in greatest need.
3. Use evidence to support interventions at the individual, family and community levels.
4. Engage with staff, students, parents, the community and mental health support teams to inform interventions for emotional health and wellbeing,
5. Proactively support the mental health and wellbeing of looked after children and care leavers.
6. Expand trauma-informed approach.
7. Improve the process for transition to adult mental health services for our young people.

## Progress on Actions

12 local primary schools received a Life Education Performance.

Reading Well promotional campaign with West Berkshire Libraries – 273 books issued.

BOB ICB transformation plan developed to meet COVID-19 demand.

Single access and decision-making. Early help access and referral arrangements realigned.

Autumn conference with Oxfordshire Mind.

Production of a stakeholder map of current partners working on mental health and wellbeing for children and young people.

Mobilising two Mental Health Support Teams in schools.

Three schools engaged in Young Health Champions training.

PSHE resources for KS3 and KS4 students to support schools' PSHE delivery.

Two PSHE podcasts created.

Created a tool which allows policymakers to examine the impact of their proposals and decision.

Mental health needs assessment published.

Welcome packs to target people moving home or new to West Berkshire.

## Current Priorities

Develop and deliver a [health and wellbeing in schools programme](#) including a Health and Wellbeing schools Award and rolling out a universal Year 3 living well workshop.

Develop and expand the Young Health Champions programme.

Continue to fund a dedicated 16-25 transitions worker within the children and young people [drug and alcohol service](#).

Develop and deliver a senior mental health leads network across West Berkshire schools.

Support schools to implement and deliver the refreshed health education curriculum.



# Progress on priorities four and five: Promote good mental health and wellbeing for all children and adults

## Strategy Objectives

- 1 Tackle the social factors that create risks to mental health and wellbeing including social isolation and loneliness.
- 2 Work with local communities, voluntary sectors and diverse groups to re-build mental resilience and tackle stigma.
- 3 Continue to recognise the importance of social connection, green spaces and understanding of different cultural contexts for mental wellbeing. Increase social prescribing.
- 4 Improve access to, quality and efficiency of services available to all who need them.
- 5 Work with professionals in workplaces and other settings; using a preventative approach.
- 6 Improve access to support for mental health crises and develop alternative models.

## Progress on Actions

A report on Financial Problems and Mental Health has been produced and some of the key recommendations have been taken forward:

- A sub-committee including key local organisations and individuals was formed to offer advice and support, an online stakeholder event on 14<sup>th</sup> September with 20 participants representing statutory and voluntary sector.
- A face-to-face event at Shaw House on 23<sup>rd</sup> November, with twelve attendees.
- An online event on 29<sup>th</sup> November with 11 attendees.

To help support residents with a sense of belonging and awareness of local services, a [webpage](#) has been produced.

To raise awareness of organisations that support mental health and wellbeing, information was sent to schools, Newbury Foodbank, Newbury Soup Kitchen, and the West Berkshire Suicide Prevention Action Group.

## Current Priorities

Provide opportunities to join up existing work on Digital Inclusion Champions across West Berkshire.

Raise awareness of resources and interventions that help to address mental health and wellbeing and related issues (e.g. rural isolation and loneliness) to residents, community groups and key stakeholders.

Re-establish a Mental Health Forum bringing together a range of voluntary sector organisations, service users and mental health providers to share information and raise issues.

Review of bereavement support service provision to support residents, particularly for those with deteriorating mental health.

Agree and implement suicide prevention action plan for West Berkshire.

Commission a Suicide Prevention Outreach Service.

Monitor and support the implementation and development of the new Mental Health Integrated Community Service in West Berkshire.



# Joint Strategic Needs Assessment



## Thematic Needs Assessment

Having completed a programme of needs assessments, in 2021 West Berkshire adopted a new themed approach to its Joint Strategic Needs Assessments (JSNAs) through the Berkshire Observatory.

Following a prioritisation process, a workplan was identified and JSNAs have been produced on the following topics:

- West Berkshire People and Place Summary
- Mental Health Needs Assessment (2021)
- Children's 0-5 JSNA (2022)
- Alcohol Needs Assessment (2022)
- Pharmaceutical Needs Assessment (2022)
- Mental Health and Wellbeing of Infants, Children, and Young People JSNA (2023).

These needs assessments are being used to inform the development of health and social care services across West Berkshire.

The full JSNA can be found here:

[Berkshire Observatory – West Berkshire – Needs assessments and further resources \(berkshireobservatory.co.uk\)](https://www.berkshireobservatory.co.uk/needs-assessments-and-further-resources)

## Covid-19 Recovery Dashboard

The Covid-19 Dashboard provides up to date, high level data and indicators around the picture of health in West Berkshire following the Covid-19 pandemic, the report is broken down into stages and maps short, medium and long term effects:

- Pregnancy
- Infancy
- Children (6-11)
- Adolescence (12-17)
- Adulthood (18-64)
- Elderly (65+)

The dashboard can be found here:

[COVID-19 Recovery Report Editing 20210713 | West Berkshire | Report Builder for ArcGIS \(berkshireobservatory.co.uk\)](https://www.berkshireobservatory.co.uk/covid-19-recovery-report-editing-20210713)

## What's Next?

The upcoming JSNA work programme includes development of a Health and Wellbeing Board Dashboard.

The JSNA will inform the next review of the Joint Health and Wellbeing Strategy Delivery Plan.



# Pharmaceutical Needs Assessment

## PNA Sub-Committee

In April 2023, the Board established a Pharmaceutical Needs Assessment (PNA) Sub-Committee with delegated powers to review and respond to notifications about pharmacy closures, changes to opening hours or services provided, and applications for new pharmacies that offer unforeseen benefits.

There have been several pharmacy closures in West Berkshire since the PNA was carried out in 2022. This has reflected the trend at the national level. Closures have mostly affected the large, High Street chains. There have also been reductions in hours for pharmacies that previously operated 100 hour contracts.

In each case, an assessment has been made as to whether the changes created a significant gap that required declaration of a supplementary statement to the PNA or a refresh of the PNA.

To date, the Board has only issued one [Supplementary Statement](#) in relation to the closure of Lloyds Pharmacy Ltd (in Sainsbury's), Bath Road, Calcot, Reading, RG31 7SA.

There have also been a number of applications for new pharmacies in West Berkshire, including locations in Thatcham and Newbury.

The Health and Wellbeing Board is a statutory consultee for such applications and the PNA Sub-Committee has submitted formal responses in each case.

Applications for new pharmacies have all been from small-independent providers. This is welcomed since independents tend to form closer working relationships with local GPs and Public Health Teams. The additional service provision, which is seeing an increase in capacity and access, is welcomed by the Board.

Two independent pharmacies have opened in Thatcham and feedback from the Local Pharmaceutical Committee is that they are performing well and issues that affected previous, large chain pharmacies, including temporary closures and long queues due to staff shortages, have largely been addressed.

## Locally Commissioned Services

Across Berkshire West, women aged 13 to 24 can access emergency hormonal contraception for free from participating local pharmacies. A proposal has been made which recommends a review of the age range and commissioning arrangements to increase provision and access.

## Pharmacy First

Pharmacy First launched on 31 January 2024. It enables patients to be referred into community pharmacy for a minor illness or an urgent repeat medicine supply. This new service is expected to free up GP appointments and give people quicker and more convenient access to safe and high quality healthcare. It includes the supply of medicines for seven common.

It is expected that Pharmacy First will help to improve the long-term viability of pharmacies and reverse the recent trend of closures.

Most pharmacies can help you with seven common conditions without needing a GP appointment

Providing NHS services

Speak to your pharmacist if you suspect you have:

- Sinusitis
- Sore throat
- Earache (children)
- Infected insect bite
- Impetigo
- Shingles
- Urinary tract infection (women)

Visit your Pharmacy First!

The poster features a teal background with a white cross icon and several small images of people at a pharmacy counter.



# Better Care Fund



A key function of the Health and Wellbeing Board is to encourage greater integration and partnership working between health and social care. The Better Care Fund (BCF) supports this using pooled budgets.

The Health and Wellbeing Board is required to report quarterly on the performance against five national metrics:

1. **Avoidable admissions** - indirectly standardised rate of admissions per 100,000 population
2. **Falls** - Emergency hospital admissions due to falls in people aged 65 and over directly age standardised rate per 100,000.
3. **Discharge to usual place of residence** – percentage of people, resident in West Berkshire, who are discharged from acute hospital to their normal place of residence.
4. **Residential Admissions** – long-term support needs of older people (age 65 and over) met by admission to residential and nursing care homes per 100,000 population.
5. **Reablement** – proportion of older people (65 and over) who are still at home 91 days after discharge from hospital into reablement/ rehabilitation service.

We are currently on track to meet four of the five BCF Metrics. We are not on track to meet the target for residential admissions. We are continuing to monitor this closely and working

in partnership with the Acute NHS Trusts in enforcing the home first approach and reducing the number of patients being discharged on Pathway 3.

	Priority	Update
1	Recruitment & retention of Social Workers and Occupational Therapists (£298K)	61% used to pay for locum Social Workers and Occupational Therapists in Hospital Discharge Team and remaining 39% used to pay for locum Social Workers across Locality Teams (West, Central and East) to support with admission avoidance.
2	Falls Pathway	<b>Presentation received in December, updated provided in February '24. Need to agree what we will take forward into 24/25 to support admissions due to falls.</b>
3	Self-Care Programme (30K)	Looking at how we can support communication of key messages to support system during the winter.
4.	Trust Intelligence Notification Assistance (TINA)	This should give Social Workers based at RBH an early indication of admissions and likely discharge pathway – will aid discussions about relevant pathway. Social Workers have requested some training on this system.
5.	Reduce the number of people coming out of Hospital on pathway 3.	Meeting held with RBH and other partners. Agreed Wards will ensure Home First Approach is adopted and all discharges will be requested as PW1.
6.	Deep dive into data	<b>CSU attended December Board to talk through admission data – no concerns for West Berkshire. However, we now have discrepancies with 2 metrics. This has been escalated.</b>





# Health and Wellbeing Board Annual Conference

Each year, the Health and Wellbeing Board holds a conference, which provides an opportunity to engage with partners, stakeholders, and residents on key issues and initiatives affecting the health and wellbeing of communities across West Berkshire.

This year's conference was held on 19 April. It was organised as a hybrid event and over 100 people registered to attend.

Opening presentations provided previews of the Director of Public Health's annual report, and the emerging Health and Wellbeing Board Dashboard. The dashboard provides a set of key performance indicators to inform the work of the Board and its partners, as well as demonstrating the impact of local programmes on the health of the population.

There was also a presentation on the outcomes of a 'hot focus session' where Health and Wellbeing Board partners had done a deep dive to investigate issues around health inequalities. This sought to:

- create a shared understanding of health inequalities and how they presented in West Berkshire;

- establish a common vision of the building blocks that could be used to improve health and wellbeing;
- inspire individuals, groups and organisations to take ownership in addressing and reducing health inequalities;
- introduce tools to help structure conversations around health inequalities.

The theme of the conference was 'Primary Care and Community Outreach'. It provided an opportunity to promote the ICB's new Primary Care Strategy for Buckinghamshire, Oxfordshire and Berkshire West, with presentations on general practice, pharmacy, and dentistry, highlighting the challenges and opportunities facing these services, and showcasing plans for how these will be transformed.

There was also a presentation on the Community Wellness Outreach Service, which is a collaborative programme between the ICB, Public Health and the voluntary sector with a focus on increasing uptake of the NHS Health Checks Pathway by eligible residents and local workforce disproportionately impacted by cardiovascular disease, but who are under-served by the programme in West Berkshire.

The conference included a 'stalls marketplace' where delegates could meet a range of service providers operating in West Berkshire.





# Joint Working with Neighbouring Authorities

## Key Achievements

- Joint Health and Wellbeing Board Dashboard to monitor high level outcome data and progress against strategy priorities
- Shared Public Health Team leading on public health intelligence functions and joint management and delivery of contractual arrangements for 0-19 Public Health Nursing, Sexual and Reproductive Health, and Smoking Cessation.
- Partnership working with the ICB and Berkshire West Local Authorities to develop plans for piloting, delivery and evaluation of Community Wellness Outreach Services.
- Partnership working to develop aligned plans to increase smoking cessation through effective utilisation of the [Stop Smoking and Support Grant](#).
- Berkshire West Suicide Prevention Strategy - development and local action plans

## Health Protection & Resilience Board

The Board was established in 2024 to:

- Provide assurance to the three Health and Wellbeing Boards (West Berkshire, Reading and Wokingham), the Unified Executive (strategic board of the Berkshire West Place Based Partnership) and the Berkshire Resilience Group.
- Protect the health of residents across Berkshire West.
- Ensure that effective consultation and engagement takes place as part of its work programme and assurance role.
- Work to ensure coordination of strategic and operational response across Berkshire West.
- Ensure that there is a focus on reducing health inequalities and that health protection issues of underserved groups are addressed.

## BERKSHIRE WEST HEALTH AND WELLBEING STRATEGY (HWBS)

2021- 2030





# Local Response to the Cost of Living Crisis

As well as progressing the actions set out in the Joint Health and Wellbeing Strategy Delivery Plan, the Health and Wellbeing Board has also been responsive to emerging issues.

Since September 2022, the Board has kept a watching brief on the Cost of Living Crisis and its impact on local residents. Price rises have led to significant hardship for some residents, with knock-on implications for their physical and mental health.

The impacts of these price rises have been felt disproportionately by certain groups including the disabled, unemployed people, shift workers, those working in lower paid jobs and residents living in rural areas. A number of actions have taken place at the local level to support residents.

A Cost of Living Appeal was set up, pump-primed by funding from Greenham Trust and West Berkshire Council. This helped the local voluntary sector to support residents with challenges arising from the rising cost of living.

Discussions took place between the voluntary sector, Greenham Trust and West Berkshire Council to establish what support the sector needed and whether there was any appetite for the 'Cost of Living Hub'.

The Council developed a comprehensive website offer, with signposting to local and national sources of help and assistance. This was part of a wider communications strategy.

A Cost of Living coordinating group was set up, consisting of the then Leader of the Council, Public Protection Manager, Hub Manager and the Chief Executive Officers of the Volunteer Centre and Greenham Trust. Also, an internal officer delivery group was set up in West Berkshire Council to oversee the Council's 'cost of living response'.

By the time the Hub had closed, it had supported over 500 individual residents and family cases.

Since the start of the Cost of Living Crisis, the government has released five tranches of the Household Support Fund. Local authorities have been encouraged to use discretion on how to identify and support those most in need, and to use funding to meet immediate needs and help those struggling to afford energy and water bills, food, and other related essentials.

All of the 2023/24 grant that was available was allocated, including:

- £346K in direct payments to residents who met the scheme criteria.
- £404K for provision for those on 'free school meals' during school holidays.
- £120K support for those on housing benefit who were not eligible for other cost of living support payments
- Additional £20K match funding allocated to the shared Cost of Living Grant Fund.
- Over £350K of support delivered through the voluntary sector, including: support for pensioners; support for those in temporary and emergency accommodation; essential household goods, and support with food and energy costs.
- 10% of the fund was used to cover administration costs in line with guidance.





# Looking Ahead to 2024/25

## Hot Focus Sessions

The Health and Wellbeing Board organises 'Hot Focus Sessions' in between the formal, public meetings. These provide opportunities for the Board Members and other stakeholders to come together and undertake in-depth investigation of particular issues that are affecting the health and wellbeing of local communities, or the operation of the Board.

Sessions have been proposed for 2024/25 to consider the following topics:

- Housing and Health
- Inequalities Early Years System Workshop
- Health and Wellbeing Board Effectiveness - we will ensure the board drives forward impactful agendas, embed reducing health inequalities across all workstreams, enables efficient, business-focused practices to maximise partner engagement and efficiency

## Community Wellness Outreach

We will continue to roll out the Community Wellness Outreach pilot over the remainder of the 18-month contract.

This will continue to evolve in response to feedback received from the provider and local communities.

Evaluation will be undertaken with the ICB and other Berkshire West Local Authorities to consider the different experiences and outcomes across the three pilot projects and share learning to shape future interventions.

## Delivery Plan Review

A comprehensive Delivery Plan was developed to achieve the objectives of the Joint Health and Wellbeing Strategy. This set out a wide range of actions with associated targets and key performance indicators.

As we approach the third anniversary of the Joint Health and Wellbeing Strategy, this provides a good opportunity to review the delivery plan to identify where actions have been achieved, or where progress has not been as per expectations.

This work will be led by the new Director of Public Health who will be in place from July.

## Making Health Equity a Core Focus

Closing health inequalities and supporting recovery from Covid-19 are at the very heart of

the Berkshire West Health and Wellbeing Strategy, and we have sought to ensure that equity is at the heart of local decision making to create healthier lives for all.

A Health Inequalities Task Group was established to oversee this work in West Berkshire. However, the decision was recently taken to disband the Task Group and move to making health equity a core focus for all of the Health and Wellbeing Board Sub-Groups.

## Greater Focus on Supporting Residents with Learning Difficulties

The Health and Wellbeing Board Steering Group has identified the need to better understand and the needs of residents with learning difficulties and ensure these are met.

This is a key group that the Joint Health and Wellbeing Strategy has identified as being at high risk of bad health outcomes and in need of additional support to live healthy lives.

We will use the Hot Focus Session on Health and Wellbeing Board Effectiveness to consider how our governance model needs to change and what additional work needs to be done in this area.



# Health and Wellbeing Board Partners



## BOB ICB Primary Care Strategy

The Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) published its draft Primary Care Strategy which highlights ambitions for the future of general practice, community pharmacy, optometry (eye care) and dentistry across BOB.

Stakeholders, patients and the wider public were invited to share their views via an [online survey](#) to help further inform and shape these plans. The survey closed on 29 February 2024. Focus groups, webinars and face-to-face meetings with a wide variety of stakeholders have also taken place over the last four months. Alongside this, engagement has been ongoing with primary care providers and NHS Partner Trusts.

The final strategy was approved in May 2024.

The strategy outlines three priorities:

- Priority 1: to expand at-scale triage and navigation to appropriately direct same-day non-complex need.
- Priority 2: to create Integrated Neighbourhood Teams to coordinate care and support for at least one population cohort.
- Priority 3: to align Primary Care to support a system-wide focus on preventing cardiovascular disease.

To help deliver these priorities, there will be further development of the following services:

- Non-complex same day care
- Integrated Neighbourhood Teams
- Cardiovascular Disease Prevention

**Non-complex same day care** Primary care will better manage patients who require same day support; but whose conditions are not complex. The aim is to improve the patient experience as they get the support they need promptly. This will be achieved by triaging patients more efficiently with an initial contact made with the right health service or professional. This way of working will allow GPs to focus on patients with more complex needs (having more than one health condition).

**Integrated Neighbourhood Teams** GPs will work with multi-disciplinary teams in the community made up of hospital consultants, district and community nurses supported by care navigators, physiotherapists, and the voluntary sector to provide personalised, proactive care to patients with more than one health condition (complex) such as frail elderly people.

**Cardiovascular Disease (CVD) Prevention** Primary care will work with health and care partners to reduce the risk of patients developing CVD by tackling smoking, obesity, and high blood pressure. CVD is one of the most common causes of ongoing ill-health and deaths across the ICB leading to heart attack and strokes. This approach will rely on using and sharing data (Population Health Management) between partners to understand better the health needs of our local communities.



# Health and Wellbeing Board Partners



Royal Berkshire  
NHS Foundation Trust



Buckinghamshire, Oxfordshire  
and Berkshire West  
Integrated Care Board



Berkshire Healthcare  
NHS Foundation Trust



ROYAL BERKSHIRE  
FIRE AND RESCUE SERVICE



Public Protection Partnership | Bracknell Forest  
West Berkshire



healthwatch  
West Berkshire



# Glossary



**BCF** – Better Care Fund

**BOB** – Buckinghamshire, Oxfordshire and Berkshire West

**CVD** – Cardiovascular disease

**HWB** – Health and Wellbeing Board

**HiAP** – Health in All Policies

**ICB** – Integrated Care Board

**ICP** – Integrated Care Partnership

**ICS** – Integrated Care System

**JLHWS** – Joint Local Health and Wellbeing Strategy

**JSNA** – Joint strategic needs assessment

**PNA** – Pharmaceutical Needs Assessment

**UKHSA** – UK Health Security Agency

**WBC** – West Berkshire Council